

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Innovation, Industry, Science and Research Portfolio
Additional Estimates Hearing
26 February 2009

AGENCY/DEPARTMENT: INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

TOPIC: Media Monitoring

REFERENCE: Written Question – Senator Abetz

QUESTION No.: AI-22

How much was spent on media monitoring in CY 2008?

How much has been spent on media monitoring FY 2008-09 YTD?

How many staff in each department/agency are employed for media related duties?

ANSWER

How much was spent on media monitoring in CY 2008?

Media monitoring services are being provided by contracted service providers. Costs incurred CY 2008 equated to \$350,375 (GST excl).

How much has been spent on media monitoring FY 2008-09 YTD?

Total media monitoring expenditure for the FY 2008-09 YTD is \$166,942 (GST excl). This incorporates all expenditure by the Department for media monitoring services from 1 July 2008 to 31 January 2009.

Invoices are issued on a monthly basis and the Department is unable to determine expenditure for part months.

How many staff in each department/agency are employed for media related duties?

There are 9.5 staff employed within the Department for media related duties.