

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Innovation, Science, Research and Tertiary Education Portfolio  
Budget Estimates Hearing 2012-13  
28 and 29 May 2012

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**AGENCY/DEPARTMENT:** DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

**TOPIC:** Media Monitoring

**REFERENCE:** Written Question – Senator Bushby

**QUESTION No.:** BI-187

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for this financial year to date?
  - Which agency or agencies provided these services?
  - What is the estimated budget to provide these same services for the year 2012-13?
  - What has been spent providing these services this financial year to date?
2. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for this financial year to date?
  - Which agency or agencies provided these services?
  - What is the estimated budget to provide these same services for the year 2012-13?
  - What has been spent providing these services this financial year to date?

**ANSWER**

1. Please refer to the response to question 2. Ministers' Offices receive a subset of the services procured by the Department for its use.
2. Please refer to AI-233 for media monitoring costs for 1 July 2011 to 29 February 2012. The total cost of media monitoring services from 1 March 2012 to 31 May 2012 is detailed in the following table:

<b>Department/Agency</b>	<b>Cost \$ (GST exclusive)</b>	<b>Media Monitoring Agency</b>
Department of Industry, Innovation, Science, Research and Tertiary Education	64,488	Media Monitors LexisNexis Water Shandwick Meltwater News AAP Information Services P/L
National Advisory for Tertiary Education, Skills and Employment <sup>^</sup>	21,624	AP Medianet

Australian Institute of Aboriginal and Torres Strait Islander Studies	1,375 2,558	Slice Media AAP
Australian Institute of Marine Science	5,638	Media Monitors
Australian Nuclear Science and Technology Organisation	6,818 4,363	Australian Associated Press P/L Media Monitors
Australian Research Council	5,480	Media Monitors
Australian Skills Quality Authority	8,266	Media Monitors, sourced through DEEWR
Commonwealth Scientific and Industrial Research Organisation	16,339 2,750 20	Media Monitors Meltwater News Union Metrics
IP Australia	7,617	Media Monitors
Tertiary Education Quality and Standards Agency	1,550 7,578	CCH Australia AAP Newscentre, sourced through DEEWR

^ As the Agency joined the department on 29 March 2012, and the figure provided is for the period from 29 March to 31 May 2012.

The estimated budget to provide these services for the 2012-13 financial year is as follows:

<b>Department/Agency</b>	<b>2012-13</b>
Department of Industry, Innovation, Science, Research and Tertiary Education	\$851,824
National Advisory for Tertiary Education, Skills and Employment	\$25,000
Australian Institute of Aboriginal and Torres Strait Islander Studies	\$4,000
Australian Institute of Marine Science	\$12,000
Australian Nuclear Science and Technology Organisation*	Nil
Australian Research Council	\$25,000
Australian Skills Quality Authority	\$8,266
Commonwealth Scientific and Industrial Research Organisation	\$74,000
IP Australia	\$32,000
Tertiary Education Quality and Standards Agency	\$20,000

\*ANSTO's media monitoring costs depend on the level of media coverage throughout the year, and no estimate is available.