

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Supplementary Budget Estimates

18 October 2012

Question: SR40
Topic: Media Monitoring
Proof Hansard Page: Written

Senator Bushby asked:

Financial Year to Date

1. What is 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?
 - a) Which agency or agencies provided these services?
 - b) What is the estimated budget to provide these services for the year 2012-13?
 - c) 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?
 - a) Which agency or agencies provided these services?
 - b) What is the estimated budget to provide these services for the year 2012-13?
 - c) What has been spent providing these services this financial year to date?

2011-12 Financial Year

1. What was the actual total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for 2011-12?
 - a) Which agency or agencies provided these services?
 - b) What was the estimated budget to provide these services for the year 2011-12?
2. What was the actual total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for 2011-12?
 - a) Which agency or agencies provided these services?
 - b) What was the estimated budget to provide these services for the year 2011-12?

Answer:

Minister's Office

Financial Year to Date

1. Media monitoring services for the Minister's Office:
 - a) Media Monitors.
 - b) \$60,000 has been budgeted for the 2012-13 financial year for the Minister's Office.

- c) \$10,883 has been spent on media monitoring for the Minister's Office this financial year to date.

2011-12 Financial Year

- 1. Media monitoring services for the Minister's Office:
 - a) Media Monitors.
 - b) \$59,500 was spent on media monitoring services for the Minister's Office for the 2011-12 financial year.

The Department

Financial Year to Date

- 2. Media monitoring services for the Department and its Agencies:
 - a) Media Monitors.
 - b) \$180,000 has been budgeted for the 2012-13 financial year.
 - c) \$32,651 has been spent on media monitoring for the Department this financial year to date.

2011-12 Financial Year

- 2. Media monitoring services for the Department and its Agencies:
 - a) Media Monitors.
 - b) \$533,977 was spent on media monitoring services for the Department for the 2011-12 financial year.

Australian Renewable Energy Agency

An amount of \$30,000 is paid each year by the Australian Renewable Energy Agency ARENA to the Department of Resources, Energy and Tourism under a Service Level Agreement.

Geoscience Australia

Financial Year to Date

- 2. Media monitoring services for Geoscience Australia (GA):
 - a) Media Monitors
 - b) A total of \$80,000 has been budgeted for the 2012-13 financial year.
 - c) \$15,423 has been spent on media monitoring this financial year to date.

2011-12 Financial Year

- 2. Media monitoring services for GA cost a total of \$55,477 for the 2011-12 financial year:
 - a) Media Monitors.
 - b) GA's estimated budget to provide media monitoring services for the 2011-12 financial year was \$100,000.

Tourism Australia

Financial Year to Date

2. Media monitoring services for Tourism Australia (TA):
 - a) Factiva, Meltwater News, AAP, SinoFile, Media Monitors, Full House, VM Faktor, Ketchum, EBA, Print Media, Early Bird Communication, Newsclip, News and Ads and Cision.
 - b) \$287,259 has been budgeted for the 2012-13 financial year.
 - c) \$111,554 has been spent on media monitoring this financial year to date.

2011-12 Financial Year

2. \$516,796. Media monitoring is important to evaluating the reach and effectiveness of TA's public relations activities, which is a core element of TA's overall marketing strategy. TA undertakes media monitoring within Australia and across several markets that TA is active in.
 - a) Cubit, Factiva, Meltwater News, AAP, SinoFile Media Monitors, Argus de la Presse, Landau Media/ Infopaq, India Media Monitoring, L'Echo della Stampa, Naigai Kirinuki Tsushinsha, Early Bird Communication, Nama News & Ads Monitoring Agency, Media Monitors and Cision.
 - b) \$525,000.

National Offshore Petroleum Safety & Environmental Management Authority

Financial Year to Date

2. Media monitoring services for the National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA):
 - a) Media Monitors.
 - b) Estimated budget of \$20,000.
 - c) \$6,617.

2011-12 Financial Year

2. Media monitoring services cost a total of \$15,146 for the 2011-12 financial year:
 - a) Media Monitors.
 - b) Estimated budget was \$15,000.

Australian Solar Institute

The Australian Solar Institute does not have a media monitoring costs.