

Senate Standing Committee on Education and Employment - Education

**QUESTIONS ON NOTICE
Additional Estimates 2013-2014**

Cross Portfolio

Department of Education Question No. ED0344_14ED0344_14

Senator Ludwig provided in writing.

Question

Dept/Ag - Media monitoring services

1. What is the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office from 7 September 2013 to date? a. Which agency or agencies provided these services? b. What has been spent providing these services from 7 September 2013 to date? c. Itemise these expenses. 2. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency from 7 September 2013 to date? a. Which agency or agencies provided these services? b. What has been spent providing these services from 7 September 2013 to date? c. Itemise these expenses

Answer

DEPARTMENT

The Department does not attribute a portion of general media monitoring expenditure to Ministers' offices.

The Department of Education and the Department of Employment have continued to use the one contract/service for media monitoring (established for the former DEEWR). The sharing of the service will cease in the near future pending an upcoming change to provider and the ending of the original contract period. Until then, it is not possible to disaggregate expenditure between the Department of Education and the Department of Employment.

The current provider of the services is Australian Associated Press (AAP).

AGENCY

Australian Curriculum, Assessment and Reporting Authority

1. Nil.
2. a. iSentia and the Australian Associated Press (AAP)
 - b. \$25,340
 - c.

iSentia	Press clips - digital
\$24,390	Internet alerts
	Press copyright - digital
	Broadcast summary - regional
	Broadcast summary - metro
	Mediaportal press clips
	Monitoring services - press news alerts

AAP	Media monitoring regional print, radio and TV
\$950	International news agencies within Australia
	Online databases

Australian Institute for Teaching and School Leadership

1. Not Applicable.
2. \$22,738.05
 - a. iSentia Pty Ltd
 - b & c:

	Press	Broadcast	Presentations	Monitoring Services
Sept 2013	\$2,780.31	\$ 606.61	\$293.38	\$504.78
Oct 2013	\$3,146.82	\$1,225.49	\$ -	\$504.78
Nov 2013	\$2,809.66	\$1,347.94	\$ -	\$504.78
Dec 2013	\$3,449.64	\$1,618.98	\$ -	\$504.78
Jan 2014	\$2,386.07	\$ 549.25	\$ -	\$504.78

Australian Institute of Aboriginal and Torres Strait Islander Studies Nil.

Australian Research Council

1. Nil.
2. \$11,350
 - a. iSentia
 - b. As question 2
 - c. iSentia - \$11,350

Tertiary Education Quality and Standards Agency
Nil.