

Senate Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Department of Human Services

Additional Estimates 2007-08 – February 2008



Question: HS109-110

Outcome: All, Output: All

Topic: Media Monitoring within the Portfolio

Hansard Page/Written Question on Notice: Written

SENATOR COONAN asked 220/02/2008:

Please advise what contracts the Department of Human Services has in place for national and state monitoring of print and electronic media, as well as transcript production for the Department and each of the participating agencies.

What has been the monthly media monitoring cost from 1 April 2007 to date?

Answer:

The Core Department, Medicare Australia and Australian Hearing access media monitoring services through Centrelink's contract with Media Monitors. A new cross-agency contract is currently under negotiation with Media Monitors. A shared contract for media monitoring helps to lower costs, by reducing the duplication of services.

CRS Australia, the Child Support Agency and Centrelink have direct media monitoring contracts.

The HSA Group does not have contracts in place for media monitoring.

Please refer to the information provided in the table below.

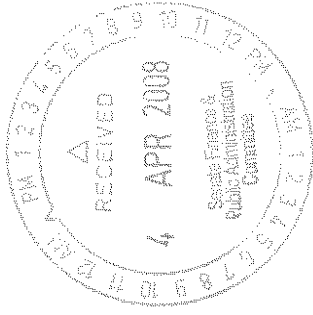
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Human Services Portfolio

Department of Human Services

Additional Estimates 2007-08 – February 2008

Media Monitoring Contracts – 1 April 2007 – 31 January 2008



| Nature of Service | Provider | Monthly expenditure 1 April 2007 – 31 January 2008 (\$ - GST inclusive) | | | | | | | | | | | | |
|---|-------------------|---|--------|---------|---------|--------|--------|--------|--------|--------|--------|-------|--|--------|
| | | April 07 | May 07 | June 07 | July 07 | Aug 07 | Sep 07 | Oct 07 | Nov 07 | Dec 07 | Jan 08 | TOTAL | | |
| Core Department | | | | | | | | | | | | | | |
| Day to day broadcast and print media | Media Monitors | 5,560 | 10,404 | 10,498 | 6,463 | 7,210 | 8,508 | 9,003 | 6,351 | 7,068 | 5,588 | | | 76,653 |
| Access to the AAP newswire and media release distribution | AAP Info Services | 3,487 | 4,669 | 3,728 | 4,300 | 3,487 | 3,487 | 3,643 | 3,592 | 3,592 | 3,592 | | | 37,577 |
| Monitoring of relevant worldwide news | Factiva* | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | | | 25,000 |
| Media analysis | Mediascape* | - | - | 26,755 | 10,984 | 10,984 | 10,984 | - | - | - | - | | | 59,707 |
| Child Support Agency | | | | | | | | | | | | | | |
| Media monitoring, media analysis and clipping service (including transcripts, videos and audio clips) | Media Monitors | - | 3,221 | 9,121 | 225 | - | 1,028 | 1,126 | 672 | 653 | 3,357 | | | 19,403 |

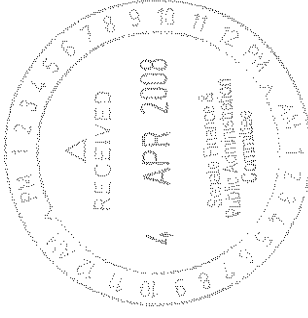
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Human Services Portfolio

Department of Human Services

Additional Estimates 2007-08 – February 2008



| Nature of Service | Provider | Monthly expenditure 1 April 2007 – 31 January 2008 (\$ - GST inclusive) | | | | | | | | | | | | TOTAL | | | |
|---|----------------|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--|--|-------|--|--|----------------|
| | | April 07 | May 07 | June 07 | July 07 | Aug 07 | Sep 07 | Oct 07 | Nov 07 | Dec 07 | Jan 08 | | | | | | |
| CRS Australia | | | | | | | | | | | | | | | | | |
| National/state print/ electronic media monitoring and transcript production | Media Monitors | 205 | 226 | 152 | 255 | 271 | 235 | 327 | 385 | 216 | 255 | | | | | | 2,527 |
| Centrelink | | | | | | | | | | | | | | | | | |
| Electronic media monitoring | Media Monitors | 37,855 | 9,331 | 16,868 | - | 23,511 | 112 | 32,408 | 29,824 | 2,130 | 18,238 | | | | | | 170,277 |
| Medicare | | | | | | | | | | | | | | | | | |
| Electronic media monitoring to head office | Media Monitors | 6,004 | 8,040 | 6,633 | 6,414 | 7,505 | 7,928 | 6,779 | 7,026 | 5,102 | 4,945 | | | | | | 66,376 |
| Australian Hearing | | | | | | | | | | | | | | | | | |
| Electronic media monitoring to head office | Media Monitors | 435 | 639 | 409 | 612 | 1,461 | 1,050 | 1,225 | 705 | 874 | 891 | | | | | | 8,301 |
| TOTAL | | 56,046 | 39,030 | 76,664 | 31,753 | 56,929 | 35,832 | 57,011 | 51,055 | 22,135 | 39,366 | | | | | | 465,821 |

* The Core Department has terminated contracts with FACTIVA and Mediascape.