

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Additional Estimates 13-16 Feb 2012

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet

Outcome/Program: 1.1.4 Support Services for Government Operations

Topic: Media Monitoring

Senator: Senator Ryan

Question reference number: 95

Type of Question: Written

Date set by the committee for the return of answer: 30 March 2012

Number of pages: 3

Question:

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for 2007-08, 2008-09, 2009-10 and 2010-11?
2. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for 2007-08, 2008-09, 2009-10 and 2010-11
3. 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?
 - a. Which agency or agencies provided these services?
 - b. What is the estimated budget to provide this same services for the year 2011-12?
 - c. What has been spent providing these services this financial year to date?
4. 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 this same services for the year 2011-12?
 - c. What has been spent providing these services this financial year to date?

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Additional Estimates 13-16 Feb 2012

Prime Minister and Cabinet Portfolio

Answer:

1. The total cost of media monitoring services to the Prime Minister's Office for the financial years 2007-08, 2008-09, 2009-10 is shown below:

Financial Year	PMO
2007-2008	\$107,859
2008-2009	\$81,409
2009-2010 ¹	\$56,141

Notes:

¹ As at 30 April 2010. After this date media monitoring services to the Prime Minister's Office (PMO) were included in a "single site contract" with the department.

2. The total cost of media monitoring services to the Department for the financial years 2007-08, 2008-09, 2009-10 is shown below:

Financial Year	PM&C
2007-2008	\$123,932 ¹
2008-2009	\$43,105
2009-2010 ²	\$100,549
2010-2011 ³	\$214,935

Notes:

¹ Includes media monitoring costs for APEC 2007 Taskforce of \$52,208.

² From 30 April 2010 media monitoring services to the Prime Minister's Office (PMO) were included in a "single site contract" with the department.

³ This is the total cost of media monitoring services to the Prime Minister's Office (PMO) and the department.

3. Media monitoring services are provided to the Prime Minister's Office (PMO) under a "single site contract" with the department.
 - a. Media Monitors Pty Ltd.
 - b. The estimated budget for these services for 2011-12 is \$221,079.
 - c. The total FYTD cost for the department and PMO is \$113,130.

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Additional Estimates 13-16 Feb 2012

Prime Minister and Cabinet Portfolio

4. See answer to question three.
 - a. See answer to question 3a
 - b. See answer to question 3b
 - c. See answer to question 3c.