

Senate Finance and Public Administration Standing Committee

BUDGET ESTIMATES – 27 May 2010 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: National Media Analysis Solution

Question reference number: HS26

Senator: Ryan

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Question:

Senator RYAN - It may well be when I read it out. It is a \$600,000 to \$900,000 contract for a national media analysis solution. What is the scope of that media analysis that is being paid for?

Ms Barbour - I do not have that information with me. I wonder if we could take it on notice?

Senator RYAN - Okay. Could you take on notice the scope of the analysis and, if possible, the brief you provided the media service for that—I am not sure if it is just a clippings service or an analysis service as well - and whether or not the analysis is made available to the minister's office.

Ms Barbour - Yes, we will take that on notice.

Answer:

Tender RFTS10/0050 seeks a national media analysis service for the Department of Human Services agencies and any other agency which may wish to be a party to the contract services under a Cluster Agency agreement.

The successful tenderer will be required to provide analysis covering media coverage derived from:

- press (newspaper, magazine and industry journals);
- broadcast (radio and television), and
- the internet (online news websites).

The successful tenderer will be required to analyse requirements, as identified by the Clustering Agencies, on an ongoing weekly, monthly, quarterly and annual basis at the national, state and regional level.

The scope of the contract services required is detailed in the public document *Request For Tender* at Attachment A.

The value of the contract in respect of the Human Services portfolio is estimated to be between \$600,000 and \$900,000; however, this is an indicative range only.

Media Analysis services have not been provided to the Minister's Office.