

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of Regional Australia, Regional Development and Local Government

Supplementary Budget Estimates 17-20 October 2011

Question: 123

Topic: Media Monitors Guidelines

Asked By: Senator RYAN

Type of Question: Hansard F&PA 124

Date set by the committee for the return of answer: 2 December 2011

Number of pages: 1

Senator RYAN: I presume you would be in a capacity to provide the brief you provide to Media Monitors. That would give the wholesale cost. If it is a commercially provided service, obviously the government would provide a brief saying, 'This is what we want covered, the search terms, newspapers, and regions.' Would you be able to take that on notice and provide it to Senator McKenzie?

Mr O'Brien: We will take that on notice.

Answer:

The Department briefs Media Monitors to monitor all national, and most regional, print and broadcast media in Australia. (See list of regional newspapers covered by Media Monitors in response to Question 122).

The scope of monitoring includes broadcast news and public affairs programs, daily and weekly newspapers and relevant magazines.

The Department's media monitoring reflects its roles in program and service delivery, policy coordination, and governance. It monitors news coverage of:

- regional development issues;
- local government;
- Australia's territories;
- regional policy issues including regional health, economic development and economic and environmental sustainability; and
- disaster reconstruction.