

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Additional Estimates Hearing 2012-13
13 February 2013

AGENCY/DEPARTMENT: Commonwealth Scientific and Industrial Research Organisation (CSIRO)

TOPIC: CSIRO – Community awareness

REFERENCE: Written Question - Mason

QUESTION No.: AI-63

One of CSIRO's Key Executive Actions for 2011/12 was to "revitalise CSIRO branding and marketing strategies (with associated co-branding options) and run three to five consumer orientated campaigns to increase awareness of CSIRO" (page 12 of the CSIRO 2011/12 Annual Report).

Please outline the specific marketing strategies and consumer-orientated campaigns that were undertaken and whether these initiatives were successful.

ANSWER

State of the Climate Campaign in March 2012 – in conjunction with the Bureau of Meteorology put on the record the climate trends and provide updated information from the 2010 Report. Coverage achieved in every major metropolitan media outlet, and many more. The CSIRO believes that this campaign was successful.

Rural Press Insert – A quarterly supplement in Rural Press newspapers comprised of the CSIRO's science stories which address needs and concerns of rural and regional communities. Most come from the Environment and Food Health and Life Sciences Groups. The CSIRO believes that this campaign was successful.

Energy Savers Recruitment Campaign – campaign to recruit conveners for the Energysavers program in which community convenors work with local neighbourhoods to learn about energy savings and lower household energy bills. The CSIRO believes that this campaign was successful.

World Oceans Day – a series of stories in media including the Ocean Tracks App and the launch of the Future reef mapping project. The CSIRO believes that this campaign was successful.