

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

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**AGENCY/DEPARTMENT:** COMMONWEALTH SCIENTIFIC AND INDUSTRIAL RESEARCH ORGANISATION (CSIRO)

**TOPIC:** CSIRO – community awareness

**REFERENCE:** Written question – Senator Mason

**QUESTION No.:** AI-64

Please identify the progress that has been made by CSIRO in relation to Key Executive Actions 15 and 16 outlined in CSIRO's 2012/13 Operational Plan (page 15) – specifically, CSIRO's intention to:

- a) execute a systematic engagement strategy which includes both national areas of science interest and each of our outcome domains; and
- b) develop and implement a marketing strategy to address the primary areas of industry, government and community.

**ANSWER**

- a) The CSIRO community engagement strategy is being executed at both the Enterprise and Research Group level. At the Enterprise level the focus has been on developing channels to better address the needs of key target audiences i.e. industry, governments, collaborators, education sector, community. This has seen the development and expansion of centrally controlled channels such as the Snapshot Newsletter (40,000 subscribers), Twitter (15,000 followers), Facebook (23,000 fans) and LinkedIn (8,000 members). This channel development focus has also seen the repositioning of csiro.au as the primary communication content repository and the development of new blogs designed to engage niche audiences. At the Research Group level the focus is on generating content that is relevant to their particular science and impact domains and ensuring this is deployed via the appropriate communication channel. All Research Groups have implemented processes to ensure systematic engagement with their stakeholders.
- b) The CSIRO Development Group (in consultation with relevant Research Groups) is currently completing an industry specific marketing plan which will be implemented from April 2013.