

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Supplementary Budget Estimates Hearing 2012-13
17 October 2012

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

TOPIC: CSIRO Interactive House

REFERENCE: Written Question – Senator Macdonald

QUESTION No.: SI-123

The CSIRO interactive House initiative includes an interactive website, <http://www.csiro.au/in-the-house/>, and printed pamphlets/cards explaining the program and detailing the CSIRO's research.

1. What is the cost-to-date of developing this marketing program and building the website?
2. What is the cost-to-date for printing and publishing hard-copy advertising and other materials for the program?
3. What is the expected duration of the program?
4. What is the projected cost across this time frame?

ANSWER

1. The cost for the design, writing, editing, and distribution of the Avantcards was \$15,677. The website was produced in house.
2. The printing cost for the Avantcards was \$95,330.
3. The Avantcards were placed between April and June 2011. However, the CSIRO continues to use the cards for the CSIRO promotional purposes.
4. There are no costs beyond those mentioned above.