

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2004-2005 ADDITIONAL ESTIMATES HEARING

Outcome: CSIRO
Output Group: CSIRO

DEST Question No. E754_05

Senator Carr asked on 16 February 2005, EWRE Hansard page 35.

Question:

Senator Carr : When was the survey undertaken?

Dr Garrett : It is being undertaken as we speak, which is why Dr Sandland and I do not have a brief. We will give you what we know off the top of our heads, and we will happily take any remaining items on notice.

Senator Carr : It will save me a lot of trouble if you give me a copy of it when it is completed.

Answer:

CSIRO has provided the following response.

Market Research

CSIRO is currently undertaking a market research study into its brand positioning and performance. The study comprises qualitative interviews and focus groups, and quantitative surveys with each of its stakeholders groups including the Federal Government.

The study will gauge stakeholder knowledge and perceptions of CSIRO, its role, image, reputation, communication, interaction and performance in meeting stakeholder's needs.

A report of the study outcomes will be provided once it is completed.