

EDUCATION, SCIENCE AND TRAINING

**SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE
2005-2006 ADDITIONAL ESTIMATES HEARING**

Outcome: CSIRO

Output Group: CSIRO

DEST Question No. E1055_06

Senator Stephens provided in writing.

Question:

What are the total advertising, promotion and hospitality costs incurred by CSIRO or the publisher in relation to this book?

Please provide a breakdown of events, newspaper and other media ads etc.

Answer:

CSIRO has provided the following response.

CSIRO Total Wellbeing Diet

The costs incurred by CSIRO in relation to promotion of the book are staff time and the provision of complimentary copies to key stakeholders and community groups. The cost of staff time, including associated overhead and on-costs to February 2006 is approximately \$200,000. The total number of complimentary books distributed was 400, which at \$15 per book (wholesale cost) is \$6000. CSIRO did not incur costs in relation to advertising and hospitality.