

EDUCATION, SCIENCE AND TRAINING

**SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE
2006-2007 ADDITIONAL ESTIMATES HEARING**

Outcome: CSIRO
Output Group: CSIRO

DEST Question No. E930_07

Senator Carr provided in writing.

Question:

CSIRO Total Wellbeing Diet

Have you made an estimate of what the CSIRO's name is worth to the publisher? Has Penguin paid you for that? How much?

Answer:

CSIRO has provided the following response.

CSIRO Total Wellbeing Diet

CSIRO's royalty agreement with Penguin was negotiated at favourable market rates. There was no separate estimation of the worth to the publisher of the CSIRO name.