

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE – QUESTIONS ON NOTICE 2005-2006 BUDGET ESTIMATES HEARING

Outcome: CSIRO
Output Group: CSIRO

DEST Question No. E171_06

Senator Carr asked on 1 June 2005, EWRE Hansard page 58.

Question:

Senator Carr: Were there any other lift-outs, inserts or advertorials prepared in the last year by the CSIRO?

Dr Garrett: Not that I am aware of. I would need to take that on notice, because individual divisions may have contributed to that.

Senator Carr: Are there any other lift-outs...that you have arrangements to publish in other newspapers?

Dr Garrett: I have indicated not to my knowledge, but I will take that on notice.

....

Senator Carr: Can you please identify what the target audience is?

....

Dr Sandland: The editorial content is worked through by this committee.

Senator Carr: It is produced by a consultancy, isn't it?

Dr Sandland: Many of the articles are indeed written by consultants and freelance journalists.

Senator Carr: How much do you pay for that?

....

Dr Garrett: ... we can check that for you.

Answer:

CSIRO has provided the following response.

Solve, Advertorials, Lift-outs and inserts

In the past year (2004-05 financial year) to the best of the organisation's knowledge, the following lift-outs, inserts or advertorials were prepared by the CSIRO that did not include *Solve*:

- Three articles/promotional pieces about CSIRO Education in the Australian Scholarships Group publication, *The Scholastic*. The target audiences were students, parents and teachers, and there was nil cost to CSIRO.
- Calender entries about CSIRO Education activities in *Child* publications across the country. The target audiences were students, parents and teachers, and there was nil cost to CSIRO.
- Article/promotional material about CSIRO Education activities in *Education Choices*. The target audiences were students, parents and teachers, and there was nil cost to CSIRO.

- Insert/advertisement about CSIRO Education activities in *New Scientist* magazine. The target audiences were students, parents and teachers, and there was nil cost to CSIRO.
- Information about CSIRO Education's activities in *ANSTO Nuclear Matters*. The target audience were ANSTO staff members with school-aged children, and there was nil cost to CSIRO.
- CSIRO (Division of) Exploration and Mining ran a full colour double page spread in three different issues of *Australian Mining* magazine. The target audiences were mining professionals, and there was nil cost to CSIRO.

The only advertorial CSIRO has arrangements in place to produce is a display advertisement in *Life Scientist* BIO2005 special edition (incorporating Australian Biotechnology News) for June 2005. The total cost was \$3,190 (inc GST) and the target audience for this issue is predominately research and development organisations and businesses.

In relation to the cost of freelance journalists/consultants who write for *Solve*, the cost per issue is approximately \$24,000. This includes research, writing, production and print supervision. There are currently three issues of *Solve* with a fourth issue due out in August 2005.