

EDUCATION, SCIENCE AND TRAINING

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

Outcome: CSIRO
Output Group: CSIRO

DEST Question No. E217_06

Senator Carr provided in writing.

Question:

Has CSIRO done any research into the public recognition levels of the organisation amongst the community? If so, what were the findings?

Is there any information available to compare with recognition levels at early times? If so, please provide.

Answer:

CSIRO has provided the following response.

Public Recognition

CSIRO is currently conducting market research on CSIRO brand positioning and performance across a range of stakeholder groups, including the community. Awareness of CSIRO will be measured and survey findings will be completed later in the year.

CSIRO has conducted a number of research surveys over the past few years; however the last quantitative market research which measured public recognition levels of CSIRO was conducted by ACNielsen Research Pty Ltd. in 1999.

Findings of the previous research surveys were provided to the Committee in November 2003 with the response to question E652_04.