

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation and Science Portfolio
2016 - 2017 Additional Estimates
2 March 2017

AGENCY: COMMONWEALTH SCIENTIFIC AND INDUSTRIAL RESEARCH ORGANISATION

TOPIC: External Public Affairs Consultancy

REFERENCE: Written Question – Senator Carr

QUESTION No.: AI-124

In reference to answer to question on notice SI-96:

1. Is CSIRO seeking to develop additional public affairs and communications capability? If so how?
2. What was the advice CSIRO received from Ogilvy Public Relations?
3. What was the duration of the contract?
4. What was the total value of the contract?

ANSWER

1. Several recommendations (including 5A and 5B) in the EY ‘Review of CSIRO’s Science Prioritisation and Implementation process’ recommended that CSIRO consider and develop specific external stakeholder and communications capability and consider the organisational structure for some functions (including communications) to account for interdependencies and coordination. The CSIRO chief executive accepted all recommendations of the report and they continue to be implemented.
2. As per page 36 of the EY report, “The external consultancy was asked to provide CSIRO with advice on how to improve the management of its communications due to CSIRO’s limited public affairs and issues based communication capability. It was reported that CSIRO’s communication capability is weighted toward campaign based communication rather than issue based communication that responds dynamically to evolving circumstances.”
3. March – November 2016.
4. \$228,943.92.