

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Innovation and Science Portfolio  
2016-17 Supplementary Budget Estimates  
20 October 2016

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**AGENCY:** CSIRO

**TOPIC:** External Public Affairs Consultancy

**REFERENCE:** Written Question – Senator Carr

**QUESTION No.:** SI-96

According to page 25 of the Ernst & Young, "CSIRO increased its engagement with these relevant external stakeholders in March and April 2016, with the support of an external public affairs consultancy. 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." 1) Who was this external consultancy? Who are the principals? 2) Was this consultancy hired via a contract? If so, why is it not on Austender?

**ANSWER**

- 1) Ogilvy Public Relations was the external consultancy. The Principal/CEO is Kieran Moore.
- 2) Yes. The value of the contract was under the Austender reporting threshold.