

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Innovation, Industry, Science and Research Portfolio
Budget Estimates Hearing 2012-13
28 and 29 May 2012

AGENCY/DEPARTMENT: COMMONWEALTH SCIENTIFIC AND INDUSTRIAL RESEARCH ORGANISATION (CSIRO)

TOPIC: State of the Climate report – cost of promotion and campaigns

REFERENCE: Question on Notice (Hansard, 28 May 2012, page 22)

QUESTION No.: BI-13

Senator COLBECK: Thank you. Can you tell me how much has been spent on any form of communications, marketing and promotional activities and campaigns in relation to the recently released State of the climate report?

Dr Clark: I am not sure we can give that immediate breakdown, although the costs would be considerably lower. We produced basically a two-page summary report. We make that available on our website, which of course is low cost. Other than that, to my knowledge, there was no further printing around that. So it was a very, very minimal cost. In fact, we probably would not have even tracked the cost. It is just the photocopying of the summary document, which was very small.

Senator COLBECK: So were selected individuals invited to Cape Grim for the launch of that publication? If so, who?

Dr Clark: In terms of our ongoing interest from the media, my understanding is that we did have some media visit the Cape Grim facility. We have had a number of visits to the Cape Grim facility over several years. My understanding is that the media did visit that facility. I cannot give you the dates. It was prior to the launch of the report.

Senator COLBECK: Can you tell me roughly how many people were invited?

Dr Clark: I can certainly provide that on notice and provide you the detail.

ANSWER

The State of the Climate report printing was funded by the Bureau of Meteorology. There were no other production costs incurred by CSIRO.

Twelve media representatives attended Cape Grim prior to the launch of State of the Climate 2012, including nine journalists, two photographers and one cameraman.