

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Innovation, Industry, Science and Research Portfolio
Supplementary Budget Estimates Hearing 2008-09
22-23 October 2008

AGENCY/DEPARTMENT: INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

TOPIC: Government Advertising

REFERENCE: Written Question – Senator Abetz

QUESTION No.: SI-13

What communications programs has the Department/Agency undertaken, or are planning to undertake? For each program, what is the total spend?

ANSWER

The answer for the Department of Innovation, Industry, Science and Research and the Australian Research Council was lodged on 12 December 2008. This answer is for the Australian Institute of Aboriginal and Torres Strait Islander Studies, the Australian Institute of Marine Science, the Australian Nuclear Science and Technology Organisation and the Commonwealth Scientific and Industrial Research Organisation.

The communication activities detailed below are routine program-related activities

All expenditure is GST exclusive.

Australian Institute of Aboriginal and Torres Strait Islander Studies

Nil

Australian Institute of Marine Science

Communication programs that have been undertaken by the Australian Institute of Marine Science since the 2007 election on 24 November 2007 and related total spend.

Name of Communication Program	Total cost per program
AIMS Public Tour Program	\$713.00
AIMS Waypoint Newsletter	\$5,901.91
Total Expenditure on communication programs	\$6,614.91

Communication programs that are planned to be undertaken by the Australian Institute of Marine Science until end of June 2009 and related budget.

Name of Communication Program	Total cost per program
AIMS Waypoint Newsletter	\$2,366.77
AIMS Open Day 2009	\$4,000.00
AIMS Ad Hoc	\$9,000.00
Budget for planned communication programs	\$15,366.77

Australian Nuclear Science and Technology Organisation

Communications programs that have been undertaken by the Australian Nuclear Science and Technology Organisation between 1 November 2007 and 31 December 2008 and related total spend.

Name of Communication Program	Total cost per program
Community Discussions - Dec 2007, July 2008 and Dec 2008	\$38,240
Schools education and tours program promotion	\$10,023
Science tours advertising	\$11,533
Velocity science eMagazine	\$19,075
Total Expenditure on communication programs	\$78,871

Communications programs that are planned by the Australian Nuclear Science and Technology Organisation until end of June 2009 and related budget.

Name of Communication Program	Total cost per program
Schools education and tours program promotion	\$2,500
Science tours advertising	\$7,973
Open Day	\$50,000
Velocity science eMagazine	\$7,630
Budget for planned communication programs	\$68,103

Commonwealth Scientific and Industrial Research Organisation

CSIRO routinely promotes both its own science and opportunities for the Australian public and other stakeholders to become involved in CSIRO activities and programs. This involves an estimated 25,000 publications, reports, newsletters, factsheets, workshops, conferences, lectures, field and open days, school visits and other events each year. These education, outreach and knowledge transfer activities are embedded in virtually all of CSIRO's research programs and itemising and costing each of these items would be a significant undertaking.