

Foreign Affairs, Defence and Trade Legislation Committee

QUESTIONS ON NOTICE—ESTIMATES OCTOBER 2017

Austrade and Tourism Australia

Q No.	Program: Division or Agency	Senator	Broad topic	Question	Proof Hansard page & hearing date or Written Q
1	Tourism Australia & Austrade	Brown	457 Visas	<ul style="list-style-type: none"> <li>• Do either Austrade or Tourism Australia have any concerns about the impact the abolishment of the 457 visa might have on the tourism sector?</li> <li>• Have either Austrade or Tourism Australia been contacted by any individual or organisation working in the tourism sector about their concerns regarding the impact of the abolishment of the 457 visas?</li> <li>• Have either Austrade or Tourism Australia liaised with other departments, such as the Department of Employment, on the need to address the predicted shortage of workers in hospitality?</li> <li>• Has any consideration been given to developing a strategy to deal with this issue, given employment is such a key element of the Tourism 2020 strategy?</li> </ul>	Written
2	Tourism Australia	Brown	Working holiday makers	<ul style="list-style-type: none"> <li>• What factors, apart from marketing campaigns, impact demand for working holiday visas?</li> <li>• How many additional visa applications have been lodged, and how many additional tourism dollars have been spent as a result of the global youth marketing campaign launched one year ago on 26 October 2016?</li> <li>• Answers provided at the last Senate Estimates indicated that 14,000 visa applications would need to be lodged by 30 June 2017. Was this target met?</li> <li>• How does Tourism Australia determine that those additional applications and additional spending is the result of the global youth marketing campaign and not other factors, such as home country conditions and other competitors?</li> <li>• What are the quantitative goals of the global youth marketing campaign in terms of additional visitation and additional spending? Have these been revised at any time since the launch of the campaign? If so, why?</li> </ul>	Written

3	Tourism Australia	Brown	Aussie News Today	<p>The campaign fact sheet says it is designed to “put Australia back on the map as a memorable and desirable youth destination”.</p> <ul style="list-style-type: none"> <li>• What factors contributed to Australia falling “off the map”?</li> <li>• How was demand for working holiday maker visas affected by the government’s extended process of changing the backpacker tax?</li> </ul> <p>The fact sheet for the Aussie News Today campaign says that effectiveness will be measured through a range of quantitative and qualitative measures, and ultimately by the amount of additional arrivals. However, a wide range of factors, such as global economic conditions are known to affect demand for working holiday visas.</p> <ul style="list-style-type: none"> <li>• How many additional youth or working holiday makers need to arrive in Australia as a result of the campaign for it to be considered a success?</li> <li>• How will Tourism Australia separate out these factors in to determine how many additional visa applications are actually lodged and how many extra dollars are spent as a result of the marketing campaign, rather than other factors? In other words, how will the campaign measure conversion?</li> <li>• Where will this information be published so that taxpayers can assess whether or not this campaign has provided value for money?</li> </ul> <p>The campaign will feature actor Lincoln Lewis, Wallabies rugby union player Nick Cummins and presenter Teigan Nash.</p> <ul style="list-style-type: none"> <li>• How much will each of these representatives be paid for their appearance in the campaign?</li> </ul> <p>Minister Ciobo’s press release of 6 October 2017 encouraged “all the tourism businesses, youth, working holiday makers and Aussies to get involved in the campaign and submit news ideas to #AussieNewsToday”.</p> <ul style="list-style-type: none"> <li>• How many tourism businesses, youth, working holiday makers and Aussies have submitted news ideas using the #AussieNewsToday hashtag so far?</li> </ul>	Written
4	Tourism Australia & Austrade	Brown	Australian Tourism Ministers’ Meeting	<ul style="list-style-type: none"> <li>• What were the associated costs for Tourism Australia and Austrade for the Australian Tourism Ministers’ Meeting in China in August this year?</li> <li>• How exactly was this meeting intended to increase Chinese visitors to Australia?</li> <li>• What was the duration of the meeting?</li> <li>• What were some of the outcomes of the trip?</li> </ul>	Written

5	Tourism Australia	Brown	“We are in love” Chinese Reality TV Series	<ul style="list-style-type: none"> <li>• Recently the Chinese Reality TV series ‘We are in Love’ featured on the Jiangsu Television network. It featured the stars of the episodes out and about in Sydney and Cairns. What was Tourism Australia’s contribution to this?</li> <li>• What did this expenditure encompass? Meals, accommodation etc...</li> <li>• How much has been spent to date on the China – Australia Year of Tourism by Tourism Australia and Austrade?</li> <li>• What is the overall budget for Austrade and Tourism Australia for the China – Australia Year of Tourism?</li> </ul>	Written
6	Tourism Australia	Moore	“We Are In Love” Chinese Reality TV Series	<ul style="list-style-type: none"> <li>• How (has) it gone; and what (have Tourism Australia) got out of it?</li> </ul>	Hansard page 137, 26 October
7	Austrade/Tourism Australia	Brown	Research	<ul style="list-style-type: none"> <li>• Have there been any changes to the expected publication schedules since last estimates?</li> <li>• If yes, please detail with original expected publication date and actual publication date.</li> <li>• Does Austrade or Tourism Australia anticipate any additional delays to publications over the next year aside from those detailed in last estimates answers? If so, please detail publication, reason, and expected length of delay.</li> </ul>	Written
8	Austrade and Tourism Australia	Brown	Minister	<ul style="list-style-type: none"> <li>• Has Minister Ciobo visited the offices of Austrade, Tourism Australia or Tourism Research Australia since the last Estimates? If yes, what dates and what was the nature of the visits?</li> </ul>	Written
9	Tourism Australia	Brown	Business Events tourism	<ul style="list-style-type: none"> <li>• Answers in response to previous QON said that ‘ICCA rankings are only one measure of association conventions business won by destinations’. What other ranking measurement systems exist that are used?</li> <li>• While there has been an increase in the number of international business events, Australia’s market share compared to the global share has slipped. Is this an issue?</li> <li>• What steps are being taken to address this?</li> <li>• In what ways do you think Australia could improve its competitiveness when it comes to securing business events? What are the strengths and weaknesses?</li> </ul>	Written
10	Tourism Australia	Brown	Australian-China Year of Tourism	<ul style="list-style-type: none"> <li>• Please provide an update on all ACYOT related expenditure since the last estimates, including total amount of money spent, nature of expense, date, location</li> <li>• What is the projected expenditure for the remainder of 2017? Please detail.</li> </ul>	Written

11	Tourism Australia	Brown	Ambassadors	<ul style="list-style-type: none"> <li>• Please provide a list of all Ambassadors associated with Tourism Australia, the value of their contract, the length of their contract and the events they are expected to attend and duties to be carried out.</li> <li>• How have negotiations with Chris Hemsworth progressed? If an agreement has been reached, what is the value of his contract? What events is he expected to attend and what duties must he carry out?</li> </ul>	Written
12	Tourism Australia	Brown	Domestic Visitors	<ul style="list-style-type: none"> <li>• TRA's 2017 Tourism Forecasts Report indicates only modest increases for domestic visitor nights. In some states and territories, these figures have declined (for instance interstate visitors to WA declined for the year ending June 2017). Has this led to any change in Tourism Australia's marketing strategies?</li> <li>• How does Tourism Australia seek to promote Australia as a holiday destination to Australians?</li> <li>• What proportion of the budget is allocated to this?</li> <li>• What strategies do Austrade and Tourism Australia have in place to promote travel to the regions?</li> </ul>	Written
13	All departments and Agencies	Abetz	Holiday messages	<ul style="list-style-type: none"> <li>• Please provide the messages (if any) sent to staff (on the most recent occasions) of Christmas/New Year, Easter and Ramadan by the Secretary of the Department, or agency head, at the relevant time.</li> </ul>	Written
14	Department of Veterans' Affairs and all Agencies	Abetz	Enterprise Agreement	<ul style="list-style-type: none"> <li>• In the most recent Enterprise Agreement negotiations, was/were any side-agreement/s, protocol/s, arrangement/s, agreement/s entered into? If so, please provide a copy.</li> </ul>	Written

15	All departments and Agencies	McAllister	Staff	<p>Please provide as at 30 June 2017:</p> <ul style="list-style-type: none"> <li>• ASL by state</li> <li>• Headcount of people employed as labour hire, contractors or outsources staff; and the value of each of these contracts for the 2016-2017 financial year</li> <li>• The total number of people who have a log in to the departmental IT system, and the breakdown by category of these log-ins (permanent, non-ongoing, casual, labour hire, outsourced, contractors, and any other category that has access to the system).</li> <li>• The total number of people who have a security/access pass into your departmental buildings, and the breakdown by category of these pass holders (permanent, non-ongoing, casual, labour hire, outsourced, contractors, and any other relevant category).</li> <li>• A list of organisations/companies that have staff who can log into your departmental IT system.</li> </ul>	Written
16	All departments and Agencies	McAllister	Public interactions	<ul style="list-style-type: none"> <li>• Does any part of your agency/department have a service delivery function, of which has face to face interactions with the public?</li> </ul> <p>If yes:</p> <ul style="list-style-type: none"> <li>• Do you provide staff with training on how to deal with client aggression or customers experiencing mental illness?</li> <li>• Please provide the dates and locations that training has been run over the last 5 years.</li> <li>• How many of your staff have received this training? How many in the last 2 years?</li> <li>• Who provides this training?</li> </ul>	Written
17	All departments and Agencies	McAllister	Digital Transformation Agency	<p>As at 31 October 2017:</p> <ul style="list-style-type: none"> <li>• What projects are you undertaking in conjunction with the Digital Transformation Agency?</li> </ul> <p>For each project:</p> <ul style="list-style-type: none"> <li>• What criteria are you using for assessing success?</li> <li>• What is the role of the DTA in the project?</li> <li>• What is the timeframe for completion?</li> </ul>	Written