Part Three

GAMES VISITORS

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Games Information Campaign

Background

5.1 Tourism Forecasting Council estimates of visitor volume predict an increase in arrivals of more than nine per cent in 2000, compared with 1999.[1] About half of the predicted increase is expected to be Games-related.[2] The Committee sought information on the planning and coordination arrangements for informing visitors of entry requirements at the time of the Games.

The Visitor Information Campaign

5.2 The Visitor Information Campaign (VIC) is additional to existing continuing campaigns such as AQIS *Quarantine Matters.* Some of the material produced as part of the VIC, but which is not specifically related to the Games or Family, will continue to be used after the Games period.

5.3 The VIC includes a booklet, advertising, and a website, all providing information relevant to both the Family and other visitors to Australia. The components of the VIC relating to the Family were outlined in Chapter 4.

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1 Tourism Forecasting Council, *FORECAST,* August 1999, p. 4. *Visitors 1999 = 4.3m; 2000 = 4.7m.*
2 ATC, Submissions, p. 53; AQIS, Submissions, p. 16.

VIC coordination

5.4   ACS took initial responsibility for the coordination and production of the booklet, with DIMA coordinating and developing the website, and AQIS the videos. DFAT had input to the production and translation of the booklet and coordinates overseas distribution.

5.5   Since August 1998, coordination of the VIC has passed to the Sydney 2000 Games Coordination Task Force in the Department of the Prime Minister and Cabinet (PM&C). The membership comprises PM&C (Chair), DIMA, ACS, AQIS, DFAT, the Office of National Tourism, the Department of Health and Aged Care, and the Australian Communications Authority. Other Commonwealth and State agencies also have opportunity for input. DIMA, ACS, and AQIS remain responsible for their particular components of the VIC.[3]

Budget

5.6   The Committee was advised that, even if the Games were not being staged in Australia, DIMA, ACS, AQIS, and DFAT would expend about $3 million informing travellers to Australia of its Customs, Immigration, and Quarantine requirements. In order to meet some of the additional Games-related costs, the agencies were allocated $700,000 in the 1997/98 budget for the 1998/99 and 1999/2000 financial years.[4]

5.7   The allocation of this budget across the agencies is: AQIS, $272,000; ACS, $164,000; DFAT, $132,000; and DIMA, $132,000.

Booklet

5.8   ACS chairs the subcommittee responsible for the production of the 24-page booklet, *A 'must read' for visitors to Australia.*[5] The booklet summarises visa, document, quarantine and medical product requirements, as well as duty-free allowances and temporary import

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3   DIMA, *Submissions*, pp. 131, 192.

4   DIMA, *Submissions*, p. 131.

5   ACS, *Submissions*, p. 61; Exhibit 2.

arrangements. Readers are also provided with contacts for further information, including telephone and fax numbers and websites.[6]

5.9   By March 1999, 600,000 copies had been printed, with the distribution being handled by Australian Embassies and High Commissions, National Olympic Committees, and the travel industry.[7] This equates to one booklet for every eight predicted visitors for 2000. The booklet has been translated into French, Spanish and German. Arabic, Russian, Bahasa Indonesian, Japanese and simplified Mandarin, will follow with a total of up to 15 languages being available by February 2000.[8]

Print media

5.10   AQIS will expend about $115,000 to take advertising space in key airline in-flight magazines to alert travellers to Australia's requirements in the period immediately prior to the Games.[9]

Website

5.11   The website, *An Australian Government Guide to Visiting Australia* (http://www.immi.gov.au), coordinated by DIMA, opened in September 1998. Its contents are based on, and provide similar information to, the booklet. The site provides information relevant to intending visitors, but is not specifically oriented to the Games period. The site is also linked to other Government agencies and the official Games site. The official SOCOG Games site previously incorporated a hyperlink to the government website.

5.12   Translations of the contents of the booklet were scheduled to begin to be placed on the site from March 1999. Language choices currently available are English, German, Spanish and French.

Conclusion

5.13   The Committee noted that the main border control agencies have all contributed to the planning and execution of the VIC. Consequently the

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6   DIMA, Exhibit 2.
7   DIMA, Submissions, p.192.
8   ACS, Submissions, pp. 61, 350-351.
9   AQIS, Submissions, p. 25.

messages in the main products - the booklet and the website - are coordinated and consistent.

5.14   The overall effectiveness of the VIC will depend on the access visitors have to its products, and the use they make of them. The existing budgets for VIC and the agencies do not, however, envisage a more proactive approach to publicising entry requirements at the time of the Games than is already their practice. The Committee's view was that visitor information could be made more readily available.

Recommendation 8

5.15   **The Committee recommends that DIMA, as the coordinator of the VIC website:**

- **include translations of the abridged booklet on the website as they become available; and**

- **consult with SOCOG with a view to reviving the hyperlink from the Official Games site to the relevant government sites.**