

Additional Budget Estimates
Tourism Australia
 Questions on Notice 20 October 2016

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q	Date Rec'd	Date Tabled
1	Tourism Australia	Brown	Research	a) Please detail the forward publishing schedule for all research and survey publications in 2017 including Tourism Research Australia. b) Have there been any changes to the expected publication schedules since last estimates? c) If yes, please detail with original expected publication date and actual publication date. d) 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.	Written	26/04/17	
2	Tourism Australia and Austrade	Brown	Incoming ministerial briefing	a) 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?	Written	26/04/17	

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3	Tourism Australia	Brown	\$10 million for advertising campaign to target youth	a) What steps have been taken since the last Estimates to progress the \$10 million advertising campaign to target young people? b) What is the budget breakdown for the campaign? c) At the last Senate Estimates, Tourism Australia indicated consultation with regional tourism operators would play a role in assisting to develop this campaign. Who has Tourism Australia consulted with? How has this consultation informed the campaign? d) Answers provided at the previous Senate Estimates also indicated that the reporting mechanism would be based on KPIs set with the board, in consultation with the industry working group. Has this occurred? Can you provide the KPIs?	Written	26/04/17	
4	Tourism Australia	Brown	Business Events tourism	a) What steps are Austrade and Tourism Australia taking to grow the number of business events held in Australia? b) Are you concerned by reports from the Association of Australian Convention Bureaux, which indicate that over the next decade, 'Australia has missed out on 235 bids, with the estimated lost business of this being \$805 million in direct delegate expenditure'? c) How important are business events to the Australian tourism	Written	26/04/17	

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				industry?			
5	Tourism Australia and Austrade	Brown	China- Australia Year of Tourism	a) How much are both Austrade and Tourism Australia spending on promoting the Australia-China Year of Tourism? b) What is the overall budget? Can you provide a breakdown of costs for all events associated with the China-Australia Year of Tourism as well as promotions and marketing?	Written	26/04/17	