

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
1	Tourism Australia	Brown	Research	<p>a) Please detail the forward publishing schedule for all research and survey publications in 2017 including Tourism Research Australia.</p> <p>b) Have there been any changes to the expected publication schedules since last estimates?</p> <p>c) If yes, please detail with original expected publication date and actual publication date.</p> <p>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.</p>	Written
				<p><b>Answer:</b></p> <p>a) Tourism Australia's Consumer Demand Project for 2016 was published on <a href="http://www.tourism.australia.com">www.tourism.australia.com</a> in January 2017. Other documents including arrivals and expenditure figures received from TRA will be updated on a quarterly basis.</p> <p>b) No</p> <p>c) N/A</p> <p>d) No</p>	

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
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
				<p><b>Answer:</b></p> <p>a) Yes. On 28 October 2016 Minister Ciobo visited Tourism Australia's office in Sydney and addressed staff. In addition to Minister Ciobo's regular engagement with Tourism Australia, he also attended the last Tourism Australia board meeting in April.</p>	

FOR-OFFICIAL-USE-ONLY

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
3	Tourism Australia	Brown	\$10 million for advertising campaign to target youth	<p>a) What steps have been taken since the last Estimates to progress the \$10 million advertising campaign to target young people?</p> <p>b) What is the budget breakdown for the campaign?</p> <p>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?</p> <p>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?</p>	Written
				<p><b>Answer:</b></p> <p>a) The first phase of TA's global youth campaign was rolled out across 10 key working holiday maker markets in the second half of 2016. TA has also been developing material for the second phase of the campaign, which will be rolled out in May 2017 in Japan, Korea and Taiwan.</p> <p>b) The \$10 million in funding is provided to TA over three years and is allocated as follows:</p> <p>2016/17 - \$2.5 million 2017/8 - \$5 million 2018/19 - \$2.5 million</p> <p>In 2016/2017, TA received an additional \$780,000 from partners for the first phase of the campaign. In 2016/17 \$2,623,144 has been allocated across the following markets: Canada, Ireland, France, Germany, Italy, UK, Netherlands</p>	

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
				<p>and the Nordics.</p> <p>c) TA has formed an industry advisory group with representatives from Australian youth and working holiday maker organisations. The members representing regional areas include:</p> <ul style="list-style-type: none"> <li>• Mark Baldwin, Manager Bounce Hostel (also Hostels Australia co-founder, BOA NSW committee and ATEC Backpacker Youth Tourism Advisory Panel member)</li> <li>• David Thomson, Sales and Brand Manager, Intrepid/Adventure Tours</li> <li>• Peter Burke, Managing Director, Travellers Autobarn</li> <li>• Daniel Bunning, Director, Base/Nomads</li> <li>• Janet McGarry, Head of Marketing, YHA</li> <li>• Josh Hicks, Marketing Manager, Work &amp; Travel Company</li> <li>• Kerry Tate, General Manager – Product and Operations, Topdeck Travel</li> </ul> <p>The group advises TA on industry views, concerns and provides insights to the youth market. TA takes these views into account when developing the campaign.</p> <p>d) The campaign will be measured in the following ways:</p> <ul style="list-style-type: none"> <li>○ increase WHM visa applications by 5% year-on-year by 30 June 2017,</li> <li>○ increase WHM visitation and expenditure by 6% year-on-year by 31 December 2018.</li> </ul>	

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
4	Tourism Australia	Brown	Business Events tourism	<p>a) What steps are Austrade and Tourism Australia taking to grow the number of business events held in Australia?</p> <p>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'?</p> <p>c) How important are business events to the Australian tourism industry?</p>	Written
				<p><b>Answer:</b></p> <p>a) TA's dedicated business events unit delivers marketing communications, industry partnerships and a trade distribution program in the key business events markets of Nth America, UK/Europe, Greater China, New Zealand to increase awareness and demand for Australia as a business events destination. TA works with the business events industry to generate leads and secure business for Australia, through events such as the Greater China Business Events Showcase event. TA also provides marketing support for event bids, and for global delegate acquisition activity to drive visitation to confirmed association events in Australia.</p> <p>b) TA's anecdotal analysis of reported business events both in the quote and secured stages is positive. Confidential information provided by industry reports positive forward business for Australia, as well as strong participation figures in association conferences recently held in Australia.</p> <p>c) Business events are important contributors to the visitor economy. Tourism 2020 targets estimate that business events will be worth \$16 billion to the Australian economy annually by the year 2020.</p>	

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q																
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																
				<p><b>Answer:</b></p> <p>a) TA allocated \$25 million to the Greater China market in 2016/17. China-Australia Year of Tourism (CAYOT) will be funded from this budget and the 2017/18 budget.</p> <p>b) Breakdown of costs below:</p> <table border="1" data-bbox="696 935 1783 1460"> <thead> <tr> <th data-bbox="696 935 846 975"></th> <th data-bbox="846 935 1532 975">Purpose</th> <th data-bbox="1532 935 1783 975">Cost (AUD)</th> </tr> </thead> <tbody> <tr> <td data-bbox="696 975 846 1198" rowspan="2"><b>Incurred costs</b></td> <td data-bbox="846 975 1532 1086">CAYOT Activations in Beijing and Shanghai, including costs associated with the tourism trade delegation in February 2017</td> <td data-bbox="1532 975 1783 1086">\$800,000</td> </tr> <tr> <td data-bbox="846 1086 1532 1198">Appointment of Wu Xiubo as our CAYOT ambassador, including appearances and in-destination content production</td> <td data-bbox="1532 1086 1783 1198">\$235,000</td> </tr> <tr> <td data-bbox="696 1198 846 1310" rowspan="2"><b>Planned costs</b></td> <td data-bbox="846 1198 1532 1310">AFL game in Shanghai (April 2017) with a consumer campaign and social activation; along with sponsorship support</td> <td data-bbox="1532 1198 1783 1310">\$700,000</td> </tr> <tr> <td data-bbox="846 1310 1532 1422">TNLA brand campaign with Year of Tourism branding component – April / May 2017</td> <td data-bbox="1532 1310 1783 1422">\$2 million (our business as usual marketing costs)</td> </tr> <tr> <td data-bbox="696 1422 846 1460"></td> <td data-bbox="846 1422 1532 1460">TNLA brand campaign with Year of Tourism</td> <td data-bbox="1532 1422 1783 1460">\$1 million - \$1.5</td> </tr> </tbody> </table>		Purpose	Cost (AUD)	<b>Incurred costs</b>	CAYOT Activations in Beijing and Shanghai, including costs associated with the tourism trade delegation in February 2017	\$800,000	Appointment of Wu Xiubo as our CAYOT ambassador, including appearances and in-destination content production	\$235,000	<b>Planned costs</b>	AFL game in Shanghai (April 2017) with a consumer campaign and social activation; along with sponsorship support	\$700,000	TNLA brand campaign with Year of Tourism branding component – April / May 2017	\$2 million (our business as usual marketing costs)		TNLA brand campaign with Year of Tourism	\$1 million - \$1.5	
	Purpose	Cost (AUD)																			
<b>Incurred costs</b>	CAYOT Activations in Beijing and Shanghai, including costs associated with the tourism trade delegation in February 2017	\$800,000																			
	Appointment of Wu Xiubo as our CAYOT ambassador, including appearances and in-destination content production	\$235,000																			
<b>Planned costs</b>	AFL game in Shanghai (April 2017) with a consumer campaign and social activation; along with sponsorship support	\$700,000																			
	TNLA brand campaign with Year of Tourism branding component – April / May 2017	\$2 million (our business as usual marketing costs)																			
	TNLA brand campaign with Year of Tourism	\$1 million - \$1.5																			

No.	Program: Division or Agency	Senator	Broad Topic	Question		Proof Hansard page & hearing date or Written Q
					branding component – Sept / Oct 2017	million (our business as usual marketing costs)
					Greater China Travel Mission plus Year of Tourism Closing ceremony	\$1 million - \$2 million