

Budget Estimates  
**Tourism Australia**  
 Questions on Notice 1 June 2017

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
1	Tourism Australia & Austrade	Brown	2017 Budget	<ol style="list-style-type: none"> <li>1. The 2017 Budget revealed Tourism Australia will see significant cuts to its funding from the Government over the forward year, including an immediate \$14 million cut. What impact will this have on TA's Budget?</li> <li>2. Has there been any discussion about what saving measures will need to be implemented to absorb these cuts?</li> <li>3. Did the Minister make any contact with Tourism Australia to discuss, or inform Tourism Australia about the cuts in the 2017 Budget? Was there any consultation at all?</li> <li>4. Exactly when was Tourism Australia advised about its funding in the 2017 Budget? Did Tourism Australia provide a pre-Budget submission? Please provide.</li> <li>5. The 2017 Budget also included an increase in visa application charges in line with CPI. Was either Austrade or Tourism Australia consulted about this? If so, on what date were you notified about this decision by the Government?</li> <li>6. Has Tourism Australia or Austrade conducted any research or economic modelling on what impact this will have on visitor numbers?</li> </ol>	Written
2	Tourism Australia and Austrade	Brown	457 Visas	<ol style="list-style-type: none"> <li>1. Does Tourism Australia employ any workers on 457 visas? If so please state the:           <ol style="list-style-type: none"> <li>a) Number of Tourism Australia staff who are currently or have been (since September 2013) employed under 457 visa arrangements</li> <li>b) Position titles and job descriptions for each staff member employed currently or in the past under 457 visa arrangements</li> <li>c) Length of service of 457 visa holder employees</li> <li>d) Expected impact of the abolition of the 457 visa program on Tourism Australia</li> <li>e) Have either Tourism Australia or Austrade conducted any research more broadly on the impact of abolishing the 457 visa program on tourism across Australia?</li> </ol> </li> </ol>	Written

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				What will be the impact? In what area is it expected to be most keenly felt?	
3	Tourism Australia	Brown	50 Best Restaurant Awards	<p>1. Please provide a full list of:</p> <ul style="list-style-type: none"> <li>a) Visits;</li> <li>b) Services;</li> <li>c) Infrastructure;</li> <li>d) Money</li> </ul> <p>Provided by Tourism Australia to “woo event organisers” including date of visit, service, infrastructure, or money provided, location, nature of service, visit, infrastructure or money, source of funds, list of attendees including event organisers, Australian Government officials and Tourism Australia employees, Commonwealth government ministers and ministerial staff.</p> <p>2. How much was expended on Tim Brooke-Webb’s:</p> <ul style="list-style-type: none"> <li>a) Flights;</li> <li>b) Accommodations;</li> <li>c) Dining expenses (please provide a list of dates, venues and amounts);</li> </ul>	Written

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				<p>d) Other expenses (please list)</p> <p>3. According to a NY Times article: “Since the campaign started, food and wine spending by international travellers to Australia has increased by 1 billion Australian dollars” Please provide some further information regarding this statistics:</p> <p>a) Is this statistic correct? If not, what is the correct figure?</p> <p>b) By whom are these statistics collected?</p> <p>c) How are they measured?</p> <p>d) Is any modelling performed to provide future trajectories? If so, what are the underlying assumptions? Where are they published?</p> <p>4. Again, according to a NY Times article: “During the month of the awards, Australia’s various tourism groups are providing about 160 lavish multiday experiences for visiting journalists.”</p> <p>a) Please provide a list of these famils along with a list of attendees and costs per person.</p> <p>b) What was the total expenditure by Tourism Australia toward securing the World’s 50 Best Restaurant Awards for Melbourne?</p> <p>c) Please provide expenditure on the World’s 50 Best Restaurant Awards broken down by date, time, location, event, cost (including expenditure by Tourism Australia as separate line item if contributions from other organisations), number of attendees, list of attendees and organisations represented.</p> <p>d) What are the expected short term and long term Returns on Marketing Investment expected for the Australian tourism industry as a result of all expenditure by Tourism Australia relating to the World’s 50 Best Restaurant</p>	

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				<p style="text-align: center;">Awards?</p> <p>e) What assumptions underpin Tourism Australia's assessment of expected benefits to the national economy?</p>	
4	Tourism Australia	Brown	Ambassadors	<ol style="list-style-type: none"> <li>1. How much was Wu Xiubo paid by Tourism Australia for appearances as the CAYOT Ambassador?</li> <li>2. How many events did he attend? Please provide date, location, nature of event and duties carried out.</li> <li>3. What is the expected return on investment from his appearances? How was this measured?</li> <li>4. Please provide a list of all other paid ambassadors including name, type of ambassador, length of contract, amount they will be paid, events they are expected to attend and duties to be carried out.</li> </ol>	Written
5	Tourism Australia	Brown	Youth-targeted marketing campaign	<ol style="list-style-type: none"> <li>1. From which year and period does the measurement of 5% year-on-year growth commence? What is the baseline figure against which growth is calculated?</li> <li>2. How many working holiday maker visas must be lodged by 30 June 2017 to achieve the stated target of a 5% year-on-year increase?</li> <li>3. How many visas have already been lodged according to these metrics?</li> <li>4. How many more must be lodged by 30 June 2017 to achieve the desired outcome?</li> <li>5. How will the public know if this result has been achieved?</li> <li>6. How is the campaign tracking against the objective to increase WHM visitation and expenditure by 6% year-on-year by 31 December 2018?</li> </ol>	Written

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				7. How many times has the advisory group met? Please provide dates, locations etc along with any costs, broken down by transport, accommodation, meals and so on.	
6	Tourism Australia & Austrade	Brown	Public transport use	1. Has there been any research into public transport use by tourists? How many tourists use public transport in Australia each year?	Written
7	Tourism Australia	Brown	Brand USA	<ol style="list-style-type: none"> <li>1. Does the abolition of Brand USA as proposed by the President of the United States in his most recent budget represent an opportunity for Australia?</li> <li>2. Is Tourism Australia exploring any options to absorb demand from key markets that may occur as a result of the withdrawal of the US federal government from tourism marketing?</li> <li>3. What opportunities will arise for Australian tourism should the US withdrawal from federal tourism marketing?</li> </ol>	Written

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8	Tourism Australia	Brown	Greater China Travel Mission; Year of Tourism Closing Ceremony	<ol style="list-style-type: none"> <li>1. Please provide full details of what the Greater China Travel Mission plus Year of Tourism Closing ceremony entail.</li> <li>2. Please provide a full break down of costs.</li> </ol>	Written
9	Tourism Australia	Brown	Chinese visitor numbers	<ol style="list-style-type: none"> <li>1. During Budget Estimates on Thursday 2 March 2017, Mr O’Sullivan stated that the Tourism Australia’s objective was to “maintain the growth rate and expenditure of between 15 and 20 per cent per annum.” (Senate Estimate Transcript p.205, Thursday 2 March 2017, Foreign Affairs, Defence and Trade Legislation Committee). But according to an article published on 7 June 2017 by News Limited entitled “<i>Chinese visitor numbers on the wane as group tours lose appeal</i>”, visitor numbers from China have dropped by 4% and spending has decreased by 14% in the latest IVS Survey.           <ol style="list-style-type: none"> <li>a. Why have visitor numbers decreased?</li> <li>b. Why has the fall in expenditure occurred?</li> <li>c. What are Tourism Australia’s interim targets by year or quarter to achieve the overall goal of \$14 billion expenditure by 2020?</li> <li>d. Will Tourism Australia be adjusting its strategy in light of these figures?</li> </ol> </li> </ol>	Written

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10	Tourism Australia	Brown	China- Australia Year of Tourism	<ol style="list-style-type: none"> <li>1. The Tourism Australia website states that “Australian tourism event and business owners can actively participate in by co-branding their product with the Year of Tourism logo.” How many businesses have opted to do so to date? Please provide a list with name of business, country, location, date (including those yet to occur).</li> </ol>	Written
11	Tourism Australia	Brown	China- Australia Year of Tourism – AFL match	<ol style="list-style-type: none"> <li>1. How many people attended the AFL game in Shanghai in April?</li> <li>2. How many people were “socially activated”?</li> <li>3. Who was “socially activated”?</li> <li>4. In what way were they “socially activated”?</li> <li>5. What is the quantifiable impact of these “social activations”?</li> <li>6. How is this measured?</li> <li>7. For how long will this be measured?</li> <li>8. Where will the results be published?</li> <li>9. How much sponsorship support was secured, and from whom?</li> <li>10. What portion of the total costs did the sponsorship cover?</li> </ol>	Written

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12	Tourism Australia & Austrade	Brown	Research	<ol style="list-style-type: none"> <li>1. Have there been any changes to the expected publication schedules since last estimates?</li> <li>2. If yes, please detail with original expected publication date and actual publication date.</li> <li>3. 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> </ol>	Written
13	Tourism Australia & Austrade	Brown	Minister	<ol style="list-style-type: none"> <li>1. 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> </ol>	Written
14	Tourism Australia & Austrade	Brown	Tourism 2020	<ol style="list-style-type: none"> <li>1. Please provide an update on the progress made on each of the main key performance indicators adopted for Tourism 2020 (increase in overnight visitor spend, increase in international and domestic aviation capacity, increase in visitor accommodation, increase in number of jobs, increase in visitor numbers from key Asian markets). How regularly are both Tourism Australia and Austrade updated on these figures?</li> <li>2. The ANAO audit titled ‘Strengthening Australia’s Tourism Industry’ said that ‘the lack of an assessment of the overall economic impact of Tourism 2020 is a gap in the performance information’. How does Tourism Australia intend to address this finding going forward?</li> <li>3. The audit also suggested a ‘more consistent approach to setting, calculating and reporting key performance indicators for international marketing campaigns.’ How does Tourism Australia intend to address this? In what ways will it refine its</li> </ol>	Written



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				<p>process?</p> <ol style="list-style-type: none"> <li>4. Will Tourism Australia conduct an aggregate Return on Investment study (as either part of the proposed 2017 evaluation of Tourism 2020 or otherwise) as is suggested by the audit?</li> <li>5. In what ways has the audit changed Tourism Australia's approach to Tourism 2020? What other decisions has Tourism Australia taken in response to the ANAO audit?</li> </ol>	
15	Tourism Australia	Brown	Business Events	<p>The latest International Congress and Convention Association (ICCA) rankings show Australia has slipped to 16th place in 2016 with global market share falling to 1.73%. A decade ago, Australia was consistently among the top 10 most popular countries to host major international association conventions.</p> <ol style="list-style-type: none"> <li>1. Do you believe this is an issue?</li> <li>2. What steps are you taking to reverse this decline?</li> <li>3. What are the latest figures on delegate arrivals? Are you able to provide these delegate figures on a national basis, as well as state by state?</li> <li>4. How do you measure the success of the business events sector?</li> <li>5. How can Australia better compete for business events in the Asia-Pacific region?</li> </ol>	Written
16	Tourism Australia & Austrade	Brown	Craft Brewery tourism	<ol style="list-style-type: none"> <li>1. What potential do you see for craft beer tourism in Australia?</li> <li>2. Have any stakeholders raised the issue of craft beer tourism? If so please provide details including name, state or territory, nature of issue raised.</li> <li>3. Has the Minister raised the topic of craft beer tourism with either Austrade or Tourism Australia?</li> <li>4. Has there been any research conducted into the craft beer industry in Australia and its relationship with the tourism industry? Is any research into this area planned?</li> </ol>	Written

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				5. Has Tourism Australia spent any money on marketing craft beer tourism? Please provide details.  6. Has there been any request for funding to grow the craft beer tourism industry in Australia? Please provide details.	
17	Tourism Australia	Farrell	Market research	1. For the 2016-17 financial year, what was the total amount spent by the Department/agency on market research (either as a whole contract or as part of a contract)?  2. For each contract for market research in 2016/2017, can you please provide: <ol style="list-style-type: none"> <li>a) The subject of the market research;</li> <li>b) The supplier;</li> <li>c) Whether the supplier has been engaged previously and if so, for which contracts;</li> <li>d) The total value of the contract;</li> <li>e) The term of the contract (time);</li> <li>f) The date that the decision was taken to seek market research on the topic;</li> <li>g) The date the contract was opened to tender or selection process;</li> <li>h) The date the supplier was engaged;</li> <li>i) Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process;</li> <li>j) Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list;</li> <li>k) Whether the Minister, or the Minister's Office, requested that the research be conducted;</li> <li>l) Whether the Minister approved the decision to conduct market research;</li> </ol>	Written

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				<p>m) Whether the Minister approved the contract with the supplier;</p> <p>n) Whether the Minister or the Minister's office was consulted on questions asked;</p> <p>o) Whether the Minister or the Minister's office received a copy of the market research;</p> <p>p) If the decision to conduct research was initiated by the department or agency, was the Minister or their office consulted before the decision was taken to conduct research, if so – in what form did that consultation take (written, verbal other);</p> <p>q) If the decision to conduct research was initiated by the department or agency, did Minister or their office make any amendments or changes to the Department's proposal for market research to be conducted, if so, what changes and to what aspects were they made;</p> <p>r) At any stage in the life of the proposal to conduct market research were other departments or agencies consulted?</p> <p>s) At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted?</p> <p>t) At any stage in the life of the proposal to conduct market research did the expected cost change, if so how?</p> <p>u) At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change?</p> <p>v) Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier?</p>	

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18	DFAT, Austrade, Tourism Australia	Brown	China Australia Year of Tourism	Please provide an update on all ACYOT [sic] related expenditure since the last estimates, including total amount of money spent, nature of expense, date, location.	Written