

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"> 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? 2. Has there been any discussion about what saving measures will need to be implemented to absorb these cuts? 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? 4. Exactly when was Tourism Australia advised about its funding in the 2017 Budget? Did Tourism Australia provide a pre-Budget submission? Please provide. 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? 6. Has Tourism Australia or Austrade conducted any research or economic modelling on what impact this will have on visitor numbers? | Written |
| | | | | <p>Answer:</p> <ol style="list-style-type: none"> 1. Tourism Australia received \$148.3 million in the 2017/18 budget. Tourism Australia's budget for 2017/18 reflects the impact of foreign exchange rate fluctuations, wage cost index and the Government's efficiency dividend. The Government's exchange rate treatment ensures that our available funds in market are relatively consistent with previous years in local currency. 2. As stated above, Tourism Australia's budget ensures that our available funds in market are relatively consistent with previous years in local currency. | |

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| | | | | 3. The Minister speaks regularly with Tourism Australia's Managing Director John O'Sullivan on a range of issues as they arise. 4. For the 2017/18 Budget, Tourism Australia was advised of the final foreign exchange rates affecting its budget on 31 March 2017. Tourism Australia used these rates to calculate the foreign exchange impacts on its budget over the forward years. Tourism Australia's budgets were then submitted to the Department of Finance via the Central Budget Management System (CBMS) on 5 April 2017. On 7 April 2017, the Department of Finance approved Tourism Australia's submission in CBMS. Tourism Australia submitted its full Portfolio Budget Statement (PBS) to DFAT on 11 April 2017. The PBS became public on 9 May 2017. Tourism Australia did not provide a pre-Budget submission. 5. Tourism Australia was not consulted. 6. No | |
| 2 | Tourism Australia and Austrade | Brown | 457 Visas | 1. Does Tourism Australia employ any workers on 457 visas? If so please state the: <ol style="list-style-type: none"> a) Number of Tourism Australia staff who are currently or have been (since September 2013) employed under 457 visa arrangements b) Position titles and job descriptions for each staff member employed currently or in the past under 457 visa arrangements c) Length of service of 457 visa holder employees d) Expected impact of the abolition of the 457 visa program on Tourism Australia 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? What will be the impact? In what area is it expected to be most keenly felt? | Written |

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| | | | | <p>Answer:</p> <p>1. Yes.</p> <p>a) Tourism Australia currently has two workers on 457 visas. Since September 2013, Tourism Australia has employed an additional six workers on 457 visas.</p> <p>b)</p> <table border="1" data-bbox="734 746 1816 1465"> <thead> <tr> <th data-bbox="734 746 927 815">Title</th> <th data-bbox="927 746 1653 815">Job description</th> <th data-bbox="1653 746 1816 815">Length of service</th> </tr> </thead> <tbody> <tr> <td data-bbox="734 815 927 954">Global Manager, Social Media and Content</td> <td data-bbox="927 815 1653 954">This role is responsible for developing and driving Tourism Australia's Social Media and Content strategy and agenda across the globe, ensuring alignment with the broader Tourism Australia marketing and digital roadmap.</td> <td data-bbox="1653 815 1816 954">5 years, 11 months (current employee)</td> </tr> <tr> <td data-bbox="734 954 927 1193">Procurement Manager</td> <td data-bbox="927 954 1653 1193">This position is responsible for directing and coordinating the procurement process and ensuring compliance with CPG's and internal procurement policies. Additionally, the incumbent must be innovative and constantly seek to implement better procurement practices within Tourism Australia.</td> <td data-bbox="1653 954 1816 1193">5 years, 10 months (current employee but no longer on a 457 visa)</td> </tr> <tr> <td data-bbox="734 1193 927 1465">General Manager Western Markets</td> <td data-bbox="927 1193 1653 1465">This position is responsible for the effective management of the operations of Western Markets and the delivery of the 2020 distribution strategy. This includes the development and implementation of marketing strategies and business plans to meet defined and agreed business targets and results, as well as developing and implementing strategies and programs that will build and enhance distribution relationships globally.</td> <td data-bbox="1653 1193 1816 1465">5 years, 4 months (past employee)</td> </tr> </tbody> </table> | Title | Job description | Length of service | Global Manager, Social Media and Content | This role is responsible for developing and driving Tourism Australia's Social Media and Content strategy and agenda across the globe, ensuring alignment with the broader Tourism Australia marketing and digital roadmap. | 5 years, 11 months (current employee) | Procurement Manager | This position is responsible for directing and coordinating the procurement process and ensuring compliance with CPG's and internal procurement policies. Additionally, the incumbent must be innovative and constantly seek to implement better procurement practices within Tourism Australia. | 5 years, 10 months (current employee but no longer on a 457 visa) | General Manager Western Markets | This position is responsible for the effective management of the operations of Western Markets and the delivery of the 2020 distribution strategy. This includes the development and implementation of marketing strategies and business plans to meet defined and agreed business targets and results, as well as developing and implementing strategies and programs that will build and enhance distribution relationships globally. | 5 years, 4 months (past employee) | |
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| Procurement Manager | This position is responsible for directing and coordinating the procurement process and ensuring compliance with CPG's and internal procurement policies. Additionally, the incumbent must be innovative and constantly seek to implement better procurement practices within Tourism Australia. | 5 years, 10 months (current employee but no longer on a 457 visa) | | | | | | | | | | | | | | | |
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| | | | | c) See Answer b. d) None. e) No. | |
| 3 | Tourism Australia | Brown | 50 Best Restaurant Awards | 1. Please provide a full list of: a) Visits; b) Services; c) Infrastructure; d) Money 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. 2. How much was expended on Tim Brooke-Webb’s: a) Flights; b) Accommodations; | Written |

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| | | | | <p>c) Dining expenses (please provide a list of dates, venues and amounts);</p> <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> | |

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| | | | | <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 Awards?</p> <p>e) What assumptions underpin Tourism Australia's assessment of expected benefits to the national economy?</p> | |
| | | | | <p>Answer:</p> <p>1.</p> <p>a) A meeting in London on 3 December 2015, as part of a business as usual trip for Tourism Australia, which was attended by Tim Brooke-Webb, Managing Director, Hospitality Group, William Reed Media; Charles Reed, Group Managing Director of William Reed Business Media; Rachel Quiggley, Director, World's 50 Best Restaurants; Karen Halbert, Executive General Manager, Corporate Affairs; Emma Sturgiss, Global Manager PR, Broadcast and Advocacy; and the Global Manager PR and Advocacy.</p> <p>Tourism Australia invited Tim Brooke-Webb on two scouting trips to Australia to determine the location for the event, including on 12-25 February 2016 in Sydney; and 21-28 May 2016 in Melbourne</p> <p>b) Tourism Australia provided Tim Brooke-Webb with local destination insight and advice, and facilitated meetings and introductions to industry.</p> <p>c) N/A</p> | |

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| | | | | <p>d) Tourism Australia paid event organisers William Reed Business Media a sponsorship fee of AUD\$801,443 (ex GST) to be the host country in 2017.</p> <p>2. Tim Brooke-Webb visited Australia three times in 2016 and 2017:</p> <ul style="list-style-type: none"> • Sydney site visits – 21-25 February 2016 • Melbourne site visits – 21-28 May 2016 • The World’s 50 Best Restaurants – 31 March-8 April 2017 <p>a) Tourism Australia did not cover any flight costs for Tim Brooke-Webb’s travel.</p> <p>b) Tourism Australia did not cover any accommodation costs for Tim Brooke-Webb’s travel.</p> <p>c)</p> <table border="1" data-bbox="848 935 1783 1112"> <thead> <tr> <th>Date</th> <th>Venue</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>22 February 2016</td> <td>Café Sopra</td> <td>\$43</td> </tr> <tr> <td>23 February 2016</td> <td>Blu Bar, Shangri-La Hotel, Sydney</td> <td>\$32.27</td> </tr> <tr> <td>23 February 2016</td> <td>Sepia Restaurant, Sydney</td> <td>\$422.25</td> </tr> <tr> <td>25 February 2016</td> <td>Pretty Beach House</td> <td>\$200</td> </tr> </tbody> </table> <p>d)</p> <table border="1" data-bbox="848 1169 1783 1313"> <thead> <tr> <th>Date</th> <th>Expense</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>24 February 2016</td> <td>Water taxi to Fort Denison</td> <td>\$160</td> </tr> <tr> <td>25 February 2016</td> <td>Transfer to Pretty Beach House</td> <td>\$950</td> </tr> <tr> <td>21 & 28 May 2016</td> <td>Airport transfers</td> <td>\$260</td> </tr> </tbody> </table> <p>3.</p> | Date | Venue | Amount | 22 February 2016 | Café Sopra | \$43 | 23 February 2016 | Blu Bar, Shangri-La Hotel, Sydney | \$32.27 | 23 February 2016 | Sepia Restaurant, Sydney | \$422.25 | 25 February 2016 | Pretty Beach House | \$200 | Date | Expense | Amount | 24 February 2016 | Water taxi to Fort Denison | \$160 | 25 February 2016 | Transfer to Pretty Beach House | \$950 | 21 & 28 May 2016 | Airport transfers | \$260 | |
| Date | Venue | Amount | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 22 February 2016 | Café Sopra | \$43 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 23 February 2016 | Blu Bar, Shangri-La Hotel, Sydney | \$32.27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 23 February 2016 | Sepia Restaurant, Sydney | \$422.25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 February 2016 | Pretty Beach House | \$200 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | | | <p>a) The actual increase since December 2013 is \$1.39 billion.</p> <p>b) From the International Visitor Survey administered by Tourism Research Australia.</p> <p>c) Through a face-to-face survey.</p> <p>d) No. We do not forecast food and drink expenditure.</p> <p>4.</p> <p>a) 74 international media, 25 Academy Chairs and 21 restaurant representatives from The World's 50 Best Restaurants participated in famils. A list of famils is at Attachment A. The costs of accommodation, transport, meals and experiences during the famils were hosted by the State Tourism Organisations, with the exception of the following costs:</p> <ul style="list-style-type: none"> • Vicky Ratnani – Tourism Australia paid \$6,014.33 including GST • Sanjeev Kapoor - Tourism Australia paid \$463.27 including GST • Epicure China – Tourism Australia paid \$11,319.15 including GST • Bruce Palling – Tourism Australia paid \$740.94 including GST • Rashmi Uday Singh – Tourism Australia paid \$3,168 including GST <p>b) Tourism Australia paid event organisers William Reed Business Media AUD\$801,443 (ex GST) to be the host country in 2017.</p> <p>c) The World's 50 Best Restaurants 2017 event program in Australia consisted of 11 main events (Attachment B). Tourism Australia delivered activations at four of these events to showcase Australia's tourism and culinary offering. Tourism Australia only had oversight of the guest lists for these four events (Attachment</p> | |

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| | | | | <p>C) as the others were managed by William Reed Business Media or their contracted third party.</p> <p>d) Tourism Australia’s PR program to leverage The World's 50 Best Restaurants has already generated over 4,200 media articles with an Estimated Advertising Value of \$46.8 million and an audience reach of 4.4 billion (as at 10 May 2017). We also have anecdotal evidence from industry bodies such as Dimmi who noted a 50 per cent spike in restaurant booking across Melbourne for the week of The World's 50 Best Restaurants. Dan Hunter of Brae said they had 7 time as many bookings in the week immediately after the awards, and 400 times the usual website visitation, and weekends are now fully booked for 6 months. Wine Australia invited a group of 50 sommeliers from some of the world’s best restaurants and bars to take part in the Somms of the World program, many of whom hadn’t been to Australia before. This was the first time a wine program has been run in conjunction with The World’s 50 Best Restaurants, with 650 individual Australian wines showcased during the ten-day program. Wine Australia are already seeing results with sommeliers from restaurants such as The Ledbury and Eleven Madison Park looking at including more Australian wines in their wine programs. In the long term, we expect to see continued progress in closing the perception gap of Australia as a food and wine destination, plus an increase in expenditure on food and wine experiences. The strong results and incredible industry feedback received following the event are indicative of this.</p> <p>e) With 38 per cent of travellers across 11 international markets associating food and wine as a key factor in holiday decision making, partnering with The World’s 50 Best Restaurants offered a number of benefits:</p> | |

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| | | | | <ul style="list-style-type: none"> • Make a positive contribution to our Restaurant Australia targets of doubling the growth in expenditure on food and wine to \$1 billion by June 2018 (growth of 10 per cent each year off a base of \$500m in 2016). • Improved perception of Australia as a quality food and wine holiday destination by those who have not visited, leading to increased awareness and visitation. Since the start of our Restaurant Australia campaign, Australia has increased from a ranking of 10 to 4 across our key markets for association with good food and wine. • Ability to generate exceptional international media coverage about Australia by bringing the biggest food and wine media to Australia through the hook of the awards. • Provided a platform for all eight states and territories and the culinary tourism industry to create content and tell their story to the world. Positioning Australia and the industry as leaders and innovators in the culinary and travel space. • Improve the overall presence and profile of Australian chefs and restaurants on the 50 Best list and beyond. • Opportunity to showcase Australia’s outstanding food and wine culture to an international audience of industry professionals and food lovers. Through these first hand, authentic experiences, they will share our Restaurant Australia story beyond these shores, helping to inspire new audiences of travellers and lovers of great food and wine to follow in their foodie footsteps. • Ability to collaborate and establish new relationships with leading international food and wine influencers that will lead to future PR, broadcast and advocacy marketing opportunities. | |

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| 4 | Tourism Australia | Brown | Ambassadors | <ol style="list-style-type: none"> 1. How much was Wu Xiubo paid by Tourism Australia for appearances as the CAYOT Ambassador? 2. How many events did he attend? Please provide date, location, nature of event and duties carried out. 3. What is the expected return on investment from his appearances? How was this measured? 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. | Written |
| | | | | <p>Answer:</p> <ol style="list-style-type: none"> 1. \$235,000. 2. Mr Wu attended the CAYOT Beijing activation event on 20 February 2017 where he participated in exclusive media interviews. Mr Wu's ambassadorship also includes the use of his images and quotes in the aquatic and coastal brand campaigns in the calendar year of 2017 in China; a 40-episode TV production scheduled to be filmed in Australia in 2017 with Mr Wu as the leading actor; 2-3 minutes of video footage of Australia featuring Mr Wu with full copyright to Tourism Australia used for marketing purposes in China. 3. It is difficult to calculate the total ROI because many activities are still ongoing. However, the content value of Mr Wu's appearance and interviews was \$9 million. The exposure achieved to Mr Wu's social audience of 8.5 million followers would likely result in incidences of actual travel to Australia by some, and therefore increase the economic benefit to our visitor economy. | |

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| | | | | <p>4. Chris Hemsworth is Tourism Australia’s global ambassador and only other paid ambassador. In his first year as ambassador, Chris was paid a fee of AUD\$550,000. Tourism Australia is currently in negotiations to extend this contract for a second and third year to cover the extension of voiceover usage rights, upcoming event appearances (specific details yet to be scoped), industry famil experiences, and ongoing PR, content and social media opportunities to promote Australia. This agreement will see Chris Hemsworth contracted as Tourism Australia’s global ambassador until 25 January 2019.</p> | |
| 5 | Tourism Australia | Brown | Youth-targeted marketing campaign | <ol style="list-style-type: none"> 1. From which year and period does the measurement of 5 per cent year-on-year growth commence? What is the baseline figure against which growth is calculated? 2. How many working holiday maker visas must be lodged by 30 June 2017 to achieve the stated target of a 5 per cent year-on-year increase? 3. How many visas have already been lodged according to these metrics? 4. How many more must be lodged by 30 June 2017 to achieve the desired outcome? 5. How will the public know if this result has been achieved? 6. How is the campaign tracking against the objective to increase WHM visitation and expenditure by 6 per cent year-on-year by 31 December 2018? 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. | Written |
| | | | | <p>Answer:</p> <ol style="list-style-type: none"> 1. June 2016. Total WHM visa lodgement as of YE June 16 was 219,875. | |

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| | | | | <ol style="list-style-type: none"> 2. Against Tourism Australia’s campaign KPI of 5 per cent year-on-year increase, the target is approximately 231,000. 3. The latest update was published December 2016. Total lodgements for year ended December 2016 was 216,731. 4. Based on the December 2016 figures, on a linear basis, approximately 14,000 lodgements are required by 30 June 2017. 5. Through Tourism Australia’s communications via its industry newsletters, corporate website and social media channels; and reports published by the Department of Immigration and Border Protection. 6. It is still early days in terms of tracking the campaign’s success with 18 months to run before this KPI is due. Based on currently available data, (to the year ending March 2017) WHM visits increased 2.9 per cent year on year. The decline in spend has eased and spend by WHM has remained unchanged compared to a year ago (Source: IVS). 7. Five times. No costs were incurred by Tourism Australia specific to these meetings. <ul style="list-style-type: none"> • 6 October 2016 – phone call • 8 November 2016 – face-to-face on the Gold Coast as part of the TNT Magazine ABiC Conference • 13 December 2016 – at a Youth Industry Open Day at Tourism Australia • 21 March 2017 – phone call • 21 April 2017 – Meeting at Tourism Australia | |

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| | | | | <ul style="list-style-type: none"> • 17 May 2017 – two members of the advisory group met with Tourism Australia’s Regional General Managers of UK/Northern Europe and Continental Europe in Sydney | |
| 6 | Tourism Australia & Austrade | Brown | Public transport use | <ol style="list-style-type: none"> 1. Has there been any research into public transport use by tourists? How many tourists use public transport in Australia each year? | Written |
| | | | | <p>Answer:</p> <ol style="list-style-type: none"> 1. No. | |
| 7 | Tourism Australia | Brown | Brand USA | <ol style="list-style-type: none"> 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? 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? 3. What opportunities will arise for Australian tourism should the US withdrawal from federal tourism marketing? | Written |

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| | | | | Answer: 1. The US is a key competitor to Australia and receives a large market share of out of region travellers. Tourism Australia is always looking to grow its market share and increase the number of high yield visitors to Australia 2. As above, Tourism Australia is always looking to increase its market share. 3. Tourism Australia regularly assesses opportunities in its key markets to increase visitation to Australia. | |
| 8 | Tourism Australia | Brown | Greater China Travel Mission; Year of Tourism Closing Ceremony | 1. Please provide full details of what the Greater China Travel Mission plus Year of Tourism Closing ceremony entail. 2. Please provide a full break down of costs. | Written |
| | | | | Answer: 1. Full details of the Greater China Travel Mission (GCTM) and Year of Tourism Closing Ceremony are still being developed.. 2. Estimated cost is approximately \$1.5 million, but we also expect at least \$500,000 of revenue from GCTM registration fees. Therefore, estimated cost to Tourism Australia is approximately \$1 million. | |

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| 9 | Tourism Australia | Brown | Chinese visitor numbers | <p>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 per cent and spending has decreased by 14 per cent in the latest IVS Survey.</p> <p>a) Why have visitor numbers decreased?</p> <p>b) Why has the fall in expenditure occurred?</p> <p>c) What are Tourism Australia’s interim targets by year or quarter to achieve the overall goal of \$14 billion expenditure by 2020?</p> <p>d) Will Tourism Australia be adjusting its strategy in light of these figures?</p> | Written |
| | | | | <p>Answer:</p> <p>a) The figures quotes in the article refer to the quarter ending March 2017. Chinese inbound market is changing with a move away from traditional group tours to free and independent travel (FIT). This was obvious over the Lunar New Year period, which corresponds with the March IVS figures quoted in the article. Tourism operators that are more reliant upon group tours reported to Tourism Australia that business was flat, while those targeting the FIT market reported strong growth. Tourism Australia is actively pushing this change through our marketing, distribution and partnership activities, as we know that FIT travellers travel more widely and spend more money, which is beneficial to the industry. As a result, we expect a level of rebalancing to occur during this shift. Furthermore, for the year</p> | |

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| | | | | <p>ended March 2017, Chinese visitor spend is up 9 per cent to \$9.7 billion, with visitor numbers up 12 per cent to 1.14 million (IVS Mar '17).</p> <p>b) Refer to answer a)</p> <p>c) The average annual growth needed to reach the target of \$14 billion is around 10 per cent.</p> <p>d) Tourism Australia's focus continues to be on higher yield FIT travellers who are more mature travellers, tend to stay longer and travel outside the main capital cities.</p> | |
| 10 | Tourism Australia | Brown | China-Australia Year of Tourism | <p>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).</p> | Written |
| | | | | <p>Answer:</p> <p>1. See Attachment D.</p> | |

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| 11 | Tourism Australia | Brown | China- Australia Year of Tourism – AFL match | <ol style="list-style-type: none"> 1. What is the definition of socially activated? 2. How many people attended the AFL game in Shanghai in April? 3. How many people were “socially activated”? 4. Who was “socially activated”? 5. In what way were they “socially activated”? 6. What is the quantifiable impact of these “social activations”? 7. How is this measured? 8. For how long will this be measured? 9. Where will the results be published? 10. How much sponsorship support was secured, and from whom? 11. What portion of the total costs did the sponsorship cover? | Written |
| | | | | <p>Answer:</p> <ol style="list-style-type: none"> 1. Tourism Australia used the term “social activation” in our responses to the Questions on Notice in March 2017 in reference to some online activity we did around the AFL game in China. A social activation is social media activity specifically focusing on an event/campaign activity. In this instance, it was around the AFL match in Shanghai. Tourism Australia created two posts for the AFL Game launch, and 1 post for Minister Ciobo’s visit in February to announce the partnership with the AFL, which were posted to Facebook, Twitter, Weibo and WeChat. 2. 10,118 attended the sold-out game, including 4,000 new AFL fans in China; 5,000 fans who travelled from Australia; 2,300 Corporate Guests. | |

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| | | | | <p>3. In China, Tourism Australia reached an audience of 2,070,000 on our Weibo social platforms. AFL also leveraged its China Weibo and WeChat accounts for a further 63,488 post views. In Australia, Facebook, Instagram and Twitter were utilised via the Gold Coast Suns and Port Adelaide Power reaching an audience of 697,184, and a further 235,000 from Tourism Australia platforms. Results from AFL Australia Facebook page are currently being collated. In addition, the game saw a 5-6 million broadcast audience reach in China and Australia, including GZTV, Shanghai TV, CCTV.</p> <p>4. Refer to Answer 3.</p> <p>5. Refer to Answer 3.</p> <p>6. Tourism Australia measures the number of people who interact with our social media posts through “reach”. Insights on reach are made available by social platforms, which measure likes, views and shares to generate a reach figure.</p> <p>7. Refer to Answer 6.</p> <p>8. N/A</p> <p>9. N/A</p> <p>10. The South Australian Tourism Commission and Tourism and Events Queensland contributed to the sponsorship fee.</p> <p>11. Tourism Australia paid AUD\$600,000 for sponsorship to the AFL and spent a further AUD\$141,401 in PR, creative and media management fees.</p> | |

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| 12 | Tourism Australia & Austrade | Brown | Research | <ol style="list-style-type: none"> 1. Have there been any changes to the expected publication schedules since last estimates? 2. If yes, please detail with original expected publication date and actual publication date. 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. | Written |
| | | | | Answer: <ol style="list-style-type: none"> 1. No. 2. N/A. 3. No. | |
| 13 | Tourism Australia & Austrade | Brown | Minister | <ol style="list-style-type: none"> 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? | Written |
| | | | | Answer: <ol style="list-style-type: none"> 1. No. | |

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| 14 | Tourism Australia & Austrade | Brown | Tourism 2020 | <ol style="list-style-type: none"> 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? 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? 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 process? 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? 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? | Written |
| | | | | <p>Answer:</p> <ol style="list-style-type: none"> 1. Updates on the progress of Tourism 2020 will be made by Austrade. Tourism Australia works closely with Austrade and receives regular updates on Tourism 2020. 2. Austrade, in consultation with Tourism Australia, intends to undertake a review of Tourism 2020, including an assessment of the overall economic impact of Tourism 2020. | |

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| | | | | <p>3. Since early 2016 and prior to the audit, Tourism Australia has been working to improve its campaign reporting processes. This has included the reduction of the number of Key Performance Indicators used to measure campaign activity from over 100 to 20 metrics. Tourism Australia has implemented regular post campaign reviews, which have been applied to Tourism Australia’s international markets. Tourism Australia has also established a Quarterly Brand Tracker to provide a more representative picture of how Australia’s destination brand is perceived throughout the year and provide a competitive assessment on the effect of Tourism Australia’s advertising and communications. Tourism Australia is continuing to refine this process to identify further improvements in consistent, campaign design, delivery and performance reporting</p> <p>4. Tourism Australia is looking at how it measures return on investment specifically in relation to Tourism Australia’s investment target markets. We expect the results in the first quarter of next year.</p> <p>5. The audit found Tourism Australia to have a robust corporate governance; allocated funding and expenditure across markets based on a sound and transparent basis using research and data analysis; strong corporate planning and risk management; clearly defined Board and Audit Committee roles and responsibilities; and with one minor exception, complied with the Commonwealth Procurement rules. As noted in Answer 3), we continue to refine our key performance indicators. The Minister has advised Tourism Australia to complete the campaign reporting processes in 90 days.</p> | |

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| 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 per cent. 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"> 1. Do you believe this is an issue? 2. What steps are you taking to reverse this decline? 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? 4. How do you measure the success of the business events sector? 5. How can Australia better compete for business events in the Asia-Pacific region? | Written |
| | | | | <p>Answer:</p> <ol style="list-style-type: none"> 1. ICCA rankings are only one measure of association conventions business won by destinations. Information that leads to the rankings is volunteered by ICCA members and is at their discretion to provide this. As part of its rankings report, ICCA says that its statistics on international association meetings are often just a segment of the total amount of international meetings taking place in a city or country. Interest in Australia as a destination for international association conventions continues to grow. Recent analysis released in April 2017 by the Australian Association of Convention Bureaux states that since the release of the last forward calendar (in June 2016) there has been a 7 per cent increase in the number of international business events Australia has secured. The number of international delegates Australia is expected to attract to these events has seen a 14 per cent increase, and total estimated delegate expenditure has seen an 11 per cent increase. | |

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| | | | | <p>2. Tourism Australia’s dedicated business events unit delivers marketing communications and a trade distribution program in its key markets of China, UK and Europe, North America and New Zealand; to increase awareness and demand for Australia as a business events destination. Tourism Australia focusses on markets and sectors where work can provide the greatest return on investment, including the associations conferences and the incentive program sector. In the association congress sector, when an event is won, Tourism Australia works with the Australian events industry to drive visitation to those confirmed events. Activity includes an integrated brand marketing, content and PR strategy to drive awareness and conversion of business for Australia, trade distribution activity including trade show attendance and an educational visit program to build relationships with potential customers, and the delivery of insights and marketing partnerships with industry to increase business events and delegate acquisition for Australia.</p> <p>3. There is no specific data on arrivals to Australia for the sole purpose of attending a conference or convention. The International Visitor Survey (IVS) captures visitors who travel to Australia for the purposes of ‘business’ travel, which can also include ‘the purpose of attending conferences and conventions’. According to the IVS, in the year ending April 2017 arrivals for Business travel were 824,200. Recent analysis released in April 2017 by the Australian Association of Convention Bureaux states that since the release of the last forward calendar (in June 2016) there has been a 7 per cent increase in the number of international business events Australia has secured. The number of international delegates Australia is expected to attract to these events has seen a 14 per cent increase, and total estimated delegate expenditure has seen an 11 per cent increase</p> <p>4. Tourism Australia monitors business leads and maintains strong communications channels with industry and in-market customers to obtain insights into the performance of the sector. Anecdotal information received from industry indicates a</p> | |

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| | | | | <p>strong international business events market, and good forward business for Australia. Tourism Australia also tracks the performance of its own activity to raise awareness of Australia as a business events destination. Performance measures include the generation of business leads for Australian industry at trade shows managed/attended by Tourism Australia, earned media coverage for Australia as a business events destination, and the satisfaction of industry with Tourism Australia business events activity. In FY16/17, Tourism Australia generated over 150 pages of coverage for Australia as a business events destination, and received on average 100 per cent satisfaction for its activity by Australian industry.</p> <p>5. Australia is a leading destination for business events in the Asia Pacific region. In China alone, Australia has won nine business events awards for FY16/17 for its business events marketing and offering. Australia has also recently hosted several large-scale incentive events from China including Perfect China in May 2017 (3,100 delegates), NuSkin China in January 2017, (4000 delegates) and will host the Infinitus China incentive trip in May 2018 (8,000 delegates). Tourism Australia also runs the annual Business Events Australia Greater China Showcase; its signature business-to-business trade event in China bringing together Australian industry with Chinese incentive buyers and media. In 2017, the Showcase hosted over 70 Chinese buyers who met with 27 Australian product. Over 80 leads have been generated to date. In New Zealand, the sole focus of Tourism Australia's work is business events. In FY16/17, as part of its activity, Australia hosted three educational visits with incentive planners and media from NZ, generating both media coverage and business leads.</p> | |

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| 16 | Tourism Australia & Austrade | Brown | Craft Brewery tourism | <ol style="list-style-type: none"> 1. What potential do you see for craft beer tourism in Australia? 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. 3. Has the Minister raised the topic of craft beer tourism with either Austrade or Tourism Australia? 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? 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. | Written |
| | | | | <p>Answer:</p> <ol style="list-style-type: none"> 1. There is potential for craft beer within the broader Australian food and wine story. Tourism Australia promotes food and wine through our Restaurant Australia campaign and has promoted craft beer at Tourism Australia events. This very successful campaign has seen an over \$1.3 billion increase in food and wine spend in Australia. 2. Stakeholders have not raised the tourism aspect of craft beer with Tourism Australia. 3. The Minister is very engaged with Tourism Australia and is regularly updated on the campaigns, including the Restaurant Australia campaign, however not specifically on craft beer tourism. | |

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| | | | | <ol style="list-style-type: none">4. Tourism Australia continues to monitor the various campaigns. Given the success of the Restaurant Australia campaign, Tourism Australia has not specifically focussed any research on craft beer.5. Tourism Australia publish an album every week on Facebook called 'What Australia Ate this Weekend', which often promotes craft breweries. As mentioned in answer 1, Tourism Australia has promoted craft beer at Tourism Australia events.6. Tourism Australia has not received any requests for funding to grow craft beer tourism. | |

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|----|-------------------|---------|-----------------|---|---------|
| 17 | Tourism Australia | Farrell | Market research | <ol style="list-style-type: none"> 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"> a) The subject of the market research; b) The supplier; c) Whether the supplier has been engaged previously and if so, for which contracts; d) The total value of the contract; e) The term of the contract (time); f) The date that the decision was taken to seek market research on the topic; g) The date the contract was opened to tender or selection process; h) The date the supplier was engaged; i) Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process; j) Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list; k) Whether the Minister, or the Minister's Office, requested that the research be conducted; l) Whether the Minister approved the decision to conduct market research; m) Whether the Minister approved the contract with the supplier; n) Whether the Minister or the Minister's office was consulted on questions asked; o) Whether the Minister or the Minister's office received a copy of the market research; 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); | Written |
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| | | | | <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> | |
| | | | | <ol style="list-style-type: none"> 1. \$2,039,525 2. See Attachment E. | |
| 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. | |

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| | | | | Agency | Nature of expenditure | Cost | Date | Location | |
| | | | | Tourism Australia | Airline partnership campaigns | Since March 2017, total spend for airline partnership campaigns was approximately \$3.13 million. Tourism Australia's spend has been matched in market with approximately \$3.73 million spend from partners. | Ongoing | China | |
| | | | | Tourism Australia | Aquatic and coastal campaign running in China – YOT logos to be included | Campaign: \$1.9 million Logo development: \$11,086 | April / May 2017 | China | |
| | | | | Tourism Australia | Inward Investment Mission/Familiaris ation (following the Tourism Trade Mission) | \$33,000 (ex GST) | 2-7 April 2017 | Great Ocean Road, East Coast Tasmania | |
| | | | | Tourism Australia | Business Events Showcase | Delegate fees cover the cost of this event. | 19-21 April 2017 | Chengdu, China | |
| | | | | Tourism Australia | AFL Match in Shanghai | \$741,401 | 14 May 2017 | Shanghai, China | |
| | | | | DFAT | Nil | N/A | N/A | N/A | |
| | | | | Austrade | Nil | N/A | N/A | N/A | |

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ATTACHMENT A

| State | Location | Attendees |
|--------------|---|---|
| ACT | Canberra | Suzanne Lazaroo (Media, Malaysia) |
| NSW | Sydney | Paul Pairet (Restaurant Representative, China) Meng Lan Luo (Restaurant Representative, China) Michalene Busico (Academy Chair - West USA & West Canada) Nicolas Chatenier (Academy Chair - France) Cemre Narin (Academy Chair - Turkey, Greece & the Balkans) Jade George (Academy Chair - Middle East) Ezechiel Zerah (Media, France) Esterelle Payany (Media, France) |
| NSW | Sydney | Eleonora Cozzella (Academy Chair - Italy) Massimiliano Alajmo (Restaurant Representative) Maria Spasari (Restaurant Representative) Steven Dolinsky (Academy Chair - Mid USA & Mid Canada) Lars Hedberg (Academy Chair - Scandinavia & Baltics) Olivier Reneau (Media, France) Adam Robb (Media, USA) Santiago Perez (Restaurant Rep, Cosme) |
| NSW | Sydney | Elle Gourmet (Media, Japan) |
| NSW | Sydney | Raquel Rosemberg (Academy Chair - South America, South exc Brazil) Crystyl Mo (Academy Chair - China & Korea) |
| NSW | Sydney, Byron Bay | Kat Odell (Media, USA) |
| NT | Uluru, Alice Springs, Kings Canyon | Xanthe Clay (Academy Chair - UK & Ireland) |
| NT | Darwin, Top End | James Litston (Media, UK) |
| QLD | Brisbane, Southern QLD Country | Christian Gruenwald (Academy Chair - Austria & Switzerland) Pierre Dumas (Media, Brazil) |
| QLD | Lady Elliot Island, Lizard Island, Southern QLD Country | Rashmi Singh (Academy Chair - India, Central Asia & Subcontinent) |
| QLD | Lady Elliot Island, Brisbane | James Litston (Media, UK) |
| QLD | Gold Coast, Brisbane | Kunal Kapoor (Influencer, India) |
| SA | Adelaide, Eyre Peninsula, Barossa Valley | Xiaoyi Liu (Influencer, China) Xiaonan Li (Influencer, China) Anzhen Teng (Influencer, China) Xueyi Wei (Influencer, China) |

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| SA | Adelaide, Eyre Peninsula, Barossa Valley | Leila Salimbeni (Media, Italy) Nina Caplan (Media, UK) Bruno Oteiza (Restaurant Representative) Lisandra Fernandez (Restaurant Representative) |
| SA | Adelaide, Adelaide Hills, Barossa Valley | Grace Choy (Influencer, Hong Kong) Kenneth Choy (Photographer, Hong Kong) |
| SA | Adelaide, Adelaide Hills, Barossa Valley | Dirk de Prins (Academy Chair - Benelux) Diego Salazar (Academy Chair - South America North) |
| SA | Adelaide and surrounds | Kab-Soo Choi (Media, Korea) Raymon Kim (Influencer, Korea) Taejung Kim (Media, Korea) Yu Ri Oh (Media, Korea) Mee Park (Media, Korea) |
| SA | Adelaide, Kangaroo Island, Barossa Valley | Kunal Kapoor (Influencer, India) |
| SA | Adelaide, McLaren Vale, Barossa Valley | Vicky Ratnani (Influencer, India) |
| TAS | Hobart | Isaac McHale (Restaurant Representative) Ellen Miller (Restaurant Representative) Johnny Smith (Restaurant Representative) Daniel Willis (Restaurant Representative) Grace Welch (Restaurant Representative) |
| TAS | Hobart | Carola Ruhl (Media, Germany) Thomal Ruhl (Media, Germany) Jason Yeoh (Influencer, Malaysia) Peng Pang Khong (Influencer, Malaysia) |
| TAS | Hobart | Mitchell Davis (Academy Chair - East USA & Canada) |
| TAS | Hobart, Freycinet Peninsula | Vanessa Yeung (Influencer, Hong Kong) David Prior (Media, USA) Olivier Reneau (Media, France) Ianthe Butt (Media, UK) Georges Desrues (Media, Germany) |
| TAS | Hobart, Freycinet Peninsula | Amy Van (Media, Singapore) |
| TAS | Hobart | Adam Robb (Media, USA) |
| TAS | Hobart | Katie Olson (Influencer, USA) Chris Johns (Media, Canada) Graciela Cutuli (Media, Argentina) Daniel Greve (Media, Chile) |

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| TAS | Hobart | Jianghong Gao (Media, China) Yi Dong (Media, China) Wei Liang (Media, China) |
| TAS | Hobart | Vicky Ratnani (Influencer, India) |
| TAS | Hobart | Kunal Kapoor (Influencer, India) |
| VIC | Yarra Valley | Richard Ekkebus (Restaurant Representative) Fiona Ekkebus (Restaurant Representative) David Thompson (Restaurant Representative) Yordwai Tanongsak (Restaurant Representative) Maria Elena Cornejo (Media, Peru) |
| VIC | Yarra Valley | Hiroko Komatsu (Media, Japan) Masaharu Okusa (Media, Japan) Jun Magiguchi (Media, Japan) |
| VIC | Pink Lake, Great Ocean Road | Dominique Ansel (Restaurant Representative) Amy Ma (Restaurant Representative) Mason Florence (Academy Chair - Thailand) |
| VIC | Melbourne, Geelong, Birregurra | Christoph Teuner (Academy Chair - Germany) Susan Jung (Academy Chair - Hong Kong, Macau, Taiwan) Evelyn Chen (Academy Chair - South East Asia, South) Andre Chiang (Restaurant Representative) Sudarmpai Soonthornrangsri Chiang (Restaurant Representative) Johanne Siy (Restaurant Representative) Fiona Beckett (Media, UK) Mitchell Davis (Academy Chair) Georges Desrues (Media, Germany) Laura Lazzaroni (Media, Italy) |
| VIC | Melbourne, Geelong, Birregurra | Ezechiel Zerah (Media, France) Alessandra Dal Monte (Media, Italy) David Prior (Media, USA) Leila Salimbeni (Media, Italy) James Litson (Media, UK) Kat Odell (Media, USA) Shane Mitchell (Media, USA) Sebastian Montalva Wainer (Media, Chile) |
| VIC | Melbourne, Ballarat, Daylesford | Grace Choy (Influencer, Hong Kong) Kenneth Choy (Photographer, Hong Kong) |

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| | | |
|-----|-----------------------------------|---|
| VIC | Melbourne | Alessandra Dal Monte (Media, Italy) Eleonora Cozzella (Academy Chair - Italy) Steven Dolinsky (Academy Chair - Mid USA & Mid Canada) Lars Hedberg (Academy Chair - Scandinavia & Baltics) Daniela Soto-Innese (Restaurant Representative) |
| VIC | Melbourne | Wei Liang (Media, China) Yi Dong (Media, China) Jianghong Gao (Media, China) |
| VIC | Melbourne | Xiaoyi Liu (Influencer, China) Xiaonan Li (Influencer, China) Anzhen Teng (Influencer, China) Xueyi Wei (Influencer, China) |
| VIC | Mornington Peninsula | Virgilio Martinez (Restaurant Representative) Maria Leon (Restaurant Representative) Katie Olson (Influencer, USA) |
| VIC | Melbourne, Yarra Valley | Kab-Soo Choi (Media, Korea) Raymon Kim (Influencer, Korea) Taejung Kim (Media, Korea) Yu Ri Oh (Media, Korea) Mee Park (Media, Korea) |
| VIC | Melbourne, Yarra Valley | Epicure (Media, China) |
| VIC | Yarra Valley, Alexandra | Jade George (Academy Chair - Middle East) Tamsin Gurney (Academy Chair - South Africa) Cemre Narin (Academy Chair - Turkey) Crystyl Mo (Academy Chair - China) |
| VIC | Melbourne, Geelong and Birregurra | Jaime Ee (Media, Singapore) |
| VIC | Melbourne, Mornington Peninsula | Kunal Kapoor (Influencer, India) |
| WA | Margaret River | Vanessa Yeung (influencer, Hong Kong) Kevindra Soemantri (Media, Indonesia) Patricia Ferraz (Media, Brazil) Tiago Queiroz Luciano (Media, Brazil) Josimar Melo (Academy Chair - Brazil) |
| WA | Kimberley | Gabriele Gugetzer (Media, Germany) Jessica Lockhart (Media, Canada) |

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ATTACHMENT B

| Event / Activation | Location | Date | Attendees and #s | Event production costs (ex GST) |
|--|---|--------------------------------|---|--|
| Melbourne Food and Wine Festival MasterClass series , co-hosted with 50 Best | Melbourne | 1-2 April 17 | Ticketed event managed by the festival. | No investment from Tourism Australia |
| #50BestTalks | Sydney Opera House, Sydney | 1 April 17 1.00pm to 2.30pm | Approximately 2,249 | No investment from Tourism Australia |
| #50BestTalks | Margaret Arena Court, Melbourne | 3 April 17 7.00pm to 8.30pm | Approximately 1,717 | No investment from Tourism Australia |
| The Chefs' Feast – Signature welcome event including outdoor and seated fine dining dinner. Activation aimed at demonstrating our vibrant and creative dining scene through a bespoke collaboration with Australia's best Chefs to leave a lasting impression of Australia's offering and event capability. Footage from this event lead social and media coverage before the Awards night. | West Beach Bather's Pavilion, St Kilda West | 4-Apr-17 5.00pm to Midnight | Approximately 172 guests – including the world's greatest chefs and restaurant reps, Academy Chairs (head of voting panel), high profile media and event sponsors | \$297,225 |
| The Media Welcome – Melbourne Food and Wine Festival's House of Food and Wine | Melbourne | 4 April 17 6.00pm to 9.00pm | Approximately 220 guests – including the visiting international media, domestic media and influencers, industry and government. | No investment from Tourism Australia (organised by Visit Victoria) |
| The World's 50 Best Restaurants Press Conference – formal opportunity for partners and key spokespersons to generate excitement about the awards and calibre of influencers in Melbourne. | The Residence, The Grand Hyatt, Melbourne | 5-Apr-17 9.00am to 10.00am | Approximately 225 guests – domestic and international media, event partners and 2 ministerial representatives. | \$15,847 |
| Welcome to Melbourne Academy Chair Lunch | Vue de monde, Melbourne | 5-Apr-17 11.30am to 2.30pm | 37 guests – Academy Chairs, William Reed management, Visit Victoria and 1 x Tourism Australia representative. | No investment from Tourism Australia (organised by Visit Victoria) |

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| Event / Activation | Location | Date | Attendees and #s | Event production costs (ex GST) |
|---|-------------------------------------|--------------------------------|--|---|
| Pre-Event Welcome Drinks hosted by the QT Melbourne, Etihad and Grand Hyatt Melbourne to welcome hotel guests to Melbourne. | Melbourne | 5-Apr-17 From 5pm | No guest list – open to hotel guests. | No investment from Tourism Australia (hosted by accommodation partners) |
| The Awards Ceremony – is the pinnacle of the event program announcing the top 50 Chefs in the world. Activation included Australian themed styling, destination vision showcase and entertainment including food styling. | Royal Exhibition Building Melbourne | 5-Apr-17 6.30pm to Midnight | Approximately 1002 guests – the world's greatest chefs, their sommeliers and restaurant reps, with the world's most influential food and wine media and Australian profile chefs, critics and food personalities | \$55,590 |
| The Great Aussie Brunch – signature farewell event, featuring Melbourne's best Asian restaurants. The event celebrated Australia's multiculturalism, strong influences from Asia and dining traditions that are iconically Australian. | All-Star Yum Cha, QT Melbourne | 6-Apr-17 11.00am – 2.00pm | Approximately 246 guests – including world's best chefs, restaurateurs, digital food influencers, media and Melbourne food personalities. | \$34,037 |
| Academy Escape in South Australia and Famil Program – a two-day itinerary for the Academy Chairs, taking in the best of South Australia. | South Australia | 6-8 April | 33 guests – Academy Chairs and William Reed Staff | No investment from Tourism Australia (managed by South Australian Tourism Commission) |

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CHEFS' FEAST GUEST LIST

ATTACHMENT C

| TITLE/COMPANY | FIRST NAME | LAST NAME |
|-------------------------------|------------|---------------|
| Gastronom magazine | Andrey | Zakharin |
| Vogue/CN Traveler | Cemre | Narin |
| A la Carte | Christian | Grünwald |
| n-tv/Falstaff Germany | Christoph | Teuner |
| La Vanguardia | Cristina | Jolonch |
| Freelance | Crystyl | Mo |
| Peru 21 | Diego | Salazar |
| Ambiance | Dirk | de Prins |
| L'Espresso (La Republica) | Eleonora | Cozzella |
| Freelance | Evelyn | Chen |
| The Carton | Jade | George |
| Food Editor, Folha de S.Paulo | Josimar | Melo |
| White Guide | Lars | Peder Hedberg |
| Talisman Media- Publisher | Mason | Florence |
| Freelance | Michalene | Busico |
| James Beard | Mitchell | Davis |
| Freelance | Nicolas | Chatenier |
| Servid | Pablo | Baños |
| Australian Gourmet Traveller | Pat | Nourse |
| El Conocedor editor/Freelance | Raquel | Rosemberg |
| Freelance Food Writer | Rashmi | Uday Singh |
| ABC Chicago | Steve | Dolinsky |
| South China Morning Post | Susan | Jung |
| Columnist/Consultant | Takanori | Nakamura |
| Translator | Akira | Nakamura |
| Consultant | Tamsin | Snyman |
| Telegraph/Freelance | Xanthe | Clay |
| William Reed Business Media | Hélène | Pietrini |

| TITLE/COMPANY | FIRST NAME | LAST NAME |
|-----------------------------|------------|--------------|
| William Reed Business Media | Charles | Reed |
| William Reed Business Media | William | Drew |
| William Reed Business Media | Tiago | Restani |
| William Reed Business Media | Laura | Price |
| William Reed Business Media | Emer | Schlosser |
| William Reed Business Media | Roger | Betriu |
| William Reed Business Media | Tim | Brooke-Webb |
| The Clove Club | Isacc | McHale |
| The Clove Club | Daniel | Willis |
| The Clove Club | Johnny | Smith |
| The Ledbury | Brett | Graham |
| The Ledbury | Jenny | Graham |
| Restaurant ANDRÉ | Andre | Chiang |
| Restaurant ANDRÉ | Johanne | Lynne Co Siy |
| Restaurant Relæ | Christian | F. Puglisi |
| Restaurant Relæ | Jonathan | Tam |
| Restaurant Tim Raue | Tim | Raue |
| Restaurant Tim Raue | Marie-Anne | Raue |
| Amber | Richard | Ekkebus |
| Amber | Fiona | Ekkebus |
| Le Bernardin | Eric | Ripert |
| Nahm | David | Thompson |
| Nahm | Tanongsak | Yordwai |
| Steirereck im Stadtpark | Heinz | Reitbauer |
| Steirereck im Stadtpark | Birgit | Reitbauer |
| De Librije | Jonnie | Boer |
| De Librije | Thérèse | Boer |
| Blue Hill At Stone Barns | Dan | Barber |

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| TITLE/COMPANY | FIRST NAME | LAST NAME |
|--------------------------------|-------------|--------------|
| Blue Hill At Stone Barns | David | Barber |
| Gaggan | Gaggan | Anand |
| Gaggan | Rajesh | Kewalramani |
| Piazza Duomo | Enrico | Crippa |
| Piazza Duomo | Silvia | Cuniberto |
| Alinea | Grant | Achatz |
| Alinea | Briseis | Guthrie |
| Mugaritz | Andoni Luis | Aduriz |
| Mugaritz | Susana | Nieto |
| Ultraviolet by Paul Pairet | Paul | Pairet |
| Ultraviolet by Paul Pairet | Monica | Luo |
| Boragó | Rodolfo | Guzmán |
| Alain Ducasse au Plaza Athénée | Romain | Meder |
| Quintonil | Jorge | Vallejo |
| Quintonil | Alejandra | Flores |
| Attica | Ben | Shewry |
| Attica | Natalia | Shewry |
| Cosme | Daniela | Soto-Innes |
| Cosme | Yana | Volfson |
| White Rabbit | Vladimir | Mukhin |
| White Rabbit | Boris | Zarkov |
| Brae | Dan | Hunter |
| Brae | Damien | Neylon |
| Central Restaurante | Virgilio | Martinez |
| Central Restaurante | Pia | Leon |
| Restaurante Arzak | Elena | Arzak |
| Restaurante Arzak | Gabriella | Ranelli |
| Ristorante Reale | Niko | Romito |
| Ristorante Reale | Cristiana | Romito |
| Dinner by Heston Blumenthal | Ashley | Palmer-Watts |

| TITLE/COMPANY | FIRST NAME | LAST NAME |
|-----------------------------|--------------|---------------|
| Dinner by Heston Blumenthal | Evan | Moore |
| Eleven Madison Park | Daniel | Humm |
| Eleven Madison Park | Will | Guidara |
| Maido | Mitsuharu | Tsumura |
| Maido | Mariana | Frias |
| Astrid & Gastón | Gastón | Acurio |
| Astrid & Gastón | Astrid | Gutsche |
| Geranium | Søren | Ørbek Ledet |
| Geranium | Maria | Ørbek Ledet |
| Tegui | German | Martitegui |
| Tegui | Felix | Gehle |
| Azurmendi | Eneko | Atxa |
| Azurmendi | Bertol | Izagirre |
| Narisawa | Yoshihiro | Narisawa |
| Narisawa | Yuko | Narisawa |
| El Celler de Can Roca | Joan | Roca |
| El Celler de Can Roca | Jordi | Roca |
| Pujol | Enrique | Olvera |
| Pujol | Pilar | Figueras |
| Le Calandre | Mariapia | Spasari |
| Le Calandre | Massimiliano | Alajmo |
| Mirazur | Mauro | Colagreco |
| Mirazur | Antonio | Buono |
| Tickets | Albert | Adrià |
| Tickets | Fran | Agudo |
| Osteria Francescana | Massimo | Bottura |
| Osteria Francescana | Lara | Troly Gilmore |
| Septime | Alessia | Serratore |
| Hiša Franko | Ana | Roš |
| Hiša Franko | Valter | Kramar |

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| TITLE/COMPANY | FIRST NAME | LAST NAME |
|---|------------|---------------|
| Saison | Mark | Bright |
| Saison | Joshua | Skenes |
| Disfrutar | Eduard | Xatruch Cerro |
| Disfrutar | Susana | Farreros |
| Best Pastry Chef / Dominique Ansel Bakery | Dominique | Ansel |
| Best Pastry Chef / Dominique Ansel Bakery | Amy | Ma |
| Lifetime Achievement Award | Heston | Blumenthal |
| Lifetime Achievement Award | Stephanie | Gouveia |
| Lifetime Achievement Award | Monica | Brown |
| Alléno Paris au Pavillon Ledoyen | Yannick | Alléno |
| Alléno Paris au Pavillon Ledoyen | Florence | Cane |
| Rockpool Group | Neil | Perry |
| Rockpool Group | Neil | Perry +1 |
| Atelier Crenn | Dominique | Crenn |
| Atelier Crenn | Felix | Santos |
| Arpege | Marine | Hervouet |
| Arpege | Manon | Poisbeau |
| Arpege | Guest | Of |
| Ferrari | Camilla | Lunelli |
| Ferrari | Dean | Lapthorne |
| Estrella Damm | Filip | Dobosz |
| Estrella Damm | Maria | Faus |
| Grand Hyatt Melbourne | Jason | Camillo |
| Grand Hyatt Melbourne | Sophie | Blondeau |
| QT Melbourne | Jane | Hastings |
| QT Melbourne | Brett | Sergeant |
| QT Melbourne | Steven | Howard |
| Grana Padano | Elisabetta | Serraiotto |

| TITLE/COMPANY | FIRST NAME | LAST NAME |
|--|---------------------|------------|
| Hatching Communications | Tina | Orr |
| Silestone | Adriana | Ajredini |
| Silestone | Cosentino Australia | Guest |
| Wine Australia | Brian | Walsh |
| Wine Australia | Stuart | Barclay |
| Visit Victoria | Sarah | Quon |
| Visit Victoria | Will | Dalton |
| Visit Victoria | Joanna | McEwan |
| Visit Victoria | Diana | Morgan |
| Visit Victoria | Peter | Bingeman |
| Visit Victoria | Melanie | DeSouza |
| Lavazza | Jeff | Fraser |
| Lavazza | Jeff | plus 1 |
| Diners Club International | Jennifer | Ober |
| Aspire | Rachel | Yeow |
| Aspire | Michelle | Avis |
| Etihad Airways | Sarah | Built |
| Etihad Airways | Lindsay | White |
| San Pellegrino | Brett | Hibbs |
| San Pellegrino | Clement | Vachon |
| San Pellegrino | Mitch | Lienhard |
| San Pellegrino | Kimberley | Millis |
| Tourism Australia (partial attendance) | Minister | Ciobo |
| Tourism Australia (partial attendance) | Mitchell | Alistair |
| Tourism Australia (partial attendance) | Tony | South |
| Tourism Australia (partial attendance) | John | O'Sullivan |
| Tourism Australia | Lisa | Ronson |
| Tourism Australia | Pip | Harrison |
| Tourism Australia | Geoff | Ikin |
| Gourmet Traveller | Cornelia | Schulze |

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| TITLE/COMPANY | FIRST NAME | LAST NAME |
|----------------------|-------------------|------------------|
| Delicious Magazine | Kerrie | McCallum |
| News Life Media | Fiona | Nilsson |

| | | |
|----------------|---------|-----------|
| Etihad Airways | Marica | Attorresi |
| QT Melbourne | Stephen | Howard |

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PRESS CONFERENCE GUEST LIST

| COMPANY | FIRST NAME | LAST NAME |
|---|-----------------|--------------|
| Chefs Club | Aaron | Arizpe |
| Coda and Tonka | Adam | D'Sylva |
| Wall Street Journal | Adam | Robb |
| Department of Premier & Cabinet Rep | The Hon. Philip | Dalidakis |
| Department of Premier & Cabinet | Advisor x 1 | |
| Department of Premier & Cabinet | Advisor x 2 | |
| W50B Academy Chair Interpreter | Akira | Nakamura |
| Tickets | Albert | Adria |
| Grand Hyatt | Alexandra | Cuthbert |
| Herald Sun | Alice | Coster |
| Federal Gov | Alistair | Mitchell |
| James Halliday Wine Companion | Amelia | Ball |
| The Peak: Gourmet and Travel | Amy | Van |
| Restaurant ANDRE | André | Chiang |
| Victorian State Government | Andrew | Abbott |
| W50B Academy Chair | Andrey | Zakharin |
| Freelance - The Australian, Delicious, GQ | Anthony | Huckstep |
| Rinky & Pinky | ArChan | Chan |
| Good Food, Fairfax Media | Ardyn | Bernoth |
| Dinner by Heston Blumenthal | Ashley | Palmer-Watts |
| Attica | Ben | Shewry |
| Houstonia | Besha | Rodell |
| The Ledbury | Brett | Graham |
| The Guardian | Bridgid | Delaney |
| Mornington Peninsula Tourism | Carl | Cowie |
| Port Culinaire | Carola | Ruhl |

| COMPANY | FIRST NAME | LAST NAME |
|--|--------------|--------------|
| Avviso PR | Carolyn | Grant |
| W50B Academy Chair | Cemre | Narin |
| W50B | Charles | Reed |
| CatchOn | Charmaine | Lim |
| clerkenwellboy | Chiara | Maci |
| Freelance for major Italian publications | Chloe | Cann |
| Freelance | Chris | Johns |
| W50B Academy Chair | Christian | Grünwald |
| Eleven Madison Park | Christina | Sylvia |
| Eater LA, NYT | Christine | Yi |
| W50B Academy Chair | Christoph | Teuner |
| W50B Academy Chair | Cristina | Jolonch |
| W50B Academy Chair | Crystyl | Mo |
| Herald Sun | Damon | Johnston |
| Herald Sun - Taste | Dan + photog | Stock |
| Herald Sun - Taste | Guest of | Guest of |
| Fairfax Media | Dani | Valent |
| Brae | Daniel | Hunter |
| Eleven Madison Park | Daniel | Humm |
| Conde Nast Traveler | David | Prior |
| Franklin | David | Moyle |
| W50B Academy Chair | Diego | Salazar |
| W50B Academy Chair | Dirk | de Prins |
| Eleven Madison Park | Dmitri | Magi |
| Arzak | Elena | Arzac Espina |
| W50B Academy Chair | Eleonora | Cozzella |

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| COMPANY | FIRST NAME | LAST NAME |
|---|------------|------------|
| Wine Australia | Emma | Baumann |
| Telerama | Esterelle | Payany |
| W50B Academy Chair | Evelyn | Chen |
| Atabula | Ezechiel | Zerah |
| noleftovers | Fi | Smith |
| Freelance | Fiona | Beckett |
| Amber at The Landmark Mandarin Oriental | Fiona Mary | Ekkebus |
| Freelance | Gabriele | Gugetzer |
| Food Without Borders (NZ most listened foodie podcast) | Ginny | Grant |
| Grace Choi | Grace | Choi |
| W50B | Hélène | Pietrini |
| The Fat Duck | Heston | Blumenthal |
| Freelance | Hilary | McNevin |
| Freelance | Hiroko | Komatsu |
| Freelance | Ianthe | Butt |
| Grand Hyatt | Ilan | Weill |
| CY_Eats | Jackie | Gebel |
| W50B Academy Chair | Jade | George |
| Business Times/Straits Times | Jamie | Ee |
| Fairfax / Traveller | Jane | Reddy |
| The Weekly Review | Jane | Hutchinson |
| Grand Hyatt | Jason | Camillo |
| Evening Standard | Jeremy | Jacobiwitz |
| Hatching | Jessica | Williams |
| The Sydney Morning Herald, Australian Financial Review, Delicious | Jill | Dupleix |
| The Australian | John | Lethlean |

| COMPANY | FIRST NAME | LAST NAME |
|---|------------|---------------|
| Visit Victoria | John | Appleton |
| Fink Group | John | Fink |
| Tourism Australia | John | O'Sullivan |
| Dinner by Heston Blumenthal | Johnnie | Dawes |
| ShiShangXiaoMi | Jose | Enrique Doble |
| W50B Academy Chair | Josimar | Melo |
| Sina XianCheng | Joyceline | Tully |
| Brae | Jules | Bagnato |
| Odette | Julien | Royer |
| FRaU | Jun | Makiguchi |
| Victorian State Government | Justin | Hanney |
| Tourism Australia | Karen | Halbert |
| Eater/Wall Street Journal/Huffington Post (freelance) | Kat | Odell |
| 3AW A moveable Feast | Kate | Stevenson |
| Grand Hyatt | Kate | Atkinson |
| Cool Hunting | Katie | Olson |
| Broadsheet Melbourne | Katya | Wachtel |
| Elle Gourmet | Kazuma | Takigawa |
| Cuisine Magazine | Kelli | Brett |
| Jakarta Post | Kevindra | Soemantri |
| Billy Kwong | Kylie | Kwong |
| Australian Gourmet Traveller / The Age | Larissa | Dubecki |
| W50B Academy Chair | Lars | Peder Hedberg |
| L'Uomo Vogue | Laura | Lazzaroni |
| W50B | Laura | Price |
| L'Espresso | Leila | Salimbeni |
| Firedoor | Lennox | Hastie |

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| COMPANY | FIRST NAME | LAST NAME |
|----------------------------------|---------------|-----------|
| Li Yan | Li | Yan |
| Tourism Australia | Lisa | Ronson |
| Guy Grossi | Liz | Rodriguez |
| Fink Group | Lizzi | Hewson |
| AFR | Lucille | Keen |
| Le Calandre | Mariapia | Spasari |
| Tourism Australia | Mark | Craig |
| Freelance | Masaharu | Okuda |
| W50B Academy Chair | Mason | Florence |
| Le Calandre | Massimiliano | Alajmo |
| Osteria Francescana | Massimo | Bottura |
| Oakridge | Matt | Stone |
| Mirazur | Mauro | Colagreco |
| Cuisine Magazine | Mei | Shanshan |
| Visit Victoria | Melanie | de Souza |
| W50B Academy Chair | Michalene | Busico |
| Federal Gov | Milena | Stojceska |
| Department of Premier & Cabinet | Minister John | Eren |
| W50B Academy Chair | Mitchell | Davis |
| The Fat Duck | Monica | Brown |
| Attica | Natalia | Shewry |
| Melbourne Food and Wine Festival | Natalie | O'Brien |
| Broadsheet | Nick | Shelton |
| Sunday Herald Sun | Nick | Papps |
| W50B | Nicky | Reed |
| W50B Academy Chair | Nicolas | Chatenier |
| Grand Hyatt | Nicole | Pasqual |

| COMPANY | FIRST NAME | LAST NAME |
|---|--------------|--------------|
| Freelance | Nina | Rousseau |
| Freelance | Nina | Caplan |
| Les Echos Série Limité | Olivier | Reneau |
| Eleven Madison Park | Olympia | Scarry |
| W50B Academy Chair | Pablo | Banos |
| W50B Academy Chair | Pat | Nourse |
| Freelance / AFR | Paul | Best |
| CatchOn | Paul | Calder |
| Wine Australia | Penny | Cai |
| Tourism Australia | Penny | Lion |
| Visit Victoria | Peter | Bingeman |
| Grace Choi | Photographer | Photographer |
| Central | Pia | Leon |
| La Nacion | Pierre | Dumas |
| Tourism Australia | Pip | Harrison |
| Oakridge | Portia | Taylor |
| Epicure | Qiao | Shu |
| W50B Academy Chair | Raquel | Rosemberg |
| W50B Academy Chair | Rashmi | Uday Singh |
| Wine Australia | Rebecca | George |
| Amber at The Landmark Mandarin Oriental | Richard | Ekkebus |
| W50B | Rikki | Mudie |
| Boragó | Rodolfo | Guzman |
| W50B | Roger | Betriu |
| Ultimate Winery Experiences Australia | Sally | Cope |
| Cosme | Santiago | Perez |
| Eleven Madison Park | Sarah | Rosenberg |

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| COMPANY | FIRST NAME | LAST NAME |
|-------------------------------|-------------------------------|-----------|
| Estelle | Scott | Pickett |
| The Morrison Bar & Grill | Sean | Connolly |
| Saveur | Shane | Mitchell |
| Piazza Duomo | Silvia | Cuniberto |
| The Age - Epicure (Good Food) | Sofia | Levin |
| Hatching | Sonia | Rendigs |
| Le Monde | Stephane | Davet |
| chiarainpentola | Stephanie | Larade |
| Etihad | Stephen | Mahoney |
| QT | Stephen | Howard |
| W50B Academy Chair | Steve | Dolinsky |
| Wine Australia | Stuart | Barclay |
| Restaurant ANDRE | Sudarmpai Soonthornrangsri | Chiang |
| W50B Academy Chair | Susan | Jung |
| Disfrutar | Susana | Ferreros |
| The Star | Suzanne | Lazaroo |
| Elle Gourmet | Takafumi | Mochizuki |
| W50B Academy Chair | Takanori | Nakamura |
| W50B Academy Chair | Tamsin | Snyman |
| Nahm | Tanongsak | Yordwai |
| Visit Victoria | Tanya | O'Shea |
| Daily Meal | Taylor | Wright |
| Odette | Teng | Wen Wee |

| COMPANY | FIRST NAME | LAST NAME |
|---|--------------------|----------------|
| The Sydney Morning Herald, Australian Financial Review | Terry | Durack |
| Federal Gov | The Hon Steven | Ciobo |
| Port Culinaire | Thomas | Ruhl |
| W50B | Tiago | Ferreira |
| Broadsheet | Tim | Fisher |
| Broadsheet | Guest of | Guest |
| brunchboys | Tim | Yan Kin |
| W50B | Tim | Brooke-Web |
| Foodies | Tracey | Cooper |
| Cuisine Magazine | Vanessa | Baxter |
| Vanessa Yeung | Vanessa | Yeung |
| Lee Ho Fook | Victor | Liong |
| Central | Virgilio Francisco | Martinez Veliz |
| White Rabbit | Vladimir | Mukhin |
| Herald Sun | Wendy | Tuohy |
| Eleven Madison Park | William | Guidara |
| Eleven Madison Park | William | Ravenel |
| W50B | William | Drew |
| Epicure | Wu | Motao |
| W50B Academy Chair | Xanthe | Clay |
| Epicure | Yu | Lixiang |
| Narisawa | Yuko | Narisawa |

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AWARDS CEREMONY GUEST LIST

Tourism Australia suggested 109 Australian VIP Industry names to William Reed but final guest list was at William Reed's discretion. Tourism Australia's Guest List as per contractual rights.

| COMPANY | FIRST NAME | LAST NAME |
|-------------------------------------|------------|------------|
| Federal | Minister | Ciobo |
| Federal | Milena | Stojceska |
| Tourism Australia | John | O'Sullivan |
| Tourism Australia Board | Tony | South |
| Tourism Australia Board | Hayley | Baillie |
| Tourism Australia Board | Bob | East |
| Tourism Australia Board | Andrew | Fairley |
| Tourism Australia Board | Kate | Vale |
| Tourism Australia Board | Francis | Wong |
| Tourism Australia Board | Andrea | Stains |
| Tourism & Events Queensland | Rick | Hamilton |
| Tourism Tasmania | John | Fitzgerald |
| Restaurant and Caterers Association | John | Hart |
| News Limited | Damian | Eales |
| Dimmi | Mark | Moran |
| Gourmet Traveller | Cornelia | Schulze |
| News Corp | Peter | Blunden |
| News Corp | Anna | Blunden |
| Tourism Australia | Lisa | Ronson |
| Tourism Australia | Karen | Halbert |
| Tourism Australia | Mark | Craig |
| Tourism Australia | Penny | Lion |
| Tourism Australia | Pip | Harrison |
| Industry VIP | Kylie | Ball |
| Luke Mangan Group | Natasha | Menon |
| Wine Australia | Stuart | Barclay |
| Influencer | Anthea | Loucas |
| Matt Moran | Pip | Sheldon |
| Chef Industry VIP | Robert | Kabbord |

| | | |
|------------------------------------|--------------|--------------|
| Chef Industry VIP | Troy | Crisante |
| Chef Industry VIP | Tim | Mifsud |
| Newslimited | Bettina | Brown |
| AUSTRADE | Dr Stephanie | Fahey |
| Chef | Joe | Cho |
| Facebook | Paul | McCrory |
| IPG Mediabrands | Mark | Pejic |
| Cadreon | Maria | Grivas |
| Google | Jason | Pellegrino |
| The Sound Campaign | Jason | Fielding |
| Orana | Lauren | Zonfrillo |
| Rockpool Group | Libby | Travers |
| Rockpool Group | Danielle | Chieka |
| Chin Chin | Fiona | Cooper |
| Tourism Australia | Joleen | Booth |
| Tourism Australia | Geoff | Ikin |
| Tourism Australia | Minta | Burn |
| Tourism Australia | Emma | Sturgiss |
| Media Host Tourism Australia | Jay | Lew |
| Media Host Tourism Australia | James | Tracey |
| Media Host Tourism Australia | Shamila | Othman |
| Media Host Tourism Australia | Leonie | Lew |
| Media Host Tourism Australia | Katrina | Pan |
| Media Host Tourism Australia | Audrey | Du |
| Media Host Tourism Australia | Julia | Reina |
| Media Host Tourism Australia | Kate | Burkholder |
| Media Host Tourism Australia | Julie | Earle-Levine |
| Tourism Australia Production Staff | Courtney | Barry |
| Tourism Australia Production Staff | Nicole | Foster |
| Tourism Australia Production Staff | Stephanie | Denman |

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| | | |
|--------------------|------------|-----------|
| The Cru | Jeanine | Bribosia |
| The Cru | Shannon | Blanchard |
| The Cru | Sophie | Foster |
| Kristoffer Paulsen | Kristoffer | Paulsen |
| Infinity Squared | Jo | Austin |
| Infinity Squared | Campbell | Brown |

| | | |
|-------------------|---------|-----------|
| Infinity Squared | Adam | Bostock |
| Infinity Squared | Leon | East |
| Infinity Squared | James | Thomas |
| Infinity Squared | James | Brauned |
| Infinity Squared | Sonia | Kovacevic |
| Tourism Australia | Natalie | Miller |

Budget Estimates
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GREAT AUSSIE BRUNCH GUEST LIST

| COMPANY | FIRST NAME | LAST NAME |
|--------------------|------------|---------------|
| W50B Academy Chair | Andrey | Zakharin |
| W50B Academy Chair | Cemre | Narin |
| W50B Academy Chair | Christian | Grünwald |
| W50B Academy Chair | Christoph | Teuner |
| W50B Academy Chair | Cristina | Jolonch |
| W50B Academy Chair | Crystyl | Mo |
| W50B Academy Chair | Diego | Salazar |
| W50B Academy Chair | Dirk | de Prins |
| W50B Academy Chair | Eleonora | Cozzella |
| W50B Academy Chair | Evelyn | Chen |
| W50B Academy Chair | Jade | George |
| W50B Academy Chair | Josimar | Melo |
| W50B Academy Chair | Lars | Peder Hedberg |
| W50B Academy Chair | Mason | Florence |
| W50B Academy Chair | Michalene | Busico |
| W50B Academy Chair | Mitchell | Davis |
| W50B Academy Chair | Nicolas | Chatenier |
| W50B Academy Chair | Pablo | Banos |
| W50B Academy Chair | Pat | Nourse |
| W50B Academy Chair | Raquel | Rosemberg |
| W50B Academy Chair | Rashmi | Uday Singh |
| W50B Academy Chair | Steve | Dolinsky |
| W50B Academy Chair | Susan | Jung |
| W50B Academy Chair | Takanori | Nakamura |
| W50B Academy Chair | Tamsin | Snyman |
| W50B Academy Chair | Xanthe | Clay |

| COMPANY | FIRST NAME | LAST NAME |
|---|------------|--------------|
| W50B Academy Chair Interpreter | Akira | Nakamura |
| Coda and Tonka | Adam | D'Sylva |
| Bar Brose | Analiese | Gregory |
| Franklin | David | Moyle |
| MoVida | Frank | Camorra |
| Oakridge | Jo | Barrett |
| Fink Group (Quay, Bennelong etc) | John | Fink |
| Fink Group (Quay, Bennelong etc) | Lizzi | Hewson |
| Fink Group (Quay, Bennelong etc) | Peter | Gilmore |
| Estelle | Scott | Pickett |
| Courier Mail | Anooska | Tucker-Evans |
| Good Food, Fairfax Media | Ardyn | Bernoeth |
| TODAY Show | Christine | Ahern |
| Herald Sun - Taste | Dan | Stock |
| Fairfax Media | Dani | Valent |
| The Sydney Morning Herald, Australian Financial Review, Delicious | Jill | Dupleix |
| AFR | Joe | Aston |
| The Australian | John | Lethlean |
| Delicious | Kerrie | McCallum |
| AFR | Lucille | Keen |
| Fairfax Media | Myffy | Rigby |
| The Age - Epicure (Good Food) | Sofia | Levin |
| The Sydney Morning Herald, Australian Financial Review | Terry | Durack |
| Broadsheet | Tim | Fisher |
| (Freelancer) | Joanna | Savill |

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| COMPANY | FIRST NAME | LAST NAME |
|---------------------------------------|---------------|-------------|
| Luke Mangan Group | Luke | Mangan |
| Lydney Milan | Lyndey | Milan |
| Oakridge | Matt | Stone |
| Melbourne Food and Wine Festival | Natalie | O'Brien |
| Ultimate Winery Experiences Australia | Sally | Cope |
| Southern Crossings Tourism | Stuart | Rigg |
| Grossi Florentino | Guy | Grossi |
| Shaw and Smith | Michael | Hill Smith |
| Anchovy | Amiee | Smith |
| Anchovy | Cheong | Liew |
| Lee Ho Fook | Donna | Pelka |
| Flower Drum | Jason | Lui |
| Flower Drum | Jason + one | Lui + one |
| Rinky & Pinky | Jihee | Shin |
| Lee Ho Fook | Peter | Bartholomew |
| Rinky & Pinky | Rebecca | Lang |
| Lee Ho Fook | Tony | Wearne |
| Lee Ho Fook | Umar | Nguyen |
| Wall Street Journal | Adam | Robb |
| Il Corriere della Sera | Alessandra | Dal Monte |
| The Peak: Gourmet and Travel | Amy | Van |
| Port Culinaire | Carola | Ruhl |
| Freelance | Chris | Johns |
| Cityline | Daniel Joseph | Frechette |
| Conde Nast Traveler | David | Prior |
| Telerama | Esterelle | Payany |
| Atabula | Ezechiel | Zerah |
| Freelance | Gabriele | Gugetzer |

| COMPANY | FIRST NAME | LAST NAME |
|---|------------|------------|
| (Freelancer) | Georges | Desrues |
| Grace Choi | Grace | Choi |
| Freelance | Hiroko | Komatsu |
| Freelance | Ianthe | Butt |
| Business Times/Straits Times | Jaime | Ee |
| Freelance | James | Litston |
| Jason Yeoh | Jason | Yeoh |
| FRaU | Jun | Makiguchi |
| Eater/Wall Street Journal/Huffington Post (freelance) | Kat | Odell |
| Cityline | Kate | Burkholder |
| Cool Hunting | Katie | Olson |
| Elle Gourmet | Kazuma | Takigawa |
| Cuisine, stuff.co.nz (Fairfax NZ) | Kelli | Grant |
| Jason Yeoh Manager | Khong Peng | Pang |
| L'Espresso | Leila | Salimbeni |
| Epicure | Motao | Wu |
| Freelance | Nina | Caplan |
| Les Echos Série Limité | Olivier | Reneau |
| La Nacion | Pierre | Dumas |
| Epicure | Qiao | Shu |
| Sanjeev Kapoor | Rajeev | Kapoor |
| Sanjeev Kapoor | Sanjeev | Kapoor |
| Saveur | Shane | Mitchell |
| Le Monde | Stephane | Davet |
| The Star | Suzanne | Lazaroo |
| Elle Gourmet | Takafumi | Mochizuki |
| Port Culinaire | Thomas | Ruhl |

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| COMPANY | FIRST NAME | LAST NAME |
|-------------------|------------|-------------|
| Vanessa Yeung | Vanessa | Yeung |
| Chefs Club | Aaron | Arizpe |
| Aspire | Michelle | Avis |
| Aspire | Pauline | Tan |
| Aspire | Rachel | Yeow |
| DCI | Jennifer | Ober |
| Estrella Damm | Filip | Dobosz |
| Estrella Damm | Maria | Faus |
| Etihad | Marica | Attorresi |
| Etihad | Stephen | Mahoney |
| Farm Africa | Nicolas | Mounard |
| Ferrari | Camilla | Lunelli |
| Ferrari | Dean | Lapthorne |
| Gourmet Traveller | Cornelia | Schulze |
| Gourmet Traveller | Deborah | Fox |
| Gourmet Traveller | Sophie | McComas |
| Gourmet Traveller | Tina | Randello |
| Grana Padano | Elisabetta | Serraiotto |
| Grana Padano | Tina | Orr |
| Lavazza | Jeff | Fraser |
| Lavazza | Jeff | plus one |
| QT | Brett | Sergeant |
| QT | Jane | Hastings |
| QT | Stephen | Howard |
| QT | Troy | Cuthbertson |
| San Pellegrino | Guests | Guests |
| Silestone | Adriana | Ajredini |

| COMPANY | FIRST NAME | LAST NAME |
|---|-------------------|--------------|
| Visit Victoria | Rebecca | Andrews |
| Visit Victoria | Zoe | Shurgold |
| Wine Australia | Penny | Cai |
| Wine Australia | Rebecca | George |
| Wine Australia | Stuart | Barclay |
| Wine Australia | Tonia | Davis |
| Wine Australia Board | Brian | Walsh |
| Wine Australia Panel | Andrea | Frost |
| Wine Australia Panel | Sebastian | Crowther MS |
| Alinea | Grant | Achatz |
| Amber at The Landmark Mandarin Oriental | Fiona Mary | Ekkebus |
| Amber at The Landmark Mandarin Oriental | Richard | Ekkebus |
| Ansel Bakery | Dominique | Ansel |
| Arzak | Elena | Arzac Espina |
| Arzak | Gabriella Theresa | Ranelli |
| Asador Etxebarri | Agusti | Peris |
| Asador Etxebarri | Victor | Arguinzoniz |
| Atelier Crenn | Dominique | Crenn |
| Atelier Crenn | Felix | Santos |
| Attica | Kylie | Staddon |
| Attica | Ben | Shewry |
| Attica | Natalia | Shewry |
| Azurmendi Restaurant | Bertol | Izagirre |
| Azurmendi Restaurant | Eneko | Atxa |
| Biko | Bruno | Oteiza |
| Biko | Lisandra | Fernandez |
| Boragó | Rodolfo | Guzman |

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| COMPANY | FIRST NAME | LAST NAME |
|-----------------------------|--------------------|----------------|
| Brae | Daniel | Hunter |
| Brae | Jules | Bagnato |
| Central | Pia | Leon |
| Central | Virgilio Francisco | Martinez Veliz |
| Cosme | Daniela | Soto-Innes |
| Cosme | Santiago | Perez |
| De Librije | Geertruida | Tausch |
| De Librije | Jonnie | Boer |
| Den | Emi | Hasegawa |
| Den | Zaiyu | Hasegawa |
| Dinner by Heston Blumenthal | Ashley | Palmer-Watts |
| Dinner by Heston Blumenthal | David | Parker |
| Disfrutar | Eduard | Xatruch |
| Disfrutar | Susana | Ferreros |
| El Celler de Can Roca | Alejandra | Gomez |
| El Celler de Can Roca | Ana Maria | Payet Rojano |
| El Celler de Can Roca | Joan | Roca Fontané |
| El Celler de Can Roca | Jordi | Roca Fontané |
| Eleven Madison Park | Christina | Sylvia |
| Eleven Madison Park | Daniel | Humm |
| Eleven Madison Park | Dmitri | Magi |
| Eleven Madison Park | Olympia | Scarry |
| Eleven Madison Park | William | Guidara |
| Eleven Madison Park | William | Ravenel |
| Gaggan | Gaggan | Anand |
| Geranium | Maria Orbek | Ledet |
| Geranium | Virginia | Newton |

| COMPANY | FIRST NAME | LAST NAME |
|---------------------|----------------------------|-----------------|
| Hiša Franko | Ana | Ros |
| Hiša Franko | Valter | Kramar |
| Le Bernardin | Eric | Ripert |
| Le Calandre | Mariapia | Spasari |
| Le Calandre | Massimiliano | Alajmo |
| Mirazur | Antonio | Buono |
| Mirazur | Mauro | Colagreco |
| Nahm | Prin | Polsuk |
| Nahm | Tanongsak | Yordwai |
| Narisawa | Yoshihiro | Narisawa |
| Narisawa | Yuko | Narisawa |
| Osteria Francescana | Lara Troly | Gilmore |
| Osteria Francescana | Massimo | Bottura |
| Piazza Duomo | Enrico | Crippa |
| Piazza Duomo | Silvia | Cuniberto |
| Pujol | Alfonso de Jesus | Olvera Martinez |
| Pujol | Enrique | Olvera |
| Quintonil | Jorge | Vallejo |
| Quintonil | Ross | McCombe |
| Raue | Tim marco | Raue |
| Relæ | Christian Francesco | Puglisi |
| Restaurant ANDRE | André | Chiang |
| Restaurant Andre | Sudarmpai Soonthornrangsri | Chiang |
| Ristorante Reale | Cristiana | Romito |
| Ristorante Reale | Niko | Romito |

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| COMPANY | FIRST NAME | LAST NAME |
|----------------------------|-------------------|------------------|
| Septime | Alessia | Serratore |
| Steirereck | Birgit | Reitbauer |
| Steirereck | Heinz | Reitbauer |
| The Clove Club | Daniel | Willis |
| The Clove Club | Ellen | Miller |
| The Clove Club | Grace | Welch |
| The Clove Club | Isaac | Mchale |
| The Fat Duck | Heston | Blumenthal |
| The Fat Duck | Monica | Brown |
| Tickets | Albert | Adria |
| Tickets | Francisco | Agudo |
| Ultraviolet by Paul Pairet | Meng Lan | Luo |
| Ultraviolet by Paul Pairet | Paul | Pairet |
| Vendome | Joachim | Wissler |
| Vendome | Klaus | Vossler |
| relæ | Alessandro | Perricone |
| Mugaritz Restaurant | Guillermo | Cruz |
| The Clove Club | Guy | Palmer Brown |
| Alinea | John | Schafer |
| Eleven Madison Park | Joo | Lee |

| | | |
|--------------------------------|------------|------------------|
| Nahm/Como Metropolitan Bangkok | Pathompong | Wangmanao |
| | Seamus | Williams-Sharkey |
| The Ledbury | Vladimir | Kojic |
| Gaggan | Charles | Reed |
| W50B | Charmaine | Lim |
| CatchOn | Emer | Schlosser |
| W50B | Hélène | Pietrini |
| W50B | Laura | Price |
| CatchOn | Paul | Calder |
| W50B | Rikki | Mudie |
| W50B | Tiago | Ferreira |
| W50B | Tim | Brooke-Web |
| W50B | William | Drew |
| Epicure | Yu | Lixiang |
| Tourism Australia | Geoff | Ikin |
| Tourism Australia | Joleen | Booth |
| Tourism Australia | Nicole | Foster |
| Tourism Australia | Minta | Burn |
| Tourism Australia | Stephanie | Denman |

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ATTACHMENT D

| Date | Name of business | Country | Location |
|-----------|--|-----------|-------------|
| 05-Jan-17 | Tourism Australia | China | |
| 05-Jan-17 | Tourism Australia | Australia | Sydney |
| 06-Jan-17 | Tourism Australia | Australia | Sydney |
| 10-Jan-17 | Tourism Australia | Australia | Sydney |
| 16-Jan-17 | Australian Embassy in Beijing | China | Beijing |
| 17-Jan-17 | travelBulletin | Australia | |
| 18-Jan-17 | Tourism Research Australia | Australia | Canberra |
| 20-Jan-17 | Department of Foreign Affairs and Trade | Australia | Canberra |
| 20-Jan-17 | Tourism Australia | Australia | Sydney |
| 20-Jan-17 | Tourism Australia | Australia | Sydney |
| 23-Jan-17 | Tourism Australia | Australia | Sydney |
| 03-Feb-17 | Tourism Australia | Australia | Sydney |
| 06-Feb-17 | Logan City Council | Australia | Brisbane |
| 07-Feb-17 | Tourism Australia | Australia | Sydney |
| 09-Feb-17 | Mid City Motel Warrnambool | Australia | Warrnambool |
| 14-Feb-17 | Tourism Australia | Australia | Sydney |
| 02-Mar-17 | Orio Global Group Pty Ltd | Australia | |
| 06-Mar-17 | Service Co., Ltd. Jinan Branch | China | |
| 08-Mar-17 | Daming Tours | Australia | |
| 08-Mar-17 | China Ready Now | Australia | |
| 08-Mar-17 | Australia Travel Publishing | Australia | |
| 13-Mar-17 | TravConsult | Australia | |
| 13-Mar-17 | GAO Group International | Australia | |
| 13-Mar-17 | China Ready Now | Australia | |
| 06-Apr-17 | Austrade | Australia | Melbourne |
| 11-Apr-17 | Department of Environment, Water and Natural Resources | Australia | |
| 12-Apr-17 | Learning Potential International Pty Ltd | Australia | |
| 16-Apr-17 | Xi'an Everbright Int'l Travel Service | China | |
| 27-Apr-17 | Tourism Australia | Australia | Sydney |
| 01-May-17 | Destination Melbourne | Australia | |

| Date | Name of business | Country | Location |
|-----------|---|-------------|----------|
| 10-May-17 | Hubei Chengsheng International Travel Service | China | |
| 10-May-17 | Tourism Tasmania | Australia | |
| 17-May-17 | Harvest Australia | Australia | |
| 18-May-17 | Skyrail Rainforest Cableway | Australia | |
| 20-Jun-17 | Corporate Traveller Magazine | New Zealand | |

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ATTACHMENT E

Consumer Demand project

| | |
|---|--|
| The subject of the market research | To understand the leading potential demand triggers for holidaying in Australia and identify the opportunities that can make Australia more attractive to the Global consumer. |
| The supplier | BDA Marketing Planning |
| Whether the supplier has been engaged previously and if so, for which contracts | Yes, Consumer Demand Project 2013 - 2017 |
| The total value of the contract 2016/2017 | \$1,358,500 (inc. GST) – Tourism Australia invest \$863,500; State and Territory Organisations invest \$495,000 |
| The term of the contract (time) | 1 year (out of 2 years) |
| The date that the decision was taken to seek market research on the topic | 1 December 2015 |
| The date the contract was opened to tender or selection process | 1 February 2016 |
| The date the supplier was engaged | 27 April 2016 |
| Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process | Closed tender |
| Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list | N/A |
| Whether the Minister, or the Minister's Office, requested that the research be conducted | N/A |
| Whether the Minister approved the decision to conduct market research | N/A |
| Whether the Minister approved the contract with the supplier | N/A |
| Whether the Minister or the Minister's office was consulted on questions asked | N/A |
| Whether the Minister or the Minister's office received a copy of the market research | N/A |
| 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) | N/A |
| 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 | N/A |
| At any stage in the life of the proposal to conduct market research were other departments or agencies consulted? | No |
| At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted? | N/A |
| At any stage in the life of the proposal to conduct market research did the expected cost change, if so how? | No |
| At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change? | No |
| Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier? | No |

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Global Target Audience

| | |
|---|---|
| The subject of the market research | Segmentation of the Global Target audience and identification of subgroups and personas to enhance the ability to more precisely locate our target customer and deliver the right message in line with their needs and desires. |
| The supplier | Cadreon |
| Whether the supplier has been engaged previously and if so, for which contracts | No |
| The total value of the contract 2016/2017 | \$445,500 (inc. GST) |
| The term of the contract (time) | 5 months |
| The date that the decision was taken to seek market research on the topic | 01-Nov-16 |
| The date the contract was opened to tender or selection process | 30-Jan-17 |
| The date the supplier was engaged | 16-Feb-17 |
| Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process | Closed tender |
| Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list | N/A |
| Whether the Minister, or the Minister's Office, requested that the research be conducted | N/A |
| Whether the Minister approved the decision to conduct market research | N/A |
| Whether the Minister approved the contract with the supplier | N/A |
| Whether the Minister or the Minister's office was consulted on questions asked | N/A |
| Whether the Minister or the Minister's office received a copy of the market research | N/A |
| 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) | N/A |
| 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 | N/A |
| At any stage in the life of the proposal to conduct market research were other departments or agencies consulted? | No |
| At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted? | N/A |
| At any stage in the life of the proposal to conduct market research did the expected cost change, if so how? | No |
| At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change? | No |
| Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier? | No |

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Campaign Activity Evaluation

| | |
|---|---|
| The subject of the market research | To evaluate and inform the effectiveness of campaign activity in key source markets, providing metrics and insights regarding destination recall, campaign recall, call to action, intention to visit, message takeout, campaign diagnostics and media mix selection. |
| The supplier | GfK Australia |
| Whether the supplier has been engaged previously and if so, for which contracts | Yes, Campaign Activity Evaluation 2014 - 2017. |
| The total value of the contract 2016/2017 | \$242,000 (inc. GST) |
| The term of the contract (time) | 12 months |
| The date that the decision was taken to seek market research on the topic | 01-Jun-17 |
| The date the contract was opened to tender or selection process | 15-Jun-17 |
| The date the supplier was engaged | 01-Jul-16 |
| Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process | Closed tender |
| Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list | N/A |
| Whether the Minister, or the Minister's Office, requested that the research be conducted | N/A |
| Whether the Minister approved the decision to conduct market research | N/A |
| Whether the Minister approved the contract with the supplier | N/A |
| Whether the Minister or the Minister's office was consulted on questions asked | N/A |
| Whether the Minister or the Minister's office received a copy of the market research | N/A |
| 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) | N/A |
| 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 | N/A |
| At any stage in the life of the proposal to conduct market research were other departments or agencies consulted? | No |
| At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted? | N/A |
| At any stage in the life of the proposal to conduct market research did the expected cost change, if so how? | No |
| At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change? | No |
| Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier? | No |

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Quarterly Brand Tracker

| | |
|---|---|
| The subject of the market research | Quarterly brand and advertising tracker to provide a representative picture of how Australia's destination brand is perceived throughout the year, and to provide a competitive assessment of the effect of TA's advertising. |
| The supplier | BDA Marketing Planning |
| Whether the supplier has been engaged previously and if so, for which contracts | Yes, Consumer Demand Project 2013 - 2017. |
| The total value of the contract 2016/2017 | \$192,500 (inc. GST) |
| The term of the contract (time) | 6 months (out of 12 months) |
| The date that the decision was taken to seek market research on the topic | 01-Sep-16 |
| The date the contract was opened to tender or selection process | 22-Sep-16 |
| The date the supplier was engaged | 04-Nov-16 |
| Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process | Partial tender |
| Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list | N/A |
| Whether the Minister, or the Minister's Office, requested that the research be conducted | N/A |
| Whether the Minister approved the decision to conduct market research | N/A |
| Whether the Minister approved the contract with the supplier | N/A |
| Whether the Minister or the Minister's office was consulted on questions asked | N/A |
| Whether the Minister or the Minister's office received a copy of the market research | N/A |
| 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) | N/A |
| 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 | N/A |
| At any stage in the life of the proposal to conduct market research were other departments or agencies consulted? | No |
| At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted? | N/A |
| At any stage in the life of the proposal to conduct market research did the expected cost change, if so how? | No |
| At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change? | No |
| Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier? | No |

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Business Events Research

| | |
|---|---|
| The subject of the market research | To provide a clear understanding of how Australia's business events destination brand and marketing is perceived/experienced as well as key competitors and to determine what practical steps Tourism Australia can take to assist the decision maker choose Australia. |
| The supplier | BDA Marketing Planning |
| Whether the supplier has been engaged previously and if so, for which contracts | Yes, Consumer Demand Project 2013 - 2017. |
| The total value of the contract 2016/2017 | \$148,500 (inc. GST) |
| The term of the contract (time) | 5 months |
| The date that the decision was taken to seek market research on the topic | 1 November 2016 |
| The date the contract was opened to tender or selection process | 7 November 2016 |
| The date the supplier was engaged | 17 January 2017 |
| Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process | Partial tender |
| Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list | N/A |
| Whether the Minister, or the Minister's Office, requested that the research be conducted | N/A |
| Whether the Minister approved the decision to conduct market research | N/A |
| Whether the Minister approved the contract with the supplier | N/A |
| Whether the Minister or the Minister's office was consulted on questions asked | N/A |
| Whether the Minister or the Minister's office received a copy of the market research | N/A |
| 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) | N/A |
| 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 | N/A |
| At any stage in the life of the proposal to conduct market research were other departments or agencies consulted? | No |
| At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted? | N/A |
| At any stage in the life of the proposal to conduct market research did the expected cost change, if so how? | No |
| At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change? | No |
| Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier? | No |

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Australian Tourism Exchange evaluation

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| The subject of the market research | To evaluate the success of ATE in terms of meeting the needs of buyers and sellers and to compare satisfaction levels against previous events. |
| The supplier | Taylor Nelson Sofres Ltd. (TNS) |
| Whether the supplier has been engaged previously and if so, for which contracts | Yes, Australian Tourism Research Evaluation 2015 - 2017. |
| The total value of the contract 2016/2017 | \$48,400 (inc. GST) |
| The term of the contract (time) | 3 months |
| The date that the decision was taken to seek market research on the topic | 1 March 2017 |
| The date the contract was opened to tender or selection process | 15 March 2017 |
| The date the supplier was engaged | 6 April 2017 |
| Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process | Closed tender |
| Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list | N/A |
| Whether the Minister, or the Minister's Office, requested that the research be conducted | N/A |
| Whether the Minister approved the decision to conduct market research | N/A |
| Whether the Minister approved the contract with the supplier | N/A |
| Whether the Minister or the Minister's office was consulted on questions asked | N/A |
| Whether the Minister or the Minister's office received a copy of the market research | N/A |
| 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) | N/A |
| 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 | N/A |
| At any stage in the life of the proposal to conduct market research were other departments or agencies consulted? | No |
| At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted? | N/A |
| At any stage in the life of the proposal to conduct market research did the expected cost change, if so how? | No |
| At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change? | No |
| Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier? | No |

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Visa Research

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|---|--|
| The subject of the market research | To understand the opportunities and costs of a potential Trans-Tasman visa between Australia and New Zealand. A greater understanding is sought of the likely impacts in terms of Australian visitation and share of nights and expenditure between the two countries. |
| The supplier | BDA Marketing Planning |
| Whether the supplier has been engaged previously and if so, for which contracts | Yes, Consumer Demand Project 2013 - 2017. |
| The total value of the contract 2016/2017 | \$68,750 (inc. GST) |
| The term of the contract (time) | 4 months |
| The date that the decision was taken to seek market research on the topic | 1 December 2016 |
| The date the contract was opened to tender or selection process | 1 June 2017 |
| The date the supplier was engaged | 7 June 2017 |
| Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process | Closed tender |
| Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list | N/A |
| Whether the Minister, or the Minister's Office, requested that the research be conducted | Yes |
| Whether the Minister approved the decision to conduct market research | No |
| Whether the Minister approved the contract with the supplier | No |
| Whether the Minister or the Minister's office was consulted on questions asked | No |
| Whether the Minister or the Minister's office received a copy of the market research | No |
| 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) | N/A |
| 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 | N/A |
| At any stage in the life of the proposal to conduct market research were other departments or agencies consulted? | No |
| At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted? | No |
| At any stage in the life of the proposal to conduct market research did the expected cost change, if so how? | No |
| At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change? | No |
| Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier? | No |

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Mood of the Nation

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|---|---|
| The subject of the market research | Understanding broader community perceptions of the tourism industry and its role and importance to community sentiment and the broader economy. |
| The supplier | Taylor Nelson Sofres Ltd. (TNS) |
| Whether the supplier has been engaged previously and if so, for which contracts | Yes, Australian Tourism Research Evaluation 2015 - 2017. |
| The total value of the contract 2016/2017 | \$26,400 (inc. GST) |
| The term of the contract (time) | 6 months (out of 12 months) |
| The date that the decision was taken to seek market research on the topic | 1 July 2016 |
| The date the contract was opened to tender or selection process | 12 July 2016 |
| The date the supplier was engaged | 30 July 2016 |
| Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process | Closed tender |
| Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list | N/A |
| Whether the Minister, or the Minister's Office, requested that the research be conducted | N/A |
| Whether the Minister approved the decision to conduct market research | N/A |
| Whether the Minister approved the contract with the supplier | N/A |
| Whether the Minister or the Minister's office was consulted on questions asked | N/A |
| Whether the Minister or the Minister's office received a copy of the market research | N/A |
| 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) | N/A |
| 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 | N/A |
| At any stage in the life of the proposal to conduct market research were other departments or agencies consulted? | No |
| At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted? | N/A |
| At any stage in the life of the proposal to conduct market research did the expected cost change, if so how? | No |
| At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change? | Yes, the second dip of testing was moved from Autumn 2017 to Spring 2017. |
| Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier? | No |

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British attitudes to travelling abroad for sporting events

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| The subject of the market research | Consumer attitudes to travelling for sporting events |
| The supplier | 72 Point UK |
| Whether the supplier has been engaged previously and if so, for which contracts | No |
| The total value of the contract 2016/2017 | £2,340 (approximately \$3,975) |
| The term of the contract (time) | Approximately 1 month |
| The date that the decision was taken to seek market research on the topic | 22 August 2016 |
| The date the contract was opened to tender or selection process | 23 August 2016 |
| The date the supplier was engaged | 24 August 2016 |
| Whether the contract was subject to a tender process, including whether there was a full, partial or closed tender process | As the amount spent was under normal procurement guidelines an official tender process was not initiated. However we did seek quotes from 3 suppliers. |
| Does the supplier exist on a pre-approved supplier list, if so, when were they added to that list | No |
| Whether the Minister, or the Minister's Office, requested that the research be conducted | No |
| Whether the Minister approved the decision to conduct market research | N/A |
| Whether the Minister approved the contract with the supplier | N/A |
| Whether the Minister or the Minister's office was consulted on questions asked | N/A |
| Whether the Minister or the Minister's office received a copy of the market research | N/A |
| 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) | N/A |
| 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 | N/A |
| At any stage in the life of the proposal to conduct market research were other departments or agencies consulted? | No |
| At any stage in the life of the proposal to conduct market research were other Ministers, or the Prime Minister consulted? | No |
| At any stage in the life of the proposal to conduct market research did the expected cost change, if so how? | No |
| At any stage in the life of the proposal to conduct market research did the scope, questions or supplier of the research change? | No |
| Have any topics or questions of market research been conducted and subsequently conducted again by the same or different supplier? | No |