

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Additional Estimates 2004-2005, 16 February 2005

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: PUBLIC RELATIONS COSTS FOR TOURISM AUSTRALIA
REFERENCE: HANSARD 16/02/05, PAGE E11

QUESTION No.3
(Hansard 16/02/05, p.E11)

Senator O'Brien asked about:

Can you provide a breakdown of the public relations costs of communicating to the tourism industry about Tourism Australia's activities? A precise amount is not necessary, but a reasonably indicative figure would be useful.

ANSWER

Tourism Australia spends around \$500,000 per year communicating with the industry. This includes running Tourism Australia's corporate web site, membership to Industry Associations, media relations, events and material production.