

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: TOURISM AUSTRALIA – BUDGET AND STAFFING
REFERENCE: WRITTEN QUESTIONS ON NOTICE

QUESTION No.48
(Written QON)

Senator O'Brien asked:

Tourism Australia came into being on July 2004. Can you provide details for the committee on:

- The budget for the organisation – and its breakdown between operational spending and internal costs;
- The staff levels, by level, geographic location and function; and
- How this compares with its predecessor (the Australian Tourist Commission)

ANSWER

The following table sets out Tourism Australia's budget for the current financial year.

Function	Budget (\$ million)
Marketing	91.0
Corporate	19.6
Salary	26.6
Depreciation	1.9
Total	139.1

Details on the staffing levels, functions and locations for the Australian Tourist Commission and Tourism Australia are in the tables in the **Attachment**.

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Attachment

Australian Tourist Commission Staff Numbers as at end of June 2004									
Dept No & Name	STAFF	Band 1	Band 2	Band 3	Band 4	Band 5	Band 6	Band 7	SES
01 Managing Director	2								
Total MD	2	1							1
65 Executive/Public Affairs	5								
61 Government Liaison	1								
Total Corporate Affairs	6	1	1	3		1			
10 Executive	2	1						1	
17 Business Tourism	2		1			1			
19 Online Program Mgmt	5		1	2	1	1			
30 Consumer Marketing	2				1	1			
32 Advertising & Design	5		3	1	1				
11 Market Insights	5		1	3	1				
50 Trade Events	6	1	3	1	1				
33 International Media	6		3	2	1				
Total Marketing Development	33	2	12	9	6	3	0	1	
04 Executive	2	1						1	
05 Finance	8	2	2	1	2	1			
06 Risk Mgmt & Administration	5	2	2		1				
Technology	20	4	1	11	3	1			
Total Corporate Services	35	9	5	12	6	2	0	1	
20 Executive	2	1						1	
59 Tourism & Aviation Strategy	2	1				1			
60 Corporate Planning	2		1			1			
09 Human Resources	3		1		2				
Total Organisation Development	9	2	2		2	2		1	

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62	Executive	3	1						1			1	
26	Trade Development	2		1	1								
19	New Zealand - Marketing	4		3						1			
51	Partnership Marketing	5	1	2	1	1							
21	Americas - Marketing - Non-Marketing	16	2	3	8	2						1	
		2	1		1								
31	UK/Europe - Marketing - Non-Marketing	26	4	5	4	10			2	1			
		7	1	2	1	2			1				
	Total Western Hemisphere	65	10	16	16	16			4	2		1	1
21	Executive / International	3	1						1				
51	Asia - Marketing - Non-Marketing	39	4	7	13	7			6	2			
		5	1	2		1				1			
41	Japan - Marketing - Non-Marketing	13	1	2	4	4			1	1			
		1				1							
	Total Eastern Hemisphere	61	7	11	17	13			8	4		1	1
	Total Australian Tourist Commission	211	31	48	57	43			20	6		5	1

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Tourism Australia Staff Numbers as at end of February 2005										
Dept No & Name	STAFF	BAND 1	BAND 2	BAND 3	BAND 4	BAND 5	BAND 6	BAND 7	SES	
01 Managing Director	2		1							1
75 Board										
Total MD/Board	2	0	1	0	0	0	0	0	1	1
65 Executive/Public Affairs	3		1	2						
61 Government Liaison										
Total Corporate Affairs	3	0	1	2	0	0	0	0	0	0
10 Executive	2	1						1		
16 Tourism Events Australia	0									
17 Business Tourism	4	1	2		1					
19 Online Program Mgmt	5		1	2	1	1				
30 Consumer Marketing	2				1	1				
32 Advertising & Design	5		2	2	1					
33 International Media	5		2	2	1					
Total Marketing Services	23	2	7	6	5	2	0	1	0	0
04 Executive	2	1						1		
05 Finance	10	3	3	1	2	1				
06 Risk Mgmt & Administration	5	2	2		1					
09 Human Resources	4		1	2		1				
07 IT & T	20	4	1	11	3	1				
14 Technology										
23 CTO/Service Desk										
24 ADS										
Total Corporate Services	41	10	7	14	6	3	0	1	0	0
20 Executive	2	1						1		
11 Market Insights	5		1	3	1					
59 Tourism & Aviation Strategy	2	1				1				
60 Corporate Planning	1				1					

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	Tourism Research Australia (Office 61)	22	4	5	9	3	1			
40	TRA - Corporate									
41	TRA - Analysis									
42	TRA - Forecasting									
43	TRA - Surveys Research									
44	TRA - Dissemination									
	Total Research & Strategy	32	6	6	12	5	2	0	1	0
62	Executive	2	1							1
12	Niche Marketing	4		1	2	1				
26	Trade Development	1			1					
50	Trade Events	7		5	1	1				
51	Partnership Marketing	5	1	2	1	1				
53	Domestic - T A-A (See Australia)	2			1		1			
54	Outreach	0								
TBA	New Zealand Marketing (Office 19)	3		2	1		0			
TBA	New Zealand Non-Marketing (Office 19)	1			1					
	Total Australia Marketing	25	2	10	8	3	1	0	1	0
21	Executive	7	1	1	2	1		1	1	
TBA	Asia Marketing (Office 51)	38	5	4	12	8	6	2		1
TBA	Asia Non-Marketing (Office 51)	4		2		1				
TBA	Japan Marketing (Office 41)	12.5	0.5	2	4	4	1	1		
TBA	Japan Non-Marketing (Office 41)	1.5		0.5		1				
TBA	Americas Marketing (Office 21)	17.5	2.5	4	8	2		1		
TBA	Americas Non-Marketing (Office 21)	1.5	0.5		1					
TBA	UK/Europe Marketing (Office 31)	33.5	4.5	15	3	8	2	1		
TBA	UK/Europe Non-Marketing (Office 31)	2.5	0.5	1		1				
	Total International Marketing	118	14.5	28.5	30	26	9	7	2	0
	Total Tourism Australia	244	34.5	60.5	72	45	17	7	6	1