# 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:** INTERNATIONAL ADVERTISING CONTRACTS

**REFERENCE:** HANSARD 16/02/05, PAGE E10

## **QUESTION No.57**

(Hansard 16/02/05, p.E10)

## Senator O'Brien asked about:

Who has the international advertising contracts with Tourism Australia?

#### **ANSWER**

Tourism Australia has advertising contracts with the agencies listed below, in relation to the markets indicated.

- New Zealand Colenso BBDO
- United States of America Dailey Associates
- UK/Europe Grey Worldwide
- Asia TBWA
- Japan Daiko