

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

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**AGENCY/DEPARTMENT:** TOURISM AUSTRALIA  
**TOPIC:** COSTS ASSOCIATED WITH *BRAND AUSTRALIA* TELEVISION ADVERTISEMENTS  
**REFERENCE:** HANSARD 16/02/05, PAGE E12

**QUESTION No.58**  
(Hansard 16/02/05, p.E12)

**Senator O'Brien** asked about:

In relation to fine-tuning and tailoring the advertisements for particular markets ... what was the cost of re-shooting some images and reproducing the television advertisements for the *Brand Australia* campaign?

**ANSWER**

None of the advertisements were re-shot. The advertisements have been filmed and packaged in a way that allows for minor edits to ensure they have wide appeal in all key tourism markets, as opposed to shooting new footage. The advertisement featuring Delta Goodrem has been re-edited slightly, to ensure it has wide appeal for audiences in all tourism markets.

In non-English speaking countries, editing included translations for voice overs and local language supers, which occurs with all campaigns. Re-editing and translation costs included:

• US/UK/NZ	\$70,000
• China and Korea (including translations)	\$11,000
• Hong Kong (including translations)	\$9,000
• Singapore/Malaysia (including translations)	\$32,000
TOTAL	\$122,000

**QUESTION No.59**  
(Hansard 16/02/05, p.E12)

**Senator O'Brien** asked about:

Could you outline the correspondence and discussions that took place with the New South Wales government minister or department in relation to sharing the costs of producing imagery?

**ANSWER**

Tourism Australia works with all State Tourism Organisations to share imagery and footage. In relation to New South Wales, Tourism Australia's video librarian has been in regular contact with the video librarian at Tourism New South Wales to share footage. Tourism Australia has used some of Tourism New South Wales' footage in its corporate and trade videos.