

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Additional Estimates 2005-2006, 16 February 2006

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: TOURISM AUSTRALIA – AUSSIE SPECIALIST PROGRAM AND AUSSIE ENTHUSIAST PROGRAM
REFERENCE: HANSARD 16/02/06, PAGE E101

QUESTION No.AI-13

(Hansard 16/02/06, p.E101)

Senator O'Brien asked about:

Can you detail the countries where the Aussie Specialist Program and the Aussie Enthusiast Program are running?

ANSWER

The Aussie Specialist Program currently runs in the following markets:

- | | | |
|-----------------|------------------|-----------------|
| 1. Austria | 12. UK | 23. New Zealand |
| 2. Denmark | 13. USA | 24. China |
| 3. Finland | 14. Canada | 25. Korea |
| 4. France | 15. Argentina | 26. Taiwan |
| 5. Germany | 16. Brazil | 27. Hong Kong |
| 6. Ireland | 17. Chile | 28. India |
| 7. Italy | 18. Mexico | 29. Singapore |
| 8. Netherlands | 19. Paraguay | 30. Malaysia |
| 9. Norway | 20. Peru | 31. Thailand |
| 10. Sweden | 21. Uruguay | |
| 11. Switzerland | 22. South Africa | |

There is no Aussie Specialist Program in Japan, however, travel agents are serviced through OzNet. OzNet is a third tier of the servicing strategy for Japan designed primarily for retail agents.

The Aussie Enthusiast Program is designed to cover all markets where Tourism Australia does not have an active presence through the Austrade network. To date, the following countries have been actively serviced through the Aussie Enthusiast Program:

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| 1. Mexico | 16. Russia |
| 2. Philippines | 17. Poland |
| 3. Vietnam | 18. Chile |
| 4. Belgium | 19. Malta |
| 5. Czech Republic | 20. Spain |
| 6. Latvia | 21. Portugal |
| 7. South Africa | 22. Libya |
| 8. Brazil | 23. Jamaica |
| 9. Nigeria | 24. Syria |
| 10. Hungary | |
| 11. Reunion Island | |
| 12. New Caledonia | |
| 13. Argentina | |
| 14. Peru | |
| 15. Turkey | |