

**Senate Economics Legislation Committee**  
ANSWERS TO QUESTIONS ON NOTICE  
Industry, Tourism and Resources Portfolio  
Additional Budget Estimates Hearing 2006-07  
15 & 16 February 2007

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**AGENCY/DEPARTMENT:** INDUSTRY, TOURISM AND RESOURCES

**TOPIC:** *Tourism Australia – Marketing Programs*

**REFERENCE:** Hansard 16/2/07, Page E47-E48

**QUESTION No.** AI-46  
(Hansard 16/2/07, Page E47-E48)

**Senator STEPHENS asked:** —In the latest agency budget statement, on page 188, it lists a range of consumer marketing activities, including the visitor journalist, Aussie specialist travel agent and the Aussie enthusiast trade support programs. Can you provide a complete list of all the marketing programs that Tourism Australia is involved in? Can you take that on notice?

**Mr Buckley**—We can do that.

**Mr Hopwood**—Sorry, can you repeat that, please?

**Senator STEPHENS**—Can you provide a list of all the marketing programs that Tourism Australia is involved in and include a breakdown of the costings—staffing, recurrent and administrative costs? If you could take that on—

**Mr Hopwood**—There is obviously a fair bit of detail in that, so we will give it a go at an appropriate level hopefully to your satisfaction.

**Senator STEPHENS**—I appreciate that.

**ANSWER**

Tourism Australia undertakes a large range of marketing, events and PR related activities with contribute to promoting Australia internationally and domestically with the objective of increasing total visitor spend in Australia and increasing the international leisure travellers' intention to visit Australia.

Listed below are a range of programmes Tourism Australia undertook in 2005/06:

- Launch of the new global campaign, *A Uniquely Australian Invitation*
- Leveraging activities around major events including the Melbourne 2006 Commonwealth Games and the Queen's Baton Relay
- Global Programmes including activities with National Geographic and Discovery Channel, such as the Great Australian Outback Cattle Drive
- Establishment of Indigenous Tourism Australia
- Caravan Safari Trails Pilot Programme
- National Landscapes Programme
- Trade and Business Events Programme, which included Tourism Australia participation at over 25 international events and the holding of the Australian Tourism Exchange, the largest trade show of its kind in the Southern Hemisphere
- Establishment of Tourism Events Australia

- Co-operative activities with industry and trade partners such as Qantas, JAL, Singapore and the State and Territory Organisations in key international markets.
- Aussie Specialist Programme
- Aussie Enthusiast Programme
- G'Day LA Week activities
- Visiting Journalist Programme
- Digital activities including the launch of dedicated youth sites in key international markets targeting youth and student travel, development of supporting material for the new global campaign including a digital consumer postcard campaign and dedicated campaign website.
- Domestic marketing activities including the No Leave No Life research and pilot programme and national media partnerships including Explore magazine with Fairfax.

More information on the detail of these activities is available in the Tourism Australia 2005/06 Annual Report and at the Tourism Australia corporate site at [www.tourism.australia.com](http://www.tourism.australia.com)

Due to the large number of projects Tourism Australia is involved in and the fact that resources for these are often split across projects, teams and indeed even across regions, it is very difficult to provide a breakdown of expenditure or budget across every program. In addition, due to the commercial nature of this information, it would be competitively disadvantageous to provide more detailed information. The figures provided below are budget figures for the 2006/07 financial year and are allocated against the outputs assigned to Tourism Australia in the 2006/07 Agency Budget Statement. Additional expenditure information was provided in response to AI-42.

|   | <b>Gross<br/>AUD '000</b> | <b>Net<br/>AUD '000</b> |
|---|---------------------------|-------------------------|
| <b>Output 1</b>   |                           |                         |
| Strategy & Research                                       | 12,544                    | 10,304                  |
| Corporate Expenses/Support                                | 7,251                     | 6,074                   |
| <b>TOTAL</b>  | <b>19,795</b>             | <b>16,378</b>           |
| <b>Output 2</b>   |                           |                         |
| Tourism Events  | 3,493                     | 3,415                   |
| Industry and Organisational Executive & ITA & Experiences | 3,107                     | 3,366                   |
| Partnership Marketing                                     | 1,144                     | 1,239                   |
| Trade Events  | 4,081                     | -1,012                  |
| In-region Trade Events & Business Tourism                 | 2,605                     | 2,650                   |
| Corporate Expenses/Support                                | 5,755                     | 5,143                   |
| <b>TOTAL</b>  | <b>20,185</b>             | <b>14,801</b>           |
| <b>Output 3</b>   |                           |                         |
| Global Programs & Marketing Executive                     | 7,403                     | 7,434                   |
| Consumer Marketing  | 9,022                     | 9,059                   |
| Digital   | 3,756                     | 3,772                   |
| PR/International Media                                    | 955                       | 959                     |
| In-region Marketing                                       | 90,080                    | 74,767                  |
| Sydney Corporate Expenses/Support                         | 7,465                     | 6,675                   |
| <b>TOTAL</b>  | <b>118,681</b>            | <b>102,666</b>          |
| <b>TOTALS</b>   | <b>158,661</b>            | <b>133,845</b>          |

