

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

AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: *Establishment of Tourism Australia as a New Agency*

REFERENCE: Hansard 16/2/07, Page E48-E49

QUESTION No. AI-49
(Hansard 16/2/07, Page E48-E49)

Senator STEPHENS asked:— What proportion of your funding allocation has actually been spent on establishing Tourism Australia as a new tourism agency? Because you have re-branded, have you not?

Mr Hopwood—Yes. Do you mean the technical costs of stationery and legal costs of establishment or our marketing?

Senator STEPHENS—I would be interested in the broader picture, not just those administrative costs but some marketing. What has gone into the marketing campaign of your re-branding? That would be helpful.

ANSWER

On 1 July 2004, Tourism Australia was established, bringing together the functions of international marketing (the Australian Tourist Commission), domestic tourism marketing (See Australia) and tourism research (the Bureau of Tourism Research and Tourism Forecasting Council). The following administrative costs were incurred by Tourism Australia in the formation of this new entity in 2004.

- Legal fees for the purchase and registration of the corporate name and the performance of due diligence: \$367,000.
- Trade mark registrations: \$135,000.
- Recruitment: \$122,000.
- Stationery: \$107,000.
- Consultancy for the establishment of systems, processes and related documentation: \$208,000.
- Other miscellaneous costs: \$83,000.

The initial development costs for the new Tourism Australia identity and Brand Australia identity, which included all corporate and consumer facing materials was \$312,000.