

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

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

**TOPIC:** *International Campaign – Tender Process*

**REFERENCE:** Hansard 16/2/07, Page E49

**QUESTION No.** AI-51  
(Hansard 16/2/07, Page E49)

**Senator STEPHENS asked:**—You may not be able to quantify this but perhaps you might be able to tell me what resources have gone into, for want of a better word, the conceptualisation around the international campaign? Did you engage consultants to do that?

**Mr Buckley**—It was part of a tender process to actually—

**Senator STEPHENS**—If you could provide some details of that tender process that would be useful.

**Mr Buckley**—Yes, we can.

**ANSWER**

The value of research used by Tourism Australia to inform Tourism Australia's international campaign development, including overall strategy formulation (eg identifying the intention challenge), branding issues, campaign strategy, target market identification and profiling, creative development and several rounds of creative testing was \$6.2 million. Tourism Australia engaged the following companies to conduct specific and related research- AC Nielson, Taylor Nelson Sofres, Acacia Avenue, Harris Interactive, Ipsos U.K, Instinct & Reason and Roy Morgan Research.