

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: *Tourism Australia – Costs of Various Programs*

REFERENCE: Hansard 16/2/07, Page E49

QUESTION No. AI-53
(Hansard 16/2/07, Page E49)

Senator STEPHENS asked:—Perhaps you could provide some detail, too, on how much is being spent on rolling out the revitalised Brand Australia campaign and also the costs that have been incurred for the first two rounds of the Australian Tourism Development Program, the first two rounds of the Tourism and Conservation Partnerships Initiative and the Business Ready Program for Indigenous Tourism. If you could take all of that on notice that would be helpful.

Mr Noonan—Yes. I will provide you with the allocations to each of those programs.

Senator STEPHENS—Thank you.

ANSWER

Brand Australia campaign

An initial \$40 million was allocated to the international campaign in 2006 and a further \$140 million has been allocated to international activities, including campaign activities over the 2006-07 and 2007-08 financial years.

Australian Tourism Development Program

Up to the end of 2005-06, the expenditure in the first 2 rounds of the Australian Tourism Development Program was \$13.4 million.

Tourism and Conservation Partnerships Initiative

Up to the end of 2005-06, the expenditure for the first 2 rounds of the Tourism and Conservation Initiative was \$2.0 million.

Business Ready Program for Indigenous Tourism.

There has been one round of the Business Ready Program for Indigenous Tourism with expenditure of \$1.4 million up to 2005-06.