

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Additional Senate Estimates

10-11 February 2010

**Question:** AR1  
**Topic:** Tourism Australia Staffing  
**Proof Hansard Page:** written

**Senator Eggleston asked:**

**Tourism Australia**

1. How many permanent staff recruited since the supplementary budget estimates?
2. What level are these staff?
3. How many temporary positions exist or have been created since budget estimates?
4. Since supplementary budget estimates, how many employees have been employed on contract and what is the average length of their employment period?
5. Have staffing numbers been reduced as a result of the efficiency dividend and/or other budget cuts?
  - a) If so, where and at what level?
6. Are there any plans for staff reduction? If so, please advise details ie. reduction target, how this will be achieved, services/programs to be cut etc.
7. What changes are underway or planned for graduate recruitment, cadetships or similar programs? If reductions are envisaged please explain including reasons, target numbers etc.
8. What communications programs has the Department/Agency undertaken, or are planning to undertake?
9. For each program, what is the total spend?
10. What is the Department's hospitality spend FYTD?
  - a) Please detail date, location, purpose and cost of all events.
11. For each Minister/Par Sec's office, please detail total hospitality spend FYTD.
  - a) Please detail date, location, purpose and cost of each event.
12. What is the gender ratio on each board and across the portfolio?
13. Has the Department complied with interim requirements relating to the publication of discretionary grants?
14. Has the Department/agency received any advice on how to respond to FOI requests?
15. How many FOI requests has the Department received?
16. How many have been granted or denied?
17. How many conclusive certificates have been issued in relation to FOI requests?

18. What was the cost of Ministers travel and expenses for the Community Cabinet meetings held since Budget Estimates?
19. How many Ministerial Staff and Departmental officers travelled with the Minister for the Cabinet meeting?
20. What was the total cost of this travel?
21. What was the total cost to the Department and the Ministers office?
22. How many Reviews are currently being undertaken in the portfolio/agency or affecting the portfolio agency?
23. When will each of these reviews be concluded?
24. Which Reviews have been completed since Budget Estimates?
25. When will the Government be responding to the respective reviews that have been completed?
26. What is the total number of Reviews both completed and ongoing in the portfolio/agency or affecting the portfolio agency since November 2007?
27. What is the estimated cost of these Reviews?
28. What further reviews are planned for 2009 - 10 FY?
29. How many consultancies have been undertaken or are underway since November 2007? Please identify the name of the consultant, the subject matter of the consultancy, the duration and cost of the arrangement, and the method of procurement (ie. open tender, direct source, etc). Please also include total value for all consultancies.
30. How many consultancies are planned for this calendar year? Have these been published in your Annual Procurement Plan (APP) on the AusTender website and if not why not? In each case please identify the subject matter, duration, cost and method of procurement as above, and the name of the consultant if known.
31. What has been the success of the No Leave, No Life campaign? (how many days of leave have been used up, how much money was spent, etc)
32. Changes in the levels of tourism given the GFC
33. What are the future directions for promoting Australia?
34. Have the levels of Indian tourism changed as a result of the violence in Melbourne? What are the projections for tourism into the future, and where are the international tourists coming from?

#### Tourism Australia Board

1. Will Tourism Australia (or the Minister at the table, even on notice) explain the circumstances around why the Deputy Chair, Mr Andrew Burns left the board? Did he leave voluntarily?

#### **Program 1.2 Deliverables**

1. Recruitment and training of travel agents through the 'Aussie Specialist Program'.
  - a. How many travel agents have been recruited under this program?
  - b. How many travel agents have completed training under this program?

## **Program 1.3 Deliverables**

### Leisure Consumer Marketing

1. Regarding the rephasing of \$9 million of Tourism Australia's funding from 2010/11 to 2009/10, what will this funding be used for in 2009/10? Will it be for a domestic campaign, international campaign or both?
2. Regarding the rephasing of \$9 million of Tourism Australia's funding from 2010/11 to 2009/10, what will Tourism Australia not do in 2010/11 that it would ordinarily have done?
3. Can Tourism Australia confirm, as a result of this rephasing, the 2010/11 government appropriation will be the lowest appropriation since the Australian Government's Tourism White Paper in 2003?
4. What is Tourism Australia's total annual spend on domestic marketing? What portion of this (in per cent and dollar terms) is has the No Leave/No Life campaign been in the past financial year? And in the current financial year to date?

### Australia.com

1. What has been the monthly unique visitors to Australia.com for each month up to and including January 2010 for the current financial year?
2. With reference to the program deliverable 'Search engine marketing to lift Australia.com ranking' – how has Tourism Australia lifted the Australia.com ranking? What was it on 1 July 2008 and what was it on 30 June 2009?

### **Answer:**

#### **Tourism Australia**

1. Since 1 October 2009, Tourism Australia has recruited 8 new permanent staff.
2. Band 5 x 1; Band 4 x 1; Band 3 x 3; Band 2 x 2; Band 1 x 1 (Band references referred to within the TA Certified Agreement).
3. Nil.
4. Since 1 October 2009, Tourism Australia has employed 5 staff on contract. The average length of contract is 18 months.
5. Since supplementary budget estimates, there have been no staffing cuts. However, 21 full-time employees transferred from Tourism Australia to the Department of Resources, Energy and Tourism with the transfer of Tourism Research Australia.
6. No.
7. n/a
8. Tourism Australia has not conducted any policy promotion programs.
9. n/a
10. The global spend (financial year to February 2010) on Hospitality based on our records is \$110,195.
11. n/a
12. The female: male ratio is as follows:

- Tourism Australia Board: 4 female and 4 male (1:1)
- TA Employees: 160 females & 58 males (approximately 3:1).
- International Industry Advisory Panel: 6 males.
- Indigenous Tourism Industry Advisory Panel: 2 female and 9 male.
- Business Events Advisory Panel: 3 female and 10 male.

13. n/a

14. If necessary, Tourism Australia will seek external legal advice in relation to individual FOI requests.

15. 2.

16. 2 denied (1 of those was invalid.).

17. Nil.

18. Tourism Australia has not participated in Community Cabinet. Please refer to AR4 for Departmental response.

19. n/a

20. n/a

21. n/a

22. Tourism Australia is not undertaking any reviews.

23. n/a

24. n/a

25. n/a

26. n/a

27. n/a

28. Nil.

29. Please see Attachment 1.

30. Please see Attachment 2.

31. More than 843 Australian employers (a potential reach of 910,000 employees) have registered for program materials. According to the No Leave, No Life research conducted in February 2010 by Jones Donald Strategy Partners, the campaign has an awareness of 43% amongst full time employees. Out of those aware of the campaign, 9% started to plan an Australian holiday.

Industry has strongly supported the partnership program, contributing \$2.6M on top of TA's investment in 2009/10 of \$4.3M. This support comprises partnerships and ground support for the television series, 13 co-operative advertising partnerships and approximately 95 advertisers per magazine. Since June 2009 highpoint of 126 million days leave stockpiled, leave has declined steadily and in December 2009 had dropped to were 123 million days.

32. International arrivals to Australia were flat in 2009 (5.6 million visitors) compared with 2008 levels. This is much better than the global drop in international tourism arrivals of 4% in 2009.

33. Tourism Australia's future directions for promotion of Australia involve increasing leisure visitation and growing demand for business events visitation. Tourism Australia launched a

new global brand strategy-and marketing campaign on 31 March 2010, which aims to ensure that potential visitors view Australia as a place where they can have an incredible holiday. Tourism Australia also intends to implement a market portfolio strategy which focuses on markets that represent the best potential to meet our objectives. Digital marketing will remain a key channel, to drive messages and information across markets and segments, as will social networking, public relations and word of mouth channels.

34. According to the International Visitor Survey, Indian arrivals grew from 109,000 in 2008 to 118,000 in 2009. According to the Tourism Forecasting Committee's December 2009 forecast, short term visitor arrivals from India are predicted to grow by 6.4% in 2010.

#### Tourism Australia Board

1. Andrew Burnes was appointed to the Tourism Australia Board effective from 1 July 2004 for a period of three (3) years, expiring 30 June 2007. Effective 1 December 2006, prior to the expiry of his initial term, Mr Burnes was reappointed a director (and Deputy Chairman) with the appointment extended until 30 June 2009. As at 30 June 2009 Mr Burnes extended term expired.

#### **Program 1.2 Deliverables**

1. (a) 23,509 agents globally are registered under the 'Aussie Specialist Program'.  
(b) 11,914 agents globally have received qualifications under the Aussie Specialist Program.

#### **Program 1.3 Deliverables**

##### Leisure Consumer Marketing

1. \$9 million was brought forward from TA's 2010/11 appropriation, which has stimulated a further \$11 million in private sector and state government investment, taking the combined investment by TA and its partners to \$20 million. This will fund cooperative marketing activities within the tourism industry to make the most of returning consumer confidence and encouraging people to book travel to Australia. TA has identified 62 additional marketing projects in 13 international markets in conjunction with 9 State Tourism Organisations/Regional Tourism Organisations and 11 airline partners, including markets such as New Zealand, China, Singapore, Malaysia, Hong Kong, Japan, Indonesia and the Gulf Region. In addition, Tourism Australia will partner with the Australian business events sector to deliver a \$2 million program of initiatives designed to stimulate domestic business events travel, including regional business events travel. This funding is additional to the 2009/10 business events budget.
2. As answered in the hearing: The \$9 million allocation has brought forward activity. With \$11 million from the private sector, it has been a good time to invest the money. We think we will also get some gains in terms of foreign exchange next year and perhaps be able to buy a little bit better also, so we will manage that through our normal process. But it was a good example of how the private sector is willing to work with us, so we are quite confident we will run a normal range of programs in 2010-11.
3. The current estimate of the 2010-11 appropriation for Tourism Australia will not be the lowest appropriation since 2003.
4. 2009/10 Budget
  - \$8.8m total for domestic marketing
  - \$5.1m for No Leave No Life (58% of total domestic marketing budget) plus industry support of \$2.6m

##### 2008/09 Budget

- \$9.1m total for domestic marketing
- \$2.8m on No Leave No Life (31% of total domestic marketing budget) plus industry support of \$830k

**Australia.com**

1. The monthly unique visitors to Australia.com for each month up to and including January 2010 for the current financial year are as follows:

Jul-09	1,904,256
Aug-09	367,311
Sep-09	1,894,739
Oct-09	2,379,512
Nov-09	1,745,127
Dec-09	948,103
Jan-10	1,204,713.

2. As of Jun-09 our Search Engine Marketing (SEM) initiative has lifted Australia.com to rank at position 1.93 in Google sponsored links for the word “Australia”. Prior to the SEM initiative Australia.com was not ranked.

On search results we have maintained our position as 2nd for the keyword “Australia” despite increased competition. The following examples of search terms show where Australia.com has improved its ranking in Google search results.

2008 Position > 2009 Position

- “Australian” .....7th > 4th
- “aboriginal Australia” ....27th > 18th
- “about Australia” .....11th > 8th
- “all about Australia” .....10th > 5th

Search Engine Marketing increased visitors to Australia.com from 15,072 in Jul-08 to 277,556 in Jun-09.