

Senate Standing Committee on Economics**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Additional Estimates

14 February 2013

Question: **AR10**
Topic: **Tourism Investment in Asia**
Proof Hansard Page: **Written**

Senator Edwards asked:

1. With reference to question SR27 (Supplementary Budget Estimates, October 2012). Can Tourism Australia please provide a breakdown of how the money that Tourism Australia intends to spend in the listed Asian countries will be spent in 2012-13.
2. Does Tourism Australia intend on spending any money in 2012-13 or in future years on wine marketing?
3. Does Tourism Australia work with Wine Australia to promote Australian wine and wine regions as tourist destinations?

Answer:

1. Tourism Australia has allocated the following expenditure to its Asian markets as follows:

Greater China:	\$19,112,085
Korea:	\$3,277,853
Japan:	\$3,938,100
Singapore:	\$1,986,854
Malaysia:	\$1,793,146
India:	\$4,966,351
Indonesia:	\$2,194,286
Vietnam:	\$49,219

These funds will be allocated to a range of activities including:

- Cooperative marketing activities with commercial partners such as Airlines
- *There's nothing like Australia* brand advertising
- Public relations activities

In addition to this expenditure, Tourism Australia and Tourism Research Australia are set to spend approximately \$8.5 million in marketing and research activities in Asia as part of the Asian Marketing Fund.

2. Yes. Tourism Australia actively promotes food and wine experiences throughout its marketing, recognising that Australia has some of the world's best food and wine experiences.

Tourism Australia works closely with Wine Australia and has a Memorandum of Understanding (MOU) in place. Five members of the Wine Australia team are co-located with Tourism Australia in Sydney. Whilst funds are yet to be allocated under this agreement,

it is expected that Tourism Australia will fund joint marketing activity with Wine Australia through Savour Australia 2013 – Australia’s global wine forum. Tourism Australia will also support a wine focused campaign in 2014.

In addition, Tourism Australia will soon add the *Ultimate Winery Experiences of Australia* into the ‘Best of Australia’ program, joining the Great Golf Courses of Australia and Great Walks of Australia initiatives. The *Ultimate Winery Experiences of Australia* is a collection of high-end wine tourism experiences in Australia’s most outstanding wine regions. The aim of this initiative is to raise Australia’s profile as a world-class wine tourism destination. Tourism Australia is committed to spend \$200,000 over the next two years to help establish this initiative, and State and Territory Tourism Organisations (STOs) have also contributed financially. As with other initiatives in the Best of Australia program, the participants must also make financial contributions. After two years of cooperative marketing support from Tourism Australia and the STOs, it is expected that the *Ultimate Winery Experiences of Australia* initiative must find a sustainable financial model to ensure long term success.

3. Yes. Refer to the answer above.