

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Budget Estimates 2004-2005, 31 May 2004 to 2 June 2004

Industry, Tourism and Resources Portfolio
2004-05 Budget Estimates Hearings
31 May 2004 to 2 June 2004
Responses to Questions on Notice

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2004-2005 BUDGET ESTIMATES HEARINGS
31 MAY 2004 TO 2 JUNE 2004
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DEPARTMENT/AGENCY	SENATOR	ISSUES	HANSARD	PAGE/S
<ul style="list-style-type: none"> • DITR • IP Australia • Geoscience Australia • Australian Tourist Commission • National Standards Commission 	Murray	Q104: Advertising and public information projects	Written questions	1

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AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, TOURISM AND RESOURCES
ALL PORTFOLIO AGENCIES

TOPIC: ADVERTISING AND PUBLIC INFORMATION PROJECTS

REFERENCE: WRITTEN QUESTIONS ON NOTICE

QUESTION No.104
(Written QON)

Senator Murray asked:

[To each department and agency in each portfolio]

Please provide a list of all advertising or public information projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2004 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project.

ANSWER

[Note: This response has been framed within the period in which the question was asked (i.e. May 2004) and has not been revised retrospectively.]

Information on relevant projects within the Department of Industry, Tourism and Resources and the (former) Australian Tourist Commission is attached.

IP Australia, Geoscience Australia and the (former) National Standards Commission do not have any relevant items to report.

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DEPARTMENT OF INDUSTRY, TOURISM AND RESOURCES (INVEST AUSTRALIA)

Project title	Purpose and nature of the project.	Intended recipients of the information to be communicated by the project.	Who authorised the project?	The manner in which the project is to be carried out.	Who is to carry out the project?	Whether the project is to be carried out under a contract.	Whether such contract was let by tender.	The estimated or contracted cost of the project.
Current advertising/public information projects (only include advertising projects over \$100,000)								
Global advertising campaign: The Future is Here Technology Australia Stage I – global campaign in key global business publications	To ensure sustainable industry growth and development for Australia by attracting inward investment by enhancing Australia's reputation as a quality investment destination.	Business and investment decision makers in key industry sectors in target markets.	CEO, Invest Australia	Print advertisements – advertorials and testimonial advertisements	Invest Australia	No. No advertising agency contracted.	No	\$1,498,691
Planned advertising/public information for 2004 (only include advertising projects over \$100,000 approved by your Minister)								
Global advertising campaign: The Future is Here Technology Australia Stage II – global campaign with increased industry specific focus.	To ensure sustainable industry growth and development for Australia by attracting inward investment into Australia by enhancing Australia's reputation as a quality investment destination.	Business and investment decision makers in key industry sectors in target markets.	CEO, Invest Australia	Print and online advertising	Invest Australia	Yes.	No	\$1,350,000

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AUSTRALIAN TOURIST COMMISSION

Project title	Purpose and nature of the project	Intended recipients of the information communicated by the project	Who authorised the project	The manner in which the project is to be carried out	Who carried out the project?	Project carried out under a contract	Contract let by tender	Estimated or contracted cost of the project
Advertising/public information projects from January 2004 – June 2004 (only include advertising projects over \$100,000)								
France: FR ATC/Qantas Brand Campaign 2003/4	To enhance Australia's emotional appeal in France, thereby creating strong intent to travel (measured by Brand Tracking)	Consumers in France	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Internet, newspapers and outdoor advertising	UK advertising agency DKLW	Yes	Yes	ATC contribution: \$489,396 <i>(total campaign cost \$815,660)</i>
France: FR NF/SQ/ATC Brand Campaign 2003/4	To enhance Australia's emotional appeal, thereby creating strong intent to travel; To drive urgency and convert interest to Australia into responses and bookings.	Consumers in France	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Magazines	UK advertising agency DKLW	Yes	Yes	ATC contribution: \$181,258 <i>(total campaign cost \$362,516)</i>
Germany: DE ATC & STA 2003/04	To promote Australia as the ultimate travel destination to the student youth market.	Consumers in Germany	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Collateral, Direct mail, Internet, Magazines, and Window displays	UK advertising agency DKLW	Yes	Yes	ATC contribution: \$105,130 <i>(total campaign cost \$297,808)</i>

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Ireland TV Qantas Campaign	To increase awareness of Australia and motivation to travel with Qantas, promote the Qantas fare and drive responses to www.australia.com .	Consumers in Ireland	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Internet	UK advertising agency DKLW	Yes	Yes	ATC contribution: \$112,676 (total campaign cost \$225,352)
Italy: IT ATC/Singapore Airlines Print Campaign	To build an image of Australia as a holiday destination that offers a wealth of diverse and challenging experiences, creating strong emotional appeal/involvement, making target audience re-appraise Australia, driving desire to go there 'NOW'/ this year.	Consumers in Italy	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Internet and magazines	UK advertising agency DKLW	Yes	Yes	ATC contribution: \$217,510 (total campaign cost \$326,265)
Italy: IT Brand Refresh	To launch new Brand Australia, <i>A Different Light</i> , to increase the emotional appeal of Australia.	Consumers in Italy	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Cinema, internet, outdoor advertising, magazines, and television	UK advertising agency DKLW	Yes	Yes	ATC contribution: \$2,253,521 (total campaign cost \$2,253,521)

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Japan: Gold Coast Marathon (TQ)	To increase participation number to Gold Coast Marathon 2004 from Japan and to maximise PR activities regarding the marathon.	Consumers in Japan	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Magazines	Partners' advertising agency	Yes	Industry partners use their own agencies and have their own tendering process.	ATC contribution: \$185,185 <i>(total campaign cost \$222,222)</i>
Japan: Jukunen Consumer Campaign	To communicate interactive nature based experiences that provide a sense of personal fulfilment to target segment.	Consumers in Japan	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Newspapers	Partners' advertising agency	Yes	Industry partners use their own agencies and have their own tendering process.	ATC contribution: \$448,718 <i>(total campaign cost \$448,718)</i>
Japan: Yomiuri Jukunen Campaign	To take advantage of a growing market segment. People in this segment have above average disposable income.	Consumers in Japan - Jukunen (mature and senior) market	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Newspapers	Partners' advertising agency	Yes	Industry partners use their own agencies and have their own tendering process.	ATC contribution: \$189,873 <i>(total campaign cost \$189,873)</i>

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South Korea: Brand 03/04	Generate awareness and deliver the message of one week gateway to Australia.	Consumers in South Korea	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Cable TV and internet	Asian advertising agency TBWA	Yes	Yes	ATC contribution: \$152,620 <i>(total campaign cost \$152,620)</i>
New Zealand: Outdoor Brand Campaign	Extend the Discover Australia Brand Campaign into an Outdoor Format	Consumers in New Zealand	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Outdoor Advertising	New Zealand advertising agency BKP and Spark	Yes	Yes	ATC contribution: \$136,240 <i>(total campaign cost \$815,660)</i>

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New Zealand: Discover Australia Now - Tactical Campaign	To work with Qantas to generate incremental business to Australia, and encourage industry partners to package up core and add-on Australian product. Aim to encourage NZ consumers to make return trips to Australia, and travel beyond the standard cities/beach package stays.	Consumers in New Zealand	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Internet, television, newspapers, radio, and traffic promotion	New Zealand advertising agency BKP and Spark	Yes	Yes	ATC contribution: \$195,277 <i>(total campaign cost \$422,343)</i>
Singapore: New Brand launch	Launch new Brand Australia	Consumers in Singapore	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Cable TV, Cinema, and collateral	Advertising agency TBWA	Yes	Yes	ATC contribution: \$1,000,000 <i>(total campaign cost \$1,000,000)</i>

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United Kingdom: Sunday Telegraph Jan 04	To make Australia a top of mind holiday destination in 2004. To capitalise on Australia Day awareness. To provide a forum for the Aboriginal Tourism Australia competition. To give operators the opportunity to participate via advertising to leverage the editorial and convert bookings. To generate responses to www.australia.com.	Consumers in the UK	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Newspaper supplement	UK advertising agency DKLW	Yes	Yes	ATC contribution: \$211,268 <i>(total campaign cost \$374,649)</i>
United Kingdom: Singapore Airlines TV Campaign	To motivate consumers to go to Australia on holiday, to showcase the diverse landscapes and experiences you can whilst there. To promote a good Singapore Airline fare and link Singapore Airlines branding with Australia.	Consumers in the UK	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Internet and television	UK advertising agency DKLW	Yes	Yes	ATC contribution: \$1,070,423 <i>(total campaign cost \$1,971,831)</i>

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United Kingdom: Brand Refresh Campaign	To launch the new Brand Australia to consumers, with the new proposition "Life in a Different Light". To convey storytelling and "Through The Eyes Of..." and focusing on driving emotion and not trying to tackle the rational barriers.	Consumers in the UK	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Cinema, Interactive Digital television, Internet, television, and outdoor advertising	UK advertising agency DKLW	Yes	Yes	ATC contribution: \$5,633,803 <i>(total campaign cost \$5,633,803)</i>
United States: Australia Week	To promote Australia as the ideal incentive destination	Consumers in the USA	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Fully integrated marketing campaign	US advertising agency Dailey & Associates	Yes	Yes	ATC contribution: \$164,071 <i>(total campaign cost \$186,501)</i>
United States: Have You Ever Romance Campaign	To reach the American honeymoon market and motivate them to enquire about a trip to Australia.	Consumers in the USA	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Direct mail, internet and magazine	US advertising agency Dailey & Associates	Yes	Yes	ATC contribution: \$133,215 <i>(total campaign cost \$177,620)</i>

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United States: Business Tourism Destination Supplement	To promote Australia as the perfect destination for meeting and incentives	Incentive and meeting planners, corporate end users/final decision makers in the USA	The Minister for Small Business and Tourism authorises contracts and Annual Operating Plan based on Board recommendations. ATC management authorises local execution in each country.	Direct mail	US advertising agency Dailey & Associates	Yes	Yes	ATC contribution: \$141,419 <i>(total campaign cost \$180,805)</i>