

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

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: BRAND AUSTRALIA CAMPAIGN
REFERENCE: HANSARD 31/5/04, PAGES E4-6

QUESTION No.83
(Hansard 31/5/04, p.E4)

Senator O'Brien asked about:

Could you provide a precise cost breakdown of the launch events for the new Brand Australia?

ANSWER

The total cost of the media and industry launch functions in Sydney for the new Brand Australia launch was \$275,000.

QUESTION No.84
(Hansard 31/5/04, p.E4)

Senator O'Brien asked about:

Could you advise of the cost of the festivity at Parliament House on Wednesday [26 April 2004] relating to the new Brand Australia?

ANSWER

The cost of the brand presentation at Parliament House was \$23,267.

QUESTION No.85
(Hansard 31/5/04, pp.E4-5)

Senator O'Brien asked about:

I understand that, in the case of Richie Benaud's 'Marvellous' ads, Mr Benaud was superimposed on Australian backdrops while he was in England. If that is what occurred, was that done by a British crew or an Australian crew? Can you advise on what the circumstances were?

ANSWER

Prior to the commencement of filming the ATC approached Mr Benaud to participate in the upcoming Brand Australia campaign. Mr Benaud agreed to participate subject to his availability. When the filming schedule was finalised, it became evident that Mr Benaud would be overseas at the time of the filming. The ATC decided that if possible the filming would be undertaken during the shooting for the other commercials, and that Mr Benaud would be superimposed.

The filming of Mr Benaud was in a studio in London. The Australian crew that flew to London consisted of the Campaign Director and the Film Graphics Producer. Additional local technical film crew were employed.