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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

QUESTION No.86
(Hansard 31/5/04, p.E5)

Senator O'Brien asked about:

I am given to believe that there were some 75 hours of scenery footage shot, from which the current Brand Australia ad program has been drawn. What was the cost of generating those 75 hours of scenery footage [for the new Brand Australia ad roll out]?

ANSWER

The actual cost to the ATC of generating footage for the new Brand Australia roll out was \$2.8 million. This includes advertising agency creative fees and location filming costs (excludes GST).

QUESTION No.87
(Hansard 31/5/04, p.E5)

Senator O'Brien asked about:

Who shot that scenery footage? Were there a number of contributors? Did someone have a particular contract to do it? Was it distributed to a variety of providers? How was it achieved?

ANSWER

All six ads were shot by Australian Director, David Denneen, together with his Australian film production company, Film Graphics.

QUESTION No.88
(Hansard 31/5/04, p.E5)

Senator O'Brien asked about:

Which agency or agencies were involved in developing the brand strategy?

ANSWER

Brand Architecture International developed the brand strategy.

QUESTION No.89
(Hansard 31/5/04, p.E6)

Senator O'Brien asked about:

In relation to the new Brand Australia campaign, can you tell us how much has been paid to date in agency fees for services?

ANSWER

The amount paid in advertising agency creative fees to the ATC's contracted agency Whybin TBWA Australia, specifically for the work on the TV creative for the new brand Australia TV campaign, was \$283,000 (excluding GST).