

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: SEE AUSTRALIA MEDIA ACTIVITIES
REFERENCE: HANSARD 31/5/04, PAGE E7

QUESTION No.90
(Hansard 31/5/04, p.E7)

Senator O'Brien asked about:

- a) What has been the process of See Australia's media buys? Have they been quarterly, six monthly or annual buys in the past?
- b) Who are the main agencies used and how are they selected?

ANSWER

- a) The buys have been annual regarding TV and ad-hoc with other media.
- b) The firm of George Patterson Bates was chosen by the See Australia Board based on a tender process. Zenith was appointed to manage the media placement. For the Brand Australia launch, See Australia hired Customedia, an independent media strategist, to assist.