

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 E7-8, 13

QUESTION No.91
(Hansard 31/5/04, pp.E7-8)

Senator O'Brien asked about:

What are the proportionate breakdowns of the Brand Australia fund spend?

ANSWER

A total of \$360 million over 4 years has been announced to actively promote a revitalised Brand Australia internationally and domestically, and to drive growth and profitability for the industry.

Under the *Tourism Australian Act 2004*, the Board of Tourism Australia is responsible for ensuring the proper and efficient performance of Tourism Australia's functions and to determine Tourism Australia's policy in relation to any matter. The Board will be responsible for making decisions on the breakdown of funding between international and domestic marketing, and further breakdowns between activities.

QUESTION No.92
(Hansard 31/5/04, p.E13)

Senator O'Brien asked about:

What is the breakdown of the domestic component (\$40 million) for the new Brand Australia?

ANSWER

The new Board of Tourism Australia has yet to decide the allocation of funding for domestic marketing.