

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 – ERNIE DINGO CAMPAIGN
REFERENCE: HANSARD 31/5/04, PAGE E15

QUESTION No.94
(Hansard 31/5/04, p.E15)

Senator O'Brien asked about:

Has there been any research done on the See Australia-Ernie Dingo campaign?

ANSWER

Yes, the Campaign Tracking Survey which has been undertaken weekly since October 2000.