

1TR36

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 – COLMAR BRUNTON REPORT
REFERENCE: HANSARD 31/5/04, PAGE E26

QUESTION No.98
(Hansard 31/5/04, p.E26)

Senator O'Brien asked about:

I received an answer to a question on notice about the effectiveness of See Australia with a Colmar Brunton report. I understand the study is based on 30 telephone interviews per week with people aged between 18 and 79.

- a) Over the last two financial years, how much has this survey work cost the Commonwealth?
- b) I would also like to know how much the Colmar Brunton report cost.
- c) What is the methodology which bases this on 30 calls a week over such a wide age range? How has that become statistically viable?

ANSWER

- a) See Australia Ltd has paid approximately \$97,000 p.a.
- b) See Australia Ltd has paid approximately \$350,000 (From October 2000 to June 2004).
- c) See Australia Ltd advises that the methodology is generally used by Australian marketing companies to access consumer demand and intentions. While data is collected weekly via telephone, it is reported monthly on key measures. Due to the continuous nature of this interviewing, See Australia is able to report each month using a three month moving average which is normal business standard.