

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Budget Estimates 2005-2006, 30-31 May 2005

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: BUDGET FOR BRAND AUSTRALIA CAMPAIGN
REFERENCE: HANSARD 31/05/05, PAGE E25

QUESTION No.123
(Hansard 31/05/05, p.E25)

Senator O'Brien asked about:

Can you provide the committee with the details of what is budgeted to supplement the Brand Australia campaign in terms of production of images or advertisements?

ANSWER

Tourism Australia's marketing activities will continue to evolve and respond to changing market conditions when and where necessary. The Tourism Australia Operating Plan 2005/06 contains details of the budget allocated to supplement the Brand Australia campaign. Ministerial approval for the 2005/06 Annual Operating Plan is yet to be received.