

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: TOURISM AUSTRALIA ADVERTISING ACCOUNTS
REFERENCE: HANSARD 31/05/05, PAGE E27

QUESTION No.98
(Hansard 31/05/05, p.E27)

Senator O'Brien asked about:

Senator O'Brien asked a question about an article in *The Australian* on 31 March 2005 which criticised the process followed for Tourism Australia's advertising account. Mr Morrison offered to table a letter written by Mr Tim Fischer (Chair, Tourism Australia Board) to the editor of *The Australian* in response to that article.

ANSWER

A copy of Mr Fischer's letter of 14 April 2005 to the editor of *The Australian* in relation to this matter is attached.

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Attachment



14 April 2005

The Letters Editor
The Australian
2 Holt Street
SURRY HILLS NSW 2010

Dear Sir,

In reply to Simon Canning's article, *Tourism Pitch In Deep Trouble (Media, 14/4)*, Tourism Australia's agency review process is rigorous and accountable. It fully complies with Australian government tender guidelines.

The selection criteria were set by a committee comprising TA's offshore marketing directors and managers in Sydney.

These criteria were then endorsed by the executive of TA and by senior regional managers and made available to those tendering.

Tenders were evaluated by a group of Sydney senior managers, involving individual assessment, cross-validation and group consensus. Certain agencies were asked to clarify aspects of their tenders.

The final ranking involved a further cross-validation with the leading candidates assessed against the next-highest ranking. Following recommendation to the TA executive, the candidates were further evaluated and finally agreed on before being submitted to the board.

Short-listed agencies are assessed offshore and in Australia, involving all managers responsible for the delivery of the campaign, culminating in a presentation by short-listed agencies to a committee of the TA executive and board members.

The process ensures that no individual party can have any undue influence and has included TA's risk and administration manager. TA is absolutely confident of the integrity of this process.

Tim Fischer
Chair, Tourism Australia

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