

**Senate Economics Legislation Committee**  
ANSWERS TO QUESTIONS ON NOTICE  
Industry, Tourism and Resources Portfolio  
Budget Estimates Hearing 2007-08  
28 May 2007

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**AGENCY/DEPARTMENT:** INDUSTRY, TOURISM AND RESOURCES

**TOPIC:** Tourism Australia - marketing programs

**REFERENCE:** Question on Notice (Hansard 28/5/07, Page E64)

**QUESTION No. B1-104**

**Senator O'BRIEN**—I would like a list of the programs and the costings of each of the programs broken down to include staffing costs, recurrent costs and administrative costs.

**Mr Buckley**—I can do that.

**Senator O'BRIEN**—Are you taking that on notice?

**Mr Buckley**—Yes, I will.

**ANSWER**

Due to the large number of activities Tourism Australia is involved in and the fact that resources for these are often split across programs, teams and regions, it is very difficult to provide a breakdown of expenditure or budget across every activity. In addition, due to the commercial nature of this information, it would be competitively disadvantageous to provide more detailed information.

The figures provided below are budget figures for the 2006-07 financial year and are allocated against the outputs assigned to Tourism Australia in the 2006-07 Agency Budget Statement and the programs under each output. Both net figures (excluding revenue) and gross figures (including revenue) are shown.

Activities undertaken in 2006-07 include:

- Continued activities associated with the *A Uniquely Australian Invitation* campaign.
- Global Programs including activities with National Geographic and Discovery Channel, such as the American Chopper Program.
- Secretariat support for and activities associated with Indigenous Tourism Australia.
- National Landscapes initiative.

- Trade and Business Events activities, including Tourism Australia participation at over 25 international events and the holding of the Australian Tourism Exchange, the largest trade show of its kind in the Southern Hemisphere.
- Co-operative activities with industry and trade partners such as Qantas, JAL, Singapore and the State and Territory Organisations in key international markets.
- Aussie Specialist Program.
- Aussie Enthusiast Program.
- G'Day USA Week activities.
- Visiting Journalist Program.
- Digital activities including the launch of a revitalised Australia.com, continued activities to support dedicated youth sites in key international markets targeting youth and student travel, development of supporting material for the new global campaign including a digital consumer postcard campaign and dedicated campaign website.
- Domestic marketing activities including national media partnerships including Explore magazine with Fairfax, PBL partnership which included Getaway Seven Wonders Down Under TV program and a dedicated Travel Australia site section within the Ninemsn travel website and Seven Network 'My Australia' partnership which included eight network personalities sharing their personal favourite Australian travel experiences via 45 second vignettes.

## **TOURISM AUSTRALIA BUDGET 2006-07**

	Net AUD \$'000	Gross AUD \$'000
<b>Output 1</b>		
Strategy & Research including market insights and brand tracking activities	10,304	12,544
Corporate Expenses/Support	6,074	7,251
<b>TOTAL</b>	<b>16,378</b>	<b>19,795</b>
<b>Output 2</b>		
Tourism Events	3,415	3,493
Industry and Organisational Executive & ITA & Australian Experiences including National Landscapes Programme Partnership Marketing	3,366	3,107
Trade Events including the Australian Tourism Exchange	1,239	1,144
In-region Trade Events & Business Tourism	-1,012	4,081
Corporate Expenses/Support	2,650	2,605
<b>TOTAL</b>	<b>5,143</b>	<b>5,755</b>
<b>TOTAL</b>	<b>14,801</b>	<b>20,185</b>
<b>Output 3</b>		
Global Programs & Marketing Executive	7,434	7,403
Consumer Marketing	9,059	9,022
Digital	3,772	3,756

PR/International Media	959	955
In-region Marketing	74,767	90,080
Sydney Corporate Expenses/Support	6,675	7,465
<b>TOTAL</b>	<b>102,666</b>	<b>118,681</b>
<b>TOTALS</b>	<b>133,845</b>	<b>158,661</b>