

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

AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: Tourism Australia - Brand Australia campaign

REFERENCE: Question on Notice (Hansard 28/5/07, Page E65)

QUESTION No. B1-106

Senator O'BRIEN—How much has been spent on rolling out the revitalised Brand Australia campaign in 14 key overseas markets?

Mr Noonan—I think the reference is AI53. There was an initial \$40 million allocated to the international campaign in 2006 and a further \$140 million has been allocated to international activities, including campaign activities, over this financial year and next financial year.

Qa: Senator O'BRIEN—So how much in 2006-07?

Mr Noonan—I do not have a split between those two years for the \$140 million figure.

Mr Buckley—I can do that.

Senator O'BRIEN—Can you get that for us?

Mr Noonan—Yes.

Mr Buckley—Yes, we can.

Qb: Senator O'BRIEN—How much of the expenditure for the campaign in 2007-08 would be spent in the first half of the year and how much in the second half of the year; or is that a concept at this stage and the subject of—

Mr Buckley—We are fairly close to the end of the 2006-07 year, so we can give an estimate of what that split would be. There is a significant amount of the activity in the second half of the year. We can come back with a—

ANSWER

In 2006-07 approximately \$41.55 million was spent on brand advertising specifically relating to the 'A Uniquely Australian Invitation' campaign. This includes expenditure on brand 'A Uniquely Australian Invitation' cooperative activity undertaken with key partners and expenditure on global programs 'A Uniquely Australian Invitation' activity. This figure does not include where 'A Uniquely Australian Invitation' brand was used at events or to promote the events as it is difficult to determine the exact value that has been spent specifically on campaign activity.

The list of activities for 2007-08 and subsequent years has not been finalised. Current expense and revenue and cash forward estimates for Tourism Australia for 2006-07 and the subsequent three financial years are set out in Table 5.1 at page 214 of the 2007-08 Department of Industry, Tourism and Resources Portfolio Budget Statement.