## **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 – launch of 'A Uniquely Australian Invitation' campaign

**REFERENCE:** Question on Notice (Hansard 28/5/07, Page E71)

**QUESTION No. B1-108** 

**Senator O'BRIEN**—How much did the launch of the new global campaign 'A uniquely Australian invitation' cost?

Mr Buckley—Again, I think that has been answered in a previous question on notice.

**Senator O'BRIEN**—Why is it not in the answer to question 3079, or identifiably so? Indeed, the answer in 3079 says the figures are budget figures, not actual figures.

**Mr Buckley**—The answer to question 3078 gives a breakdown of the costs that were incurred by Tourism Australia in formalising the new entity. You are after the costing of the launch of the new campaign?

**Senator O'BRIEN**—That is what the question asked for and the answer that we are given says:

The figures provided below are budget figures for the 2006/07 financial year and are allocated against the outputs assigned to Tourism Australia ...

Presumably you are giving us what is in the PBS for that year?

**Mr Buckley**—In answer to 3078 our response was that in 3A, in line with the additional funding granted to Tourism Australia, an initial \$40 million was allocated to the international campaign in 2006. Then it went on to say that \$140 million had been allocated for international activities, including campaign activities over 2006-07 and 2007-08.

**Senator O'BRIEN**—How much did the launch cost?

**Mr Buckley**—I would need to take that on notice.

## **ANSWER**

The cost associated with the Sydney launch of the 'A Uniquely Australian Invitation' campaign on 23 February 2006 was \$44,802. The cost to produce global launch materials for the 'A Uniquely Australian Invitation' campaign was \$334,807.