

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 - nature of the business events/business tourism campaign

REFERENCE: Question on Notice (Hansard 28/5/07, Page E85)

QUESTION No. B1-112

Senator O'BRIEN—They are all within the \$2.6 million figure?

Mr Buckley—They are part of the cost.

Senator O'BRIEN—Is there much left?

Mr Buckley—It is a direct marketing campaign, so it is very much about getting that sort of material into the hands of the consumer. It is not like a TV.

Senator O'BRIEN—I am just trying to get an understanding of whether that is substantially the campaign or is there a lot more to it?

Mr Buckley—No, there is a lot more to it than that, because there is database marketing, and there are several direct mail follow-up pieces. I can give you a breakdown of the nature of the campaign if you desire.

Senator O'BRIEN—Yes, please.

ANSWER

Re-energise in Australia targets major corporations and their intermediaries in the UK, North America and Asia, with a unique and personalised invitation to consider Australia as the destination for their next business event.

The campaign uses a multi-level strategy to reach and engage the target market. The direct mailing of a uniquely Australian gift and event kit was supported by a virtual online guide and web based resources. The online component of the campaign is delivered via www.events.australia.com.

The campaign is highly sustainable as information updates can be provided through electronic means including podcasts and online. This ensures that value continues to be delivered over a longer timeframe than a traditional advertising approach. The campaign's highly targeted nature ensures delivery of a compelling message to those who make the decisions about where business events are held.