

**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:** AusIndustry – success stories

**REFERENCE:** Written Question

**QUESTION No. B1-53**

**Senator Campbell** asked:

Refer to the list of Success Stories on the DITR Website. How are AusIndustry's Success Stories defined?

**ANSWER**

Customer success stories are a third-party marketing tool used to attract potential customers who may identify with another customer's project and experiences.