

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Estimates 2008-09

2 June 2008

Question: BR-19
Topic: Business Events Australia
Proof Hansard Page: E132

Senator Birmingham asked:

Senator BIRMINGHAM—Thank you. Business Events Australia is a new or relatively new marketing arm for meetings, incentives, et cetera, within TA; is that correct?

Mr Buckley—We have had a business events unit for some time, since Tourism Australia was set up. It is just that we have revamped it over the last 12 months and put a lot of effort particularly into developing up a unique brand position for the business events component of the travel market.

Senator BIRMINGHAM—What resources have been committed to that unit over the last financial year?

Mr Buckley—The total budget for business events for 2007-08 was \$5.737 million.

Senator BIRMINGHAM—Dare I ask for the next financial year?

Mr Buckley—I am sorry.

Senator BIRMINGHAM—You might need to take that on notice.

Answer:

Tourism Australia proposes spending \$5.12 million on Business Events in 2008/09.