

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Estimates 2008-09

2 June 2008

Question: **BR-25**
Topic: **Joint marketing exercises with State Tourism Organisations**
Proof Hansard Page: **E132**

Senator BIRMINGHAM asked: You probably need to take this on notice as well. Could you provide us with the data for the last three financial years of how much you have committed to joint marketing exercises with states both internationally and domestically?

Mr Buckley—I will take that on notice, yes.

Answer:

Tourism Australia spent \$10 million on domestic marketing activities in 2005/06; \$6 million in 2006/07; and, \$8 million in 2007/08.

State Tourism Organisations (STOs) spent \$138,340 in 2005/06 participating in two domestic cooperative marketing opportunities (publications), in addition to full editorial contributions and support.

There were 17 domestic co-operative marketing opportunities during 2006/07 which attracted \$359,628 from STOs in addition to full editorial contributions and support.

There were 17 domestic co-operative marketing opportunities during 2007/08 which attracted \$548,546 from STOs in addition to full editorial contributions and support.

The value of total STO international co-operative marketing activities for the period July 2005 to June 2008 is AUD \$13million.