

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Budget Estimates 2008-09

2 June 2008

**Question:** **BR-26**  
**Topic:** **Joint marketing exercises with States**  
**Proof Hansard Page:** **E132**

**Senator BIRMINGHAM asked:**

**Senator BIRMINGHAM**—Indeed, probably more particularly, how much have the states committed to TA for joint marketing exercises?

**Mr Buckley**—Sometimes it is hard to say, because there are usually cooperative programs that have not only the states but also airlines and wholesalers. It is not a single program with the states only. If I could take it on notice and see what we can deliver to you, that will give you some feel for that.

**Senator BIRMINGHAM**—Thank you.

**Answer:**

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.