

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Budget Senate Estimates
1 June 2010

Question: BR22
Topic: Stimulus spending
Proof Hansard Page: E51

Senator Birmingham asked:

Mr McEvoy—I will give you some facts, Senator. There were 58 projects. We had 27 different charter aircraft come down as part of that and we generated an additional \$11.4 million in revenue. That took the \$9 million up to \$19.4 million. Pretty much most states and territories participated. The senator indicated a couple of the figures we have for North Queensland, but all states and territories got involved, and the campaigns were generally run in what we would call short- or medium-haul markets, so there were a lot of campaigns in Asia, particularly China, and in New Zealand. The whole idea was: how do we tactically support the industry, coming out of the global financial crisis? If you would like, I could give you the exact breakdown of the 58 different campaigns, a lot of which are running right now and generating a lot of good business.

Senator BIRMINGHAM—Certainly, if you could, on notice, provide a detailed breakdown for that stimulus spend, that would be most helpful.

Answer:

Minister Ferguson announced \$9 million was to be brought forward from Tourism Australia's 2010-11 appropriation. \$8 million of these funds were allocated to international markets to stimulate travel from short-to-medium haul overseas markets (ten hours or less flying time) such as New Zealand, China, Singapore, Malaysia, Hong Kong, Japan and the Gulf. The remaining \$1 million was allocated to promote domestic business travel.

The funds have been matched with partnership investment from key stakeholders such as state tourism bodies/regional tourism organisations, airlines, wholesalers and retailers to stimulate incremental leisure travel immediately from the identified markets to boost the Australian industry. All the projects are cooperative and tactical in nature and to be concluded by 30 June 2010.

Tourism Australia has partnered with the Australian business events sector to deliver a \$2 million program of initiatives designed to stimulate domestic business events travel, including regional business events travel. Tourism Australia contributed \$1 million to the stimulus program. This has been matched by a total \$1 million from convention bureaux and state tourism organisations.

\$8 MILLION ALLOCATED TO OVERSEAS MARKETS

China:

Total project investment: \$3,327,000

Tourism Australia investment: \$1,427,000

Korea, Hong Kong, Taiwan:

Total project investment: \$431,100

Tourism Australia investment: \$195,000

Japan:

Total project investment: \$4,850,000

Tourism Australia investment: 2,070,000

Singapore:

Total project investment: \$1,070,000

Tourism Australia investment: \$415,000

Malaysia:

Total Project investment: \$2,118,000

Tourism Australia investment: \$840,000

India, Indonesia, Thailand and Vietnam:

Total Project investment: \$360,000

Tourism Australia investment: \$180,000

Pan Asia and South East Asia:

Total Project investment: \$1,175,000

Tourism Australia investment: \$625,000

Gulf:

Total Project investment: \$695,000

Tourism Australia investment: \$372,500

New Zealand:

Total Project investment: \$4,167,000

Tourism Australia investment: \$1,460,000

Please see **Attachments A and B** for a breakdown of the projects.