

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Senate Estimates

1 June 2010

Question: BR25
Topic: National Tourism Accreditation Framework
Proof Hansard Page: E52

Senator Birmingham asked:

Senator BIRMINGHAM-Okay. The National Tourism Accreditation Framework, I see, is highlighted for launch this year. What type of funding goes into that, and how much involvement and direction of that is from the department versus from TA? I think I saw that in both your deliverables.

Ms Madden-Previously I did mention that the government had committed 5.5 million over the next four years from 1 July 2010 to implement the accreditation framework. I mentioned that at the inaugural meeting of the quality council which is an industry council but with representation from Tourism Australia, the department and state and territory governments, there was discussion of the budget. Exactly what the breakdown will be is still being finalised. Certainly, it is mentioned under both indicators because TA, in marketing and promoting the quality mark, and the department, in its oversight and governance and support for the accreditation framework, have a role to play in supporting it. As for the detailed budget breakdown, although it is just being worked through at the present time, we are happy to provide on notice further details to you.

Answer:

Implementation of the National Tourism Accreditation Framework (NTAF) is being supported by the Department of Resources, Energy and Tourism (the Department) and Tourism Australia.

Funding of \$5.5 million has been allocated over four years (from 2010/11) to the NTAF. This funding will be used to support the implementation and administration of the NTAF including to:

- o offset the costs of running the Tourism Quality Council of Australia;
- o fund the engagement of independent assessors and enable the evaluation and monitoring of the NTAF; and
- o fund enhancements to the Australian Tourism Data Warehouse that are required to support the NTAF, including facilitating the collection and distribution of information on accredited businesses and the development of an online consumer feedback mechanism.

This funding will be administered by the Department. A large proportion of the funding will be used to supplement Tourism Australia's marketing activities in select targeted areas as required.

An indicative breakdown of the NTAF funding allocation is as follows:

	2010-11 (\$m)	2011-12 (\$m)	2012-13 (\$m)	2013-14 (\$m)
<u>Departmental Expenses</u>				
Marketing, evaluation and monitoring, legal advice and administration	2.120	1.178	1.258	0.685
<u>Administered Expenses</u>				
IT systems and support	0.100	0.050	0.050	0.050
Total	2.220	1.228	1.308	0.735

[Source: RET 2010/11 Portfolio Budget Statements, page 16.]

Tourism Australia is responsible for the NTAF brand including the development and implementation of a marketing strategy, the in kind value of Tourism Australia's support is estimated to be \$2.144 million over four years.

The Department is responsible for providing administrative and secretariat support for the NTAF, with annual Tourism Division staffing costs (including overheads) expected to be approximately \$300,000.