

Senate Standing Committee on Economics**ANSWERS TO QUESTIONS ON NOTICE**

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

Question: **BR31**
Topic: **Tourism Australia spending**
Proof Hansard Page: **E58**

Senator Bushby asked:

Mr McEvoy—We have two programs that run in Australia. One, ‘No leave, no life’, is about the untaken leave, and also we will run elements of this. The big success in Australia, as you alluded to, was the competition and the consumer generated stuff, so you will see that we will put focus on that again. We will re-open that up for Australians to upload their imagery et cetera, but we will also focus on ‘No leave, no life’, which has—

Senator BUSHBY—How would you break up the domestic spend between those two programs?

Mr McEvoy—If I can take that on notice, I will give you the breakdown.

Senator BUSHBY—Okay. And foreign markets?

Mr McEvoy—Similarly, I will give you a breakdown of where we invest, market by market.

Answer:

For Tourism Australia expenditure in international markets (market-by-market) please see **BR16**.

Tourism Australia Domestic campaign expenditure 2009-10 and proposed expenditure 2010-11¹:

2009-10	
No Leave No Life	\$4.7m
Nothing like Australia	\$2.3m
Other domestic activity	\$1.5m
2010-11	
No Leave No Life	\$4m
Nothing like Australia	\$4m
Other domestic activity	\$0.5m

¹ As at 30 June 2010