

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

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

**Question:** BR46  
**Topic:** National Tourism Accreditation Framework  
**Proof Hansard Page:** Written

**Senator Eggleston asked:**

Can the Minister explain the difference in funding for the establishment of the National Tourism Accreditation Framework on page 291 of Budget Paper 2 compared to page 35 of the Portfolio Budget Statement Budget Related Paper No 1.17?

- Total spending in the out-years in Budget Paper 2 is \$5.5 million, but is \$250,000 in the Portfolio Budget Statement.
- Please justify

**Answer:**

The Government provided \$5.5 million over four years to establish a National Tourism Accreditation Framework – comprising Departmental and Administered funds.

The Administered component of the funding provided for this initiative is \$250,000, as outlined in the table on page 35 of the Portfolio Budget Statements.

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:

- offset the costs of running the Tourism Quality Council of Australia;
- fund the engagement of independent assessors and enable the evaluation and monitoring of the NTAF; and
- 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:

	<b>2010-11</b> <b>(\$m)</b>	<b>2011-12</b> <b>(\$m)</b>	<b>2012-13</b> <b>(\$m)</b>	<b>2013-14</b> <b>(\$m)</b>
<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
<b>Total</b>	<b>2.220</b>	<b>1.228</b>	<b>1.308</b>	<b>0.735</b>

[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.