

**Senate Standing Committee on Economics**  
**ANSWERS TO QUESTIONS ON NOTICE**  
 Resources, Energy and Tourism Portfolio  
 Budget Estimates  
 3 June 2013

**Question:** BR47  
**Topic:** Corporate Questions - Tourism Australia  
**Proof Hansard Page:** Written

**Senator Bushby asked:**

**1. Staffing – Recruitment**

- a. How many ongoing staff have been recruited this financial year to date? What classification are these staff?
- b. How many non-ongoing positions exist or have been created this financial year to date? What classification are these staff?
- c. This financial year to date, how many employees have been employed on contract and what is the average length of their employment period?

**Answer:**

a-c. There were 26 ongoing, 21 non-ongoing and 22 contracted staff hired in the 2012-13 financial year:

Ongoing Staff Employed		Non-ongoing Staff Employed		Contractors	
Classification	Number Employed	Classification	Number Employed	Classification	Number Employed
Band 1	4	Band 1	1	Band 1	1
Band 2	10	Band 2	9	Band 2	3
Band 3	4	Band 3	6	Band 3	4
Band 4	5	Band 4	5	Band 4	5
Band 5	1	Band 5	-	Band 5	1
Band 6	1	Band 6	-	Band 6	4
Band 7	1	Band 7	-	Band 7	1
				Band 1 Trainee	3
<b>Total:</b>	<b>26</b>	<b>Total:</b>	<b>21</b>	<b>Total:</b>	<b>22</b>

The average length of their contract is 2.2 years.

**2. Staffing – Departures**

- a. How many ongoing staff left the department/agency this financial year to date? What classification were these staff?
- b. How many non-ongoing staff left the department/agency this financial year to date? What classification were these staff?
- c. How many contract staff left the department/agency in the year this financial year to date? What classification were these staff?

**Answer:**

- a-c. A total of 29 ongoing, 6 non-ongoing and 4 contracted staff left Tourism Australia in the 2012-13 financial year:

Ongoing Staff Employed		Non-ongoing Staff Employed		Contractors	
Classification	Number Employed	Classification	Number Employed	Classification	Number Employed
Band 1	-	Band 1	-	Band 1	-
Band 2	12	Band 2	2	Band 2	-
Band 3	10	Band 3	-	Band 3	1
Band 4	3	Band 4	3	Band 4	1
Band 5	3	Band 5	-	Band 5	1
Band 6	1	Band 6	1	Band 6	1
Band 7	-	Band 7	-	Band 7	-
				Band 1 Trainee	
<b>Total:</b>	<b>29</b>	<b>Total:</b>	<b>6</b>	<b>Total:</b>	<b>4</b>

**3. Staffing – Reductions**

- How many staff reductions/voluntary redundancies have occurred this financial year to date? What was the reason for these reductions?
- Were any of these reductions involuntary redundancies? If yes, provide details.
- Are there any plans for further staff reductions/voluntary redundancies? If so, please advise details including if there is a reduction target, how this will be achieved, and if any services/programs will be cut.
- If there are plans for staff reductions, please give the reason why these are happening.
- Are there any plans for involuntary redundancies? If yes, provide details.

**Answer:**

- There were 11 staff reductions and no voluntary redundancies.
- There were 11 involuntary reductions. These consisted of retrenchments in Japan and agreed terminations in Australia, Korea and China.
- There are no plans for staff reductions.
- Not applicable.
- Not applicable.

**4. Public Service Operational Efficiencies**

- Please provide details of the amended operational efficiencies your agency will make as per the 2013-14 Budget Measure 'Public Service efficiencies' (see 2013-14 Budget Paper No. 2, page 108).
- In addition, please provide the following detail:
  - Can you quantify the estimated savings for each year over the forward estimates for savings achieved by implementing more efficient management structures, through a reduction in expenditure on staff across the Executive Level (EL) 1 and 2, and Senior Executive Service (SES) levels?

- Can you quantify the estimated savings for each year over the forward estimates for savings achieved by revising down the occupational density target for all new leases, buildings and major fit-outs undertaken by agencies from 16 square metres per occupied workpoint down to 14 square metres?

**Answer:**

- a. Tourism Australia is governed by the *Commonwealth Authorities and Companies Act* and so these particular budget measures do not apply. Please refer to the Public Service Efficiencies question below (question 5) for details.
- b. Not applicable.

**5. Public Service Efficiencies**

- a. Has there been a reduction in business flights? What are the estimated savings for each year over the forward estimates?
- b. Has there been a reduction in the use of external consultants and contractors? Has this impacted on the department/agency, and how? What are the estimated savings for each year over the forward estimates?
- c. Provide an update of moving recruitment advertising online. Is any recruitment still in printed materials, and if yes, why? What are the estimated savings for each year over the forward estimates?
- d. Has the department/agency reduced its printing costs? If not, why not? Have printing costs increased, and if yes, why and by how much? Has the five per cent savings target been achieved – if yes, how, or if it will not be achieved, why not? What are the estimated savings for each year over the forward estimates?

**Answer:**

- a. Tourism Australia revised its travel policy in 2011-12 to reduce business class travel. These changes combined with other reforms will result in an estimated reduction of \$722,000 per annum for staff travel.
- b. Tourism Australia significantly reduced the number of contractors and consultants used in the past 12 months to drive down support costs. These reforms will continue in 2012-13 with the focus on streamlining IT support services through rationalisation of software and hardware. Over \$1 million in savings are forecast in 2012-13 with a total of \$4 million over the forward estimates.
- c. Tourism Australia's policy is to conduct online recruitment. As this is current policy, minimal savings in this measure are forecast. In exceptional circumstances, Tourism Australia uses print recruitment advertising.
- d. Yes. Tourism Australia implemented a managed print service for onsite printing minimising costs for paper, toners and equipment. It is expected that the cost savings will be ongoing over the forward estimates.

**6. Printing Costs**

How many documents (include the amount of copies) have been printed this financial year to date?  
How many of these printed documents were also published online?

**Answer:**

Tourism Australia printed 1000 copies of the 2011-12 Tourism Australia Annual Report, at a cost of \$13,700.

## **7. Graduate Recruitment**

- a. Provide an update on expenditure for 2014 Graduate Recruitment to date. Please itemise and detail costs.
- b. Has any travel been incurred for 2014 Graduate Recruitment? Please itemise and detail costs.

**Answer:**

- a. No costs have been incurred in recruiting for a 2014 graduate intake.
- b. No travel has been incurred in recruiting for a 2014 graduate intake.

## **8. Advertising**

- a. What was the total cost of all advertising for the financial year to date?
- b. Is the advertising campaign or non-campaign advertising? Provide details of each advertising campaign, including the program the advertising was for, the total spend and the business that provided the advertising services.
- c. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- d. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- e. Did the advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
- f. Provide details for any other communications programs, including details of each program, the total spend and the business that provided the communication services.
- g. What advertising (campaign and non-campaign) and other communications programs is the department/agency undertaking, or planning to undertake?

**Answer:**

- a. Tourism Australia is the Commonwealth Government agency responsible for marketing Australia as a travel destination to domestic and international audiences. Advertising is a core function for Tourism Australia, and in 2012-13 Tourism Australia budgeted to spend \$72.65 million marketing to international and domestic audiences.
- b-g. Not applicable to Tourism Australia.

## **9. Hospitality & Entertainment**

- a. What is the department/agency's hospitality spend for this financial year to date? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.

- b. For each minister and parliamentary secretary office, please detail the total hospitality spend for this financial year to date. Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- c. What hospitality spend is the department/agency planning on spending? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- d. For each minister and parliamentary secretary office, what hospitality spend is currently being planned for? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- e. What is the department/agency's entertainment spend for this financial year to date? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- f. For each minister and parliamentary secretary office, please detail the total entertainment spend for this financial year to date. Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- g. What entertainment spend is the department/agency planning on spending? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- h. For each minister and parliamentary secretary office, what entertainment spend is currently being planned for? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- i. Is the department/agency planning on reducing any of its spending on these items? If so, how will reductions be achieved and what are the estimated savings over each year of the forward estimates?

**Answer:**

- a. Tourism Australia does not record details of individual meals shared as part of conducting business. Included in this spend are costs of Tourism Australia's core functions of engaging with global, media, distribution and other relevant stakeholders. Tourism Australia's hospitality spend includes entertainment costs.
- b. Not applicable.
- c. In 2012-13 Tourism Australia budgeted \$185,855 for entertainment and hospitality costs. This is a reduction of 30% from 2011-12.
- d. Not applicable.
- e. Tourism Australia does not record details of individual meals shared as part of conducting business. Included in this spend are costs of Tourism Australia's core functions of engaging with global, media, distribution and other relevant stakeholders. Tourism Australia's entertainment costs include hospitality spend.
- f. Not applicable.
- g. In 2012-13 Tourism Australia budgeted \$185,855 for entertainment and hospitality costs. This is a reduction of 30% from 2011-12.
- h. Not applicable.
- i. Yes, budget reductions have been applied in the 2012-13 financial year with further reductions over the forward estimates. Tourism Australia has implemented additional approval requirements relating to hospitality and entertainment. In 2012-13 Tourism Australia has budgeted \$185,855 for entertainment and hospitality costs. This is a reduction of 30% from 2011-12.

## 10. Meeting Costs

- a. What is the department/agency's meeting spend for this financial year to date? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- b. For each minister and parliamentary secretary office, please detail total meeting spend for this financial year to date. Detail the date, location, purpose and cost of each event, including any catering and drinks costs.
- c. What meeting spend is the department/agency planning on spending? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- d. For each minister and parliamentary secretary office, what meeting spend is currently being planned for? Detail the date, location, purpose and cost of each event, including any catering and drinks costs.

### Answer:

- a. Conducting meetings with the tourism industry is core business for Tourism Australia. It is not practical to itemise details of all external meetings. Meeting costs would generally fall into hospitality expenditure.
- b. Tourism Australia does not host meetings for the Minister.
- c. Meeting costs would generally fall into hospitality expenditure.
- d. Tourism Australia does not host meetings for the Minister.

## 11. Program Launch Costs

- a. What is the department/agency's program launch spend for this financial year to date? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- b. For each minister and parliamentary secretary office, please detail the total program launch spend for this financial year to date. Detail the date, location, purpose and cost of each event, including any catering and drinks costs.
- c. What program launch spend is the department/agency planning on spending? Detail the date, location, purpose and cost of all events, including any catering and drinks costs.
- d. For each minister and parliamentary secretary office, what program launch spend is currently being planned for? Detail the date, location, purpose and cost of each event, including any catering and drinks costs.

### Answer:

Tourism Australia did not launched any programs in the 2012-13 financial year.

## 12. Board Appointments

- a. Provide an update of the boards within this portfolio, including board title, terms of appointment, tenure of appointment and members.
- b. What is the gender ratio on each board and across the portfolio?
- c. Please detail any board appointments for this financial year to date.

**Answer:**

- a. Below are details of the Tourism Australia Board members:

Board Member	State	Position	Start	End	Is a reappointment?
Mr Andrew McEvoy	NSW	Managing Director	25-Jan-10	30-Nov-14	No
Mr Geoffrey Dixon Appointed Chairman 1 Jul 2010	NSW	Chairman	1-Jul-12	30-Jun-15	Yes
Ms Kate Lamont Appointed Deputy Chair 1 July 2010	WA	Deputy Chair	1-Jul-12	30-Jun-15	Yes
Ms Terri Janke	NSW	Member	1-Jul-11	30-Jun-14	Yes
Ms Sandra McPhee	NSW	Member	1-Jul-12	30-Jun-15	Yes
Ms Janet Whiting	VIC	Member	1-Jul-11	30-Jun-14	Yes
Mr Brett Godfrey	QLD	Member	1-Jul-10	30-Jun-16	Yes
Mr Mark Stone	VIC	Member	1-Jul-10	30-Jun-16	Yes
Mr Didier Elzinga	SA	Member	1-Jul-10	30-Jun-16	Yes

- b. The gender ratio is 5:4 male to female.
- c. There were three board reappointments on 27 June 2013 for a further three years:
- Didier Elzinga
  - Mark Stone
  - Brett Godfrey

**13. Freedom of Information**

- a. Has the department/agency received any updated advice on how to respond to FOI requests?
- b. What is the total cost to the department/agency to process FOI requests for this financial year to date?
- c. How many FOI requests has the department/agency received for this financial year to date?
- d. How many requests have been denied and how many have been granted?
- e. Has the department failed to meet the processing times outlined in the FOI Act for any requests? If so, how many and why? Do any of these requests remain outstanding? If so, how many and why?

**Answer:**

- a. Tourism Australia has not received any updated advice on how to respond to FOI requests.
- b. Nil.
- c. Nil.
- d. Nil.
- e. Not applicable.

**14. Community Cabinet Meetings**

- a. Provide an update of how many Community Cabinet meetings the Minister has attended this financial year to date? List dates and locations.

- b. How many departmental officers travelled with the Minister for the Community Cabinet meetings for this financial year to date? What was the total cost of this travel? List travel type, accommodation and any other expenses. Which Community Cabinet meetings did the departmental officers attend? List dates and locations.
- c. What is the total cost to the department and the Minister's office for the Community Cabinet meetings for this financial year to date?

**Answer:**

Tourism Australia does not coordinate Ministerial attendance at Community Cabinet meetings.

## 15. Reviews

For this financial year to date:

- How many reviews are being undertaken?
- What reviews have concluded, and for those that are still ongoing, when will those reviews be concluded?
- Which of these reviews has been provided to Government?
- When will the Government be responding to the respective reviews that have been completed?
- Has the Government responded to all reviews within the timeframe? If not, why not?
- What is the estimated cost of each of these reviews?
- What reviews are planned?
- When will each of these reviews be concluded?

**Answer:**

Tourism Australia does not conduct reviews.

## 16. Consultancies

- a. How many consultancies have been undertaken this financial year to date? Identify the name of the consultant, the subject matter of the consultancy, the duration and cost of the arrangement and the method of procurement (i.e. open tender, direct source etc.). Also include the total value for all consultancies.
- b. How many consultancies are planned for this calendar year? Have these been published in your Annual Procurement Plan (APP) on the AusTender website and if not, why not? In each case please identify the subject matter, duration, cost and method of procurement as above, and the name of the consultant if known.

**Answer:**

- a. Under the Commonwealth Procurement Rules, Tourism Australia is only required to list planned procurements greater than \$400,000. No consultancies greater than \$400,000 are planned for 2012-13.
- b. No consultancies greater than \$400,000 are planned for 2013.

## 17. Media Monitoring

- a. What is the total cost of media monitoring services, including press clippings, electronic media transcripts etc. provided to the Minister's office for this financial year to date?
  - Which agency or agencies provided these services?
  - What is the estimated budget to provide these services for the year 2013-14?



- What has been spent providing these services this financial year to date?
- b. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etc. provided to the department/agency for this financial year to date?
- Which agency or agencies provided these services?
  - What is the estimated budget to provide these services for the year 2013-14?
  - What has been spent providing these services this financial year to date?

**Answer:**

- a. Tourism Australia does not provide media monitoring to the Minister's office.
- b. Tourism Australia's cost for media monitoring services was \$343,100. Media monitoring costs are expected to decrease from \$571,000 to \$405,000 for the 2013-14 financial year. The following is a list of the media monitoring providers:
- Media Monitors Pty Ltd(Media Monitors Australia Pty Ltd)
  - Cision US Inc.
  - Early Bird Communications
  - Ketchum Inc
  - PR Newswire Asia Limited ( PRN Business Consulting (SHH) Co Ltd )
  - SinoFile Information Consulting
  - Media Monitors Pte Ltd
  - Media Monitors Ltd
  - News & Ads Monitoring Agency Sdn Bhd
  - Full House Co.,Ltd
  - EBA Communications Ltd
  - Article Onze Tourisme ( SAS Article 11 )
  - Factiva Limited, a Dow Jones & Reuters Company
  - Print Media Copyright Agency
  - Newsclip Media Monitor Service Co
  - AAP Information Services Pty Ltd(Australian Associated Press Pty Ltd)

**18. Social Media**

- a. Have there been any changes to department/agency social media protocols relating to staff access and usage of YouTube; online social media, such as Facebook, MySpace and Twitter; and access to online discussions forums and blogs since the February 2013 Additional Budget Estimates? If yes, please explain and provide copies of any advice that has been issued.
- b. Does the department/agency monitor usage of social media?
- If yes, provide details of the usage (for example details could include average hours per employee, hours when usage peaks).
  - Has there been a change to the department/agency protocols due to staff usage?
  - If no, why not? Will the department/agency monitor usage in the future?
- c. Does social media impact on employee productivity? Provide details (details could include increased internet usage in general or increased internet usage in standard business hours)

**Answer:**

- a. There has not been any change to Tourism Australia's social media policy since the Additional Budget estimates hearing.

- b. Tourism Australia does not monitor the use of social media. Tourism Australia is a hands on social media organisation and monitors the various mediums through this. It has no plans to monitor social media more formally. Social media is a core to Tourism Australia's digital and public relations strategy.
- c. There is no evidence to suggest social media impacts on employee productivity.

## 19. Internet

Has the department experienced any internet problems, such as but not limited to slow internet, or internet blackouts? If yes, what was the reason for this? Did it impact the Minister's office?

### Answer:

Tourism Australia has not experienced any significant internet problems including slow internet, blackouts or other types of internet access issues.

## 20. Staff Amenities

What amenities are provided to staff? Provide a list, including any costs and the reason for providing the amenity

### Answer:

Tourism Australia does not provide amenities to staff beyond a standard office fit out.

## 21. Coffee Machines

- a. Has the department/agency purchased coffee machines for staff use? If yes, provide a list that includes the type of coffee machine, the cost, the number purchased, and any ongoing costs, such as the purchase of coffee/coffee pods and when the machine was purchased.
- b. Why were the coffee machines purchased?
- c. Has there been a noticeable difference in staff productivity since the coffee machines were purchased? Are staff leaving the office premises less during business hours as a result?
- d. Where did the funding for the coffee machines come from?
- e. Who has access to the machines?
- f. Who is responsible for the maintenance of the coffee machines? How much was spent on maintenance in this financial year to date? Provide a list of what maintenance has been undertaken. Where does the funding for maintenance come from?
- g. What are the ongoing costs of the coffee machine, such as the cost of coffee?
- h. Does the department/agency rent coffee machines for staff use? If yes, provide a list that includes the type of coffee machine, the cost, the number rented, and any ongoing costs such as purchase of coffee /coffee pods and when the machine was rented.
- i. Why are the coffee machines rented?
- j. Has there been a noticeable difference in staff productivity since coffee machines were rented? Are staff leaving the office premises less during business hours as a result?
- k. Where does the funding for the coffee machines come from?
- l. Who has access to the machines?

- m. Who is responsible for the maintenance of the coffee machines? How much was spent on maintenance in this financial year to date. Provide a list of what maintenance has been undertaken. Where does the funding for maintenance come from?
- n. What are the ongoing costs of the coffee machine, such as the cost of coffee?

**Answer:**

Tourism Australia has not purchased or leased any coffee machines for staff usage in the past four years.

**22. Contractors**

For this financial year to date:

- a. Has the department/agency ever employed Hawker Britton in any capacity or is it considering employing Hawker Britton? If yes, provide details (including the work undertaken and the cost).
- b. Has the department/agency ever employed Shannon's Way in any capacity or is it considering employing Shannon's Way? If yes, provide details (including the work undertaken and the cost).
- c. Has the department/agency ever employed John Utting & UMR Research Group in any capacity or is it considering employing John Utting & UMR Research Group? If yes, provide details (including the work undertaken and the cost).
- d. Has the department/agency ever employed McCann-Erickson in any capacity or is it considering employing McCann-Erickson? If yes, provide details (including the work undertaken and the cost).
- e. Has the department/agency ever employed Cutting Edge in any capacity or is it considering employing Cutting Edge? If yes, provide details (including the work undertaken and the cost).
- f. Has the department/agency ever employed Ikon Communications in any capacity or is it considering employing Ikon Communications? If yes, provide details (including the work undertaken and the cost).
- g. Has the department/agency ever employed CMAX Communications in any capacity or is it considering employing CMAX Communications? If yes, provide details (including the work undertaken and the cost).
- h. Has the department/agency ever employed Boston Consulting Group in any capacity or is it considering employing Boston Consulting Group? If yes, provide details (including the work undertaken and the cost).
- i. Has the department/agency ever employed McKinsey & Company in any capacity or is it considering employing McKinsey & Company? If yes, provide details.
- j. What contractors have been employed by the department/agency? If yes, provide details (including the work undertaken and the cost).

**Answer:**

Tourism Australia has not employed any of the agencies listed in questions a)-i). The following contractors have been employed by Tourism Australia:

- GGT (Green Guava Technology) – digital platform support. Cost: \$207,000.
- Customer Reach Pty Ltd – Stakeholder Tool project management. Cost: \$154,000.

**23. Grants**

- a. Could the department/agency provide an update list of all grants, including ad hoc and one-off grants for this financial year to date? Please provide details of the recipients,

the amount, the intended use of the grants and what locations have benefited from the grants.

- b. Have all grant agreement details been published on its website within the required timeframe? If not, provide details.

**Answer:**

Tourism Australia does not administer grants.

## **24. Commissioned Reports**

How many reports have been commissioned by the Government in the department/agency this financial year to date? Please provide details of each report including date commissioned, date report handed to Government, date of public release, terms of reference and committee members.

- a. How much did each report cost/ is estimated to cost? How many departmental staff were involved in each report and at what level?
- b. What is the current status of each report? When is the Government intending to respond to these reports?

**Answer:**

Tourism Australia does not commission reports.

## **25. Government Payments of Accounts**

For this financial year to date, has the department/agency paid its accounts to contractors/consultants etc. in accordance with Government policy in terms of time for payment (i.e. within 30 days)?

- a. If not, why not? Provide details, including what has been the timeframe for payment of accounts? Please provide a breakdown, average statistics etc. as appropriate to give insight into how this issue is being approached)
- b. For accounts not paid within 30 days, is interest being paid on overdue amounts and if so how much has been paid by the portfolio/department agency for the current financial year and the previous financial year?
- c. Where interest is being paid, what rate of interest is being paid and how is this rate determined?

**Answer:**

Tourism Australia has paid all its accounts in accordance with government policy.

## **26. Stationary Requirements**

- a. How much was spent by each department and agency on government (Ministers/Parliamentary Secretaries) stationery requirements in your portfolio (i.e. paper, envelopes, with compliments slips) this financial year to date?
- b. What are the department/agency's stationery costs for the financial year to date?

**Answer:**

- a. Tourism Australia does not purchase stationery for Ministers and Parliamentary Secretaries.
- b. Tourism Australia stationery costs was \$76,200.

## 27. Media Subscriptions

- a. What pay TV subscriptions does your department/agency have?
  - Please provide a list of what channels and the reason for each channel.
  - What is the cost for this financial year to date?
- b. What newspaper subscriptions does your department/agency have?
  - Please provide a list of newspaper subscriptions and the reason for each.
  - What is the cost for this financial year to date?
- c. What magazine subscriptions does your department/agency have?
  - Please provide a list of magazine subscriptions and the reason for each.
  - What is the cost for this financial year to date?

### Answer:

- a. Tourism Australia subscribes to Foxtel to ensure that the organisation is across all media channels. Media such as pay TV is an important channel to reach consumers.
- b. Tourism Australia subscribes to several newspapers both in Australia and across its international offices. It is not practical to list Tourism Australia's newspaper subscriptions.
- c. Tourism Australia subscribes to several newspapers both in Australia and across its international offices. It is not practical to list Tourism Australia's newspaper subscriptions.

## 28. Travel Costs

- a. For the financial year to date, please detail all travel for departmental officers that accompanied the Minister and/or Parliamentary Secretary on their travel. Please include a total cost plus a breakdown that includes airfares (and type of airfare), accommodation, meals and other travel expenses (such as incidentals).
- b. For the financial year to date, please detail all travel for departmental officers. Please include a total cost plus a breakdown that includes airfares (and type of airfare), accommodation, meals and other travel expenses (such as incidentals). Also provide a reason and brief explanation for the travel.
- c. What travel is planned for the rest of this financial year? Also provide a reason and brief explanation for the travel.
- d. What travel is planned for the rest of this calendar year? Also provide a reason and brief explanation for the travel.
- e. What is the policy for business class airfare tickets? Is there still a reduction in business flights as per the media release by the Minister for Finance and Deregulation and the Special Minister of State dated 25 September 2012?
- f. Are lounge memberships provided to any employees? If yes, what lounge memberships, to how many employees and their classification, the reason for the provision of lounge membership and the total costs of the lounge memberships.
- g. When SES employees travel, do any support or administrative staff (such as an Executive Assistant) travel with them? If yes, provide details of why such a staff member is needed and the costs of the support staff travel.
- h. Does the department/agency elect to offset emissions for employees work related travel? If yes, what is the cost?

**Answer:**

- a. Tourism Australia does not accompany Ministerial travel.
- b. A total of \$2,410,900 was spent on travel for Tourism Australia officers:

<b>Travel Expense</b>	<b>Cost</b>
Airfares Intercontinental	\$917,000
Airfares Intracontinental	\$551,500
Accommodation and meals – Intracontinental	\$299,100
Accommodation and meals-Intercontinental	\$247,100
Other Travel Expenses Staff – Intracontinental	\$30,300
Other Travel Expenses Staff- Intercontinental	\$16,900
Mileage Claims Staff	\$4,200
Other travel expenses	\$344,800
<b>Total</b>	<b>\$2,410,900</b>

- c-d. Tourism Australia's operations are global in nature and staff are often required to travel to participate in international events such as travel trade shows.
- e. Yes. Under Tourism Australia's travel policy staff are required to purchase the cheapest flight available for the class of travel permitted under the policy. Tourism Australia revised its travel policy in 2011-12 to reduce business class travel. These changes combined with other reforms will result in an estimated reduction of \$722,000 per annum for staff travel.
- f. As domestic and international travel is a key requirement for relevant Tourism Australia staff, lounge membership expenses are reimbursed for frequent travellers under Tourism Australia's travel policy. Lounge membership costs are included in Tourism Australia's travel costs.
- g. No.
- h. No.

**29. Legal Costs**

- a. What sum did each portfolio department and agency spend on legal services for this financial year to date within the department/agency? Please provide a list of each service and costs.
- b. What sum did each portfolio department and agency spend on legal services this financial year to date from the Australian Government Solicitor? Please provide a list of each service and costs.
- c. What sum did each portfolio department and agency spend on legal services this financial year to date from private firms? Please provide a list of each service and costs.
- d. What sum did each portfolio department and agency spend on legal services this financial year to date from other sources? Please provide a list of each service and costs.

**Answer:**

- a. A total of \$126,000 was spent on legal services within Tourism Australia. This includes salaries and overheads.
- b. Tourism Australia did not enlist the services of the Australian Government Solicitor this financial year to date.

- c. A total of \$194,591 was spent on legal services from private firms. As there are multiple matters, it is not practical to itemise each service and cost. Instead, the aggregate cost for each law firm is provided below. As Tourism Australia is a global organisation with several international offices, Tourism Australia engages local law firms in region.

Law Firm	\$ Cost
McCarthy Tetrault LLP	\$389
DLA PiperUK LLP	\$5,132
Bell Gully	\$145
City Yuwa Partners	\$18,765
Deacons	\$22,052
Ashurst Australia ( Blake Dawson (Waldron) ) - 105210	\$65,586
Bae, Kim & Lee LLC - 430282	\$1,990
Clayton Utz - 103223	\$58,933
Craddock Murray Neumann Lawyers - 419878	\$10,500
Freshfields Bruckhaus Deringer - 427011	\$1,277
Jeff Leong, Poon & Wong - 420868	\$1,678
Kochhar & Co. - 423978	\$367
Magrath LLP Solicitors - 428687	\$2,240
Pacific Law Corporation - 430149	\$3,298
Slater & Gordon (UK) LLP - 430648	\$2,239

- d. Tourism Australia did not spend funds on legal services from other sources for the 2012-13 financial year.

### 30. Education Expenses

- What are the department/agency's guidelines on study?
- For this financial year to date, detail all education expenses (i.e. in house courses and tertiary studies) for each portfolio department and agency. Include what type of course, the total cost, cost per participant, the employment classification of each participant, how many participants and the amount of study leave granted to each participant (provide a breakdown for each employment classification). Also include the reason for the study and how it is beneficial for the department/agency.

#### Answer:

- Under its study assistance policy, Tourism Australia can provide financial and administrative support to employees who are undertaking approved courses of study.
- One Band 4 employee from Corporate Affairs and Strategy is undertaking ANZSOS – Exec Masters of Public Administration at a total cost of \$19,243. The cost per participant is \$19,243. Number of study leave days are 12. The course benefits are an increased understanding of the administration of government.

One Band 3 employee from Corporate Services is undertaking a Bachelor of Commercial Law. The total cost is \$1,881. The cost per participant is \$1,881. Number of study leave days are 3. The course benefits are greater commercial law experience in the field of procurement.

### 31. Executive Coaching and Leadership Training

- a. In relation to executive coaching and/or other leadership training services purchased by each department/agency, please provide the following information for this financial year to date:
  - i. Total spending on these services
  - ii. The number of employees offered these services and their employment classification
  - iii. The number of employees who have utilised these services, their employment classification and how much study leave each employee was granted (provide a breakdown for each employment classification)
  - iv. The names of all service providers engaged
- b. For each service purchased from a provider listed under (iv), please provide:
  - i. The name and nature of the service purchased
  - ii. Whether the service was one-on-one or group based
  - iii. The number of employees who received the service and their employment classification
  - iv. The total number of hours involved for all employees (provide a breakdown for each employment classification)
  - v. The total amount spent on the service
  - vi. A description of the fees charged (i.e. per hour, complete package)
- c. Where a service was provided at any location other than the department or agency's own premises, please provide:
  - i. The location used
  - ii. The number of employees who took part on each occasion (provide a breakdown for each employment classification)
  - iii. The total number of hours involved for all employees who took part (provide a breakdown for each employment classification)
  - v. Any costs the department/agency incurred to use the location

#### Answer:

- a. The total spend on executive coaching and leadership training was \$56,249. The following staff were offered/utilised these services:

Band 3: 9  
 Band 4: 9  
 Band 5: 2

The following services providers were engaged:

- Stepshift Ltd
- Harris Smith & Associates
- The People Development Group

- b. Stepshift provided executive coaching services on a one-on one basis. One Band 5 staff accessed their services on Tourism Australia's premises for 2 hours during the month of July 2012 at a cost of \$800.

Harris Smith & Associates provided executive coaching services on a one-on one basis to one Band 5 employee. The service was delivered in monthly sessions of one to two hours on Tourism Australia's premises. The cost for a 12 month agreement was \$10,785, which included the costs of psychometric testing, 360 feedback and structured coaching and development.



The People Development Group delivered a group management and leadership training to 18 Tourism Australia staff (9 x band 3; 9 x band 4), The program included 4 days of classroom based delivery as well as psychometric tests and two hours of one-on one coaching. The total cost of the program was \$44,650.

### 32. Media Training

- a. In relation to media training services purchased by each department/agency, please provide the following information for this financial year to date:
  - i. Total spending on these services
  - ii. The number of employees offered these services and their employment classification
  - iii. The number of employees who have utilised these services, their employment classification and how much study leave each employee was granted (provide a breakdown for each employment classification)
  - iv. The names of all service providers engaged
- b. For each service purchased from a provider listed under (iv), please provide:
  - i. The name and nature of the service purchased
  - ii. Whether the service was one-on-one or group based
  - iii. The number of employees who received the service and their employment classification (provide a breakdown for each employment classification)
  - iv. The total number of hours involved for all employees (provide a breakdown for each employment classification)
  - v. The total amount spent on the service
  - vi. A description of the fees charged (i.e. per hour, complete package)
- c. Where a service was provided at any location other than the department or agency's own premises, please provide:
  - i. The location used
  - ii. The number of employees who took part on each occasion
  - iii. The total number of hours involved for all employees who took part (provide a breakdown for each employment classification)
  - iv. Any costs the department or agency's incurred to use the location

#### Answer:

- a. The total spend on media training services was \$3,511. The training was offered and utilised to one Band 3 employee, with no study leave granted. The service was provided by Talking Heads.
- b. The service focused on public speaking and presentation techniques and was delivered one-on-one over 8 hours. The package was a total of \$3,511.
- c. The training was provided on Tourism Australia premises.

### 33. Paid Parental Leave

- a. Please list how many staff in each department and agency are eligible to receive payments under the Government's Paid Parental Leave scheme?
- b. For this financial year to date list which department/agency is providing its employees with payments under the Government's Paid Parental Leave scheme? Please list how many staff and their classification are in receipt of these payments.

- c. What is the paid parental scheme offered by each department and agency? How many staff have used the scheme this financial year to date.

**Answer:**

- a. Eligibility to receive Paid Parental Leave is determined by Centrelink based on a range of confidential information provided to Centrelink by the employee, which the Department does not have access to.
- b. In the 2012-13 financial year, five band 3 and three band 4 staff have received, or are in receipt of, payments from the Government's Paid Parental Leave scheme. One band 6 employee received the Baby Bonus.
- c. Tourism Australia provides 14 weeks paid parental leave to Australia-based staff, which is in addition to the Government's Paid Parental Leave scheme. During the 2012-13 financial year, 15 staff have used the scheme.

**34. Training for Portfolio Minister and Parliamentary Secretaries**

- a. How many cars are owned by each department/agency?
- b. Where are the cars located?
- c. What are the cars used for?
- d. What is the cost of each car for this financial year to date?
- e. How far has each car travelled this financial year to date?

**Answer:**

Tourism Australia does not provide training for Ministers and Parliamentary Secretaries.

**35. Corporate Cars**

- a. How many cars are owned by each department/agency?
- b. Where are the cars located?
- c. What are the cars used for?
- d. What is the cost of each car for this financial year to date?
- e. How far has each car travelled this financial year to date?

**Answer:**

Tourism Australia does not own any corporate cars.

**36. Taxi Costs**

- a. How much did each department/agency spend on taxis this financial year to date? Provide a breakdown for each business group in each department/agency.
- b. What are the reasons for taxi costs?

**Answer:**

- a. A total of \$274,255 was spent on taxi services. A breakdown is not able to be provided.

- b. Tourism Australia staff are often required to travel to meet with industry stakeholders. Taxis are used for staff trips for meetings with partners, transportation from airports to overseas offices and supplier meetings.

### 37. Hire Cars

- a. How much did each department/agency spend on hire cars this financial year to date? Provide a breakdown of each business group in each department/agency.
- b. What are the reasons for hire car costs?

#### Answer:

- a. Tourism Australia does not separately record car hire costs. Car hire costs are included in taxi costs above.
- b. Tourism Australia has limited use of hire cars but it is a travel option considered if it delivers the best value in terms of travel options.

### 38. Credit Cards

- a. Provide a breakdown for each employment classification that has a corporate credit card.
- b. Please update details of the following?
- What action is taken if the corporate credit card is misused?
  - How is corporate credit card use monitored?
  - What happens if misuse of a corporate credit card is discovered?
  - Have any instances of corporate credit card misuse have been discovered? List staff classification and what the misuse was, and the action taken.
  - What action is taken to prevent corporate credit card misuse?

#### Answer:

- a. Below is a breakdown of each employment classification issued with a corporate credit card:

Employee Classification	Number of Credit Cards Issued
Band 1	3
Band 2	32
Band 3	53
Band 4	36
Band 5	16
Band 6	10
Band 7	5
Board	7
<b>Total:</b>	<b>162</b>

- b. There have been no instances of corporate credit card misuse. In the event of credit card misuse, funds are to be recovered and the breach is reported to the Tourism Australia Board and audit committee.

Corporate credit card misuse is monitored through audit analytics and regular detailed reviews and monthly credit card reconciliation processes.

Tourism Australia has a detailed credit card use policy stipulating proper usage of credit cards. In addition, Tourism Australia conducts quarterly internal audit reviews and monthly credit card reconciliation.

### 39. Provision of Equipment

- a. For departments/agencies that provide mobile phones to Ministers and/or Parliamentary Secretaries and/or their offices, what type of mobile phone is provided and what are the costs?
- b. For departments/agencies that provide electronic equipment to Ministers and/or Parliamentary Secretaries and/or their offices, what are the ongoing costs for this financial year to date?
- c. Is electronic equipment (such as iPads, laptops, wireless cards, vasco tokens, Blackberries, mobile phones (list type if relevant), thumb drives) provided to department/agency staff? If yes, provide details of what is provided, the purchase cost, the ongoing cost and a breakdown of what staff and staff classification receives it.
- d. Does the department/agency provide their Ministers and/or Parliamentary Secretaries and/or their offices with any electronic equipment? If yes, provide details of what is provided, the cost and to whom it is provided.

#### Answer:

- a. Not applicable.
- b. Not applicable.
- c. Yes. Tourism Australia provides electronic equipment based on job needs and is provided to employees of all classifications. The average ongoing costs for running devices are approximately \$50 per month, with maximum costs of \$63 per month under the Telstra enterprise agreement.

Provision of electronic equipment to Tourism Australia staff includes iPads, Blackberries, Phones and Wireless Bluetooth.

The estimated cost of this electronic equipment is \$125,000.

- d. Not applicable.

### 40. Electricity Purchasing

- a. What are the details of the department/agency electricity purchasing agreement?
- b. What are the department/agency electricity costs for this financial year to date?

#### Answer:

- a. Tourism Australia's electricity costs are typically included in the office lease arrangements across the globe.
- b. A total of \$375,169 was spent. This figure also includes utilities as well as electricity.

### 41. Briefings for the Australian Greens and Independents

- a. Have any briefings and/or provision of information been provided to the Australian Greens? If yes, please include:
  - i. How are briefings requests commissioned?
  - ii. What briefings have been undertaken? Provide details and a copy of each briefing.
  - iii. Provide details of what information has been provided and a copy of the information.
  - iv. Have any briefing requests been unable to proceed? If yes, provide details of what the requests were and why they could not proceed.

- vi. How long is spent preparing and undertaking briefings/information requests for the Australian Greens? How many staff are involved and how many hours? Provide a breakdown for each employment classification.
- b. Have any briefings and/or provision of information been provided to Independents? If yes, please include:
  - i. How are briefings requests commissioned?
  - ii. What briefings have been undertaken? Provide details and a copy of each briefing.
  - iii. Provide details of what information has been provided and a copy of the information.
  - iv. Have any briefings request been unable to proceed? If yes, provide details of what the requests were and why they could not proceed.
  - v. How long is spent preparing and undertaking briefings/information requests for the Independents? How many staff are involved and how many hours? Provide a breakdown for each employment classification.
  - vi. Which Independents have requested briefings and/or information?

**Answer:**

Tourism Australia has not provided any briefing or information to the Australian Greens or the Independents.

## **42. Shredders**

Has the department/agency purchased any shredders this financial year? If yes, provide details of how many shredders were purchased, the cost of each shredder, why each new shredder was needed and the purpose for which the shredder is to be used.

**Answer:**

Tourism Australia has not purchased any shredders.

## **43. Protective Security Policy Framework**

Provide an update for your department/agency, including what is your current compliance level, what are you doing to manage risk, what is being done to comply with the mandatory requirements and details of any department/agency specific policies and procedures.

**Answer:**

As a CAC Act body Tourism Australia is not required to comply with the Protective Security Policy Framework. However, Tourism Australia does comply with many of the mandatory requirements within the policy including:

- Published Documents Management, Records Management and archiving policy.
- Published security policies for physical devices such as Mobile Phones, PDAs and Personal Computers.
- An information Security policy which covers password and User Access, Email and Internet Access, system Administrator Account, HRMS and Payroll.
- An Audit and Risk committee as a subcommittee of the Tourism Australia board manages organisational risk and a risk framework is followed to manage strategic projects and procurement risk.

#### 44. Office Locations

Please provide a list of all office locations for all departments and agencies within the portfolio by:

- a. Department/Agency;
- b. Location;
- c. Leased or Owned;
- d. Size;
- e. Number of staff at each location and classification;
- f. If rented, the amount and breakdown of rent per square metre;
- g. If owned, the value of the building;
- h. Depreciation of buildings that are owned;
- i. Type of functions and work undertaken.

**Answer:**

Tourism Australia does not own any buildings. As the Australian Government agency responsible for marketing Australia domestically and internationally, employee functions include marketing and public relations.

Please refer to **Attachment A** for a list of Tourism Australia office locations.

#### 45. Communications Staff

- a. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:
 

By department or agency:

  - i. How many ongoing staff, the classification, the type of work they undertake and their location.
  - ii. How many non-ongoing staff, their classification, type of work they undertake and their location
  - iii. How many contractors, their classification, type of work they undertake and their location
  - iv. How many are graphic designers?
  - v. How many are media managers?
  - vi. How many organise events?
- b. Do any departments/agencies have independent media studios? If yes, why? When was it established? What is the set up cost? What is the ongoing cost? How many staff work there and what are their classifications?

**Answer:**

Tourism Australia employs 12 Sydney based communications staff who are responsible for managing Tourism Australia's corporate reputation and key stakeholder relationships, including government relations, media relations and public affairs and industry and internal communications. There are 4 ongoing staff (1 x Band 4; 1 x Band 3; 1 x Band 2; 1 x Band 1); 6 non-ongoing staff (1 x Band 7; 3 x Band 4; 2 x Band 2) and 2 fixed-term contractors.

Tourism Australia employs 14 Sydney based Public Relations staff. They generate motivational stories to consumers through global media channels and a network of influential advocates. The team works in close collaboration with state and territory tourism organisations, Australian tourism operators and Tourism Australia's global public relations network. The team manages media relations and the International Media Hosting Program, Tourism Australia's Facebook and Twitter, the Friends of Australia program, media websites and the Cooperative Broadcast Program. There are 9 ongoing staff (3 x Band 4; 1 x Band 3; 4 x Band 2; 1 x Band 1); 1 non-ongoing staff (1 x Band 5) and 4 contractors.

Tourism Australia employs 12 ongoing Regional Public Relations staff who are responsible for developing and implementing public relations programs that underpin Tourism Australia's brand positioning and marketing activities in the region and managing issues that may affect Tourism Australia's reputation. They also work with Australian Government Agencies to monitor issues that may impact Australia's reputation as a leisure or business events destination. They are based as follows: 1 x Band 3 and 1 x Band 2 in Los Angeles; 1 x Band 3 in Frankfurt; 1 x Band 3 in Tokyo; 1 x Band 3 in Seoul; 1 x Band 3 in Mumbai; 1 x Band 3 in Kuala Lumpur; 1 x Band 3 in Singapore and 1 x Band 4 and 2 x Band 2 in London.

Tourism Australia employs 5 graphic design staff. There are three ongoing employees (1 x Band 3; 1 x Band 2 and 1 x Band 1) and two contractors.

#### **46. Alternative Policy Costings**

Has the department undertaken any alternative policy costings or advice? If yes, provide details of what these costings or advice were, including provision of costings or advice documents and assumptions used, and who made the request and when.

**Answer:**

Tourism Australia has not undertaken any alternative policy costings or advice.

#### **47. Pre-election Appointment**

Provide a list of any appointments made in your portfolio that will commence after the announced election date of 14 September 2013. Provide details of the appointment including position and length.

**Answer:**

No appointments have been made at Tourism Australia that will commence after 14 September 2014.

## ATTACHMENT A

Tourism Australia Global Office Premises Register																																															
REGION	OFFICE LOCATION	OFFICE ADDRESS	NET LETTABLE AREA Sq/m	SUBLEASE	Sublease								Sublease Value by State in local currency											ANNUAL BASE RENT (EXCL TAX)	AUD Equip	Annual Rent per sqm	Variable Costs																				
					Other	NSW	QLD	VIC	WA	SA	NT	ACT	TAS	Other	NSW	QLD	VIC	WA	SA	NT	ACT	TAS	Total																								
Americas	Los Angeles	Suite 1150 6100 Center Drive Los Angeles CA 90045 USA	796	Yes		√	√	√															151,399	183,324	157,168						491,891	USD 323,830.75	AUD 323,734	AUD 406.46													
	Toronto	Suite 200 Commercial Building 1920 Yonge Street Toronto Ontario M4S 3E3 Canada	40	No																																											
Asia	Beijing	14 China World Office 1Jianguomenwai Ave Beijing	12	No																																											
	Guangzhou	13/F Teem Tower 208 Tianhe Road Tianhe District Guangzhou 510620	8	No																																											
	Hong Kong	Suite 5/05 67th Floor Central Plaza 18 Harbour Road Wanchai Hong Kong	153	Yes				√		√																																					
	Kuala Lumpur	Suite 12-1 Faber Imperial Court Jalan Sultan Ismail 50250 Kuala Lumpur Malaysia	209	Yes																														-	RM135,000.00	AUD 41,640	AUD 199										
	Seoul	20th Floor Youngpoong Building 33 Seorin-dong Chongro-ku Seoul 110-752 Korea	259	Yes																																	Annual rent includes building management fee and 7% tax										
	Shanghai	Unit 1501, Building 15 No 33 Hua Yuan Shi Qiao Rd, Pudong New Area, Shanghai	404	No																																											
Australasia	Singapore	101 Thompson Road United Square #08-03 Singapore 307591	365	Yes	√	√		√	√	√																											446,779	SGD 302,767	AUD 237,894	AUD 652							
	Mumbai	52, Nariman Bhavan 5th Floor Mumbai 400021 India	129	no																																-	INR 6,869,484	AUD 148,337	AUD 1,150								
	Tokyo (new)	Marunouchi Trust Tower Building N, Marunouchi 1-8-1, Chiyoda-Ku, Tokyo	267	Yes		√																															¥28,914,291		AUD 381,574	AUD 1,429							
	Auckland	Level 3 125 The Strand Parnell Auckland New Zealand	420	Yes		√		√		√																											95,009	86,009	34,671	215,689	NZD 141,027	AUD 112,363	AUD 268				
	Sydney	420 George St Sydney	1995	Yes	√			√			√																											-	AUD 1,572,796	AUD 1,572,796	AUD 788						
Europe	Frankfurt	Neue Mainzer Strasse 22 D 60311 Frankfurt/Main Germany	286	Yes						√	√																											-	€ 52,553	AUD 74,185	AUD 259						
	London (Old)	Putney	557	Yes	√																																	£558,000	£558,000	£151,104	AUD 235,915.69	AUD 423.55					
	London (New)	Australia Centre Australia House 6th Floor Melbourne Place/Strand London UK WC2B 4LG	600	Yes	√	√		√	√	√	√																												£51,904	£338,453	£335,542	£233,115	£189,642	£189,642	£1,338,297	AUD 460,729	AUD 460,729