

**Senate Standing Committee on Economics**  
ANSWERS TO QUESTIONS ON NOTICE  
Innovation, Industry, Science and Research Portfolio  
Supplementary Budget Estimates Hearing 2008-09  
22-23 October 2008

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**AGENCY/DEPARTMENT:** INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

**TOPIC:** AusIndustry Funds

**REFERENCE:** Question on Notice (Hansard, 23 October 2008, E63-E64)

**QUESTION NO:** SI-36

**Senator FIELDING**—There was an advertisement in the paper for the Great Ocean Road that had the Australian government initiative AusIndustry on the logo. Can I just table that? It is out of the *Herald-Sun* from Friday, 8 August 2008...

**Mr Paterson**—It is not uncommon under contractual terms of grants to acknowledge the source of funding in particular advertising approaches. We have not seen the advertisements you are referring to, but it may well be it is just part of a normal or common requirement for there to be an acknowledgement of the source of funding in relation to particular projects.

**Senator FIELDING**—There was a similar ad that did not have the logo. I thought there must have been a reason why it was taken off or put on.

**Mr Paterson**—Once we get to see the advertisements we can examine it. As has already been indicated, this is a program that is the responsibility of the Department of Resources, Energy and Tourism that we administer on their behalf. I am happy for us to examine the issues that have been raised by the two advertisements and respond out of session or on notice.

**Senator FIELDING**—If you take those on notice, I will table the other advertisement as well.

**ANSWER**

The advertisements were arranged by Geelong Otway Tourism, which received an Australian Tourism Development Program (ATDP) grant in 2007, which is delivered by AusIndustry on behalf of the Department of Resources, Energy and Tourism.

ATDP grant recipients are required to acknowledge support from the Australian government, in words or through use of an approved logo, on all written materials.

Geelong Otway Tourism has sought to gain greater advertising presence and consumer recognition through running two complementary advertising campaigns.

One campaign promotes specific tourism products along the Great Ocean Road. The advertisement in the Melbourne Herald Sun on Friday, 8 August is an example of such a campaign advertisement.

The other promotes the Great Ocean Road as a region. The advertisement in the Sunday Herald Sun on 10 August is an example of an advertisement from this campaign.

These different campaigns were funded from different sources: Geelong Otway Tourism has advised that the general destination advertisements were wholly funded by Tourism Victoria. For this reason there was no requirement for the AusIndustry logo to be included in the advertisement of 10 August.

The logo was, however, appropriately included in the 8 August advertisement because it was part of the campaign funded through the ATDP.