

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Supplementary Budget Estimates 2008-09
23 October 2008

Question: SR-11
Topic: Media spend for new destination campaign
Proof Hansard Page: E103-104

Senator RONALDSON asked: What is the media buy percentage of the campaign? Do you know at this stage?

Mr Buckley—Approximately \$40 million.

Senator RONALDSON—The media buy will be \$40 million, will it? What is the total campaign?

Mr Buckley—I think at this stage we are talking about \$47 million with revenue included, but again let me take that on notice and get you the exact figure. One of the challenges that we have is that that process of spend is very much determined around partnerships and cooperative marketing. Those are still being put in place right now. As we have launched a new campaign we then approach partners and they will often co-fund with us. Our spend actually does shift and change depending on the partnerships being developed. We are in the process of developing those right now.

Senator RONALDSON—Could you provide me with a breakdown of the remaining \$7 million as to where it is going to be spent?

Mr Buckley—Yes.

Answer:

The total cost of Tourism Australia's new destination campaign is \$49 million.

This includes \$40 million allocated to marketing activities, the majority (80 per cent) of which is allocated to the campaign's media buy, as well as other marketing activities including events, content initiatives and public relations.

The remaining \$9 million is comprised of spending relating to Tourism Australia's co-operative marketing partnerships for the campaign which are still being finalised, and production costs.