

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-12
Topic: Tourism Australia – organisational structure
Proof Hansard Page: E104

Senator RONALDSON asked: I gather Tourism Australia is separated into divisions; is that right? Do you have divisions within the organisation?

Mr Buckley—Business units, yes.

Senator RONALDSON—I am happy for you to take this on notice, but could you provide me with the names of each of those divisions, the staff numbers in each of those divisions and perhaps you could answer this question for me: what are the required outcomes for each of those divisions? If you want to take that on notice that is fine.

Mr Buckley—Yes, I will.

Answer:

The following table outlines the business units within Tourism Australia and the full time equivalent (FTE) staff numbers within each as at 31 October. This includes staff in Australia and Tourism Australia's overseas offices.

BUSINESS GROUP	FTE
Managing Director	2
Marketing	46
Corporate:	
Finance & Procurement	12
People & Culture	3
Risk Management & Admin	3
Technology	14
International	1
Strategy & Research	10
Tourism Research Australia	19
Corporate Communications	5
International – Western:	
Executive & Operations	5
New Zealand	6
Americas	17
UK/Europe	31

International – Eastern:	
Executive & Operations	5
North Asia	22
S/SE Asia & Gulf	21
Japan	12
 TOURISM AUSTRALIA	 234

Each Business Unit within Tourism Australia details their planned activity for the year within the Annual Operational Plan (AOP), which is endorsed by the Minister prior to activity commencing. The individual activities of each business unit are grouped together as projects within the AOP. While the whole of Tourism Australia's activities works towards the overall outcomes as listed in the Tourism Australia Corporate Plan, the AOP lists specific KPIs for each project. Outcomes and outputs for Tourism Australia are described in the Annual Report 2007/08 and cover industry and market development through strategic insights; increased distribution of Australian tourism product and facilitation of niche, events and regional tourism growth; and consumer travel demand stimulation.