

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Supplementary Budget Senate Estimates
21 October 2009

Question: SR-14
Topic: No Leave, No Life
Proof Hansard Page: E106

Senator Birmingham asked:

Senator BIRMINGHAM—What are the key performance indicators for No Leave, No Life?

Mr Allert—One of them will be that we get feedback from the employers about how effective the program has been.

Senator BIRMINGHAM—Are there any quantitative KPIs?

Mr Allert—I would have to take that question on notice,

Answer:

Key performance indicators for the No Leave No Life campaign at the project level are:

- number of monthly unique visitors to the No Leave No Life website;
- amount of media coverage generated on the work/life balance issue, and the balance between positive and negative coverage;
- amount of direct and indirect funding from industry partnerships, including State and Territory tourism organisations (STOs), tourism operators, accommodation providers and airlines.

Tourism Australia also measures the performance of the No Leave No Life program through a quarterly survey of employers who have registered to use program materials. This survey includes:

- the uptake of the program and its implementation by employers;
- additional resources required by employers to support the program;
- reasons for non-implementation;
- number of employees reached;
- reduction in annual average leave days per employee;
- impact on awareness of the leave balance issue; and
- benefits to business from launching the program.

To date, 727 businesses with potential employee reach of more than 800,000 employees have registered to use program materials.

Tourism Australia is also researching consumer awareness of the campaign and its impact on using leave for an Australian holiday.