

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio  
Supplementary Budget Senate Estimates  
20 October 2010

**Question:** SR16  
**Topic:** National Tourism Landscapes  
**Proof Hansard Page:** Written

**Senator Bushby asked:**

**Question:**

What is the current budget for landscapes across the board and has an amount been allocated to each of the landscapes so far?

**Answer:**

Marketing for the National Landscapes program is incorporated in Tourism Australia's \$10 million domestic marketing budget and the \$150 million global marketing campaign- "There's Nothing Like Australia."

**Question:**

Is it expected that those Landscapes steering committees will have to raise funding from private sources?

**Answer:**

Each Landscapes' steering committee are comprised of key representatives from their respective region they currently leverage current funding from their respective organisations.

**Question:**

What sort of marketing activity is expected of the steering committee?

**Answer:**

No marketing activity is expected of the steering committee. The steering committees work with the organisations they represent along with the greater stakeholder group to integrate key messages throughout current communication channels. (For example through State and Territory Tourism Organisation and Regional Tourism Websites.)

**Question:**

How will Landscapes fit into state and territory government tourist initiative example if one landscape committee has a strategy which differs in branding to the state and territory tourism on how will that be resolved?

**Answer:**

The State and Territory Tourism Organisations and Park Agency managers are engaged in the program and meet annually to discuss the program. The intention is that brand positioning fits the messaging of the State.

**Question:**

How does the fed govt see Landscapes steering committees working with local tourism on the ground?

**Answer:**

The Landscapes steering committee has representatives from the appropriate Regional Tourism Organisation and communicates to their local tourism operators via established channels. (For example Regional Tourism Organisation newsletters.)

**Question:**

What sort of marketing will the commonwealth engage in for landscapes overseas?

**Answer:**

Tourism Australia has established a National Landscapes digital site that sits on the homepage of [www.australia.com](http://www.australia.com) which is currently available in 14 languages. The initiative will also be integrated into Tourism Australia's marketing activities.

**Question:**

How does it plan to market landscapes domestically?

**Answer:**

The National Landscapes digital site sits on the homepage of [www.austraila.com](http://www.austraila.com) is available to the domestic market. The initiative will be integrated into Tourism Australia's marketing activities.

**Question:**

What feedback has the commonwealth had from state and territory govt on landscapes?

**Answer:**

Tourism Australia and Parks Australia meet with all of the State and Territory Tourism Organisations and Parks Agency Managers annually. They also meet with them on a biannual basis via the Tourism and Protected Area Forum. During the destination branding stage Tourism Australia works collaboratively with and in partnership with each State and Territory Tourism Organisation.

**Question:**

How will the Commonwealth avoid duplication between the efforts of state committees and local govt?

**Answer:**

Representatives from these agencies are members of the steering committee. The aim is to create leveraging opportunities for the greater stakeholder group and align initiatives.