

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

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

Question: SR8
Topic: Tourism Australia – covering \$9 million shortfall
Proof Hansard Page: E97-E98

Senator Bushby asked:

Senator BUSHBY—In June I was asking about how you were going to cover for the \$9 million this year that was brought forward from last year. You indicated that some of those private partnerships were raising enough money and you were fairly confident that they would cover that \$9 million but you had not got there yet. Have you got there now?

Mr McEvoy—There are two things that have perhaps worked in our favour. One is that a strong dollar actually works well when you are buying in foreign markets. We have been able to buy better offshore in foreign currencies because our dollar has gone further. That has helped make up that. The second one is to your point that the campaign is working well and a lot more partners have joined up, either directly or indirectly. So I would say that there is as much, if not more, noise being made about Australia now than there was—

Senator BUSHBY—Will you have the same degree of funding? Will you make up the full \$9 million shortfall?

Mr McEvoy—I think we do pretty much in currency.

Senator BUSHBY—You thought you would in June but you did not.

Mr McEvoy—I am pretty confident that we have.

Senator BUSHBY—Could you take that on notice and confirm that?

Mr McEvoy—Absolutely.

Answer:

Tourism Australia confirms the above answer provided by Mr McEvoy at the Supplementary Budget Estimates hearing that the \$9 million shortfall has been made up by: (i) an increase in buying power due to the strong Australian dollar; and (ii) increased revenue from industry sources who are partnering with Tourism Australia in the *There's nothing like Australia* campaign.