

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

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

Question: SR9
Topic: Australian Tourism Directions Conference
Proof Hansard Page: E98-E99

Senator Fifield asked:

Senator FIFIELD—Mr McEvoy, I have some questions about the Australian Tourism Directions conference, which I think is scheduled for 15 November—in this building, I think. Are you able to tell me what the budget is for the conference?

Mr McEvoy—It is about \$120,000.

Senator FIFIELD—Okay. I notice that you have some good speakers there—Professor Ian Harper, who is always good value.

Senator Sherry—Who is he?

Senator FIFIELD—He has held some interesting and important roles in the public sector.

Senator Sherry—I have heard of him and of his background.

Senator FIFIELD—Indeed, he is a good person and also Mr Christopher Sanderson, who is the co-founder of the Future Laboratory, which is responsible for delivering consumer insight, trend forecasting and brand strategy to a client list that includes American Express, the *New Yorker*, Veuve Clicquot, the Gap, Nokia and British *Vogue*. He sounds like another very interesting chap. I was just wondering what the budget is that has been allocated for the costs associated with the travel, the accommodation and the fees for Mr Sanderson.

Mr McEvoy—Sure. We will take it on notice. I could not give you the exact numbers now.

Senator FIFIELD—It is not something that you have to hand?

Mr McEvoy—Not at top of mind, no.

Senator FIFIELD—Okay. Is there one of your colleagues there who could just have a ballpark stab of what percentage of the \$120,000 is allocated for speakers' fees and costs?

Mr McEvoy—Sorry; I will just have to take it on notice. I do not have the numbers in front of me.

Senator FIFIELD—Okay. If you could that would be good. I am just wondering if there was any consideration given to bringing an Australian based expert on consumer insight, trend forecasting and brand strategy to the conference.

Mr McEvoy—There were certainly a number of speakers considered, including Australian based speakers, and through a mix of timing and all sorts of things the committee settled on Chris Sanderson from the Future Laboratory.

Senator FIFIELD—If you do not know, could you also take on notice the costs associated for the travel, accommodation and other fees for other presenters? I think Ellen Fanning is going to be moderating the session.

Mr McEvoy—Correct.

Senator FIFIELD—So if you could also take that on notice as well. Is there any part of the conference which will be dedicated to accessible tourism and the accessible tourism market? I am asking in my capacity as the shadow minister for disabilities.

Mr McEvoy—Not specifically, Senator, but I guess the whole idea of the conference is to look at future

Answer:

Income

Registration fees:	\$31,395
--------------------	----------

Expenses

Speakers fees:	\$45,750
----------------	----------

Speakers expenses:	\$12,290
--------------------	----------

(Note: Speakers' expenses include travel and accommodation.)