

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Supplementary Budget Estimates

18 October 2012

**Question:** SR4

**Topic:** Cooperative marketing partnership with Crown

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**Senator Ronaldson asked:**

**Senator XENOPHON:** But one of your Australian industry partners would be Crown, for instance.

**Mr McEvoy:** Yes.

**Senator XENOPHON:** What does that sort of partnership involve?

**Mr McEvoy:** It will be a cooperative marketing partnership with a campaign to attract people generally.

**Senator XENOPHON:** Insofar that it is a cooperative marketing partnership, it would involve the use of some funds from Tourism Australia as part of that cooperative campaign, as it is with, say, airlines and other industry representatives.

**Mr McEvoy:** Absolutely. We run a partnership model. We very much try and leverage the money that we spend with partners all around the world, including, as I said, airlines, distribution partners-wholesalers, retailers and online sellers in the market-and, yes, the Australian industry, of which Crown would be a part.

**Senator XENOPHON:** Would you be able to specify-you can take this on notice-how much would be targeted for that sort of industry partnership with Crown, for instance?

**Mr McEvoy:** I would have to take that on notice.

**Senator XENOPHON:** But there would be funds allocated, presumably, because as with all industry partners you would allocate some funds to deal with that.

**Mr McEvoy:** Sure. I will take it on notice.

**Senator XENOPHON:** Because there is that industry partnership with Crown and the fact that Mr Dixon, a board member of Tourism Australia, is also a board member of Crown, how do you deal with any potential conflicts? I am not suggesting that they have not been dealt with; I just want to be satisfied that these matters are dealt with. For instance, does Mr Dixon absent himself from any discussions in respect of industry partnerships with Crown?

**Mr McEvoy:** He would if it had come up at board level. I would have to take on notice what level it is, but I am pretty sure that no cooperative marketing campaign that would involve Crown has been discussed at that level.

**Senator XENOPHON:** I am not suggesting that it has not been dealt with appropriately under 5.1, the board members code of conduct, of the Tourism Australia board charter. If you could take it on notice just to ensure, that would be appreciated.

**Mr McEvoy:** Absolutely, happy to.

**Answer:**

There is no commercial contract currently in place between Tourism Australia and Crown. However, Tourism Australia is exploring possible cooperative marketing activity in China with state tourism bodies and commercial partners, including Crown. In line with the Board Instrument on Delegations this project would not need to be referred to the Board. Tourism Australia does not target gamblers or advertise or promote gambling.