

**Foreign Affairs, Defence and Trade Legislation Committee**

**Supplementary Budget Estimates 2013-14, November 2013**

**Questions on Notice from Senator Carol Brown**

**Tourism Portfolio**

**Tourism Australia**

**1. Domestic Tourism Marketing**

**Senator CAROL BROWN:** Have you had any concerns from people that are in the tourism industry about the focus being shifted from what it was?

Ms' Halbert: Not that I am aware of, but I would need to take that question on notice to consult with the broader organisation.

**Response:**

**Tourism Australia has not had any concerns raised by industry in regard to the Government's tourism policy that Tourism Australia focus on international marketing and domestic tourism marketing will become the responsibility of state and territory governments.**

## Foreign Affairs, Defence and Trade Legislation Committee

### Supplementary Budget Estimates 2013-14, November 2013

#### Questions on Notice from Senator Sean Edwards

#### Foreign Affairs and Trade Portfolio

#### Tourism Australia

#### 2. Domestic Tourism Marketing

**Senator EDWARDS:** In my notes here, I have that Brigid Kennedy, executive officer of the Ultimate Wine Experience stated that it is a non-profit industry consortium funded by a federal grant and the wine industry is designed to create a community of wineries brought together the auspices of Tourism Australia. How much money were they provided with, because that is actually the contention on their website?

Ms Halbert: I do not know that; we would have to take that on notice.

**Senator EDWARDS:** It is not a gotcha question. That was the contention that is out there, and you say that there is no money and that it is marketing assistance. I am just saying that that was there.

Ms Halbert: Let me check that for you.

#### **Response:**

The Ultimate Winery Experiences Australia (UWEA) is one sector within Tourism Australia's broader 'Best of Australia' strategic marketing platform to showcase the best of Australia's tourism experiences to the international travel market.

There was no grant to establish the UWEA. Tourism Australia does not provide grants to industry. UWEA is a cooperative partnership between Tourism Australia and fourteen Australian wineries that the industry believe offer outstanding wine tourism experiences 'beyond the cellar door'.

Tourism Australia contributed \$100,000 cooperative marketing funds to the UWEA in 2012/13. Tourism Australia committed to provide \$100,000 each year for three years (2012/13-2014/15).

UWEA members work collectively to market their products and match Tourism Australia's cooperative marketing support. As a collective, members are to develop a marketing proposition and collateral that will be sustainable beyond Tourism Australia's initial cooperative marketing support.

## Foreign Affairs, Defence and Trade Legislation Committee

### Supplementary Budget Estimates 2013-14, November 2013

#### Questions on Notice from Senator Carol Brown

##### Tourism Portfolio

###### 3. Domestic Tourism Marketing

Have there been any changes to the funding allocated to Tourism Australia since the election?

###### **Response:**

**No**

###### 4. Domestic Tourism Marketing

Given that Tourism Australia no longer is responsible for domestic tourism marketing, will it lose funds allocated to that aspect?

###### **Response:**

**No**

###### 5. Domestic Tourism Marketing

If it retains funding, how will the additional funds be spent?

###### **Response:**

**Tourism Australia will complete its domestic marketing program for the financial year 2013/14. In 2014/15 funds that would have been allocated to domestic marketing will be used in Tourism Australia's international marketing programs.**

###### 6. Domestic Tourism Marketing

How will Tourism Australia ensure there will not be waste and duplication in the promotion of tourism domestically & internationally?

###### **Response:**

**Tourism Australia will focus only on international marketing activities for the whole of Australia as a tourism destination. State and Territory Tourism organisations will focus on domestic marketing which will ensure there is no duplication in the domestic market.**

**Tourism Australia undertakes both strategic and operational planning in consultation with state and territory tourism organisations (STOs) to**

**ensure strong alignment of marketing activities and to avoid duplication.**

**Tourism Australia partners with state and territory tourism organisations (STOs) on international marketing campaigns on a regular basis. These cooperative campaigns are conducted under the “There’s nothing like Australia’ brand which avoids duplication and waste. This partnership approach reduces duplication and increases the reach of both Commonwealth and state and territory government tourism marketing resources.**

**STOs do conduct their own, destination specific international marketing campaigns under their own brands within their state and territory government remits.**

#### 7. Domestic Tourism Marketing

How will Tourism Australia work with the states and territories to ensure that materials, initiatives and campaigns are not duplicated and do not conflict?

**Response:**

**Tourism Australia undertakes both strategic and operational planning in consultation with state and territory tourism organisations (STOs) to ensure strong alignment of marketing activities and to avoid duplication.**

**Tourism Australia partners with the STOs on international marketing campaigns on a regular basis. These cooperative campaigns are conducted under the “There’s nothing like Australia’ brand which avoids duplication and waste. This partnership approach also increases the reach of both Commonwealth and state and territory government tourism marketing resources.**

**In addition to consumer campaign marketing, Tourism Australia also undertakes media (including international media hosting), distribution and trade marketing activities in partnership with the STOs.**

## **Foreign Affairs, Defence and Trade Legislation Committee**

### **Supplementary Budget Estimates 2013-14, November 2013**

#### **Questions on Notice from Senator Dean Smith**

#### **Foreign Affairs and Trade Portfolio**

#### **Tourism Australia**

#### 8. Industry Consultation

With respect to the development of the Tourism Australia Food & Wine Strategy – also known as Restaurant Australia, can you please provide details of the following:

- a. The names of the organisations consulted in the development of this strategy; and
- b. dates that those meetings took place?

#### **Response:**

a) Tourism Australia consulted with the following organisations and individuals:

#### **Food and Wine Advisory Committee**

Angus Mcpherson, Managing Director - Rosemount & Lindeman's Bbu's, 'Vintreprenuer'

Hayley Baillie, Director – Baillie Lodges

James Gosper, General Manager Market Development – Wine Australia

Jeremy Oliver Wine Expert, Writer

Lisa Hudson, Wine and Food Writer / Editor

Luke Mangan, Chef and Restaurateur

Lyndey Milan; Media Personality

Maggie Beer, Chef, Producer and Author

Matt Stone, Chef

Michael Hodgson, Managing Director – Brand Events Australia

Michael Moore, Chef and Restaurateur

Stuart Rigg, Director Southern Crossings Australia

#### **STO advisory Committee**

David O'Loughlin, Director, Marketing & Communications, South Australian Tourism Commission

Steve McRoberts, Executive Director Marketing, Tourism & Events Queensland

Kathryn McCann, Director of Marketing, Tourism Tasmania

Dorana Wirne, Director of Marketing, Tourism Victoria

Anthony Laver, General Manager Marketing, Destination NSW

Adam Coward, Executive Director Marketing & Communications, Tourism NT

Simon Burley, Executive Director Marketing, Tourism Western Australia

Kelly Ryan, Group Marketing Manager, Australian Capital Tourism

### **Industry**

John Hart, CEO, Restaurant & Catering Australia

Andrew Cheesman, former CEO, Wine Australia

Felicia Mariani, former Managing Director, Australian Tourism Export Council

Nick Nichels, Austrade

Ken Morrison, Chief Executive, Tourism & Transport Forum

Craig Wickham, Owner, Exceptional Kangaroo Island

Kate Lamont, Owner, Lamonts

Neil Perry, Chef and Restaurateur

Kylie Kwong, Chef and Restaurateur

Peter Gago, Chief Winemaker, Penfolds

Shannon Bennett, Chef and Restaurateur

Benjamin Cooper, Head chef, Chin Chin

b) Tourism Australia met with its advisory committees, and the organisations and individuals above on the following occasions:

### **Food and Wine Advisory Committee Meetings**

- 12 June 2013
- 21 August 2013
- 5 December 2013

### **STO advisory Committee Meetings**

- 11 April 2013
- 14 June 2013
- 22 August 2013
- 4 December 2013

### **Industry Engagement Meetings**

John Hart – 20 August 2013 and 1 November 2013

Andrew Cheesman – May 2013  
Felicia Mariani – 20 August 2013  
Austrade – 3 September 2013  
Ken Morrison – 12 September 2013.  
Craig Wickham – 8 August 2013  
Kate Lamont – 7 August 2013  
Neil Perry – 8 August 2013  
Kylie Kwong – 20 August 2013  
Peter Gago – 5 August 2013  
Shannon Bennett – 21 August 2013  
Benjamin Cooper – 14 August 2013

Restaurant Australia Strategy briefing – 12 September 2013, Park Hyatt in Sydney, attended by 80 representatives from the tourism, food, and wine industries, as well as the media.

The wider Australian tourism industry was also briefed on the Restaurant Australia campaign at the following Tourism Industry Briefings, with further States and Territories to be briefed in 2014:

South Australia Industry Briefing – 8 November 2013  
Tasmania Industry Briefing – 15 November 2013  
Queensland (Brisbane) Industry Briefing – 28 November 2013  
Queensland (Cairns) Industry Briefing – 29 November 2013  
New South Wales Industry Briefing – 3 December 2013

# Foreign Affairs, Defence and Trade Legislation Committee

## Supplementary Budget Estimates 2013-14, November 2013

### Questions on Notice from Senator Ludwig

#### Foreign Affairs and Trade Portfolio

Tourism Australia

#### 9. Reviews

- 1) Since 7 September 2013, how many new Reviews have been commenced? Please list them including:
  - a. the date they were ordered
  - b. the date they commenced
  - c. the minister responsible
  - d. the department responsible
  - e. the nature of the review
  - f. their terms of reference
  - g. the scope of the review
  - h. Whom is conducting the review
  - i. the number of officers, and their classification level, involved in conducting the review
  - j. the expected report date
  - k. If the report will be tabled in parliament or made public
- 2) For any review commenced or ordered since 7 September 2013, have any external people, companies or contractors being engaged to assist or conduct the review?
  - a. If so, please list them, including their name and/or trading name/s and any known alias or other trading names
  - b. If so, please list their managing director and the board of directors or equivalent
  - c. If yes, for each what are the costs associated with their involvement, broken down to each cost item
  - d. If yes, for each, what is the nature of their involvement
  - e. If yes, for each, are they on the lobbyist register, provide details.
  - f. If yes, for each, what contact has the Minister or their office had with them
  - g. If yes, for each, who selected them
  - h. If yes, for each, did the minister or their office have any involvement in selecting them,
    - i. If yes, please detail what involvement it was
    - ii. If yes, did they see or provided input to a short list
    - iii. If yes, on what dates did this involvement occur
    - iv. If yes, did this involve any verbal discussions with the department
    - v. If yes, on what dates did this involvement occur
- 3) Since 7 September 2013, what reviews are on-going? Please list them.
- 4) Since 7 September 2013, have any reviews been stopped, paused or ceased? Please list them.



- 5) Since Budget estimates, what reviews have concluded? Please list them.
- 6) Since 7 September 2013, how many reviews have been provided to Government? Please list them and the date they were provided.
- 7) When will the Government be responding to the respective reviews that have been completed?
- 8) What reviews are planned?
  - a. When will each planned review be commenced?
  - b. When will each of these reviews be concluded?
  - c. When will government respond to each review?
  - d. Will the government release each review?
    - i. If so, when?
    - ii. If not, why not?

**RESPONSE:**

- 1) Nil
- 2) Nil
- 3) Nil
- 4) Nil
- 5) Nil
- 6) Nil
- 7) Nil
- 8) Nil

10. Commissioned reports

- a) Since 7 September 2013, how many Reports have been commissioned by the Government in your department/agency? Please provide details of each report including date commissioned, date report handed to Government, date of public release, Terms of Reference and Committee members.
- b) How much did each report cost/or is estimated to cost? How many departmental staff were involved in each report and at what level?
- c) What is the current status of each report? When is the Government intending to respond to these reports?

**RESPONSE:**

- 10(a) None**  
**10(b) NA**  
**10(c) NA**

11. Briefings for other parties

1. Have any briefings and/or provision of information have been provided to the Australian Greens? If yes, please include:
  - a) How are briefings requests commissioned?
  - b) What briefings have been undertaken? Provide details and a copy of each briefing.
  - c) Provide details of what information has been provided and a copy of the information.

- d) Have any briefings request been unable to proceed? If yes, provide details of what the requests were and why it could not proceed.
- e) How long is spent preparing and undertaking briefings/information requests for the Australian Greens? How many staff are involved and how many hours? Provide a breakdown for each employment classification.
2. Have any briefings and/or provision of information been provided to Independents? If yes, please include:
- a) How are briefings requests commissioned?
- b) What briefings have been undertaken? Provide details and a copy of each briefing.
- c) Provide details of what information has been provided and a copy of the information.
- d) Have any briefings request been unable to proceed? If yes, provide details of what the requests were and why it could not proceed.
- e) How long is spent preparing and undertaking briefings/information requests for the Independents? How many staff are involved and how many hours? Provide a breakdown for each employment classification.
- f) Which Independents have requested briefings and/or information?
3. Have any briefings and/or provision of information been provided to parties other than Labor or the Greens? If yes, please include:
- a) How are briefings requests commissioned?
- b) What briefings have been undertaken? Provide details and a copy of each briefing.
- c) Provide details of what information has been provided and a copy of the information.
- d) Have any briefings request been unable to proceed? If yes, provide details of what the requests were and why it could not proceed.
- e) How long is spent preparing and undertaking briefings/information requests for the Independents? How many staff are involved and how many hours? Provide a breakdown for each employment classification.
- f) Which parties have requested briefings and/or information?

**RESPONSE:**

**11.1 No**

**11.2 No**

**11.3 No**

12. Appointments

- a) Provide an update of the boards within this portfolio, including: board title, terms of appointment, tenure of appointment and members.
- b) What is the gender ratio on each board and across the portfolio?
- c) Please detail any board appointments made from 7 September to date

**RESPONSE:**

**12 (a) Tourism Australia Board as at 11 December 2013**

<u>NAME</u>	<u>GENDER</u>	<u>FT/PT</u>	<u>DATE APPOINTED</u>	<u>TERM EXPIRES</u>
Mr Andrew McEvoy	M	FT	25.01.10	Resignation effective from 31.12.13
Mr Geoffrey Dixon, Chair	M	PT	1.07.12	30.06.15
Ms Kate Lamont, Deputy Chair	F	PT	1.07.12	30.06.15
Ms Terri Janke	F	PT	1.07.11	30.06.14
Ms Janet Whiting	F	PT	1.07.11	30.06.14

Ms Sandra McPhee	F	PT	1.07.12	30.06.15
Mr Brett Godfrey	M	PT	1.07.10	30.06.16
Mr Mark Stone	M	PT	1.07.10	30.06.16
Mr Didier Elzinga	M	PT	1.07.10	30.06.16

**12(b) Gender ratio at 11 December 2013: 5:4 male to female**

**12(c) No appointments since 7 September 2013.**

13. Stationery requirements

1. How much was spent by each department and agency on the government (Ministers / Parliamentary Secretaries) stationery requirements in your portfolio from 7 September 2013 to date?

**RESPONSE:**

**13.1 None**

14. Media subscriptions

1. What pay TV subscriptions does your department/agency have?
  - a) Please provide a list of what channels and the reason for each channel.
  - b) What is the cost from 7 September 2013 to date?
  - c) What is provided to the Minister or their office?
  - d) What is the cost from 7 September 2013 to date?
2. What newspaper subscriptions does your department/agency have?
  - a) Please provide a list of newspaper subscriptions and the reason for each.
  - b) What is the cost from 7 September 2013 to date?
  - c) What is provided to the Minister or their office?
  - d) What is the cost from 7 September 2013 to date?
3. What magazine subscriptions does your department/agency have?
  - a) Please provide a list of magazine subscriptions and the reason for each.
  - b) What is the cost from 7 September 2013 to date?
  - c) What is provided to the Minister or their office?
  - d) What is the cost from 7 September 2013 to date?
4. What publications does your department/agency purchase?
  - a) Please provide a list of publications purchased by the department and the reason for each.
  - b) What is the cost from 7 September 2013 to date?
  - c) What is provided to the Minister or their office?
  - d) What is the cost from 7 September 2013 to date?

**RESPONSE:**

**14.1(a) 1 x Foxtel subscription consisting of all channels included in the Business Premium Package. Tourism Australia subscribes to Foxtel to ensure that the organisation is across all media channels. Media such as pay TV is an important channel to reach consumers.**

**14.1(b) \$1,004**

**14.1(c) None**

**14.1(d) NA**

**14.2 (a) Tourism Australia subscribes to several newspapers both in Australia and across its international offices. It is not practical to list Tourism Australia's newspaper subscriptions. The newspaper costs include magazine costs.**

**14.2 (b) \$26,337 (includes newspapers, magazines and other publications)**

**14.2 (c) None**

**14.2 (d) NA**

**14.3 (a) Tourism Australia subscribes to several magazines both in Australia and across its international offices. It is not practical to list Tourism Australia's magazine subscriptions.**

**14.3 (b) Magazine costs are included in the newspaper costs outlined above.**

**14.3 (c) None**

**14.3 (d) NA**

**14.4 (a) Tourism Australia has multiple subscriptions to relevant trade, media and advertising publications.**

**14.4 (b) Publications is included in the newspaper costs outlined above.**

**14.4 (c) None**

**14.4 (d) NA**

## 15. Media monitoring

1. What is the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office from 7 September 2013 to date?

a) Which agency or agencies provided these services?

b) What is the estimated budget to provide these services for the year 2012-13?

c) What has been spent providing these services from 7 September 2013 to date?

2. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency from 7 September 2013 to date?

a) Which agency or agencies provided these services?

b) What is the estimated budget to provide these services for the year 2012-13?

c) What has been spent providing these services from 7 September 2013 to date?

### **RESPONSE:**

**15.1(a) Nil**

**15.1(b) NA**

**15.1(c) NA**

**15.2(a) Tourism Australia uses multiple media monitoring companies to track its campaign activities globally. Isentia Limited is the largest supplier costing \$27,986 since 7 September.**

**15.2(b) \$382,000**

**15.2(c) \$67,163**

## 16. Media training

1. In relation to media training services purchased by each department/agency, please provide the following information from 7 September 2013 to date:

- a) Total spending on these services
- b) The number of employees offered these services and their employment classification
- c) The number of employees who have utilised these services, their employment classification and how much study leave each employee was granted (provide a breakdown for each employment classification)
- d) The names of all service providers engaged

2. For each service purchased from a provider listed under (4), please provide:

- a) The name and nature of the service purchased
- b) Whether the service is one-on-one or group based
- c) The number of employees who received the service and their employment classification (provide a breakdown for each employment classification)
- d) The total number of hours involved for all employees (provide a breakdown for each employment classification)
- e) The total amount spent on the service
- f) A description of the fees charged (i.e. per hour, complete package)

3. Where a service was provided at any location other than the department or agency's own premises, please provide:

- a) The location used
- b) The number of employees who took part on each occasion
- c) The total number of hours involved for all employees who took part (provide a breakdown for each employment classification)
- d) Any costs the department or agency's incurred to use the location

### **RESPONSE:**

**16.1(a) \$4,500**

**16.1(b) 6 x Tourism Australia Band 7**

**16.1(c) 3 x Tourism Australia Band 7. No study leave utilised.**

**16.1(d) Kine Graffitti**

**16.2(a) Executive media training**

**16.2(b) Group based**

**16.2(c) 3 x Tourism Australia Band 7**

**16.2(d) 4 hours for each employee**

**16.2(e) \$4,500**

**16.2(f) Complete package**

**16.3(a) Tourism Australia's Sydney office**

**16.3(b) Three**

**16.3(c) 12 hours**

**16.3(d) Nil**

## 17. Communications staff

1. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:

By Department or agency:

- a) How many ongoing staff, the classification, the type of work they undertake and their location.

- b) How many non-ongoing staff, their classification, type of work they undertake and their location
  - c) How many contractors, their classification, type of work they undertake and their location?
  - d) How many are graphic designers?
  - e) How many are media managers?
  - f) How many organise events?
2. Do any departments/agencies have independent media studios? If yes, why? When was it established? What is the set up cost? What is the ongoing cost? How many staff work there and what are their classifications?

**RESPONSE:**

**17.1 Tourism Australia employs 8 Sydney based communications staff who are responsible for managing Tourism Australia's corporate reputation and key stakeholder relationships, including government relations, media relations and public affairs and industry and internal communications. There are 4 ongoing staff (1 x Tourism Australia band 4; 1 x Tourism Australia band 3; 1 x Tourism Australia band 2) and 6 non-ongoing staff (1 x Tourism Australia band 7; 3 x Tourism Australia band 4; 2 x Tourism Australia band 2).**

**Tourism Australia employs 9 Sydney based Public Relations staff. They generate motivational stories to consumers through global media channels and a network of influential advocates. The team works in close collaboration with state and territory tourism organisations, Australian tourism operators and Tourism Australia's global public relations network. The team manages media relations and the International Media Hosting Program, Tourism Australia's Facebook and Twitter, the Friends of Australia program, media websites and the Cooperative Broadcast Program. The classifications of these staff are: 3 x Tourism Australia band 4; 1 x Tourism Australia band 3; 4 x Tourism Australia band 2; 1 x Tourism Australia band 1.**

**Tourism Australia employs 12 ongoing Regional Public Relations staff who are responsible for developing and implementing public relations programs that underpin Tourism Australia's brand positioning and marketing activities in the region and managing issues that may affect Tourism Australia's reputation. They also work with Australian Government Agencies to monitor issues that may impact Australia's reputation as a leisure or business events destination. They are based as follows: 1 x Band 3 and 1 x Band 2 in Los Angeles; 1 x Band 3 in Frankfurt; 1 x Band 3 in Tokyo; 1 x Band 3 in Seoul; 1 x Band 3 in Mumbai; 1 x Band 3 in Kuala Lumpur; 1 x Band 3 in Singapore; 1 x Band 4 and 2 x Band 2 in London; 1 x Band 4 in Auckland and 1 x Band 3 in Shanghai.**

**Tourism Australia employs 4 graphic design staff. There are three ongoing employees (1 x Band 3 and 2 x Band 2) and 1 contractor.**

**17.2 No**

18. Provision of equipment

- a) For departments/agencies that provide mobile phones to Ministers and/or Parliamentary Secretaries and/or their offices, what type of mobile phone is provided and the costs?

- b) For departments/agencies that provide electronic equipment to Ministers and/or Parliamentary Secretaries and/or their offices, what are the ongoing costs from 7 September 2013 to date?
- c) Is electronic equipment (such as iPad, laptop, wireless card, Vasco token, Blackberry, mobile phone (list type if relevant), thumb drive) provided to department/agency staff? If yes provide details of what is provided, the purchase cost, the ongoing cost and a breakdown of what staff and staff classification receives it.
- d) Does the department/agency provide their Ministers and/or Parliamentary Secretaries and/or their offices with any electronic equipment? If yes, provide details of what is provided, the cost and to who it is provided.

**RESPONSE:**

**18(a) NA**

**18(b) NA**

**18(c) Yes. Tourism Australia provides electronic equipment to employees of all classifications based on job requirements. The average ongoing costs for running devices are approximately \$50 per month, with maximum costs of \$63 per month under the Telstra enterprise agreement. Provision of electronic equipment to Tourism Australia staff includes iPads, Blackberries, Phones and Wireless Bluetooth. The estimated cost of this electronic equipment is \$125,000.**

**18(d) No**

19. Travel costs

- a) For the financial year to date, please detail all travel for Departmental officers that accompanied the Minister and/or Parliamentary Secretary on their travel. Please include a total cost plus a breakdown that include airfares (and type of airfare), accommodation, meals and other travel expenses (such as incidentals).
- b) For the financial year to date, please detail all travel for Departmental officers. Please include a total cost plus a breakdown that include airfares (and type of airfare), accommodation, meals and other travel expenses (such as incidentals). Also provide a reason and brief explanation for the travel.
- c) What travel is planned for the rest of from 7 September 2013? Also provide a reason and brief explanation for the travel.
- d) What travel is planned for the rest of this calendar year? Also provide a reason and brief explanation for the travel.
- e) What is the policy for business class airfare tickets?
- f) Are lounge memberships provided to any employees? If yes, what lounge memberships, to how many employees and their classification, the reason for the provision of lounge membership and the total costs of the lounge memberships.
- g) When SES employees travel, do any support or administrative staff (such as an Executive Assistant) travel with them? If yes, provide details of why such a staff member is needed and the costs of the support staff travel.
- h) Does the department/agency elect to offset emissions for employees work related travel? If yes, what is the cost?

**RESPONSE:**

**19(a) None**

**19(b) Tourism Australia's operations are global in nature and staff are often required to travel to participate in international events such as travel trade shows. Travel Costs to date are \$1.02m:**

**Airfares: \$820,000**

**Accommodation: \$200,000**

**19(c) Tourism Australia's operations are global in nature and staff are often required to travel to participate in international events such as travel trade shows.**

**19(d) Tourism Australia's operations are global in nature and staff are often required to travel to participate in international events such as travel trade shows.**

**19(e) All travel greater than 5 hrs.**

**19(f) Domestic and international travel is a key requirement for relevant Tourism Australia staff, lounge membership expenses are reimbursed for frequent travellers under Tourism Australia's travel policy. Lounge membership costs are included in Tourism Australia's travel costs.**

**19(g) No**

**19(h) No**

## 20. Grants

a) Could the department/agency provide an update list of all grants, including ad hoc and one-off grants from 7 September 2013 to date? Please provide details of the recipients, the amount, the intended use of the grants and what locations have benefited from the grants.

b) Have all grant agreement details been published on its website

c) Please list all grants that were approved prior to 7 September 2013, but did not have financial contracts in place on 7 September 2013. Please provide details of the recipients, the amount, the intended use of the grants and what locations have benefited from the grants. Please lists which grant applicants had been contacted advising of their success. Please provide the current status of these grants. Have any of these grants been cancelled, paused, discontinued or cut?

### **RESPONSE:**

**20(a) Nil**

**20(b) NA**

**20(c) Nil**

## 21. Government payments of accounts

a) From 7 September 2013 to date, has the department/agency paid its accounts to contractors/consultants etc. in accordance with Government policy in terms of time for payment (i.e. within 30 days)?

b) If not, why not? Provide details, including what has been the timeframe for payment of accounts? Please provide a breakdown, average statistics etc. as appropriate to give insight into how this issue is being approached)

c) For accounts not paid within 30 days, is interest being paid on overdue amounts and if so how much has been paid by the portfolio/department agency for the current financial year and the previous financial year?

d) Where interest is being paid, what rate of interest is being paid and how is this rate determined?



**RESPONSE:**

**21(a) Yes**

**21(b) NA**

**21(c) No interest has been paid by Tourism Australia**

**21(d) NA**

22. Consultancies

a) How many consultancies have been undertaken from 7 September 2013 to date? Identify the name of the consultant, the subject matter of the consultancy, the duration and cost of the arrangement, and the method of procurement (i.e. open tender, direct source, etc.). Also include total value for all consultancies.

b) How many consultancies are planned for this calendar year? Have these been published in your Annual Procurement Plan (APP) on the AusTender website and if not why not? In each case please identify the subject matter, duration, cost and method of procurement as above, and the name of the consultant if known.

**RESPONSE:**

**22(a) None**

**22(b) None**

23. Meeting costs

a) What is the Department/Agency's meeting spend from 7 September 2013 to date? Detail date, location, purpose and cost of all events, including any catering and drinks costs.

b) For each Minister and Parliamentary Secretary office, please detail total meeting spend from 7 September 2013 to date. Detail date, location, purpose and cost of each event including any catering and drinks costs.

c) What meeting spend is the Department/Agency's planning on spending? Detail date, location, purpose and cost of all events including any catering and drinks costs.

d) For each Minister and Parliamentary Secretary office, what meeting spend is currently being planned for? Detail date, location, purpose and cost of each event including any catering and drinks costs.

**RESPONSE:**

**23(a) Conducting meetings with the tourism industry is core business for Tourism Australia. It is not practical to itemise details of all external meetings. Meeting costs would generally fall into hospitality expenditure.**

**23(b) Nil**

**23(c) Conducting meetings with the tourism industry is core business for Tourism Australia. It is not practical to itemise details of all external meetings. Meeting costs would generally fall into hospitality expenditure.**

**23(d) Nil**

24. Hospitality and entertainment

a) What is the Department/Agency's hospitality spend for this all events including any catering and drinks costs.

b) For each Minister and Parliamentary Secretary office, please detail total hospitality spend from 7 September 2013 to date.

Detail date, location, purpose and cost of all events including any catering and drinks costs.

c) What is the Department/Agency's entertainment spend from 7 September 2013 to date?

Detail date, location, purpose and cost of all events including any catering and drinks costs.

d) For each Minister and Parliamentary Secretary office, please detail total entertainment spend from 7 September 2013 to date.

Detail date, location, purpose and cost of all events including any catering and drinks costs.

e) What hospitality spend is the Department/Agency's planning on spending? Detail date, location, purpose and cost of all events including any catering and drinks costs.

f) For each Minister and Parliamentary Secretary office, what hospitality spend is currently being planned for? Detail date, location, purpose and cost of all events including any catering and drinks costs.

g) What entertainment spend is the Department/Agency's planning on spending? Detail date, location, purpose and cost of all events including any catering and drinks costs. h) For each Minister and Parliamentary Secretary office, what entertainment spend is currently being planned for? Detail date, location, purpose and cost of all events including any catering and drinks costs.

i) Is the Department/Agency planning on reducing any of its spending on these items? If so, how will reductions be achieved and what are they?

**RESPONSE:**

**24(a) \$59,214 FY to date**

**24(b) NA**

**24(c) \$39,271. Tourism Australia does not record details of individual meals shared as part of conducting business. Included in this spend are costs of Tourism Australia's core functions of engaging with global, media, distribution and other relevant stakeholders. Tourism Australia's hospitality spend includes entertainment costs.**

**24(d) Nil**

**24(e) Nil**

**24(f) None**

**24(g) \$75,000. Tourism Australia does not record details of individual meals shared as part of conducting business. Included in this spend are costs of Tourism Australia's core functions of engaging with global, media, distribution and other relevant stakeholders. Tourism Australia's hospitality spend includes entertainment costs.**

**24(h) Nil**

**24(i) In 2012/13 Tourism Australia achieved a 30% reduction in hospitality and entertainment costs. In 2013/14 Tourism Australia has budgeted for a further 10% reduction in hospitality and entertainment costs.**

25. Public Service efficiencies

1. Has there been a reduction in business flights? What are the estimated savings for each year over the forward estimates?

2. Has there been a reduction in the use of external consultants and contractors? Has this impacted on the Department/agency, and how? What are the estimated savings for each year over the forward estimates?

3. Provide an update of moving recruitment advertising online. Is any recruitment still in printed materials, and if yes, why? What are the estimated savings for each year over the forward estimates?

4. Has the department/agency reduced its printing costs? If no, why not? Have printing costs increased, and if yes why and how much?

5. Has the five per cent savings target been achieved – if yes, how, or if it will not, why not? What are the estimated savings for each year over the forward estimates?

**RESPONSE:**

**25.1 Tourism Australia revised its travel policy in 2011/12 to reduce business class travel. These changes combined with other reforms will result in an estimated reduction of \$722,000 per annum for staff travel.**

**25.2 Since 2011/12 Tourism Australia has reduced the number of contractors and consultants used each year. This reform will continue in 2013/14 with a focus on further streamlining IT support services, systems and hardware. \$4 million in savings were forecast over the forward estimates from 2012/13 (approximately \$1 million each year).**

**25.3 Tourism Australia's policy is to conduct online recruitment. As this is current policy, minimal savings in this measure are forecast. In exceptional circumstances, Tourism Australia uses print recruitment advertising.**

**25.4 Yes. Tourism Australia implementation a managed print service for onsite printing minimising costs for paper, toners and equipment. It is expected that the cost savings will be ongoing over the forward estimates**

**25.5 Yes**

## 26. Ministerial office security classifications

- 1) What is the policy for ministerial staff security clearances?
- 2) How many staffers employed by the government under the MOPS Act have security clearances?
  - a. At what level?
  - b. If not, why not?
- 3) How many seconded departmental officers acting in ministerial offices, including DLOs have security clearances?
  - a. At what level?
  - b. If not, why not

### **RESPONSE:**

**26.1 NA**

**26.2 NA**

**26.3 NA**

## 27. Executive coaching and leadership training

In relation to executive coaching and/or other leadership training services purchased by each department/agency, please provide the following information from 7 September 2013 to date:

1. Total spending on these services
2. The number of employees offered these services and their employment classification
3. The number of employees who have utilised these services, their employment classification and how much study leave each employee was granted (provide a breakdown for each employment classification)
4. The names of all service providers engaged

For each service purchased from a provider listed under (4), please provide:

- a) The name and nature of the service purchased
- b) Whether the service is one-on-one or group based
- c) The number of employees who received the service and their employment classification
- d) The total number of hours involved for all employees (provide a breakdown for each employment classification)
- e) The total amount spent on the service
- f) A description of the fees charged (i.e. per hour, complete package)

5. Where a service was provided at any location other than the department or agency's own premises, please provide:
- The location used
  - The number of employees who took part on each occasion (provide a breakdown for each employment classification)
  - The total number of hours involved for all employees who took part (provide a breakdown for each employment classification)
  - Any costs the department or agency's incurred to use the location

**RESPONSE:**

**27.1 \$83,181.85**

**27.2 Total of 7 employees,**

- 1 x Tourism Australia band 3,
- 4 x Tourism Australia band 4,
- 2 x Tourism Australia band 5

**27.3 7 employees have utilised this service with a maximum of three days' paid leave is available per anniversary year non-cumulative. This apply to employees in a full-time or part-time position with a minimum of one year's service and must be able to demonstrate a consistent high-level of performance as well as the ability to continue to maintain/improve their level of performance whilst undertaking the study.**

**Further details of the 7 employees are:**

<b>Classification</b>	<b>Days leave</b>
<b>Band 3</b>	<b>2</b>
<b>Band 4</b>	<b>3</b>
<b>Band 4</b>	<b>2</b>
<b>Band 4</b>	<b>2</b>
<b>Band 4</b>	<b>1</b>
<b>Band 5</b>	<b>1</b>
<b>Band 5</b>	<b>1</b>

**27.4 Berlin School of Creative Leadership; The Graduate School of Business Sciences, The University of Tsukuba; Singapore Institute of Management; Australian Institute of Management; Harris Smith; Sheffield.**

**27.4(a)-(f) and 27.5(a)-(d) Please refer to table on following page.**

Questions	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6
a) The name and nature of the service purchased	- Berlin School of Creative Leadership – Master of Business Administration in Creative Leadership - Leadership training	- The Graduate School of Business Sciences, The University of Tsukuba – Master of International Business Administration - Leadership training	- Employee Performance Management - Leadership training	- Australian Institute of Management – Manage People Effectively - Leadership training	- Harris Smith – Executive Coaching Program - Executive Coaching	Sheffield
b) Whether the service is one-on-one or group based	Blended – group based for some modules, remote learning (self-study) for others	Group based	Group based	Group based	One-on-one	One-on-one and Two-on-one
c) The number of employees who received the service and their employment classification	1 x band 4	1 x band 4	1 x band 4	1 x band 3	1 x band 5	1 x band 4 1 x band 5
d) The total number of hours involved for all employees (provide a breakdown for each employment classification)	117 hours	50 hours	14 hours	14 hours	6 hours	Band 4 = 5 hours Band 5 = 10 hours
e) The total amount spent on the service	\$65,703.23	\$6,421.38	\$574.74	\$837.50	\$6,000	\$3,645
f) A description of the fees charged (i.e. per hour, complete package)	Complete package	Complete package	Complete package	Complete package	Per Hour	Per Hour
5. Where a service was provided at any location other than the department or agency's own premises, please provide:						
a) The location used	Franklinstrasse 13a 10587 Berlin Germany	1 - 1 - 1 Tennodai, Tsukuba, Ibaraki Prefecture 305-0006, Japan	461 Clementi Road Singapore 599491	7 Macquarie Place Sydney NSW 2000	N/A	N/A
b) The number of employees who took part on each occasion (provide a breakdown for each employment classification)	1 x band 4	1 x band 4	1 x band 4	1 x band 3	N/A	N/A
c) The total number of hours involved for all employees who took part (provide a breakdown for each employment classification)	117 hours	50 hours	14 hours	14 hours	N/A	N/A
d) Any costs the department or agency's incurred to use the location	Nil	Nil	Nil	Nil	N/A	N/A

28. Staffing reductions

- a) How many staff reductions/voluntary redundancies have occurred from 7 September 2013 to date? What was the reason for these reductions?
- b) Were any of these reductions involuntary redundancies? If yes, provide details.
- c) Are there any plans for further staff reductions/voluntary redundancies? If so, please advise details including if there is a reduction target, how this will be achieved, and if any services/programs will be cut.
- d) If there are plans for staff reductions, please give the reason why these are happening.
- e) Are there any plans for involuntary redundancies? If yes, provide details.

**RESPONSE:**

**28(a) 7 in total: 5 voluntary resignations, 1 expiry of contract and 1 involuntary termination due to poor performance**

**28(b) No**

**28(c) No current plans.**

**28(d) NA**

**28(e) NA**

29. Staffing cessations

- a) How many ongoing staff left the department/agency from 7 September 2013 to date? What classification were these staff?
- b) How many non-ongoing staff left department/agency from 7 September 2013 to date? What classification were these staff?

**RESPONSE:**

**29(a) 7 ongoing employees: 3 x Tourism Australia band 3; 2 x Tourism Australia band 4; 1 x Tourism Australia band 5; 1 x Tourism Australia band 6.**

**29(b) 4 non-ongoing employees: 1 x Tourism Australia band 1; 2 x Tourism Australia band 2; 1 x Tourism Australia band 3; and 4 contractors.**

30. Staffing recruitment

- a) How many ongoing staff recruited from 7 September 2013 to date? What classification are these staff?
- b) How many non-ongoing positions exist or have been created from 7 September 2013 to date? What classification are these staff?
- c) From 7 September 2013 to date, how many employees have been employed on contract and what is the average length of their employment period?

**RESPONSE:**

**30(a) 11 ongoing employees in total: 6 fixed term employees: 1 x Tourism Australia band 1; 1x Tourism Australia band 2; 2 x Tourism Australia band 3; 1 x Tourism Australia band 4; 1 x Tourism Australia band 5; and 5 full time permanent employees: 1 x Tourism Australia band 1 and 4 x Tourism Australia band 3.**

**30(b) 3 non-going: 1 x Tourism Australia band 1, 2 x Tourism Australia band 2**

**30(c) 6 contractors employed with an average length of contract at 1.2 years**

### 31. Coffee machines

1. Has the department/agency purchased coffee machines for staff usage since 7 September 2013?

a) If yes, provide a list that includes the type of coffee machine, the cost, the amount, and any ongoing costs such as purchase of coffee or coffee pods and when the machine was purchased?

b) Why were coffee machines purchased?

c) Has there been a noticeable difference in staff productivity since coffee machines were purchased?

Are staff leaving the office premises less during business hours as a result?

d) Where did the funding for the coffee machines come from?

e) Who has access?

f) Who is responsible for the maintenance of the coffee machines? How much was spent on maintenance in from 7 September 2013 to date, include a list of what maintenance has been undertaken. Where does the funding for maintenance come from?

g) What are the ongoing costs of the coffee machine, such as the cost of coffee?

2. Does the department/agency rent coffee machines for staff usage?

a) If yes, provide a list that includes the type of coffee machine, the cost, the amount, and any ongoing costs such as purchase of coffee or coffee pods and when the machine was purchased.

b) Why are coffee machines rented?

c) Has there been a noticeable difference in staff productivity since coffee machines were rented? Are staff leaving the office premises less during business hours as a result?

d) Where does the funding for the coffee machines come from?

e) Who has access?

f) Who is responsible for the maintenance of the coffee machines? How much was spent on maintenance in from 7 September 2013 to date, include a list of what maintenance has been undertaken. Where does the funding for maintenance come from?

g) What are the ongoing costs of the coffee machine, such as the cost of coffee?

### **RESPONSE:**

**31.1 No**

### 32. Printing

How many documents (include the amount of copies) have been printed from 7 September 2013 to date? How many of these printed documents were also published online?

### **RESPONSE:**

**32. Tourism Australia printed 1,100 copies of the financial report at the cost of \$13,490. This document was also published online.**

### 33. Corporate cars

a) How cars are owned by each department/agency?

b) Where is the car/s located?

c) What is the car/s used for?

d) What is the cost of each car from 7 September 2013 to date?

e) How far did each car travel from 7 September 2013 to date?

### **RESPONSE:**

**33(a) None**

- 33(b) NA
- 33(c) NA
- 33(d) NA
- 33(e) NA

34. Taxi costs

- a) How much did each department/agency spend on taxis from 7 September 2013 to date? Provide a breakdown for each business group in each department/agency.
- b) What are the reasons for taxi costs?

**RESPONSE:**

**34(a) \$86,000**

**34(b) Taxi costs are incurred in travel to and from airports and in enabling staff to meet to attend regular meetings with industry and government stakeholders.**

35. Hire cars

- a) How much did each department/agency spend on hire cars from 7 September 2013 to date? Provide a breakdown of each business group in each department/agency.
- b) What are the reasons for hire car costs?

**RESPONSE:**

**35(a) \$0**

**35(b) NA**

36. Credit cards

1. Provide a breakdown for each employment classification that has a corporate credit card.
2. Please update details of the following?
  - a) What action is taken if the corporate credit card is misused?
  - b) How is corporate credit card use monitored?
  - c) What happens if misuse of a corporate credit card is discovered?
  - d) Have any instances of corporate credit card misuse have been discovered? List staff classification and what the misuse was, and the action taken.
  - e) What action is taken to prevent corporate credit card misuse?

**RESPONSE:**

**36.1**

TA Band	Number of CC holders
1	4
2	22
3	55
4	38
5	14
6	11
7	5
Board	8
<b>Grand Total</b>	<b>157</b>

**36.2(a) Recovery of funds and potential disciplinary action.**

**36.2(b) Through fraud exception reporting, audit and standard financial management.**



**36.2(c) The misuse is investigated, funds recovered, HR action as appropriate and potential removal of card.**

**36.2(d) None**

**36.2(e) Financial management controls, fraud exception reports, audit.**

37. Electricity purchasing

a) What are the details of the department/agency electricity purchasing agreement?

b) What are the department/agency electricity costs from 7 September 2013 to date?

**RESPONSE:**

**37(a) Tourism Australia has multiple electricity contracts relating to its global offices.**

**The agreement in Australia is with Energy Australia**

**37(b) \$26,177**

38. Ministerial briefing

- 1) Does the department provide a regular briefing to the Minister on the activities of the department and/or any upcoming issues and/or any upcoming matters to come before the Minister?
- 2) In what form does that occur?
- 3) On what basis it that provided?
- 4) What title is this briefing given?

**RESPONSE:**

**38.1 One regular weekly briefing with the Minister's Office. Briefings on specific matter are provided as required.**

**38.2 Teleconference**

**38.3 Information sharing**

**38.4 NA**

39. Departmental senate estimates briefing

- 1) How many officers were responsible for preparing the Minister's briefing pack for the purposes of senate estimates?
- 2) How many officer hours were spent on preparing that information?
  - a. Please break down the hours by officer APS classification
- 3) Were drafts shown to the Minister or their office before senate estimates?
  - a. If so, when did this occur?
  - b. How many versions of this information were shown to the minister or their office?
- 4) Did the minister or their office make any contributions, edits or suggestions for departmental changes to this information?
  - a. If so, when did this occur?
  - b. What officer hours were spent on making these edits? Please break down the hours by officer APS classification.
  - c. When were the changes made?

**RESPONSE:**

**39.1 2**

**39.2 7**

**39.2(a) NA**

**39.3 Yes**

**39.3(a) 8/11/2013**

**39.3(b) one**

**39.4 No**

40. Freedom of Information

- 1) Can the department please outline the process it under goes to access Freedom of Information requests?
- 2) Does the department consult or inform the Minister when it receives Freedom of Information requests?
  - a. If so, when?
  - b. If so, how does this occur?
- 3) Does the department consult or inform other departments or agencies when it receives Freedom of Information requests?
  - a. If so, which departments or agencies?
  - b. If so, when?
  - c. If so, how does this occur?
- 4) Does the department consult or inform the Minister when or before it makes a decision on a Freedom of Information request?
  - a. If so, when?
  - b. If so, how does this occur?
- 5) Does the department consult or inform other departments or agencies when or before it makes a decision on a Freedom of Information request?
  - a. If so, which departments or agencies?
  - b. If so, when?
  - c. If so, how does this occur?
- 6) What resources does the department commit to its Freedom of Information team?
- 7) List the staffing resources by APS level assigned solely to Freedom of Information requests
- 8) List the staffing resources by APS level assigned indirectly to Freedom of Information requests
- 9) Does the department ever second addition resources to processing Freedom of Information requests?
  - a. If so, please detail those resources by APS level
- 10) How many officers are currently designated decision makers under the Freedom of Information Act 1982 within the department?
  - a. How does this differ to the number of officers designated as at 6 September 2013?
- 11) How many officers are currently designated decision makers under the Freedom of Information Act 1982 within the Minister's office?
  - a. How does this differ to the number of officers designated as at 6 September 2013?
- 12) Of the officers that are designated decision makers under the Freedom of Information Act 1982 within the Ministers office, how many are seconded officers from the department?
- 13) What training does the department provide to designated decision makers under the Freedom of Information Act who work within the department?
  - a. Of the officers designated as decision makers within the department, how many have received formal training?

- b. Of the officers designated as decision makers within the department, how many have received informal training?
  - c. How long after each officers appointment as a designated decision maker did they receive formal training?
  - d. What did the training involve?
  - e. How long was the training?
  - f. By whom was the training conducted?
- 14) What training does the department provide to designated decision makers under the Freedom of Information Act who work within the Minister's office, excluding those officers on secondment from the department?
- a. Of the officers designated as decision makers, how many have received formal training?
  - b. Of the officers designated as decision makers, how many have received informal training?
  - c. How long after each officers appointment as a designated decision maker did they receive formal training?
  - d. What did the training involve?
  - e. How long was the training?
  - f. By whom was the training conducted?

**RESPONSE:**

**40.1 A written FOI request is submitted by an applicant either by post or by email. TA confirms receipt of the request in writing to the applicant within 14 days of receiving the request. At this time, TA will also provide an estimate of the charges that apply to the request (if applicable). TA will provide the applicant with a decision within 30 days unless that time has been extended. Where a document contains information about a third party, TA will consult the third party and may ask to extend the time by another 30 days. TA may also seek agreement to extend the time by up to 30 days if the request is complex.**

**When a decision has been made about an FOI request, TA will send the applicant a letter explaining its decision and the rights of review and appeal. An applicant can ask for the following decisions to be reviewed:**

- **if TA refuses to provide access to all or part of a document or if we defer giving you access;**
- **if TA imposes a charge; or**
- **if TA refuses to change or annotate information about the applicant that the applicant claims is incomplete, incorrect, out of date or misleading.**

**A third party who disagrees with TA's decision to give an applicant documents that contain information about them can also ask for TA's decision to be reviewed. The applicant can request in writing that TA reconsiders its decision through an internal review. An internal review will be conducted by another officer in TA who will advise the applicant of the new decision within 30 days of receiving the applicant's request.**

**40.2 No**

**40.3 The Minister is informed through routine internal reporting. The process is as follows: Following every Board meeting, the meeting minutes are finalised and shared with TA's parent Department which in turn shares them with TA's Minister. Where an**

**FOI is received, this is referenced in the relevant agenda and minutes. The Board meets at least eight times a year.**

**40.4 No**

**40.5 No**

**40.6 There are two in-house lawyers who alternate responding to requests and one decision-maker who is appointed TA's FOI Officer. Other employees within the Corporate Services Branch can assist if necessary.**

**40.7 NA**

**40.8 NA**

**40.9 No**

**40.10 One**

**40.11 Unknown**

**40.12 Unknown**

**40.13 TA provides no formal training, however two in-house lawyers are able to provide advisory to the decision-maker if required.**

**40.14 No**

#### 41. Functions

1) Provide a list of all formal functions or forms of hospitality conducted for the Minister.

Include:

- a) The guest list of each function
- b) The party or individual who initiated the request for the function
- c) The menu, program or list of proceedings of the function
- d) A list of drinks consumed at the function

2) Provide a list of the current wine, beer or other alcoholic beverages in stock or on order in the Minister's office

#### **RESPONSE:**

**41.1 None**

**41.2 None**

#### 42. Red tape reduction

1) Please detail what structures, officials, offices, units, taskforce or other processes has the department dedicated to meeting the government's red tape reduction targets?

a. What is the progress of that red tape reduction target

2) How many officers have been placed in those units and at what level?

3) How have they been recruited?

4) What process was used for their appointment?

5) What is the total cost of this unit?

6) Do members of the unit have access to cabinet documents?

7) Please list the security classification and date the classification was issued for each officer, broken down by APS or SES level, in the red tape reduction unit or similar body.

#### **RESPONSE:**

**42.1 NA**

**42.2 NA**

**42.3 NA**

**42.4 NA**

**42.5 NA**

**42.6 NA**

**42.7 NA**