

Q No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard, page & hearing date or Written Q	Date rec'd	Date tabled
001	Tourism Australia	Singh	Tourism Directions Conference	<p><b>Senator SINGH:</b> What was the minister's involvement in the cessation of Tourism Directions?</p> <p><b>Mr O'SULLIVAN:</b> It was a decision taken by Tourism Australia management and the Tourism Australia board.</p> <p><b>Senator SINGH:</b> The minister was not part of the decision?</p> <p><b>Mr O'SULLIVAN:</b> No.</p> <p><b>Senator SINGH:</b> When was he informed then? If he was not part of the decision, when was he informed? Did he make any further inquiries to Austrade or to Tourism Australia about it?</p> <p><b>Mr O'SULLIVAN:</b> I will take the exact date on notice, but certainly the minister has been supportive of the conference. He is one of the guest speakers at it.</p>	ABE Thursday 26 February 2015  P 133		
				<p><b>Response:</b> The Minister was informed in October 2014. He did not make any further enquiries of Tourism Australia in regard to the decision.</p>			
002	Tourism Australia	Brown	Northern Australia White Paper	Has Austrade and/or Tourism Australia contributed to the Government's Northern Australia White Paper? If so, please detail.	Written Q		
				<p><b>Response:</b> Tourism Australia responded to Recommendation 11 of the Joint Standing Committee on Northern Australia report, <i>Pivot North: Inquiry into the Development of Northern Australia</i>. This report was then used to draft the Northern Australia White Paper.</p>			
003	Tourism	Brown	Funding	Does Tourism Australia receive funding from sources other	Written		

	Australia			than the Australian Government? If so please provide full details over the forward estimates and details of any partnership agreements.			
				<p><b>Response:</b> Yes. \$21 million of cash revenue is expected from sources outside of government in the year ended 30 June 2015. This is supplemented by an additional \$29 million of partner contributions paid directly to third parties which in total represents the 14/15 Budget of \$50 million. These numbers are expected to increase over the forward estimates.</p> <p>In 14/15, Tourism Australia is working with 22 airlines. Tourism Australia currently has seven Memorandums of Understanding with airlines in 14/15:</p> <ol style="list-style-type: none"> <li>1. Air China</li> <li>2. Air New Zealand</li> <li>3. China Eastern</li> <li>4. China Southern</li> <li>5. Etihad</li> <li>6. Singapore Airlines</li> <li>7. Virgin Australia</li> </ol>			
004	Tourism Australia	Brown	Domestic Tourism Marketing	How much funding does Tourism Australia allocate specifically to domestic tourism marketing in each year over the forward estimates?	Written Q		
				<b>Response:</b> Nil			
005	Tourism Australia	Brown	Tourism Directions Conference	Why was the Tourism Directions conference cancelled?	Written Q		
				<p><b>Response:</b> The Tourism Directions Conference has not been cancelled, it has been repurposed to be a more marketing focused event.</p> <p>Tourism Australia's focus is on international marketing and</p>			

				<p>there are a number of other tourism industry events that deal with supply side tourism issues, targeting a similar audience. Tourism Australia determined that a marketing focused conference was the best way to complement rather than duplicate these other industry events and maintain consistency with the Government's desire for Tourism Australia to focus on international marketing.</p> <p>The conference has been renamed as the Destination Australia Conference and was held on 17 March 2015. Approximately 320 industry delegates attended the event and ninety-seven per cent rated the overall event 'good to excellent'.</p>			
006	Tourism Australia	Brown	Restaurant Australia	<p>Since learning that a business part-owned by the Minister was listed on the taxpayer-funded Restaurant Australia website, has Tourism Australia now taken steps to ensure no perceived or real conflict of interest occurs in future?</p>	Written Q		
				<p><b>Response:</b> No. Tourism Australia does not believe there is any perceived or real conflict of interest.</p>			
007	Tourism Australia	Brown	Restaurant Australia	<p>Has the Minister now provided formal advice to Tourism Australia of his pecuniary interests to assist Tourism Australia to avoid any perceived or real conflicts of interest in future?</p>	Written Q		
				<p><b>Response:</b> No. Tourism Australia relies on information in the House of Representatives Register of Members' Interests that details any conflicts of interest the Minister may have.</p>			
008	Tourism Australia	Brown	Restaurant Australia	<p>Is Tourism Australia aware of any further venues owned or part-owned by the Minister which may be eligible under Tourism Australia's guidelines for listing on the Restaurant Australia website? If so please detail.</p>	Written Q		
				<p><b>Response:</b> No. Tourism Australia relies on information in the</p>			

				House of Representatives Register of Members' Interests that details any conflicts of interest the Minister may have.			
009	Tourism Australia	Brown	Restaurant Australia	Please list all upcoming international events that Restaurant Australia will take part in including location, date and whether Mr Robb will be attending.	Written Q		
				<b>Response:</b> Tourism Australia is not aware of any Restaurant Australia events that the Minister will be attending at this time.			
010	Tourism Australia	Xenophon	Murray River	Why doesn't the Tourism Australia website ( <a href="http://www.australia.com/">http://www.australia.com/</a> ) have any reference to the River as one of Australia's Icons? Has the Murray been overlooked?	Written Q		
				<p><b>Response:</b> The 16 Iconic Destinations on Australia.com are selected by the State Tourism Offices, based on their international marketing strategies. However, the Murray River is featured or mentioned in the following 10 articles, landing pages and itineraries on Australia.com:</p> <ol style="list-style-type: none"> <li>1. <a href="http://www.australia.com/en/articles/houseboating-murray-river.html">http://www.australia.com/en/articles/houseboating-murray-river.html</a></li> <li>2. <a href="http://www.australia.com/en/places/vic.html">http://www.australia.com/en/places/vic.html</a></li> <li>3. <a href="http://www.australia.com/en/itineraries/melbourne-adelaide-gor.html">http://www.australia.com/en/itineraries/melbourne-adelaide-gor.html</a></li> <li>4. <a href="http://www.australia.com/en/itineraries/melbourne-adelaide-gor.html">http://www.australia.com/en/itineraries/melbourne-adelaide-gor.html</a></li> <li>5. <a href="http://www.australia.com/en/itineraries/sa-3weeks-adelaide.html">http://www.australia.com/en/itineraries/sa-3weeks-adelaide.html</a></li> <li>6. <a href="http://www.australia.com/en/itineraries/wa-munda-biddi-trail.html">http://www.australia.com/en/itineraries/wa-munda-biddi-trail.html</a></li> <li>7. <a href="http://www.australia.com/en/articles/nat-canoe-kayak.html">http://www.australia.com/en/articles/nat-canoe-kayak.html</a></li> <li>8. <a href="http://www.australia.com/en/itineraries/act-australian-alps-walking-track.html">http://www.australia.com/en/itineraries/act-australian-alps-walking-track.html</a></li> </ol>			

				<p>9. <a href="http://www.australia.com/en/places/australian-alps/highlights.html">http://www.australia.com/en/places/australian-alps/highlights.html</a></p> <p>10. <a href="http://www.australia.com/en/articles/australias-zoos.html">http://www.australia.com/en/articles/australias-zoos.html</a></p>			
011	Tourism Australia	Xenophon	Murray River	What are the criteria for listing as one of Australia's Icons on the website?	Written Q		
				<p><b>Response:</b> The 16 Iconic Destinations on Australia.com are selected by the State Tourism Offices, based on their international marketing strategies. In the case of the states bordering the Murray River these are:</p> <p>New South Wales: Byron Bay and The Blue Mountains</p> <p>South Australia: Flinders Ranges and Kangaroo Island</p> <p>Victoria: Gippsland and the Great Ocean Road</p>			
012	Tourism Australia	Xenophon	Murray River	Why wasn't the Murray River recognised as a National Landscape?	Written Q		
				<p><b>Response:</b> Acceptance into the National Landscapes program was a highly competitive process and not all applications could be accepted. The Murray Region applied to enter the National Landscapes Program in 2008. After careful consideration of the Murray Region's application, the National Landscapes Reference Committee found that the Murray Region did not meet the program criteria as strongly as other candidates. The Committee noted that the Murray Region did not have a sufficient number of international ready tourism products to qualify as a National Landscape. National Landscapes is not accepting any further candidates.</p>			
013	Tourism Australia	Xenophon	Murray River	Was Tourism Australia contacted directly by people from the Murray River community?	Written Q		
				<p><b>Response:</b> In the course of its business as usual engagement with Australia's tourism industry, Tourism Australia has</p>			

				engaged with people from the Murray River community.			
014	Tourism Australia	Xenophon	Murray River	Is any funding dedicated to the promotion of the Murray? How much?	Written Q		
				<b>Response:</b> Tourism Australia does not dedicate any money to the promotion of the Murray specifically. However, the Murray River is featured on Australia.com a number of times, as detailed above.			
015	Tourism Australia	Xenophon	Murray River	How does Tourism Australia determine the content in these resources? Are these only based on 'Australia's Icons'.	Written Q		
				<b>Response:</b> Content in Australia.com is developed based on the interests of our consumers. This is measured by consumer search data globally.			
016	Tourism Australia	Xenophon	Murray River	What would it take for the Murray to be listed as an Icon with Tourism Australia?	Written Q		
				<b>Response:</b> New South Wales, Victoria and South Australia would need to collaborate and agree that the Murray River is an iconic tourism destination.			