

Senate Foreign Affairs, Defence and Trade Legislation Committee
Additional Estimates 2017-18 - Tourism Australia QON Index

No	Senator	BroadTopic	QuestionText	Written Hansard	Proof Hansard Page
1	Carol Brown	Working holiday makers	<ul style="list-style-type: none"> • The latest Working Holiday Maker Visa Programme Report shows that only 214,000 applications were made in 2016-17. The Government launched its Global Youth Marketing campaign on 26 October 2016, which stated its aim was to make Australia the world’s most desirable destination for backpackers. Given that lodgements for Working Holiday Maker visas have fallen every single year under the Coalition, down 5000 from the previous year and 50,000 from 2012-13, how is this plan is going? • Has Tourism Australia measured the impact of taxation as a factor in attracting working holiday makers to Australia as part of its market research for this campaign? - If so, was this quantitatively assessed? - If so, how? What did the data show? - If not, why not? • In the media release announcing the Global Youth Marketing campaign, it read: o ‘the year ending June 2016 Australia welcomed almost 200,000 British youth visitors, including almost 60,000 working holiday makers, who spent a total of A\$1.4 billion.’ o However, applications for UK Working Holiday Maker applications in 2016-17 fell by: - 4.5 per cent for first visas and - 3.3 per cent for second visas • Has Tourism Australia conducted any market research to determine the factors which contributed to this decline? • If so, what kind of research and what did the data show? To what extent did confusion or concern about taxation play a role? • What targets have been set for Working Holiday Makers in 2018? How will this be achieved? • Does TA have a plan to respond to the media campaigns around mistreatment of backpackers in Australia and has this been raised as an issue? • December’s MYEFO document shows on page 73 a drop in funding over the forwards in relation to ‘tourism and area promotion’ of \$18 million. Can you clarify if this \$18 million over the forwards is in relation to the Government’s funding allocated to Tourism Australia? • IF NOT, what is it? IF YES, what impact will this have on TA’s Budget? • In light of these budget cuts (both last year’s budget and MYEFO), what steps has TA been required to take to accommodate this (i.e. reduction in staff etc)? • What is the current return on investment in tourism promotion for each dollar spent? 	Written	
2	Carol Brown	Tourism Australia funding	<ul style="list-style-type: none"> • December’s MYEFO document shows on page 73 a drop in funding over the forwards in relation to ‘tourism and area promotion’ of \$18 million. Can you clarify if this \$18 million over the forwards is in relation to the Government’s funding allocated to Tourism Australia? • IF NOT, what is it? IF YES, what impact will this have on TA’s Budget? • In light of these budget cuts (both last year’s budget and MYEFO), what steps has TA been required to take to accommodate this (i.e. reduction in staff etc)? • What is the current return on investment in tourism promotion for each dollar spent? 	Written	
3	Carol Brown	Crocodile Dundee advertisement	<ul style="list-style-type: none"> • Can you confirm total cost for the Crocodile Dundee Advertisement, from production through to placement? • What are your latest figures on number of people from the US who have seen this ad, as well as uptake in bookings from US visitors to Australia? • Could you please detail what return on investment you are expecting from this advertisement overall? 	Written	

4	Carol Brown	Research	<ul style="list-style-type: none"> • Have there been any changes to the expected publication schedules since last estimates? • If yes, please detail with original expected publication date and actual publication date. • Does Austrade or Tourism Australia anticipate any additional delays to publications over the next year aside from those detailed in last estimates answers? If so, please detail publication, reason, and expected length of delay. 	Written	
5	Carol Brown	Minister	Has Minister Ciobo visited the offices of Austrade, Tourism Australia or Tourism Research Australia since the last Estimates? If yes, what dates and what was the nature of the visits?	Written	
6	Claire Moore	Tourism Australia funding	<p>Senator MOORE: It's on page 73, Mr Craig. We're looking at the line that looks as though there is \$11 million in cuts over the forwards in relation to tourism and area promotion. We just want to clarify whether we're misreading it. There's a line under 'Tourism and area promotion' and it looks like, in the outlying years, there's a significant reduction. We just want to clarify: from your perspective, does that have an impact? Do you understand that impact? Mr Craig: Sorry, The book I've got is a previous book to this—so this is the first time I've seen this page. Senator MOORE: Sorry. Mr Craig: I'm probably going to have to take that one on notice. Senator MOORE: That's fair. I thought somebody might have had the latest MYEFO document clutched in their cold little hands, but nonetheless. We're wanting to clarify, realistically, what those outlying figures mean. We'll put that on notice.</p>	Hansard	139
7	Linda Reynolds; Claire Moore	Crocodile Dundee advertisement	<p>CHAIR: My other question was going to be: how would you measure results and what have the results been. But I think it's very clear. Could you, on notice, provide us with more information on the results: what you're getting in and some of the categories and some of the language— Senator MOORE: And how you measure it. CHAIR: because we'll clearly come back to this. I think that would be very helpful. Senator MOORE: That's what we'd like. Mr O'Sullivan: We can give you the whole purchase funnel and what we look at. CHAIR: That would be great.</p>	Hansard	141