

Tourism Australia – Hearing date: 25 October 2018; Due date for answers: 7 December 2018

Portfolio QNo	Senator	BroadTopic	QuestionText	Written Hansard	Proof Hansard Page
1	Carol Brown	Bid Fund	a) How many bids have been assisted through the Bid Fund to date? Please provide a list detailing bid name, amount of funding received from the bid fund and when this funding was allocated. b) How will funding from the Bid Fund be allocated over the forwards?	Written	
2	Carol Brown	Crocodile Dundee Advertisement	Are there any updated statistics on the ROI for the Crocodile Dundee advertisement since the February Estimates? How has this impacted visitor numbers from the USA?	Written	
3	Carol Brown	China Strategy	a) Is the current China Strategy working successfully? What are the set targets that determine this success and are these being met? b) What is the cost per visitor to attract new visitors from China and how does this compare to other markets TA is advertising to in order to attract visitors to Australia? c) Are there any new trends you have observed in regard to the Chinese visitor market? d) How have TA advertising campaigns influenced their length of visit, expenditure and dispersal? e) What future opportunities exist for growing this visitor market?	Written	
4	Carol Brown	Research	a) Have there been any changes to the expected publication schedules since last estimates? b) If yes, please detail with original expected publication date and actual publication date. c) 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 Birmingham visited the offices of Austrade, Tourism Australia or Tourism Research Australia since his appointment? If yes, what dates and what was the nature of the visits?	Written	
6	Carol Brown	Working Holiday	a) What is the value of backpackers to the visitor economy?	Written	

		Makers	<p>b) Please outline the current advertising campaign Tourism Australia running to attract backpackers to Australia? What are the target markets for this? How much has been spent on this campaign?</p> <p>c) How will the success of this/these campaigns be measured? What targets have been set?</p>		
7	Carol Brown	Regional Dispersal	<p>a) What needs to be done in order to grow regional dispersal? What are the impediments?</p> <p>b) How much of TA's funding is directly attributed to encouraging regional dispersal? Meaning - once the visitor has been snagged, what investment from the budget is directly attributed to this?</p> <p>c) Given regional dispersal is a key part of the government's strategy, how is Tourism Australia executing this?</p>	Written	
8	Claire Moore	Airlines that fly from America to Australia	<p>Ms Halbert: It's very similar to what it was for phase 1, although we're no longer exclusively going with one airline; we're working with all of the different airlines that fly from the US to Australia.</p> <p>Senator MOORE: How many are there? Take that on notice.</p> <p>Ms Halbert: We will. I mean, you've got Qantas, Virgin—</p> <p>Senator MOORE: It will be built into the plan—and American Airlines—</p> <p>Ms Halbert: And Delta, and Air New Zealand is a very good partner on that route. So, I'm going to say six, maybe seven.</p> <p>Senator MOORE: And this is from any America-Australia route. And that would be significant numbers. Just on notice, can we get that? That would be useful.</p> <p>Ms Halbert: Absolutely</p>	Hansard	129
9	Claire Moore	Chinese tourists	<p>Senator MOORE: And that's where you get the indication that Chinese tourists are spending more than other tourists at this moment. What is the cost per visitor to attract new visitors from China, and how does this compare to other markets advertising in order to attract visitors to Australia?</p> <p>CHAIR: Are you able to do that?</p> <p>Ms Halbert: No.</p> <p>CHAIR: One assumes that various states and other bodies are also engaged in seeking to attract tourists.</p> <p>Ms Halbert: Yes.</p> <p>Senator MOORE: Is that the type of data you keep—the cost to attract?</p>	Hansard	130

			<p>Ms Halbert: It isn't. We can certainly take it on notice and see what we might have.</p> <p>Senator MOORE: That would be useful.</p> <p>Ms Halbert: As a general rule, we will spend a certain amount in a market, but, as the senator rightly pointed out, other states and territories also operate in that market, which tends to confuse things a little bit. But I'm very happy to take it on notice and see what we can provide for you.</p>		
10	Claire Moore	Regional Dispersal	<p>Senator MOORE: Yes, I'm just perusing—and questions to Tourism Australia. In your view, what needs to be done in order to grow regional dispersal and what are the impediments? I know!</p> <p>Ms Halbert: It's a very big question. I think part of—</p> <p>Senator MOORE: Is this a question that would be better on notice for you? If it's valuable and there's stuff we can share now we have the time, but I'm wondering whether a question as wide as that is something that would be better for you on notice.</p> <p>Ms Halbert: Probably, yes. A lot of work is being done to try and introduce a new product.</p> <p>Senator MOORE: That's a general question. It comes out of the \$45 million that was set aside.</p> <p>Ms Halbert: I'm very happy to respond on notice to that—</p> <p>Senator MOORE: Analysis type question.</p> <p>Ms Halbert: and we can get into a bit more detail for you.</p>	Hansard	133
11	Claire Moore	Regional Dispersal	<p>Senator MOORE: We'll put that on notice. How much of Tourism Australia's funding is directly attributed to encouraging regional dispersal? Meaning, and this is the jargon, once the visitor has been 'snagged'—is that a technical term, 'once the visitor's been snagged'?</p> <p>Ms Halbert: Not one we use often, but maybe.</p> <p>Senator MOORE: What investment from the budget is directly attributed to this?</p> <p>Ms Halbert: Again, we'd have to take that on notice.</p> <p>Senator MOORE: Absolutely—that's fine</p>	Hansard	133
12	Claire Moore	Regional Dispersal	<p>Senator MOORE: My last question is about how Tourism Australia is executing the regional dispersal program. We will put those on notice and give you a chance to sell the process.</p> <p>Ms Halbert: Great.</p>	Hansard	133

