

**Senate Standing Committee on Economics**

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio  
Budget Estimates  
29 May 2012

**Question:** BR25

**Topic:** Tourism Australia Funding towards the Chinese Series Jiang Ai

**Proof Hansard Page:** 76

**Senator Edwards asked:**

**Senator EDWARDS:** My question is a very quick one and it relates to one issue, the filming of the Chinese series in the support of Tourism Australia. It is the Chinese series that was carried out in South Australia. If you could help me with the pronunciation. Is it Jiang Ai?

**Mr McEvoy:** You will do as well as I will on that one.

**Senator Chris Evans:** I was going to correct you, but I will let it go through this time.

**Senator EDWARDS:** Minister, I believe it is Chinese for "cherish your love forever". How much funding did Tourism Australia put towards this Chinese television series, which was filmed in South Australia?

**Mr McEvoy:** We might take it on notice. We know the answer, but I have not got it in front of me.

**Senator EDWARDS:** That was done in conjunction with Wine Australia?

**Mr McEvoy:** I believe so. The South Australians were involved as well.

**Senator EDWARDS:** As a co-contribution.

**Mr McEvoy:** Yes. We will check that for you.

**Senator EDWARDS:** How will you assess your return on investment with this initiative?

**Mr McEvoy:** We do a few of these. We did another online series with a Chinese couple called Show Lo and Rainie Yang, where they ran five episodes online. How do we measure it? Who saw it? Did our audience see it and what sort of numbers? Did they do the next thing? Did they go online and start researching and thinking about Australia? Ultimately we look at those sorts of measures. Perhaps I can make that a part of the question on notice.

**Answer:**

Tourism Australia, along with the South Australia Tourism Commission (SATC) provided financial and logistical support for the shooting of four episodes of a famous Chinese TV Drama series Cherish Your Love Forever "Jiang Ai" in South Australia. This is the third series of this popular TV drama. Previous series were partly filmed in Bordeaux, France and various cities in China.

Four episodes were filmed in South Australia in February 2012, and are expected to screen in China in the second half of 2012. The Chinese director 'Zhang Yibai' is well known in China and has a proven record of creating high quality dramas.

The shooting locations included Adelaide, Adelaide Hills, Fleurieu Peninsula and Barossa regions. The series showcases the abundant nature, wildlife and landscapes of South Australia to Chinese audiences.

Internet coverage and exposure in China will be invaluable to raising awareness of South Australia as a potential tourism destination for Chinese visitors. Online viewership of similar types of drama on mainstream video sites is over 300 million.

Tourism Australia will work with SATC on promotional activities to amplify awareness of the drama series around the second half of 2012. Screening dates are yet to be confirmed, but it is expected that it will air on four leading satellite TV stations and major local city TV stations in China, as well as on online channels.

The total value of support provided to the production company is approximately \$240,000, with Tourism Australia contributing \$60,000, as well as financial and in-kind contributions from SATC and Wine Australia.

As planning for the promotion phase is finalised, Tourism Australia will set relevant key performance indicators which may include: TV viewership, online video viewership, views and engagement to campaign site, PR coverage and estimated advertising value.