

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Estimates

29 May 2012

Question: BR26

Topic: Future Tourism Investment in the Asian Region

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Senator Edwards asked:

Senator EDWARDS: That would be terrific. Do you currently have slated in the budget going forward any other programs of this nature to try to embrace interest in Australia from the Asian region?

Mr McEvoy: We definitely do. It is a great way to get engaged. This is this whole advocacy play where these people who are well known to their audience are advocating for Australia through their own words and their own images, which are often more powerful than anything we can do in the advertising space. We have done a number of things. We did a whole Bollywood TV series. As I mentioned, we did Rainie Yang and Show Lo, who collectively have 40 million people following them in China. The Oprah Winfrey program was an example of it.

We do a number of these. We run a thing called the International Media Hosting Program, where we host more than 300 media organisations each year to write and broadcast about the best of Australia. Sometimes they are personality led like the ones that you have described. We normally assist with on-ground help, where the industry will chip in with good rates for the hotels, transport et cetera. The states and territories work with us and we sometimes put cash and in-kind in. It is a good way to get a big message out through the eyes of these important people.

Senator EDWARDS: Can you quantify the amount that is planned to be spent in this region with co-investments with other states and other industry sectors?

Mr McEvoy: I will take that on notice. I am happy to outline that for you.

Answer:

In 2012/13 Tourism Australia plans to spend an estimated \$37.5 million in Asia on marketing activities. Of this, approximately \$1.01 million will be allocated to the International Media Hosting Program in the Asia region.

Note: the above amounts do not include expenditure under the Asia Marketing Fund.