

Foreign Affairs, Defence and Trade Legislation Committee
QUESTIONS ON NOTICE—BUDGET ESTIMATES, 4 June 2015
Tourism Australia

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	Back	Campaigns	CHAIR: Firstly, campaigns like 'Best jobs in the world' and 'Where the bloody hell are you': can you give us some idea please as to how you estimates or calculate the cost benefit of the effectiveness or otherwise of those campaigns?	BE Thursday 4 June 2015 P 126		
				Response: Tourism Australia administers an ongoing Campaign Activity Evaluation (CAE) to evaluate and inform the effectiveness of campaign activity across 12 key source markets. This provides rigorous evaluation of media spend and increases our understanding of the impact of Tourism Australia's marketing activity among target customers. The CAE provides results and insights into campaign effectiveness, call to action, campaign engagement and media selection. A Return on Investment (ROI) evaluation is then conducted using inputs from the CAE and Tourism Research Australia's International Visitor Survey. Besides informing Tourism Australia on the effectiveness of its campaigns, the evaluation results are also benchmarked against ROI norms of similar campaigns run within the market.			
002	Tourism Australia	Back	Overseas students	CHAIR: What, if anything, is Tourism Australia or Austrade doing to boost tourism coming in to support overseas students who are already here – in other words, parents, relations et cetera?	BE Thursday 4 June 2015 P 126		
				Response: Tourism Australia markets to the leisure customer which includes the 'holiday' and 'visiting friends and relatives' categories. 'Visiting friends and relatives' captures many of those international visitors who are coming to Australia to visit with family or friends who are studying in Australia. In the year ending March 2015, Australia's top three 'visiting friends and relatives' markets by arrivals were New Zealand, China and the United States.			

003	Tourism Australia	Brown	Northern Australia Aviation Proposal	Were Austrade or Tourism Australia consulted on the Government's proposal to allow foreign airlines to fly on domestic routes in Australia?	Written Q		
				Response: No, Tourism Australia was not consulted.			
004	Tourism Australia	Brown	Funding	<ol style="list-style-type: none"> 1. Please detail Tourism Australia's funding arrangements in 2015-16 and across the forward estimates including private or partner funding. 2. How much funding was allocated for Tourism Australia in the 2014-15 Budget in real terms (adjusted for inflation) 3. How much was allocated in 2015-16 Budget for Tourism Australia 	Written Q		
				Response: <ol style="list-style-type: none"> 1. Please refer to the attached schedule. 2. \$143,250,000 3. \$151,290,000 			
005	Tourism Australia	Brown	Domestic Tourism Marketing	<ol style="list-style-type: none"> 1. Is Austrade or Tourism Australia aware of any research into the value of domestic tourism marketing? 2. If so, what was the return for each dollar invested in domestic tourism marketing? 3. How much funding from Austrade or Tourism Australia will go to domestic tourism marketing in 2015-16 and across the forward estimates? 4. How much funding is each state and territory government investing in domestic tourism marketing over the forward estimates? Please provide a list. 	Written Q		
				Response: <ol style="list-style-type: none"> 1. No. 2. N/A. 3. In line with Australian Government policy, Tourism Australia has withdrawn from its role in marketing domestic holidays in Australia. Therefore, no funds have been allocated in 2015-16. 4. Tourism Australia does not have access to this data. Funding 			

				and expenditure of State and Territory tourism organisations is a matter for State and Territory governments.			
006	Tourism Australia	Brown	Research	<ol style="list-style-type: none"> 1. Please detail the forward publishing schedule for all research and survey publications in 2015-16 including Tourism Research Australia. 2. Have there been any changes to the expected publication schedules in the last year? 3. If yes, please detail with original expected publication date and actual publication date. 4. Does Austrade or Tourism Australia anticipate any delays to publications over the next year? If so, please detail publication, reason, and expected length of delay. 5. Have the issues discussed at last estimates regarding Incoming Passenger Cards been resolved? If so, what impact will this have on the delivery of publications? 	Written Q		
				<p>Response:</p> <ol style="list-style-type: none"> 1. Tourism Australia publishes market profiles in June each calendar year. Questions about publications published by Tourism Research Australia will be answered by Austrade. 2. No. 3. N/A. 4. No. 5. Tourism Research Australia will respond to this question. 			
007	Tourism Australia	Brown	Budget Functions	<ol style="list-style-type: none"> 1. Did any public servants assist or work at Budget night functions at Parliament House? 2. If so, in what capacity did they assist or work at these functions? 3. What roles did they perform? 4. Were any of these events Liberal, National, LNP, WA National or Country Liberal Party fundraisers? 5. Who requested their presence? 6. Were they paid? If so, by whom? 7. Did the Minister request their presence? If not, who did? 8. Can any correspondence or request for their presence be provided to the Committee? 	Written Q		

				Response: <ol style="list-style-type: none"> 1. No. 2. N/A 3. N/A 4. N/A 5. N/A 6. N/A 7. N/A 8. N/A 			
008	Tourism Australia	Ludwig	Non-Australian Citizens Employed by the Department/ Agency	<ol style="list-style-type: none"> 1. What is the Department/Agency's policy with regard to hiring non-Australian citizens? 2. Does the agency have a Culturally and Linguistically Diverse (CALD) policy? If yes, please provide a summary. 3. How does the Department/Agency determine whether a person is a non-Australian citizen? 4. How many staff who were not Australian Citizens have been hired by the Department/Agency since the Federal Election in September, 2013? Please break the numbers down by: <ol style="list-style-type: none"> 1. Levels at which they are employed 2. Immigration Status (Visa) 3. Cultural Background 4. Linguistic Background 5. How many were hired to satisfy CALD targets? 	Written Q		
				Response: <ol style="list-style-type: none"> 1. Tourism Australia has no formal policy however, as a global company we recruit based on equal opportunity. 2. No. 3. We do reference checking to ensure people have the requisite visa's in place. Staff are required to provide original or certified copies of all visas. 4. Five non-Australian staff have been hired in Australia. <ol style="list-style-type: none"> 1. 4 x Band 3 1 x Band 4 2. 1 x subclass 457 1 x subclass 417 1 x subclass 462 1 x subclass 175 1 x N/A 			

				<ol style="list-style-type: none"> 3. 1 x Brazilian 1 x Canadian 1 x American 1 x South African 1 x New Zealand/ Sikhism 4. 1 x Portuguese 3 x English 1 x Hindi, Punjabi, Bengali and Nepali 5. Nil. 			
009	Tourism Australia		Departmental Dispute Resolution	<ol style="list-style-type: none"> 1. How are disputes between departmental and/or agency staff mediated? 2. Are any outside firms contracted to assist with this process? If yes: please list them, please include: <ol style="list-style-type: none"> 1. The structure of payments made to each firm (e.g. retainers, fees for each consultation etc). 2. Amount paid to each firm since the last budget. 3. When the contract with the firm commenced. 4. When the contract with the firm will expire. 5. Why the firm was selected to provide the service. 6. Please provide a list of disputes referred to the firm, including a brief description of the dispute. 3. How are code of conduct violations by departmental and/or agency staff mediated? 4. Are any outside firms contracted to assist with this process? If yes: please list them, please include: <ol style="list-style-type: none"> 1. The structure of payments made to each firm (e.g. retainers, fees for each consultation etc). 2. Amount paid to each firm since the last budget. 3. When the contract with the firm commenced. 4. When the contract with the firm will expire. 5. Why the firm was selected to provide the service. <p>Please provide a list of disputes referred to the firm, including a brief description of the dispute.</p>	Written Q		
				<p>Response:</p> <ol style="list-style-type: none"> 1. All staff disputes are handled through the disciplinary code, grievance procedure or sexual harassment and bullying policies as appropriate. 2. No outside firm has been used to mediate in the 2014/15 financial year. 			

				<ol style="list-style-type: none"> 1. N/A 2. N/A 3. N/A 4. N/A 5. N/A 6. N/A <ol style="list-style-type: none"> 3. All staff code of conduct violations are handled through the disciplinary code, grievance procedure or sexual harassment and bullying policies as appropriate. 4. If these are unsuccessful we utilise an outside supplier (HR Spectrum) to mediate. <ol style="list-style-type: none"> 1. Fees are paid on a per use basis. 2. No fees were paid since the last budget. 3. 2013. 4. No ongoing contact. 5. Recommended to use by our lawyers. 			
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Tourism Australia - QONs June 2015 - Funding Arrangements

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	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>	<u>2018-19</u>
Government Sourced	151,290	150,760	152,438	154,059
Bank Interest	1,300	1,300	1,300	1,300
Partner Contributions - Direct ¹	16,574	16,574	16,574	16,574
Subtotal - Direct Funding	169,164	168,634	170,312	171,933
Partner Contributions - Indirect ²	46,190	46,190	46,190	46,190
Total Contribution to Tourism Industry	215,354	214,824	216,502	218,123

1 - Direct Revenue - cash/contributions where Tourism Australia is the banker.

2 - Indirect revenue - cash/contributions where Tourism Australia is not the banker and in-kind support.