

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
1	Tourism Australia	Brown	Research	<p>a) Please detail the forward publishing schedule for all research and survey publications in 2016-17 including Tourism Research Australia.</p> <p>b) Have there been any changes to the expected publication schedules since last estimates?</p> <p>c) If yes, please detail with original expected publication date and actual publication date.</p> <p>d) 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.</p>	Written
				<p>Answer:</p> <p>a) Tourism Australia's Consumer Demand Project for 2016 will be published on www.tourism.australia.com in early 2017. Other documents including arrivals and expenditure figures received from TRA will be updated on a quarterly basis.</p> <p>b) No</p> <p>c) N/A</p> <p>d) No</p>	

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2	Tourism Australia	Brown and Moore	Incoming ministerial briefing	<p>a) Has Minister Ciobo been provided with an incoming ministerial briefing? What date did this occur?</p> <p>b) Please provide a copy of the written incoming ministerial briefing.</p> <p>c) Has Tourism Australia, Austrade or Tourism Australia met with Minister Ciobo since his appointment as Minister for Tourism? If so, please detail dates</p> <p>d) Has Minister Ciobo visited the offices of Austrade, Tourism Australia or Tourism Research Australia since being appointed Minister for Tourism? If yes, what dates and what was the nature of the visits?</p>	Written
				<p>Answer:</p> <p>a) Tourism Australia provided Minister Ciobo with an incoming government brief on 19 July 2016.</p> <p>b) The incoming government brief constitutes advice to the government and was provided to the Minister on a confidential basis. Therefore it cannot be provided.</p> <p>c) Yes. Providing all dates would involve an unreasonable diversion of resources.</p> <p>d) Minister Ciobo has visited Tourism Australia's offices. He has had briefings from key executives and has also made an all staff address.</p>	

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3	Tourism Australia	Brown and McCarthy	Working Holiday Maker Reform Package Taskforce	<p>a) Tourism Australia has a seat on this taskforce. Who represents Tourism Australia?</p> <p>b) What was Tourism Australia's role on the taskforce?</p> <p>c) How many meetings has the taskforce had? How many of these did Tourism Australia attend?</p> <p>d) Did the taskforce discuss what impact changes to the Working Holiday Maker tax rate would have on tourism in Australia? Was there any discussion about the impact these changes would have on regional tourism?</p>	Written
				<p>Answer:</p> <p>a) Tourism Australia was represented by Austrade on the Working Holiday Maker Reform Taskforce.</p> <p>b) Tourism Australia was represented by Austrade on the Working Holiday Maker Reform Taskforce.</p> <p>c) Questions about the Taskforce should be directed to the Department of Agriculture and Water Resources.</p> <p>d) Questions about the Taskforce should be directed to the Department of Agriculture and Water Resources.</p>	

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4	Tourism Australia	Brown and Moore	\$10 million for advertising campaign to target youth	a) On what date did Tourism Australia learn it would receive \$10 million for the youth targeted campaign? b) Who made this decision? c) Was there any consultation with Tourism Australia on this funding? d) Have tourism operators/ any section of the tourism sector made any contribution to the development of this campaign? e) What are the aims of this campaign? f) How will this campaign assist with regional dispersal? g) How will the success of this campaign be measured?	Written

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				<p>Answer:</p> <ul style="list-style-type: none"> a) Funding for Tourism Australia was publicly announced on 27 September 2016. b) This question should be directed to the Government. c) Yes. The Minister's Office requested Tourism Australia prepare a New Policy Proposal. d) Yes. e) To increase working holiday maker applications, visitation and expenditure. f) The campaign encourages working holiday makers to leave the major cities and see the unique experiences available in regional and rural Australia. It also encourages them to live and work in regional and rural Australia. g) Refer to subsection e). 	

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5	Tourism Australia	Brown	Australia's participation in upcoming world fairs	<p>a) As of 8 September 2016, more than 100 countries had confirmed they will take part in Expo 2017 in Kazakhstan. Is Australia attending? If not, what are the reasons for this?</p> <p>b) In a letter dated 27 February 2016, Mr O'Sullivan, Managing Director of Tourism Australia indicated that Deloitte has been commissioned to do a CBA of potential participating in the Dubai 2020 Expo. Has this report concluded? What are the findings? What are the recommendations in the report?</p> <p>c) Has Austrade or Tourism Australia made a recommendation to the government about participating in these events?</p> <p>d) Has Austrade or Tourism Australia had any contact with the organisers of these events?</p> <p>e) If so, what was the nature of that contact? If not, why not, given that Austrade and TA are the primary tourism agencies?</p> <p>f) What are the tourism benefits of Australia participating in international events such as World Fairs?</p>	Written

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				<p>Answer:</p> <ul style="list-style-type: none"> a) The Department of Foreign Affairs and Trade (DFAT) has responded to this question on behalf of the portfolio. b) DFAT has responded to this question on behalf of the portfolio. c) Tourism Australia has not made any recommendations to the government about the event. d) Tourism Australia has not had any contact with the organisers of the event. e) Not applicable. f) The benefits of participating in such events varies in terms of the host country and whether or not the country is a priority market under the national tourism strategy, Tourism 2020. These opportunities are assessed on a case by case basis. 	
6	Tourism Australia	Kakoschke-Moore	Regional tourism	Recently I visited the town of Ceduna on the west coast of the Eyre Peninsula in South Australia. The Ceduna Council are seeking to develop tourism opportunities which support the town and create jobs. They have the fantastic idea of creating a wildlife park which will create jobs for the indigenous members of the population. Does Tourism Australia provide support for towns and councils to build their tourism capabilities?	Written
				<p>Answer: Tourism Australia's primary responsibility is to market Australia internationally. Responsibility for tourism business development sits with the States and Territories as well as Industry Membership bodies such as the Australian Tourism Export Council (ATEC). Tourism Australia's corporate website has many free resources for tourism businesses to access.</p>	

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7	Tourism Australia	Kakoschke- Moore	Regional tourism	Does Tourism Australia link towns and councils with programs to develop tourism in their areas?	Written
				Answer: Tourism Australia's primary responsibility is to market Australia internationally. States and Territories have responsibility for developing tourism within their regions.	
8	Tourism Australia	Kakoschke- Moore	Regional tourism	Does Tourism Australia co-ordinate tourism partnerships with the aim of developing tourism in areas that need support?	Written
				Answer: As Tourism Australia's primary responsibility is to market Australia internationally, it works in partnership with organisations where there is an opportunity to promote to Australia to the world.	
9	Tourism Australia	Kakoschke- Moore	Indigenous tourism	I am aware of the Indigenous Tourism Champions Program, but does Tourism Australia have a long term plan for Indigenous Tourism in Australia?	Written
				Answer: Tourism Australia supports Indigenous Tourism Champions through marketing their businesses internationally. Indigenous tourism is one of the key pillars that Tourism Australia promotes.	
10	Tourism Australia	Kakoschke- Moore	Indigenous tourism	Does Tourism Australia have a plan or project that could support projects such as this in areas which supports Indigenous job creation?	Written
				Answer: Business development is the responsibility of State and Territory tourism organisations. Tourism Australia promotes Australia internationally and as part of this, they promote Indigenous tourism experiences.	

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11	Tourism Australia	Kakoschke- Moore	Indigenous tourism	Does Tourism Australia work with other Departments to meet any of these aims?	Written
				Answer: Austrade is responsible for supply side issues relating to tourism.	
12	Tourism Australia	Kakoschke- Moore	Indigenous tourism	The Tourism Australia 2016-2020 Corporate Plan names Australia's Indigenous tourism as being highlighted within your marketing framework. Are you able to expand upon this, and provide some more information your input in the development of Indigenous tourism?	Written
				<p>Answer: Tourism Australia is committed to the promotion of the Indigenous Tourism Champions (ITCs) through:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Representation of the ITCs at tourism industry events including the Australian Tourism Exchange (ATE), European Product Workshop, Corroboree Europe/Asia, Aussie Marketplace and There's Nothing Like Australia North American Roadshow, Internationale Tourismus Boerse Berlin (ITB), Travel2's Amazing Aussie Adventures and tour wholesaler partnerships/campaigns. <input type="checkbox"/> Over the last 18 months, a total of 40 ITC Operators were included in a total of 61 Media Famils which resulted in a total of 85 bookings (<i>please note the same operator can be booked several times</i>). <input type="checkbox"/> Inclusion of an Indigenous module on the Aussie Specialist Program travel agent training platform. 755 modules have been completed in the last 5 months by travel agents across the world. <input type="checkbox"/> The Aboriginal tourism section of Tourism Australia's flagship consumer website www.australia.com globally generated 275,359 unique visitors from July 2015 to October 2016. 	

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				<ul style="list-style-type: none"> <input type="checkbox"/> Ninety-three videos and 1,253 images were downloaded from the Aboriginal tourism collections on Tourism Australia's video and image galleries in the last 5 months, putting the Aboriginal collection in the top 5 of Tourism Australia's 300 collections. <input type="checkbox"/> The quarterly Aboriginal tourism newsletter currently has 4,280 subscribers, an increase of 12% over the last 5 months. <input type="checkbox"/> Regular review of all Indigenous content on www.australia.com is underway to ensure the site is focused on driving consumer demand for indigenous tourism product with current content and effective exposure for ITCs. 	
13	Tourism Australia	Kakoschke- Moore	Indigenous tourism	Are you able to provide us with more information regarding how you develop and promote indigenous tourism?	Written
				Answer: Refer to question 12	
14	Tourism Australia	Kakoschke- Moore	Indigenous tourism	Does Tourism Australia have a commitment to the development of tourism in rural and regional areas?	Written
				Answer: Tourism Australia actively promotes and encourages international visitors to venture out of the cities and into regional and rural locations. Tourism Australia's strategy revolves around getting visitors to go further, see more and spend more. For example, the majority of experiences featured in Tourism Australia's aquatic and coastal campaign are in regional or rural locations. States and Territories have responsibility for developing tourism within their regions. Tourism Australia and Austrade also work in partnership to attract tourism investment into Australia via a strategic investment partnership. This partnership is currently focusing on attracting investment for regional tourism accommodation and experiences and involves state and territory tourism organisations and trade and investment departments.	

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15	Tourism Australia	McAllister	Staff levels	<p>Please provide a breakdown of staffing levels as at 30 June 2016, nationally and for each state and territory, by the following categories:</p> <ul style="list-style-type: none"> a) Full time equivalent (FTE); b) Head count; c) Gender; d) Ongoing; e) non-ongoing; and f) classification level. 	Written
				Answer: Refer Attachment A.	
16	Tourism Australia	McAllister	Employment	<p>How many engagements occurred in the 2015-16 financial year, by:</p> <ul style="list-style-type: none"> a) Classification; b) State or territory; c) Ongoing staff; and d) Non-ongoing staff. 	Written

No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
				<p>Answer:</p> <p>a) Bands 1 – 4: 59 Bands 5 and above: 1</p> <p>b) All Australian based Tourism Australia staff are in Sydney.</p> <p>c) Ongoing: 29</p> <p>d) Non-ongoing: 31</p>	
17	Tourism Australia	McAllister	Separations	<p>How many separations occurred in the 2015-16 financial year, by:</p> <p>a) Classification;</p> <p>b) State or territory;</p> <p>c) Ongoing staff;</p> <p>d) Non-ongoing staff; and</p> <p>e) Reason for separation.</p>	Written

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No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
				<p>Answer:</p> <p>a) Bands 1 – 4: 40 Bands 5 and above: 2</p> <p>b) All Australian based Tourism Australia staff are in Sydney.</p> <p>c) Ongoing: 29</p> <p>d) Non-ongoing: 13</p> <p>e) Resignation – 24 Contract expiry – 10 Redundancy – 6 Unsuitable – 2</p>	
18	Tourism Australia	McAllister	Contractors and consultants	What was the total expenditure on contractors and consultants in the 2015-16 financial year?	Written
				<p>Answer: \$3,051,207 (this figure excludes labour hire staff which are disclosed in the response to Question 21).</p>	

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No.	Program: Division or Agency	Senator	Broad Topic	Question	Proof Hansard page & hearing date or Written Q
19	Tourism Australia	McAllister	Contractors and consultants	<p>For each contract or consultancy in the 2015-16 financial year, please outline:</p> <ul style="list-style-type: none"> a) The project or engagement; b) The value of the contract; c) The name of each firm or contractor engaged; and d) The purpose of the contract. 	Written
				Answer: Refer Attachment B.	
20	Tourism Australia	McAllister	Contractors and consultants	<p>For each contract or consultancy in the 2015-16 financial year, please outline:</p> <ul style="list-style-type: none"> a) The names of each firm or contractor engaged; and b) Total payments made to each contractor or consultant. 	Written
				Answer: Refer Attachment B	

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21	Tourism Australia	McAllister	Employment	<p>For the 2015-16 financial year, please outline:</p> <ul style="list-style-type: none"> a) How many staff were employed through labour hire arrangements; b) Total expenditure on labour hire staff; c) The contractors or labour hire firms engaged to supply these staff; d) Total payments to each of the organisations that provided staff through either a labour hire arrangement or other contractual arrangement; and e) The nature of the work performed by labour hire staff. 	Written
				<p>Answer:</p> <ul style="list-style-type: none"> a) 57 b) \$1,859,686 c) Refer Attachment C. d) Refer Attachment C. e) Various work including but not limited to administration, event support, accounting and digital support. 	

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22	Tourism Australia	Carr	Administered programs	<p>Please provide an itemised table detailing the following information:</p> <p>a) Every program administered by the department and all portfolio agencies within it:</p> <ul style="list-style-type: none"> i. The total funding allocated for each in 2016-17, 2015-16 and 2014-15; ii. The number of organisations funded under the program in each in those years, the name of each organisation funded and the dollar value of that funding. iii. The number of individuals projected to be serviced or services to be delivered through each in 2016-17, 2015-16 and 2014-15; iv. The total funding actually expended on each in 2015-16 and 2014-15; v. The number of individuals actually serviced or services actually delivered through each in 2015-16 and 2014-15; vi. The aggregate staff budget for each in 2016-17, 2015-16 and 2014-15 broken down by i) permanent APS staff and ii) contractors. vii. The number of permanent APS staff responsible for delivering each in 2016-17; 2015-16 and 2014-15, the classification of these staff and their geographic location; viii. The dollar value of external advice contracted to support each in 2016-17, as well as the number of contractors engaged, the APS-equivalent classification these contractors were engaged at and their geographic location. <p>b) Please provide the following information: For every program administered by the department and all portfolio agencies within it:</p>	Written

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				<ul style="list-style-type: none"> i. Copies of any evaluation reports or program analysis prepared by external advisers in the last five years ii. Copies of any evaluation reports or program analysis prepared within the department in the last five years. 	
				Answer: Tourism Australia does not administer any programs.	

Attachment A

Department	FTE	Headcount	Gender		On-going	Non-Ongoing	Classification	
			Male	Female			Band 1 - 4	Band 5 +
Australia	111.6	119	35	84	94	25	99	20
China	17	17	3	14	15	2	15	2
Hong Kong	3.5	4	1	3	4	0	4	0
Japan	6	6	1	5	6	0	6	0
Korea	5	5	2	3	4	1	4	1
Singapore	10	10	2	8	7	3	8	2
Malaysia	4	4	0	4	4	0	3	1
India	5	5	2	3	5	0	4	1
Indonesia	2	2	0	2	2	0	2	0
USA	11	11	5	6	10	1	10	1
UK	10.9	11	4	7	10	1	10	1
Germany	9.5	10	3	7	9	1	9	1
New Zealand	2	2	1	1	1	1	1	1
ASP	19.6	20	4	16	0	20	20	0
Total	217.1	226	63	163	171	55	195	31

Attachment B

Project (a)	Value of contract (b)	Name of contractor (c)	Purpose (d)
Aussie Specialist Program (“ASP”)	\$49,640	Adapted Interactive Learning Pty Ltd (aiLearning Pty Ltd)	e-learning training ASP
International Market Representation	\$98,358	Article Onze Tourisme (SAS Article 11)	Market representation in France
International Market Representation	\$107,469	Aviareps Adam (Italy)	Market representation in Italy
Information Technology (“IT”)	\$164,412	BizData Pty Ltd	Development & maintenance of BI systems & tools
Digital Transformation	\$248,260	Customer Reach Pty Ltd	Digital Transformation project
Digital Transformation	\$80,398	DT Digital Pty Ltd (old: Ogilvy & Mather Sydney Pty Ltd)	Digital Agency
Corporate Governance	\$562,019	Ernst & Young	Internal Audit Service & Global Media Tender Evaluation
IT	\$91,900	Ethan Group Pty Ltd(Ethan Corporation Pty Ltd)	Global WAN roll-out & 3 rd level network support
International Market Representation	\$338,046	Interamerican Viagens e Turismo LTDA	Market representation in Brazil
Corporate Strategy Review	\$400,568	LEK Consulting (L.E.K Consulting)	Four year corporate strategy review
Digital Transformation	\$158,682	Lumos Digital Pty Ltd	Digital Transformation project
ASP	\$57,310	Ping Works Pty Ltd	ASP website development (interactive mapping)
IT	\$333,185	UXC Eclipse Pty Ltd (Uxceclipse Pty Ltd)	Business Systems Support
	\$360,960	Contractors and Consultants Less than A\$50,000	
TOTAL	\$3,051,207		

Attachment C

Contractor/Agency	Total Cost
Adecco Ltd	\$2,986.66
Alcami Pty Ltd	\$89,887.22
Amber Cummings (TA SYD LON)	\$31,125.00
Clicks Recruit (Australia) Pty Ltd [old: Clicks Recruit Pty Limited]	\$471,692.60
Debra Wilson (TA AUK)	\$3,505.43
Digital Purpose Pty Ltd (Jo Thatcher)	\$21,800.00
Etched Events (Mali A Williams)	\$11,067.05
Good People	\$5,638.49
Hays Specialist Recruitment (Australia) Pty Ltd	\$191,111.28
Hays Specialist Recruitment Limited	\$3,430.93
Identity Creative	\$14,748.76
In The Pixel Productions(Deborah Jane Gillespie)	\$75,794.00
Ingrid Sellarulo (Johnson Ingrid)	\$59,600.25
International Project Solutions Pty Ltd	\$49,541.08
Lauren Harder	\$61,230.00
Loretta de Stefani (Loretta De Stefani)	\$79,421.95
Mahlab Recruitment (NSW) Pty Limited	\$16,673.30
Marina Albert T/as Sydney Fixer and Beyond.Com	\$45,002.46
Patricia Gonzalez	\$5,620.00
People With Ability Pty Ltd (AccountAbility)	\$59,142.25
RA1 Australia Pty Ltd	\$196,153.20
Randstad Pty Ltd t/as Vedioir Asia Pacific Pty Ltd	\$72,216.15
Siobhan Petri	\$61,588.00
Susan J Hocking T/as Go Fit Coordination	\$25,560.03
Talent Connect Australia Ltd Pty	\$32,695.20
Talent Team NT [Talent Team (NT) Pty Ltd]	\$36,168.19
Dragon Wood	\$27,285.31
Winstanley Consulting	\$58,226.89
Yumi Sakauchi	\$50,774.70
TOTAL	\$1,859,686