

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Tourism and Resources Portfolio  
2006-07 Additional Budget Estimates Hearing  
15 & 16 February 2007

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**AGENCY/DEPARTMENT:** INDUSTRY, TOURISM AND RESOURCES

**TOPIC:** *Tourism Events Australia and the Australian Experience Unit*

**REFERENCE:** Hansard 16/2/07, Page E49

**QUESTION No.** AI-50  
(Hansard 16/2/07, Page E49)

**Senator STEPHENS asked:** —In terms of establishing Tourism Events Australia, can you provide some details to the committee about what that exercise has cost. Also, in terms of the Australian Experience Unit, can you tell how many people it has and how that is resourced?

**Mr Hopwood**—Yes, certainly.

**Senator STEPHENS**—That would be helpful too.

**ANSWER**

Tourism Events Australia (TEA) was launched on 2 September 2005 by the Minister for Small Business and Tourism, the Hon Fran Bailey at Federation Square in Melbourne. The main objective of TEA is to promote Australia as a destination for corporate meetings and incentives as well as major events.

TEA works to brand and promote Australia as a high value international business and major events destination, to help us capture an even larger proportion of this lucrative market.

As part of TEA's activities, a new \$2.6 million campaign to attract more international conventions and business tourists, was launched by the Tourism Minister Fran Bailey at the 15th Asia Pacific Incentives and Meetings Expo in Melbourne on Monday 12 February.

The Australian Experiences Unit is involved in developing and communicating tourism experiences that maximise high yield tourism and regional dispersal. The Unit has a budget of approximately \$1.75 million for 2006/07. The Unit currently has five staff members, consisting of three full time positions and two part time positions.