Senator STEPHENS asked:—Perhaps you could provide some detail, too, on how much is being spent on rolling out the revitalised Brand Australia campaign and also the costs that have been incurred for the first two rounds of the Australian Tourism Development Program, the first two rounds of the Tourism and Conservation Partnerships Initiative and the Business Ready Program for Indigenous Tourism. If you could take all of that on notice that would be helpful.

Mr Noonan—Yes. I will provide you with the allocations to each of those programs.

Senator STEPHENS—Thank you.

ANSWER

Brand Australia campaign
An initial $40 million was allocated to the international campaign in 2006 and a further $140 million has been allocated to international activities, including campaign activities over the 2006-07 and 2007-08 financial years.

Australian Tourism Development Program
Up to the end of 2005-06, the expenditure in the first 2 rounds of the Australian Tourism Development Program was $13.4 million.

Tourism and Conservation Partnerships Initiative
Up to the end of 2005-06, the expenditure for the first 2 rounds of the Tourism and Conservation Initiative was $2.0 million.

Business Ready Program for Indigenous Tourism
There has been one round of the Business Ready Program for Indigenous Tourism with expenditure of $1.4 million up to 2005-06.