

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Additional Budget Estimates 2009
26 February 2009

Question: AR12
Topic: National Tourism Crisis Response Plan (NTCRP)
2003 Criteria
Proof Hansard Page: E50

Senator RONALDSON asked:

Ms Madden—We will confirm the exact historical rating of this. My understanding, although I was not working in the area, is that because of the impact of SARS, particularly on transitional areas for travel to Australia through the Asian hub airports, there was a strong perception—particularly in some of the developed country markets, from Europe and the United States—that travel to Australia was dangerous because travel to Australia occurred via areas where there was an impact of SARS. This changed the impact, the perception of travel to Australia. It affected the brand, and it was deemed necessary at that time to change the rating under the NTIRP.

Senator RONALDSON—I presume one of the other criteria was the potential threat to the general tourism market as well from SARS? The inability of people to travel and therefore spend dollars, I presume, would have contributed to the amber as well?

Ms Madden—As I mentioned earlier, it was particularly about the perception of Australia, about ‘brand Australia’, and it was in that context that the NTIRP was used and continues to be used.

Senator RONALDSON—That was the only criterion, was it?

Ms Madden—No, that was the major criterion, the perception and—

Senator RONALDSON—What were the other criteria?

Ms Madden—At the time of the SARS attack in 2003?

Senator RONALDSON—Yes.

Ms Madden—I would have to take that on notice. I am sorry. I do not have the historic detail.

Answer:

During the SARS crisis in 2003, the National Tourism Incident Response Plan (NTIRP) was known as the National Tourism Crisis Response Plan. The objective of the crisis response matrix at the time of the SARS crisis was to rate the incident's potential to impact negatively on Brand Australia using the following set of criteria:

- as judged against the key competitive strengths of Brand Australia;
- impact on Brand Australia's destination ranking;

- with consideration to the duration of the issue or crisis;
- coverage in key tourism markets;
- impact of visitors numbers, nights and yield;
- coverage given to the issue by influential media;
- impact on industry profitability;
- impact on State and Commonwealth funding;
- impact on investor confidence in industry;
- damage to the reputation of the industry; and
- the industry's ability to recover.