

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Budget Estimates 2005-2006, 30-31 May 2005

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: TOURISM AUSTRALIA CAMPAIGNS
REFERENCE: HANSARD 31/05/05, PAGE E29

QUESTION No. 68
(Hansard 31/05/05, p.E29)

Senator O'Brien asked about:

Can the Committee be supplied with a list of the campaigns that are running or expected to run in the last quarter of the 2004-05 financial year, domestically and internationally? With a cost breakdown?

ANSWER

The following tables provide the requested information for consumer campaigns running in Tourism Australia's key international markets and domestically in the last quarter of 2004-05, where the cost to Tourism Australia exceeded \$100,000.

In many cases, commercial partners also made contributions to the campaigns – these contributions are in the main commercial-in-confidence and are therefore not included in the tables.

1. Japan

Campaign	Type	Cost
TA Brand Campaign Apr 05-Jun 05	TV	A \$4,666,789
JAL Slow Stay Australia Campaign Feb 05-Sept 05	Print, transit, online, in-flight VTR	A \$1,205,546
Brand Co-op Campaign with QF Mar 05-Jun 05	Print Transit	A \$889,434
"Invitation from Australia" Campaign Apr 05-Jun 05	Online	A \$140,181

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2. China

Campaign	Type	Cost
Brand Co Op Campaign ~ Shanghai Week of 22 Mar-30 Jun 2005	Metro LED Package (Platform + In-Train) Australian Brand Images & activities played in Metro Line 2 Light boxes and wall stickers in Shanxinan Road & People Square Metro Stations with Australian Brand Images & activities	A \$110,611
Brand Campaign ~ Beijing April-June 2005	Outdoor - 8 bus bodies over-painted with Australian Brand Images & activities	A \$109,798

3. Korea

Campaign	Type	Cost
Best of Australia Campaign May-Aug 2005	Integrated marketing program; TVC, on-line and radio promotion, PR, VJP etc	A \$922,437

4. Hong Kong

Campaign	Type	Cost
Brand Co-op (HK) May	Print	A \$184,776

5. Taiwan

Nil.

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6. Singapore

Campaign	Type	Cost
Brand campaign 28 Apr-15 June	TVC, cable, cinema	A \$975,500

7. Malaysia

Campaign	Type	Cost
Brand Campaign	TV and cinema commercials (21 Feb-June)	A \$191,965

8. India

Nil.

9. Thailand

Nil.

10. United Kingdom

Campaign	Type	Cost
Brand Campaign on the London Underground 23 May-19 June	Posters on London Underground	A \$330,449.59
Radio Campaign	Print and online	A \$535,885.66
Rankin Exhibition Campaign	Outdoor, press and online	A \$401,324.06
M2006 Commonwealth Games promotion Nov 04-Dec 05	London Taxis	Cost not finalised as yet

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11. Europe (excluding the UK)

Campaign	Type	Cost
ITALY		
Singapore Airlines Co-op Campaign 22 May-5 June 2005	Internet and radio	A \$179,292
FRANCE		
Brand Campaign March-April 2005	Print, online and outdoor	A \$448,469.47

12. USA/Canada

Campaign	Type	Cost
USA		
A Different Light Brand Co-op Campaign USA/Canada	TV, online, press, magazine, DM	US \$ 6.05m
AMEX Campaign Jan-Dec 05	Magazine, DM, online	US \$1.6m
National Geographic Campaign Jan-June 05	Television, print, cinema and online	US \$814,000
Search Engine Marketing	Online	US \$111,000

13. Australasia

Campaign	Type	Cost
NEW ZEALAND		
Marvellous Deals Campaign	Newspaper & Radio	NZ \$502,800
AUSTRALIA		
All the space you need campaign 29 March-July 2005	Print, online, TV and cinema	A \$8 million