AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: Tourism Australia – launch of ‘A Uniquely Australian Invitation’ campaign

REFERENCE: Question on Notice (Hansard 28/5/07, Page E71)

QUESTION No. B1-108

Senator O’BRIEN—How much did the launch of the new global campaign ‘A uniquely Australian invitation’ cost?

Mr Buckley—Again, I think that has been answered in a previous question on notice.

Senator O’BRIEN—Why is it not in the answer to question 3079, or identifiably so? Indeed, the answer in 3079 says the figures are budget figures, not actual figures.

Mr Buckley—The answer to question 3078 gives a breakdown of the costs that were incurred by Tourism Australia in formalising the new entity. You are after the costing of the launch of the new campaign?

Senator O’BRIEN—that is what the question asked for and the answer that we are given says:

The figures provided below are budget figures for the 2006/07 financial year and are allocated against the outputs assigned to Tourism Australia …

Presumably you are giving us what is in the PBS for that year?

Mr Buckley—In answer to 3078 our response was that in 3A, in line with the additional funding granted to Tourism Australia, an initial $40 million was allocated to the international campaign in 2006. Then it went on to say that $140 million had been allocated for international activities, including campaign activities over 2006-07 and 2007-08.

Senator O’BRIEN—How much did the launch cost?

Mr Buckley—I would need to take that on notice.

ANSWER

The cost associated with the Sydney launch of the ‘A Uniquely Australian Invitation’ campaign on 23 February 2006 was $44,802. The cost to produce global launch materials for the ‘A Uniquely Australian Invitation’ campaign was $334,807.