

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Budget Estimates Hearing 2007-08
28 May 2007

AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: Tourism Australia - business events/business tourism campaign: merchandise

REFERENCE: Question on Notice (Hansard 28/5/07, Pages E84 and E85)

QUESTION No. B1-111

Senator O'Brien asked:

Senator O'BRIEN—A diary and an iPod?

Mr Buckley—The iPod was only to the decision makers and—

Senator O'BRIEN—The diary was more widely distributed?

Mr Buckley—That is correct.

Senator O'BRIEN—How many diaries did we distribute?

Mr Buckley—I cannot tell you off the top of my head.

Senator O'BRIEN—Can you take that on notice?

Mr Buckley—I can.

Senator O'BRIEN—And how many iPods?

Mr Buckley—I can get those figures to you.

ANSWER

As part of the *Re-energise in Australia* targeted business events campaign, Tourism Australia distributed 672 events kits which included the diary and 522 iPods.