

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 - advertising adjusted for cultural differences and sensitivities

REFERENCE: Question on Notice (Hansard 28/5/07, Page E88)

QUESTION No. B1-115

Senator O'BRIENHave the advertisements in their various contexts been banned in any other country or required to be changed in any other country?

Mr Buckley—They are adjusted in a number of countries, yes.

Senator O'BRIEN—Does that involve consulting with the regulator?

Mr Buckley—In some cases that is true. There has been some consultation.

Senator O'BRIEN—Which countries?

Mr Buckley—Malaysia and Singapore.

Senator O'BRIEN—Is it fair to assume that Tourism Australia or its agents in those countries would have consulted before the placement of advertisements?

Mr Buckley—The agency?

Senator O'BRIEN—Yes, the agency.

Mr Buckley—We would have worked off the advice of our media agency in that region to give us advice on what would be acceptable and not acceptable to the authorities.

Senator O'BRIEN—Are Malaysia and Singapore the only other countries where you have had to change advertisements?

Mr Buckley—We have adapted the advertisements in language terms.

Senator O'BRIEN—I mean to accommodate cultural differences or sensitivities.

Mr Buckley—They are the only two that I am aware of off the top of my head. I would have to check to see whether there were any others that we knew of for that particular reason.

ANSWER

Tourism Australia amended activities relating to the execution of the Uniquely Australian Invitation campaign in Malaysia and Singapore due to cultural sensitivities.