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’BRIEN** ……Have 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.