

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

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**AGENCY/DEPARTMENT:** INDUSTRY, TOURISM AND RESOURCES

**TOPIC:** Tourism Australia - expenditure by firm

**REFERENCE:** Question on Notice (Hansard 28/5/07, Page E90)

**QUESTION No. B1-116**

**Senator O'BRIEN**—Who does the advertising work for Tourism Australia in Australia?

**Mr Buckley**—M&C Saatchi, if there is any need for creative; they are a very different program.

**Senator O'BRIEN**—Who does market research, public opinion polling, strategic counselling campaign and communication services?

**Mr Buckley**—There are a wide range of suppliers. Our brand tracking is Taylor Nelson Sofres—that is global brand tracking. We have ACNielsen doing some of the work for our national visitors survey and international visitors survey, so there is a wide range.

**Senator O'BRIEN**—Are they the main ones?

**Mr Buckley**—Yes, they would be the two biggest suppliers. We tender out every project.

**Senator O'BRIEN**—Do you have a list of acceptable tenderers?

**Mr Buckley**—We use the government panel of market research providers.

**Senator O'BRIEN**—Do you draw widely from that list?

**Mr Buckley**—Yes, we do.

**Senator O'BRIEN**—Can you give us on notice details of expenditure on that range of issues by firm?

**Mr Buckley**—By the company?

**Senator O'BRIEN**—Yes.

**Mr Buckley**—Yes.

**Senator O'BRIEN**—For 2006-07?

**Mr Buckley**—Yes. It would be a bit of an estimate in 2006-07 because we are not finished. The year 2005-06 or 2006-07?

**Senator O'BRIEN**—Both, please.

**ANSWER**

Information on the providers of market research, opinion polling and focus group services was provided in response to PQON 3309 for the 2005-06 financial year. Information on expenditure for the 2006-07 financial year is currently being finalised.