

**Senate Standing Committee on Economics**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Tourism and Resources Portfolio  
Supplementary Budget Estimates 2006-2007, 1 November 2006

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**AGENCY/DEPARTMENT:** TOURISM AUSTRALIA  
**TOPIC:** TOURISM AUSTRALIA – MY AUSTRALIA CAMPAIGN  
**REFERENCE:** HANSARD 1/11/06, PAGE E39

**QUESTION No.SI-19**  
(Hansard 1/11/06, p.E39)

**Senator O'Brien** asked about:

How much is the My Australia Campaign costing?

**ANSWER**

The My Australia Campaign is costing \$2,250,000 plus GST.