

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

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: TOURISM AUSTRALIA – KEY PERFORMANCE INDICATORS (KPI)
REFERENCE: HANSARD 1/11/06, PAGE E41

QUESTION No.SI-20
(Hansard 1/11/06, p.E41)

Senator O'Brien asked about:

Can the Committee be supplied with a copy of the KPIs?

ANSWER

Tourism Australia's Key Performance Indicators (KPIs)
As per Tourism Australia's Corporate Plan 2006-07 to 2008-09

- Yield – Leisure
- Dispersal
- External Stakeholder perception
- Demand Pool
- Brand Knowledge
- Brand Image
- Consumer Reach
- Consumer Response
- Trade/Industry engagement
- Internal Stakeholder perception
- Performance benchmarks for corporate overhead expenses and IT
- Annual skills readiness assessment
- Staff Performance assessment results
- Quality deliverables from project completions