

Senate Finance and Public Administration Legislation Committee —Budget Estimates Hearing—May 2012

Answers to Questions on Notice

Parliamentary departments, Department of Parliamentary Services

Topic: **Parliament House promotion**

Question: **41**

Hansard reference **F&PA p.20, 21 May 2012**

Date set by the committee for the return of answer: 6 July 2012

Senator HUMPHRIES: What does Parliament House spend on promoting and advertising itself as a place for visitors to come?

Mr Kenny: Very little. I think we will take notice what we actually spend but it is very little.

Answer

DPS provided information on tourism advertising for financial years 2007–08 to 2010–11 at Question on Notice 69 from the February 2012 hearing. The details are provided in the table below.

Tourism Advertising	2007–08	2008–09	2009–10	2010–11
	8,258	13,815	11,884	15,394

For financial year 2011–12, DPS has spent or intends to spend a total of \$84,492 on promotion and advertising for Parliament House. This includes public relations marketing, advertising, tourism planners and associated memberships. This amount does not include costs for visitor and market research (\$21,450) or the cost of promotional activities conducted by the Parliamentary Education Office within the Department of the Senate.