

WESTERN AUSTRALIA - PROMOTION

298. Mr R.C. KUCERA to the Minister for Tourism:

Will the minister outline any media initiatives that have been secured by the government to promote Western Australia globally?

Ms S.M. McHALE replied:

I thank the member for his question, which is very timely. Tonight the nation will have the opportunity to view Perth's stunning tourism assets on a major television reality program. This is, of course, *The Amazing Race*, a zany reality TV program about couples racing around the world. The government negotiated this media opportunity late last year, which resulted in the filming of Kings Park, Fremantle and Rottnest Island and will provide an opportunity to more than 172 million households around the globe to view this program. The publicity value for such an initiative is huge - about \$2.4 million. *The Amazing Race* is broadcast to Asia, the Pacific, the Middle East and Europe. Australians, of course, will be able to view it on Channel Seven tonight. That is just one of a number of initiatives that this government has secured to promote Perth, Western Australia. Another program that has involved Western Australia, *Lonely Planet Six Degrees*, will broadcast to an audience of more than 40 million people. Also, five prominent Western Australians have featured in the BBC World program *Peschardt's People*. We are, therefore, doing a lot of hard work to promote Western Australia as a tourism destination. I say again that the two major priorities of our budget are, firstly, to increase the marketing money to keep Western Australia a national leader in tourism marketing; and, secondly, to ensure the ongoing development of the e-marketplace. To put that in context, when we came into government the destination marketing money was \$14.8 million. We will spend \$23.7 million this year on marketing Western Australia. Therefore, shame on the opposition for misleading the media -

Several members interjected.

Mr R.F. Johnson: Shame on you!

Ms S.M. McHALE: Shame on members opposite to say that in the budget -

Several members interjected.

Ms S.M. McHALE: Shame on members opposite for what they said when the opposite is true.

The SPEAKER: Question time is finished.