

TOURISM — *THE PROJECT*

227. Hon TJORN SIBMA to the minister representing the Minister for Tourism:

I refer to reports of the government's agreement with Channel 10's *The Project* to bring the program to Western Australia this week.

- (1) What did this agreement cost in both financial terms and ancillary support provided, given that freedom of information documents revealed that the state government paid the producers of *MasterChef* approximately \$1.2 million to come to Western Australia in 2018–19?
- (2) Which of the minister's portfolio agencies takes responsibility for this agreement, and did the agreement receive ministerial approval?
- (3) What was the justification for entering into this agreement, and what specific return on investment does the minister anticipate considering *The Project*'s consistently mediocre ratings?

Hon SAMANTHA ROWE replied:

I thank the member for some notice of the question. I provide the following answer on behalf of the minister representing the Minister for Tourism.

- (1)–(3) The state government is proud to have launched the \$195 million Reconnect WA package to draw visitors to our beautiful state, boost the economy and boost WA jobs. The broadcast of *The Project* in Western Australia forms part of Tourism WA's \$12 million Wander Out Yonder domestic marketing campaign, which includes billboards, social media, newspapers, magazines and broadcasts between now and July.