

TOURISM BONUS SCHEME

1349. Mr O'Gorman to the Minister for Tourism

- (1) Is the Minister aware of an article that appeared in *The West Australian* on Monday 3 December 2001, under the heading 'State has go-slow stance on Federal tourism bonus'?
- (2) What representations have been made to the State Government by the Federal Government on the tourism bonus scheme?
- (3) On what date were those representations made?
- (4) What was the nature of the representations?
- (5) Has the State been slow to respond to the representations?
- (6) Is the Minister aware that the same article referred to a Western Australia Tourism spokesperson Manny Papadoulis as saying 'the money spent on the ground so far had been well targeted and had helped tie the industry over, with some operators reporting an increase in business for November over last year'?
- (7) Is the money referred to the additional five million dollars the State allocated to the tourism industry following the tragic events of 11 September in the United States of America and the collapse of Ansett Airlines a few days later?

Mr BROWN replied:

I am advised that:

- (1)-(4) Yes I am aware of the article and would advise that the Tourism Bonus Scheme referred to by The West Australian is State funded. No Federal money is involved as indicated by the headline. Therefore, no representation is required.
- (5) Western Australia was one of the first states to recognise the crisis by providing substantial financial support. As a result, the Western Australian Tourism Commission (WATC) in consultation with industry groups was the first to have a strategic response in all three markets (intrastate, interstate and international).
- (6) As previously stated with the swift action of this Government, the WATC consulted with all industry bodies and major stakeholders to effect a prompt strategic response to minimise the impact of September 11 and the demise of Ansett. This response concentrated on the intrastate market and encouraged Western Australians to holiday in their own State. It also sought to reinforce the new air services that were becoming available particularly in regional centres. The strategy used radio, print, television and billboards and promoted price-driven packages. A \$100 million Sale Campaign line was devised and a Sale Catalogue of product from over 300 properties in the State was distributed through The West Australian newspaper.

A television and tactical print campaign was also put in place in Melbourne, Sydney and Adelaide in late October and November. Results to date are very positive from all domestic strategies and will be released when all results are in.

In international markets, tactical campaigns to address the crisis are planned or have already occurred for Malaysia, Singapore, Hong Kong, United Kingdom, Germany, Netherlands, Pan European, South Africa, Japan and New Zealand.

I stress again that all strategies have been planned and supported, in consultation with major industry sector groups including Tourism Council WA.

Many operators have reported that the strategies mentioned have contributed to good returns. Some report sales figures up on the same time last year. Some areas still require special treatment, for example, the Kimberley region; therefore additional moneys have been allocated.

- (7) The money referred to is indeed the additional \$5 million allocated by this Government in recognition of the effects of 11 September and the collapse of Ansett. As already stated, the speed and decisiveness of the allocation by this Government will lessen the blow to this vital industry sector and in fact, has already contributed to many businesses reporting sales figures better than this time last year and a general turnaround for many over the last few weeks.

Broome and the Kimberley region, Perth properties and parts of the South West and interiors will require special assistance and the strategies and strategic use of the \$5 million will continue well into 2002, aspiring to a complete recovery for the tourism/hospitality industry.