

**STANDING COMMITTEE ON ESTIMATES AND  
FINANCIAL OPERATIONS**

**2013–14 BUDGET ESTIMATES HEARINGS**

**TRANSCRIPT OF EVIDENCE  
TAKEN AT PERTH  
WEDNESDAY, 25 SEPTEMBER 2013**

**SESSION ONE  
TOURISM WA**

**Members**

**Hon Ken Travers (Chair)  
Hon Peter Katsambanis (Deputy Chair)  
Hon Martin Aldridge  
Hon Alanna Clohesy  
Hon Rick Mazza**

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**Hearing commenced at 1.00 pm**

**Hon ALYSSA HAYDEN**

**Parliamentary Secretary representing the Minister for Tourism, examined:**

**Ms STEPHANIE BUCKLAND**

**Chief Executive Officer, examined:**

**Mr DAVID LOWE**

**Executive Director, Corporate and Business Services, examined:**

**Mr GWYN DOLPHIN**

**Executive Director, Eventscorp, examined:**

**Mr JUSTIN VAUGHAN**

**Director, Executive and Strategic Services, examined:**

**Mr RENATO SANSALONE**

**Chief Financial Officer, examined:**

**The CHAIR:** Good afternoon everybody, and welcome to the Maida Vale Primary School students in the gallery. On behalf of the Legislative Council Standing Committee on Estimates and Financial Operations, I would like to welcome you to today's hearing. Witnesses before the committee are required to read and sign a document headed "Information for Witnesses". Can you confirm for the benefit of Hansard if you have read and signed a copy of this document?

**The Witnesses:** Yes.

**The CHAIR:** For the benefit of Hansard, can you confirm that you understand the document that you have signed?

**The Witnesses:** Yes.

**The CHAIR:** Witnesses need to be aware of the severe penalties that apply to persons providing false or misleading testimony to a parliamentary committee. It is essential that all your testimony before the committee is complete and truthful to the best of your knowledge. This hearing is being held in public, although there is discretion available to the committee to hear evidence in private either of its own motion or at the witness's request. If for some reason you wish to make a confidential statement during today's proceedings, you should request that the evidence be taken in closed session before answering the question.

These proceedings are being recorded by Hansard. A transcript of your evidence will be provided to you. The committee reminds agency representatives to respond to questions in a succinct manner and to limit the extent of personal observations. To assist the committee and Hansard, please quote the full title of any document you refer to during the course of this hearing for the record; and please be aware of the microphones and try to talk into them. Ensure that you do not cover them with papers or make noise near them. Members, it will greatly assist Hansard if when referring to the budget statements volumes or the consolidated account estimates, you give the page number, item, program, amount and so on in preface to your questions.

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Government agencies and departments have an important role and duty in assisting Parliament to scrutinise the budget papers on behalf of the people of Western Australia. The committee values your assistance with this.

For the benefit of members and Hansard, I invite the parliamentary secretary to introduce her advisers to the committee, and for each adviser to please state their full name and the capacity in which they appear before the committee.

[Witnesses introduced.]

**The CHAIR:** Members, are there any questions? We will start with Hon Alanna Clohesy.

**Hon ALANNA CLOHESY:** I will start off with regional tourism organisations. The third dot point on page 161 of budget paper No 2 talks about the increase in funding for regional tourism organisations. I would be interested to know if there has been any research undertaken into the possible flow-on effect that a train line to Ellenbrook would have on tourism in the Swan Valley and the impact that an east–west increase in public transport options would have on tourism in the valley.

**Hon ALYSSA HAYDEN:** Thank you, member, for your question, which related to regional tourism. Regional tourism is generally outside the metropolitan region.

**Hon ALANNA CLOHESY:** Okay, so the Swan Valley is not included as an RTO?

**Hon ALYSSA HAYDEN:** It is included in the Perth RTO. Would you like to talk about the Perth RTO?

**Hon ALANNA CLOHESY:** I would like to know whether there has been any research undertaken around the Swan Valley and tourism and the relationship to public transport, particularly the benefit of a rail line and other public transport options in the valley—the economic impact for tourism, the social impact for tourism.

**Hon ALYSSA HAYDEN:** I will pass that on to the CEO, thank you.

**Ms Buckland:** To the best of my knowledge, there has not been. Tourism WA has not conducted any such research. It may very well be that another government department has, but I am not aware of it.

**Hon ALANNA CLOHESY:** So, Tourism is not aware of any impact of public transport as it affects tourism, improves tourism et cetera?

**Ms Buckland:** Sorry, I understood the question to be —

**Hon ALANNA CLOHESY:** Sorry, about the valley.

**Ms Buckland:** I am not aware that any study has been conducted. More generally, yes, I would assume that public transport would provide an opportunity for increased tourism.

**Hon ALANNA CLOHESY:** Related to that is a question about whether the department has had any involvement in the Swan Valley planning review, particularly on the impact of roads and transport in the valley and the possibility of improving tourism in the Swan Valley.

**Hon ALYSSA HAYDEN:** The state government totally appreciates and understands the value of the Swan Valley and the tourism precinct and what it has on offer, as you well know. The issue about transport does come under the Department of Transport and those questions to me need to be directed more to that department. As far as tourism is concerned, the Swan Valley precinct and the review that is going on of the planning, it is my understanding that this government is completely supportive of protecting the Swan Valley as a tourism precinct and as a viticulture region.

**Hon ALANNA CLOHESY:** So, that means that the tourism department has actually done some research on the impact of roads through the valley, particularly how to improve the valley's amenity and reduce traffic congestion in the valley?

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**Hon ALYSSA HAYDEN:** I am sure, as the member appreciates and understands, anything to do with transport comes under the Department of Transport. The CEO —

**Hon ALANNA CLOHESY:** But I am talking about particularly the impact on tourism.

**Hon ALYSSA HAYDEN:** If I can answer, the CEO did just mention that they have not done any study on the Swan Valley and on transport, so the answer would be no.

**Hon ALANNA CLOHESY:** Roads was my next part of that.

**Hon ALYSSA HAYDEN:** Roads, I would assume, come under transport as well.

**Hon ALANNA CLOHESY:** Okay, so there is no research in relation to the amenity and tourism of the valley in relation to roads?

**Hon ALYSSA HAYDEN:** Not at the moment, no.

**Hon ALANNA CLOHESY:** Is there any planned?

**Hon ALYSSA HAYDEN:** Not in the foreseeable future, no.

**Hon ALANNA CLOHESY:** So not across the budget estimates?

**Hon ALYSSA HAYDEN:** No.

**Hon ALANNA CLOHESY:** There is no research planned on the impact of roads or public transport on the Swan Valley.

The next part is about the relationship to the Swan Valley Planning Committee. Has the commission had any involvement with that committee, to what extent and what is the value of that participation?

**Hon ALYSSA HAYDEN:** The Swan Valley Planning Committee is under Hon John Day, Minister for Planning.

**Hon ALANNA CLOHESY:** I am asking if the department is involved in that.

**Hon ALYSSA HAYDEN:** Tourism WA? I will just ask.

**Mr Vaughan:** I believe that we have been invited to be involved, but the review has only recently commenced. I am not aware of any officers from Tourism WA having been involved in any consultations at this stage, but I believe we have been invited to participate in that and we will participate as appropriate.

[1.10 pm]

**Hon ALANNA CLOHESY:** What section did the participating in the review as it has evolved fall under? Is a part of a KPI?

**Hon ALYSSA HAYDEN:** No. The department invited the agency to be involved in the review at some stage, and that has not been decided. It is worth noting that the individual local operators in the Swan Valley have all been included, communicated with and involved.

**Hon ALANNA CLOHESY:** Was that with Tourism Western Australia?

**Hon ALYSSA HAYDEN:** No; it was through the Department of Planning, which is the department organising the review.

**Hon ALANNA CLOHESY:** The department will be participating in the review. Will it be participating in the Swan Valley Planning Committee?

**Hon ALYSSA HAYDEN:** The committee was established by the Department of Planning —

**Hon ALANNA CLOHESY:** That is right. I am trying to get to the point of whether Tourism WA is involved as an integral part of the planning mechanism across the Swan Valley.

**Hon ALYSSA HAYDEN:** I am sure that Tourism WA, as a vested interest, will give input to the review, but that has not come up at this stage.

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**Hon ALANNA CLOHESY:** Okay; now I am asking about the Swan Valley Planning Committee, which is an ongoing committee.

**Hon ALYSSA HAYDEN:** Are you talking about the committee outside of government or the one within the Department of Planning?

**Hon ALANNA CLOHESY:** The one that brings together the Mayor of the City of Swan and the Western Australian Planning Commission as joint hosts. The Mayor of the City of Swan is the deputy chair of the committee.

**Hon ALYSSA HAYDEN:** At this stage, Tourism WA is not involved in that committee but we are waiting for the minister, John Day. If you would like us involved, I am sure that we would have no —

**Hon ALANNA CLOHESY:** It has been established for a while. I suggest that it is pretty important for Tourism WA to have a relationship with the Department of Planning in the Swan Valley if there is no direct involvement right now.

**Hon ALYSSA HAYDEN:** Certainly.

**Hon KATE DOUST:** I turn to page 159 of budget paper No 2, under the heading “Spending Changes”, and the line item “Royalties for Regions — Western Australia Indigenous Tourism Operators Council”. On the Tourism WA website there is a quote in which they talk about having entered a three-year marketing and services agreement with WAITOC effective from October 2010. Tourism WA goes on to say how that agreement was made possible by royalties for regions, and explains what it will do. First, what is the expected program life for WAITOC? I have a couple of questions so you might want to answer that one first.

**Hon ALYSSA HAYDEN:** I thank the member for the question. First, the state government and especially Tourism WA need to be congratulated for having WAITOC. We are the only state that has an organisation in tourism that supports Aboriginal tourism across the state. In fact, WAITOC gets used to facilitate Aboriginal tourism activities across Australia. I personally congratulate WAITOC and Tourism WA for that involvement. It was anticipated that WAITOC would run for five years and then seek outside funding; it has become apparent that it needs assistance for an extra year, and the agency is working with WAITOC to see a future and to continue when that year is up. I pass on to the chief executive officer to answer your question in full.

**Ms Buckland:** I think it is worth noting that WAITOC is a membership-based not-for-profit association. Tourism WA provides funding to WAITOC through the agreement we have with it, but it also has funding from other sources—WAITOC has secured funding through federal grants, private sponsorship and the like. As the parliamentary secretary said, we have had a three-year agreement with WAITOC that has been extended for a further year, as indicated on page 159 of the budget. We are working with WAITOC to evaluate how we may be able to support it into the future, but those discussions are ongoing.

**Hon ALANNA CLOHESY:** Thank you for that. Given that after 2013–14 there is nothing listed at all, what happens if you are not able to find a way forward for WAITOC. Do they just fall away?

**Ms Buckland:** That is the reason we are working with WAITOC, because we believe it is a very important organisation to tourism in Western Australia. We are committed to working with them to try to find support for them.

**Hon ALANNA CLOHESY:** What kind of events have they run over the last year? Coupled with that, has there been an increase or a decrease in the number of events that it has run in its community?

**Ms Buckland:** WAITOC’s primary function is to build a bridge between Aboriginal tourism operators in the state and the rest of the tourism industry. For example, it would represent all of its members at various tourism trade events, such as the Australian Tourism Exchange, which is an

event held every year by Tourism Australia that hundreds of international travel agents attend. WAITOC will sit there and have appointments and meetings with those travel agents, and present its members' products. That is one example of an event that it is extensively involved in on an annual basis. From time to time it also undertakes international travel missions. It has participated in events that we have held in China and Europe, and events held by Tourism Australia in Europe and the United Kingdom. WAITOC will go to those events and present its members' products and, I guess, overall the concept of Aboriginal tourism and why European tour operators should include Aboriginal tourism products on their itineraries. Those are some examples of the types of events that WAITOC undertakes. Every second year, WAITOC organises on behalf of all Australia the Australian Indigenous Tourism Conference. This year the conference is being held in Alice Springs, and two years ago was held in Western Australia.

**Hon ALANNA CLOHESY:** Are you able to provide a full list of all of the events WAITOC has been involved in over the last 12 months?

**Ms Buckland:** I cannot do that right now off the top of my head, but we could do that.

**Hon ALANNA CLOHESY:** I am asking for that to be provided as supplementary information.

*[Supplementary Information No A1.]*

**Hon ALYSSA HAYDEN:** I also think an important and significant role that WAITOC plays at the moment is in identifying local heroes in Indigenous communities out in the regions who can start up Aboriginal tourism operating facilities. This is one of the biggest things that we need to develop in our state. We need to make sure that we have operators on the ground and WAITOC plays a vital role in doing that.

**The CHAIR:** Do we have agreement that that list of events is going to be taken as supplementary information?

**Hon ALYSSA HAYDEN:** Yes.

**Hon KATE DOUST:** How many people are employed by WAITOC? How many FTEs?

**Ms Buckland:** By WAITOC?

**Hon KATE DOUST:** Yes.

**Ms Buckland:** Off the top of my head, I do not know the exact number. I believe that they employ a chief executive officer and a marketing assistant, but that might be something we have to come back to you on.

**Hon KATE DOUST:** I pick up on the parliamentary secretary's comments about the significance of this organisation to tourism in Western Australia, and hence my concern about the missing dollars in the forward estimates. I ask that you articulate exactly what is being done to ensure WAITOC's continuity and capacity for funding over the next few years.

**Hon ALYSSA HAYDEN:** As I said, WAITOC is significant to the tourism industry and I know that the minister and this government take WAITOC's participation very seriously. It is our aim and our long-term goal to see WAITOC continue, but, as the member knows better than I, estimates are exactly that estimates, and they may increase as time goes on. At the moment, WAITOC has been granted funds for an extra 12 months, which we are working through right now with the agency to find out how we can get it to continue.

**Hon KATE DOUST:** Parliamentary secretary, thank you very much for that, but I had asked you to explain some of the options that the government is exploring.

**Hon ALYSSA HAYDEN:** The agency is now working with WAITOC to work that out. Once the agency has finished its investigation, it will advise the minister and it will be up to the minister and the government to decide.

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[1.20 pm]

**Hon KATE DOUST:** I stay on page 159, and “Increased Tourism Marketing Funding” under “Spending Changes”. I have had a cursory look through the website and at the Tourism WA board, and I could not find any information about the board meetings. Are the minutes of board meetings made public and available through the website?

**Hon ALYSSA HAYDEN:** No, they are not.

**Hon KATE DOUST:** Is there a reason for that?

**Ms Buckland:** I will refer to David Lowe.

**Mr Lowe:** The board minutes and the board papers contain a cross-section of issues within the agency, including events matters, marketing matters, infrastructure and investment matters. We have on occasion provided information under FOI once we have been able to go through and look at the various aspects in terms of FOI provisions, commercial-in-confidence issues, and commercial issues to the state, to ensure there is that freedom of information but that it goes through a due process. As I say, there is a cross-section of material and papers within that so that is why they are not readily published.

**Hon KATE DOUST:** I seek the Chairman’s advice: am I able to ask for copies of the minutes of those board meetings to be provided on notice?

**The CHAIR:** You can certainly ask. It would be open to the agency, when they provide those, to indicate parts of it that they wish to keep confidential. Obviously, it would be up to the committee to then make a decision on that. I think I would be confident in saying that the committee would not make public areas where they thought it would be damaging the state’s finances or the financial position of the state. Having said that, often some agencies try to claim commercial confidentiality on decisions that have been made as opposed to decisions that have been negotiated, and that might be an area where the committee would seek to negotiate with the agency on those particular points. But if something was in the state of negotiation, whilst I cannot speak for the committee without a determination, I think I would be reasonably confident that the committee would indicate that it would not make that public.

**Hon KATE DOUST:** I would ask that the minutes of those board meetings for the last 12 months for the Tourism WA board be provided, please.

*[Supplementary Information No A2.]*

**The CHAIR:** I ask the agency that if it provides the minutes in full, it indicates those sections that it believes it would be detrimental to the state interests to have released, and the reasons why. The committee will give that earnest consideration when we go through it.

**Hon ALYSSA HAYDEN:** On that, it has been explained that the board’s minutes are kept confidential for the simple fact that many agreements are passed through Tourism WA with airlines, private companies and organisations, and events, and commercial-in-confidence plays a huge role in making sure we attract the correct people involved in events, management and airlines. I am sure most members appreciate confidentiality between competition, especially in the airline industry, so I am not sure whether the board will be able to provide all of those minutes. Also, given the broad range of the last 12 months, I wonder if the member would like to be more specific—are there any specific dates?

**Hon KATE DOUST:** No, I have just asked for the last 12 months. That will be fine. I do not know how many meetings have been held in that period.

**Hon ALYSSA HAYDEN:** I would also, as a new parliamentary secretary, like to ask whether the board minutes are relevant to the estimates and budget papers.

**Hon KATE DOUST:** They could very well be.

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**The CHAIR:** I would be fairly confident they relate to the administration of the state's finances, so in that sense I would be comfortable that they fall within the terms.

**Hon ALYSSA HAYDEN:** But any outcomes from the minutes would have been put into the budget papers.

**The CHAIR:** The point of today's hearings is to go into more detail that sits behind the budget papers. That is part of the process of estimates. As I say to you, parliamentary secretary, so we can keep moving, I have listed it as A2, and I am inviting the agency, you and the minister to indicate to the committee those sections that you believe—I am asking you to provide them, provide those parts that you do not believe should be made confidential and the reasons why. That will then be an issue that the committee would give conversation to. As I say, I am confident in saying that the committee is not going to take action that would be detrimental to the interests of the state. I think I can speak for all committee members in saying that. When you respond, you can provide any further comments at that time. Hon Kate Doust, have you finished on that line of questioning?

**Hon KATE DOUST:** I have.

**The CHAIR:** Hon Liz Behjat.

**Hon LIZ BEHJAT:** Parliamentary secretary, I am focussing on significant issues impacting the agency, and at page 161 there are a couple of areas I want to have a go at here. First, coming down the line there from 161, dot point four —

Air capacity to and within the state has continued to grow, ...

And —

Expanding the Busselton Regional Airport to accommodate interstate flights in the short to medium-term ...

Can you talk us through what work is being done around that at the moment and when we can expect to see Busselton Regional Airport, the gateway to Margaret River, up and running?

**Hon ALYSSA HAYDEN:** Certainly, and I would like to pass to our CEO, Stephanie Buckland, to give a full update.

**Ms Buckland:** This project, the upgrading of Busselton Regional Airport, has been identified by Tourism WA, the Department of Transport and the South West Development Commission as a priority. The three state agencies, along with the City of Busselton have been working cooperatively to assess all the costs, timings and logistics of what would be required to do that upgrade to the airport such that it could take narrow and wide-bodied jets and then be able to sustain interstate air services. At present the airstrip is not adequate to take a larger jet that would be needed to go across the country, so Tourism WA's role primarily, as part of that committee, has been to liaise with the airlines. Recently I and the chief executive officer from the City of Busselton met with senior executives from Qantas, Jetstar, Virgin Australia and Tigerair and presented to them the opportunity of potentially establishing interstate services between the east coast and the Busselton Regional Airport. That was positively received. Some of the airlines are proceeding with doing a more detailed analysis. We were able to present to them some projections that had been prepared on the basis of current and projected visitor numbers to the region. Then the airlines will take that information and obviously put in their costing data and evaluate the prospects of the east coast—Busselton route versus other opportunities they may have. Our target is for that committee that is working on the project—ourselves, the development commission, transport and the city—to have all of our costing and feasibility work done by the end of this calendar year and then we would present that for consideration.

**Hon LIZ BEHJAT:** It will require some level of federal government input, I would imagine, from the money side of things. Have there been talks underway with the federal government and what has been their response to that?

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**Ms Buckland:** I have not been involved in any discussions with the federal government. It may be that other members of the committee have, but I am not aware of that. It may be that the Department of Transport has undertaken those discussions, but I am not aware whether they have or have not.

[1.30 pm]

**Hon LIZ BEHJAT:** So is it really the Department of Transport that is leading the discussions?

**Ms Buckland:** They would lead the discussions with the federal government on transport matters, yes.

**The CHAIR:** Do you have an indicative cost of what the subsidy from the state would need to be to make that project work?

**Ms Buckland:** In what respect?

**The CHAIR:** Do you expect that bringing airlines to use Busselton and the expansion that would be required will be completely self-funding or would it require some form of government subsidy to encourage the expansion to be able to do what you are hoping it will do? You are saying that the current airport is not big enough to do the task that you are asking of it.

**Ms Buckland:** That is right.

**The CHAIR:** To get it to be big enough, will it be self-funding or will it require a government subsidy?

**Ms Buckland:** As I said, I have not seen the final detailed costings, but it is my understanding that it would require some government funding in order for the project to be able to be completed. As to whether or not it is cost neutral, because the airlines are still doing their analysis, I do not know what the income streams or the projected income streams are from the airport. I am probably not the best person to answer the question. I can really speak only about my involvement, and the project has not got to that point yet where I have seen a P&L.

**The CHAIR:** That is why I am interested in whether anyone has done a feasibility study of what the indicative subsidy level would be to even be in the ballpark of making it happen.

**Hon ALYSSA HAYDEN:** To me, that role would come under the Minister for Transport. As you will be aware, they put out yesterday a state aviation strategy. To me, the budgeting and the costings of facilities such as an airport would be coming through the Department of Transport, with tourism playing a role in making sure they have packages online.

**The CHAIR:** I completely understand that it might be another agency, but the questions were around this agency clearly spending time and resources on something. I would have thought that before you spend money, time and resources on a project, you would want to have some idea of the level of subsidy, at least on a back-of-the-envelope level, that you might be looking at to determine whether or not it is a pie-in-the-sky or a realistic proposal. I wonder whether the agency is aware of the level of subsidy or whether you are doing a lot of work for something that may never happen. I think it is legitimate to ask whether this agency has been made aware of that or whether it is just acting because it has been directed to do it by government.

**Hon ALYSSA HAYDEN:** Sure. The CEO can correct me if I am wrong, but my understanding is that the agency's role is to find out if there is airline interest to be able to support this, not the actual cost of the infrastructure.

**The CHAIR:** Yes, but I still would have thought that you might have an idea as to whether that work has been done, or are you just doing it without being aware of those points?

**Ms Buckland:** I have not done a back-of-the-envelope analysis.

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**The CHAIR:** No. How has this come about? Have you taken it up yourselves or have you been asked to do it by other arms of government?

**Ms Buckland:** We have been requested by the South West Development Commission to be involved in the committee. However, the establishment of direct air services between the east coast and Busselton, which is a gateway into that Margaret River region, is an opportunity that was identified some time ago by the Tourism WA board and we were asked to explore that by the board.

**The CHAIR:** Are you doing work with the intention that at the conclusion of it a business case and a benefit–cost ratio will be developed for whatever subsidy that may be required? Is the work that you are doing intended to feed into a business case and a benefit–cost ratio?

**Ms Buckland:** The work that the committee is doing is intended to feed into a business case; that is correct.

**The CHAIR:** Including a benefit–cost ratio?

**Ms Buckland:** Yes; I am sure it will.

**Hon STEPHEN DAWSON:** Also on that dot point, it refers to the agency facilitating Broome International Airport as a gateway to Australia's north west. I know it is a long-term project. Can you tell me what involvement you have had in this regard in ensuring that Broome does become a truly international airport? In terms of long term, are you talking five years or 10 years? What is your view?

**Ms Buckland:** Tourism WA has been working closely with Broome International Airport, which is owned by a private company, and also Australia's North West Tourism, which is the regional tourism organisation for that region of the state. We have done some analysis. At present, the number of international visitors to Broome would not sustain international services. That is the view of airlines that we have discussed it with. We have done some projections and we have discussed it with some airlines and at present the view is that it would not sustain those services. Our plan is to work very closely with Australia's North West Tourism to promote the destination as an international destination so that we can, over time, build visitation to Broome, with the hope that it will ultimately be able to sustain those types of services. As an example, we have had some discussions with Virgin Australia airlines, which has obviously just purchased Skywest, and it has an alliance with Singapore Airlines, which has a division called SilkAir. SilkAir flies between Singapore and Darwin, and Virgin Australia flies between Darwin and Broome. It just so happens that they fly on two different days, so we have been discussing with Virgin improving those connections so that we can attract more traffic from Singapore through to Broome. I think those are the types of things we can do in the short term, with a view towards building the visitation and, ultimately, we can present it as a longer term option.

**Hon STEPHEN DAWSON:** Are you able to give us a sense of what that magic number is for the sustainability figure? What do you estimate the flights should be to have international services?

**Ms Buckland:** It would need to be probably around 20 000 to 30 000 passengers a year.

**Hon MARTIN ALDRIDGE:** On the same dot point and with reference to the release of the draft state aviation strategy yesterday, there have been some significantly negative impacts on tourism in my electorate, in particular the town of Kalbarri, from the deregulation of air routes. Does the commission have a view in relation to that strategy and will it be making a submission in responding to that draft aviation strategy in relation to the impacts of tourism on towns such as Kalbarri?

**Hon ALYSSA HAYDEN:** Definitely. As it was released only yesterday, it is good to see that everybody is up to date with the media releases that come out. It is obviously a draft, asking for submissions from everybody within the industry, airlines and local operators. Tourism WA will certainly play its role in putting in a submission. They do not close until 23 December. I would like

to encourage everyone to make sure they get their submission in, because we want to make sure that we get this right. As Hon Martin Aldridge knows, we were at Kalbarri on the weekend. It is not an easy place to get to, but we need to make sure that these regional airports are viable and sustainable. It is great that we have got this strategy being taken care of now.

**Hon MARTIN ALDRIDGE:** In considering your response to the draft aviation strategy, would the commission be looking at the impact of deregulation, particularly on tourism markets like Kalbarri and perhaps some of the negative impacts of the deregulation of the Geraldton route?

**Hon ALYSSA HAYDEN:** As I said, the Tourism WA agency will be putting a submission forward, but I will let Stephanie Buckland answer that for you.

**Ms Buckland:** The short answer to your question is: yes, we absolutely would look at the impacts of deregulation. The most important thing is to look at each route and assess each route on its own individual merits—how many passengers are flying, why are they flying there, looking at the pricing and making an assessment route by route, rather than just sort of a blanket approach.

**The CHAIR:** The parliamentary secretary said that it was about making the airport viable. Is there a problem at Kalbarri airport? I thought the issue at Kalbarri was the deregulation at Geraldton and the changes there that have led to the demise of airline services. It was the fact that it used to operate as part of a network and now no longer does.

[1.40 pm]

**Hon ALYSSA HAYDEN:** I apologise if I have misled the committee. When I said airport, I did not mean Kalbarri; I mean across the whole state. For airports to be viable, we have got to have airlines prepared to fly in there; airlines are going to fly in there only if they have got the numbers to do so, and that is what this strategy will be looking at.

**The CHAIR:** Or a network that creates it.

**Hon ALYSSA HAYDEN:** That is right.

**The CHAIR:** Okay; my apologies.

**Hon LIZ BEHJAT:** Event tourism is the next area that I would like to talk about. Again on page 161, in that final dot point there, we have a number of events that WA Tourism invests in. There are two I am particularly interested in, and I would like to know what level of funding support, both in dollars and in kind, does the WA government provide to the Hopman Cup and also to the Margaret River Gourmet Escape, and what we are seeing on the return on investment for those two events.

**Hon ALYSSA HAYDEN:** Thank you, member. On the Hopman Cup, the government sponsors the event for \$2.012 million, and the other one was the Margaret River Gourmet Escape, which is \$2.58 million.

**Hon LIZ BEHJAT:** Okay. And do you have the figures on the return on investment for those?

**Hon ALYSSA HAYDEN:** Yes. I might pass it on to the CEO, Stephanie Buckland.

**Ms Buckland:** I might actually refer that to the executive director.

**The CHAIR:** Mr Dolphin.

**Mr Dolphin:** We vary the amount of research we do on each event. So we run two different types of research: media impact and economic impact, depending on the event and the duration of the contract. The gourmet escape event has only had one year, so we have not done a full survey of research in order to get an ROI figure, so I cannot give you an accurate figure from that. Likewise, the specifics around the Hopman Cup have changed and we are in a new contract arrangement with the Hopman Cup in the new Perth Arena, so the dynamics of that event have changed with the new contract, and we will get a more accurate figure after this year's for the 2013 into 2014 event when we can truly assess and run a proper assessment program on both visitation and media impact. The

two events that you mentioned do different things. The Hopman Cup has a large, wide-scale visitation and television broadcast worldwide. Gourmet escape has a large amount of local visitation and also extensive television coverage, both through news coverage and international television programming. To give you a guide, we run some form of research once within a three-year cycle generally on the contracts, and most of those contracts will be around a three-year period. So we do not have on those two at this stage an indicative ROI to give you.

**Hon LIZ BEHJAT:** On page 163, under “Event Tourism”, you have got the efficiency indicators that you just mentioned there: direct economic and media impact generated by events. If I am reading that right, say, for the 2011–12 actuals, for every dollar you spend, you are getting a return of \$10.35. Is that right?

**Mr Dolphin:** But that is only on the events we measure. We do not measure every event because it would be an enormously costly exercise, so that is only a percentage of —

**Hon LIZ BEHJAT:** Okay. What I do not understand—and you might have to guide me on this one—is if we look at that 2011–12 actual figure, the ratio is one to 10.35 for a spend of \$27.14 million.

**Mr Dolphin:** Yes.

**Hon LIZ BEHJAT:** At the 2013–14 target budget, that goes down to one to 7.95 for a spend of \$35.825 million. What I do not understand is that as the spend goes up, the value comes down. How does that work?

**Mr Dolphin:** Whilst the majority of events that we have in the calendar repeat year on year, there is a number that are one-offs and contribute significantly in terms of ROI on the overall figure. So the 2011–12 year, for example, included the ISAF Sailing World Championships, which were both federally and state funded, and they produced an extremely high level of ROI for the state’s investment. So you are getting a slightly out-of-kilter picture of what the trend will be over time. ISAF only happens as a one-off; it is not a recurring item.

**Hon PETER KATSAMBANIS:** Going back to page 161, one of the events mentioned there is the Perth International golf tournament, which is played at a wonderful course in my own electorate at Lake Karrinyup. What state funds, both in cash and in kind, were invested in that event?

**Hon ALYSSA HAYDEN:** I hope the member is going to be going out and visiting it since it is in his electorate. I will give it a plug: 18 to 21 October.

**The CHAIR:** I am sure if you send him tickets, he will be there.

**Hon PETER KATSAMBANIS:** I will be there even if you do not send me tickets.

**Mr Dolphin:** With respect, this is one of our most competitive, commercially sensitive events, and I would ask that we do not put in the public domain the terms of funding for a number of our events. It will weaken our competitive position in terms of negotiation around the event, and that is our standard approach. We are in a competitive environment.

**Hon PETER KATSAMBANIS:** Why would we be able to find out the contribution to the Hopman Cup but not to the Perth International golf, given in particular that in the last couple of years the Hopman Cup was under some “threat”?

**Hon ALYSSA HAYDEN:** With all due respect, I gave that figure out where I should not have given that figure out, and I apologise to the committee. But it is commercial-in-confidence that we do not disclose all the money that we give to all the events as we are always in competition with other states and other countries to hold these events. So I apologise for giving those figures out earlier, but I have been advised that that should not have been passed down.

**The CHAIR:** Member, if you want to pursue this issue, I think what we will need to do is obviously as we did yesterday: leave it and come back to it at the end of the hearing if you want.

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**Hon PETER KATSAMBANIS:** Perhaps on the issue of the dollar figure, yes, but I have some other questions around the event.

**The CHAIR:** All right.

**Hon PETER KATSAMBANIS:** Was there any research done either as to economic impact or media impact or both of that event last year?

**Mr Dolphin:** For the golf tournament or the Hopman Cup?

**Hon PETER KATSAMBANIS:** No, the golf tournament—Perth International golf tournament.

**Mr Dolphin:** Yes, there was. I do not have the figures to hand right in front of me, but I can—I do have the figures to hand. We ran two measurements last year. The majority of impact was generated through media exposure, and that was valued independently at \$23 million. That is primarily off international broadcasts in our key markets, and that includes a number of not just straightforward branding, but also what we called vignettes—so drop-in postcard sections that tell more about the state as a tourism destination. Then, in terms of pure visitation, it recorded \$3.2 million in economic value.

**Hon PETER KATSAMBANIS:** How much, sorry?

**Mr Dolphin:** It was \$3.2 million in direct spend.

**Hon PETER KATSAMBANIS:** Okay. Thank you for that. How long is the contract for?

**Mr Dolphin:** We are just entering the second year of three.

**Hon PETER KATSAMBANIS:** Okay. Also on event tourism, yesterday I asked the Department of Sport and Recreation about the Cricket World Cup, and they suggested that questions around economic impact are best addressed to your organisation. Do you have any estimates of the economic impact of the Cricket World Cup?

**Mr Dolphin:** The Cricket World Cup itself—we do not have a specific to hand of the exact structure. The Cricket World Cup varies on the number of games clearly, the opposition attending and the like. The three games that will be played in Western Australia involve the Indian team, the West Indies team and the Australian team and a qualifying team. We have no knowledge as to who that qualifying team will be, so we cannot do a calculation as to what the likely visitation would be on that. We certainly know around events such as the Ashes, where England, for example, comes with a large travelling supporter base, of the economic impact of that.

[1.50 pm]

**Hon PETER KATSAMBANIS:** I will ask about the Ashes in one second, but I will stick to the Cricket World Cup. Is there any funding in the forward estimates through the tourism budget for a contribution to the Cricket World Cup outside of what has been contributed through the Department of Sport and Recreation?

**Mr Dolphin:** The allocation that has come from government is split between Tourism WA and the Department of Sport and Recreation, with DSR primarily providing a lot of the upgrades that are required for the WACA to meet international minimum standards in order to host the event. The element of funding that goes towards Tourism WA is primarily going to be in the 2014–15 year with the tournament being in late February to early March 2015 and that will primarily be focused on marketing and promotion of the destination for visitors.

**Hon PETER KATSAMBANIS:** It will not be contributions made directly to the organisers or to Cricket Australia?

**Mr Dolphin:** It is the local organising committee of Cricket World Cup under licence from the International Cricket Council—they are the local organisers. Our commitment is to a promotion of the event, of minimum standards for the facility and the like.

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**Hon PETER KATSAMBANIS:** Okay, so it will be about leveraging off that event to promote destination tourism.

**Mr Dolphin:** Absolutely yes and as we get closer we will understand which of the markets we can do and where we can promote far more.

**Hon PETER KATSAMBANIS:** Because you mentioned the Ashes, I will just very quickly ask you about the loss of the test match in, not this coming year, but the following year.

**Mr Dolphin:** Yes.

**Hon PETER KATSAMBANIS:** Has any work been done around what the potential impact on tourism is likely to be with the loss of that event—given that if it took place it would have been India versus Australia?

**Mr Dolphin:** Yes, at this stage—but Stephanie or the others could talk more clearly about India as a market for Western Australia in terms of tourism, because it is one of our underdeveloped markets. I will just correct you on one thing; the match was not lost, it was never received in the first place.

**Hon PETER KATSAMBANIS:** Well given that there has been a test match in Perth every single year since, I think, about 1977 —

**The CHAIR:** It was 1973 in fact; I went there when I was in high school.

**Hon PETER KATSAMBANIS:** There was, but there was not one very single year between 1973 and 1977.

**Hon ALYSSA HAYDEN:** I think the member needs to realise that it was not part of an official tender process and that Cricket Australia made that decision.

**Hon PETER KATSAMBANIS:** Sure, I understand that.

**Mr Dolphin:** And it was because there are only four test matches in that year. Normally, in the years that you are talking about, there would likely have been five test matches or six test matches either side of Christmas, split between two teams. Because of the Cricket World Cup in 2015, there is only one touring side in the 2014–15 year, so they are only going to play four test matches. It became a competitive situation between Queensland, South Australia and us, but as the parliamentary secretary said, there was no formal tender launched by Cricket Australia as to what the process would be for acquiring the game.

**Hon PETER KATSAMBANIS:** I understand that there was no formal tender; I understand exactly how the process worked. Is there any evolved thinking through the Western Australian Tourism Commission because obviously these events attract significant tourism and they are five-day events—it is not like a once-off one day cricket match. We know the impact that there is going to be later this year with the Ashes tour and the significant tourism opportunities that present through that. Is there any evolved thinking as to the reason or reasons why, in a non-tender but still quite competitive process—as you rightly pointed out—between Queensland, South Australia and Western Australia, it was Western Australia that missed out?

**Mr Dolphin:** There are a couple of points to that. Yes, there is extensive analysis looking at visitation and likely markets to support events in terms of domestic visitation. They are governed by whether it will be an event that is only going to take place here in Western Australia. Quite clearly the issues with test matches are that unless it is an England match which involves a large travelling army of fans, most people will not necessarily travel with all of the events, and India is an example of that. There is not a large travelling fan base that goes with that event. The question of South Australia and Brisbane is more complicated in that South Australia has just completed an upgrade to the Adelaide Oval, which has substantially increased the size of the venue. Brisbane also has a substantially larger venue in the Gabba. I think that when the new stadium comes online it will be a

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different question as to the size, suitability and the balance of economics against an event in terms of the registration of interest and whether it is worth pursuing it or not for the benefit of the state.

**Hon PETER KATSAMBANIS:** Sure, so I do not want to put words in your mouth but am I right in saying that the lack of a high quality large capacity stadium seems to be one of the very influential factors in that decision not falling on the side of Western Australia?

**Mr Dolphin:** That is one of the factors certainly and also, I would say because of the nature of the touring side; I think if it had been England for example where they come with a large travelling group, that impacts the economic impact substantially and alters the decision making on the return on investment.

**Hon STEPHEN DAWSON:** Mr Chairman, with the greatest respect for Hon Peter Katsambanis who is asking some wonderful questions, a number of us down this end of the chamber have been waiting patiently and we look forward to getting the call.

**Hon PETER KATSAMBANIS:** With respect, I actually offered my position to other members. So again, I appreciate that Hon Stephen Dawson wants to create some scene again as he did yesterday to have it recorded in *Hansard*, but he should check his facts before he makes these sorts of comments. I have one more question on event tourism.

**Hon STEPHEN DAWSON:** It has nothing to do with *Hansard*, I have actually got questions for the parliamentary secretary on the agency.

**Hon PETER KATSAMBANIS:** Well you have got plenty of time.

**Hon STEPHEN DAWSON:** Hon Kate Doust has had one question.

**The CHAIR:** Order members! I note member's concerns and I am trying to get through people as quickly as possible. I actually have a follow-up question if that is all right.

**Hon PETER KATSAMBANIS:** That is fine, go ahead.

**The CHAIR:** You were saying that there was no formal tender process, but was the tourism commission aware that consideration was being given as to where the test matches would occur prior to the decision being made?

**Mr Dolphin:** Yes; at very short notice.

**The CHAIR:** My experience of the tourism commission and Eventscorp in the past is that you would have been well aware of that in advance and even though there was not a formal tender process, would have been putting the case for WA. Did that occur on this occasion?

**Mr Dolphin:** Yes; we had long-term discussions with Cricket Australia about cricket generally—not just about this year. So we had been in discussion about the availability of the test match program right through the subsequent next four years. But the piece that came as a very late surprise was that suddenly this was going to be unofficially tendered out between the three states.

**The CHAIR:** Did we put in a bid?

**Mr Dolphin:** No we did not.

**The CHAIR:** And why was that?

**Mr Dolphin:** Because we did not judge it to be value for money because there was no official tender, there was no level playing field and because the state had already made a significant investment in cricket for 2015 with the Cricket World Cup and up to four other one-day matches in that period—up to seven one day matches in that time.

**The CHAIR:** So we had already committed to that part of it before we were made aware that there was a separate tender for the test.

**Mr Dolphin:** We had already committed to the Cricket World Cup last year.

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**The CHAIR:** Why were we not making sure that we were securing the test at the same time as committing to the Cricket World Cup?

**Mr Dolphin:** Because they are run separately; the test matches lie within Cricket Australia's remit and the Cricket World Cup lies within the ICC, the world governing body's remit, under their local organising committee. The two are separate. The Cricket World Cup is an Australian and New Zealand hosted event.

**The CHAIR:** You never got to the point of requesting money from the state government to be able to bid for the test match to come here?

**Mr Dolphin:** No.

**Hon PETER KATSAMBANIS:** Can I just clarify that with this particular issue, are you suggesting through your answer that the cricket board, or Cricket Australia, sought some financial contribution either in cash or in kind from state governments—plural—in order for these two test matches that have ended up being awarded between three venues, to be so awarded?

[2.00 pm]

**Mr Dolphin:** Yes. They were looking for a consideration of financial contribution without putting an amount on it; they were looking for consideration on the table.

**The CHAIR:** You did an assessment of what that would be worth to WA and determined that it was not worth proceeding?

**Mr Dolphin:** Yes.

**The CHAIR:** Can I ask for that assessment to be provided as supplementary information, if that is all right.

[*Supplementary Information No. A3.*]

**Hon ALYSSA HAYDEN:** Again, Chair, I would like to just confirm that we do have concerns given the commercial-in-confidence nature of the material.

**The CHAIR:** As I said, when you provide it, make that clear to us and the reasons why.

**Hon ALYSSA HAYDEN:** Also, while we are on that note, I would also like to ask and request, given its commercial-in-confidence nature, that the two figures I did give out earlier be held in confidence as well.

**The CHAIR:** I am afraid it is a public hearing, which is why I indicated at the beginning that people needed to—if they thought it was a confidential matter—not answer the question. Unfortunately, we cannot take back what is now public.

Have we finished?

**Hon PETER KATSAMBANIS:** I have one more question on the events covered in the budget papers.

**The CHAIR:** All right. One more and then I am moving on.

**Hon PETER KATSAMBANIS:** If we get the opportunity later, I would like to revisit it, but just this other event. I notice on page 164 of budget paper No 2, there is expenditure of \$2.2 million on the Australian Surf Life Saving Championships in 2014, which I am sure will be a wonderful event. Can you give me some background as to what the nature of that expenditure will be; in particular, vis-a-vis contribution to the actual purchasing of the event as opposed to facility upgrades or capacity upgrades locally.

**Mr Dolphin:** Certainly, that covers the running of the event; it is a contribution to those events costs for the event holder, Surf Life Saving Australia. It is also a part of the acquisition of the event in order for it to come here, because it is normally based in Queensland. This is the first time it has



been here for several years. The funding contribution goes in to support a number of elements—the marketing of the event, promotion, marketing to the athletes at the event that has just gone this year in order to get them to come over. So it will be against a number of areas of support for the events to actually be staged in WA.

**Hon PETER KATSAMBANIS:** Okay. Obviously, the main venue is Scarborough. Are there other venues?

**Mr Dolphin:** No. Scarborough is the most suitable site in terms of location because of the wave conditions and the like.

**Hon PETER KATSAMBANIS:** The nature of these competitions sometimes is that the waves do not eventuate when the competition is held. What is the fallback venue? Is there a fallback venue lingering—for instance, Trigg or something like that?

**Mr Dolphin:** Not a fallback venue as such, but much like a number of the other water sport-based events, such as the Margaret River Pro and the like, there is a window built in for improving conditions. So, for example, the Margaret River for the surfing world championship event this year, there were two lay days when no action happened because conditions had dropped. There is a buffer built in to the competition to allow for any eventualities with conditions.

**Hon PETER KATSAMBANIS:** Okay. Thank you.

**Hon ALYSSA HAYDEN:** Just on that, it is important for members to realise that the Aussies provide Tourism WA with a fantastic opportunity to promote WA as a family, outdoor destination. But also they do put the timing in consideration. Having it between March and April, I am led to believe, means that there will be light winds and small swells which actually leads to a better environment to ensure that they get the correct waves required for the events; so they do not just pluck a date out of the air.

**Hon PETER KATSAMBANIS:** Thank you. It is being held again at a lovely beach in my North Metropolitan Region; it is much anticipated.

**Hon ALANNA CLOHESY:** Hello, dorothy!

**The CHAIR:** Members, we do not want any adverse —

**Hon STEPHEN DAWSON:** It is outrageous!

**Hon PETER KATSAMBANIS:** You are outrageous!

**The CHAIR:** Members, can we move on.

**Hon PETER KATSAMBANIS:** I would like to, Chair.

**The CHAIR:** Can I just say that the Australian Surf Life Saving Championships at Scarborough Beach are a great thing, and I was very proud to have secured them a number of years ago as a parliamentary secretary for the first time and stole them from Queensland!

Hon Stephen Dawson —

**Hon RICK MAZZA:** I was the next one on the list.

**The CHAIR:** Well, he was on the list and he is the next one on the list from the very beginning.

**Hon RICK MAZZA:** I was the next one on the list.

**Hon PETER KATSAMBANIS:** Yes, that is right.

**The CHAIR:** Sorry, Hon Rick Mazza, my apologies. We added you in because you are a committee member.

**Hon RICK MAZZA:** Thank you, Mr Chair. My question is to the parliamentary secretary. I see on page 159 under “Spending Changes”, there is a program rationalisation with some small savings

there of \$285 000 per year for the budget and forward estimates. What actually are you rationalising?

**Hon ALYSSA HAYDEN:** If the member could bear with me for one moment. The line you are referring is the program rationalisation of \$285 000?

**Hon RICK MAZZA:** Yes.

**Hon ALYSSA HAYDEN:** That is actually us making the decision—or Tourism WA making the decision to no longer continue with the funding for the representative in Korea. There was a contract that expired on 30 June 2013, and after the Tourism WA board carried out some investigation, it took on board the fact that Korea is actually ranked as only the 17th and 13th in visitation and spending to WA. Given that there are no direct flights from Korea to Perth, there was no need to actually continue on with that program or continue on with having that representative in Korea. However, there has been small funding put aside for a person to stay there and answer the phones, so there is just no-one at the end, all of a sudden, to actually phase that out. But I will pass on to Stephanie Buckland to give you a bit more detail.

**Hon RICK MAZZA:** All right. Thank you.

**Ms Buckland:** I think that that summarised it pretty well; that that \$285 000 a year is what we paid to a marketing representation agency in Korea called Promac. As the parliamentary secretary said, the analysis that we did in the agency and the view by our board was that the visitation from Korea to Western Australia—and I guess also the long-term prospects given the aviation access were that that was unlikely to grow substantially, and so hence the decision was made to discontinue that contract or to cease the contract at its end.

**Hon RICK MAZZA:** Also on page 159, you have royalties for regions caravanning and camping. Considering that self-drive holidays involving caravanning and camping are a growing market in Western Australia, I note that you have \$965 000 for the budget estimate, but then in the forward estimates it jumps up substantially into the many millions. What actual programs do you have in place for that increased spending?

**Hon ALYSSA HAYDEN:** Sure. I am glad the member has asked because it is actually one of my favourite projects and action plans that have come out of the state government's strategy for tourism in WA. As you know, our aim is to double our tourism value from \$6 billion to \$12 billion by 2020. One of the plans is the caravan and camping action plan. It has actually been driven out of a standing committee report into the provision, use and regulation of caravan parks in Western Australia. There were 57 recommendations highlighted. Tourism WA took that on board and has gone and investigated what needs to be done to develop and enhance our caravan and camping industry. As I am sure many members here know, the caravan and camping industry play a huge role in our tourism market. They are facing some challenges. We need to make sure we tap into that market and by doing that, this action plan has highlighted things that we need to do and we will be implementing them. So the reason why it is actually staged out is obviously the plan has only just started, and not all the money is required upfront. But it will be things like, increasing supply of caravan and camping sites; it is also going to be assisting with making roads safer and having rest and 24-hour stopovers to make sure our roads are safe for our visitors. But it will also be making sure we have adequate black dumping spots across the state. We want to make sure we increase our caravan and camping, but we want to be protecting the environment at the same time. There will also be a review in the caravan and camping legislation and the caravan parks and camping grounds regulations, which will hopefully enable the industry to operate a bit more efficiently. There are plenty more things I could talk about, but I will make sure that I have not missed any important things by allowing Stephanie Buckland to answer some of your question.

**Hon RICK MAZZA:** Thank you.

[2.10 pm]

**Ms Buckland:** The only thing I can add is that this is a multi-agency plan. Tourism WA led the development of the plan, but our partners in the plan are the Department of Parks and Wildlife, Main Roads WA and the Department of Local Government and Communities. Parks and Wildlife will build additional caravan and camping sites within a number of the national parks across the state. The Department of Local Government and Communities will review the act with input from, obviously, numerous bodies, and Main Roads will improve those roadside rest areas and dump points. Tourism WA's role will be to work with the industry in lifting its standards, marketing and promotion and developing a grants program for both infrastructure headworks to promote new commercial caravan parks and for the black waste dump points that the parliamentary secretary mentioned.

**Hon RICK MAZZA:** One last question, if I can, thank you, Mr Chairman.

**The CHAIR:** Sorry; is it on this issue?

**Hon RICK MAZZA:** No; it is a different issue, but it is the last one.

**The CHAIR:** Hon Martin Aldridge wants to ask something about camping and caravanning.

**Hon MARTIN ALDRIDGE:** The third dot point on page 161 refers to three sites: Exmouth, Lancelin and Broome. Is that the complete list of sites, or are we looking at other sites?

**Ms Buckland:** That is not the complete list of sites. Those three sites are ones on which there has been a fair amount of analysis and they have been identified as sites where there is a need for additional caravan and camping facilities, but more will be analysed as part of the program.

**Hon MARTIN ALDRIDGE:** As supplementary information, can you provide to the committee a list of the sites that are to receive funding under the types of works involved and the funding allocated to each site?

**Ms Buckland:** Yes; I think we can. We need to clarify that some will come under the remit of the Department of Parks and Wildlife. We can give you the information about Broome, Lancelin and Exmouth, and others are TBC over the period of the program.

**Hon MARTIN ALDRIDGE:** Sure. I thought that, given dot point 3 says that Tourism WA is leading the implementation of the plan, you would collectively have the information of the roll-out of the program.

**Ms Buckland:** We do. I wanted to clarify what will be provided.

*[Supplementary Information No A4.]*

**Hon MARTIN ALDRIDGE:** To clarify; the point you have made about Main Roads and the Department of Parks and Wildlife being responsible for the program, in the spending changes on page 159 there is roughly \$15 million in the budget estimate and across the forward estimates for this program. Is that just for Tourism WA?

**Ms Buckland:** Correct.

**Hon MARTIN ALDRIDGE:** A footnote refers to roughly \$19 million to \$20 million in funding to the other departments, which you mentioned.

**Ms Buckland:** Correct.

**Hon MARTIN ALDRIDGE:** Thank you.

**Hon RICK MAZZA:** This is about events tourism, which is the last dot point on page 161. You refer there to promoting major international, national and regional events and a lot of smaller events across Western Australia. Do any of those events include clay target shooting?

**Ms Buckland:** I do not believe so.

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**Hon RICK MAZZA:** There are major events right through Western Australia, particularly regional Western Australia, with many national and international visitors. I wonder why Tourism WA does not promote that.

**Ms Buckland:** It might be worth explaining the different ways we fund events. We have a program called the regional events program. Through that program, event proponents that are organising an event put in their application at a certain time of the year when applications open. They are open for a period of about two months and they are assessed against a set of criteria that would include how many visitors are coming, where they are coming from et cetera. Event holders can apply for funding through that scheme. I think we will sponsor around 50 to 55 events through that scheme in the 2013–14 financial year. We run that scheme annually. The other events are generally ones for larger amounts of funding such as some of the ones we talked about earlier. Usually, those event holders will approach Tourism WA's EventsCorp division and put forward a proposal for those events.

**Hon RICK MAZZA:** Have you had any applications from clay target promoters for events?

**Ms Buckland:** Not that I am aware of. I will refer that to Mr Dolphin.

**Mr Dolphin:** Off the top of my head, no. I obviously do not have all the details to hand. More than 100 events applied in the regional events scheme program. I am happy to have a look. I am not aware of any application, certainly not of any major scale.

**Hon RICK MAZZA:** Can we have that as supplementary information?

**The CHAIR:** Yes.

*[Supplementary Information No A5.]*

**Hon ALYSSA HAYDEN:** If the member is involved in those organisations, I encourage him to encourage them to make applications.

**Hon RICK MAZZA:** I will.

**The CHAIR:** My recollection is that in the past, way back, EventsCorp has sponsored events like that.

**Hon STEPHEN DAWSON:** My first question relates to the third dot point on page 161 and funding for regional tourism organisations. I refer to the review being undertaken on the role and future of the state's 128 visitor centres. Can you please tell me who is undertaking that review; why the review is happening; what it is costing; and when is it anticipated that you will have a final report?

**Hon ALYSSA HAYDEN:** There are more than 100 visitor centres in WA.

**Hon STEPHEN DAWSON:** One hundred and twenty eight.

**Hon ALYSSA HAYDEN:** I have "over". Thank you, member—128. We just hope that you are correct, but only half of them are accredited through the Tourism Council, but I will hand over to Stephanie Buckland to answer the member's question.

**Ms Buckland:** I will start by talking about the reason for conducting the review. It is probably important to point out that these visitor centres are not funded by the state government, with the exception of one visitor centre, which is the one based in Perth that has the role of promoting the whole of the state. Many of the rest of the visitor centres are funded by local governments or by the local tourism organisations, the local tourism operators or a combination of both. As part of the way in which we operate, we try to get out and meet as many people in the tourism industry and regional Western Australia and local governments as possible. A key theme that came from a lot of those discussions in consultation were concerns about the sustainability and ongoing viability of these visitor centres throughout the state. With regard to the view that they play an important role in providing information to visitors, a study was done in 2004 by Tourism WA that looked at best

practice and opportunities for visitor centres to improve their operations. Effectively, we are now repeating that same study done almost 10 years ago. It is also very important to know that the way in which consumers purchase their holidays and find out holiday information is a lot different from the way it was done 10 years ago. The visitor centres, which earn an income stream from booking on behalf of visitors to the state, were starting to feel the pinch in terms of their income. That is the genesis for why we have commissioned the study. We put out a tender and called for applications and the consultancy we have employed is called Haeberlin Consulting. I may refer to Justin Vaughan for the cost of that.

**Mr Vaughan:** The total cost of engaging Haeberlin Consulting is \$143 313.50, including GST. There will also be some travel expense related to visiting the different visitor centres across the regions. That is estimated to be around \$11 000, but we are going through the review at this point, so we do not know the total cost of the travel expenses.

[2.20 pm]

**Hon STEPHEN DAWSON:** The other part was: when can we expect the review to be finalised?

**Mr Vaughan:** The time line that we have been given by Haeberlin Consulting is that the report will be finished by about December this year.

**Hon STEPHEN DAWSON:** Given these visitor centres do a very valuable job—I have to acknowledge the work of Nick Linton and the Broome visitor centre in particular—can we expect that the review might show that these centres might need some more money and the government might actually give them some funding so they can operate appropriately?

**Hon ALYSSA HAYDEN:** Each visitor centre seems to have its own strategy and its own process and procedure that they run by. This, hopefully, will find out which ones work best, be able to actually put them all together and come out with a good program that these visitor centres can operate under. Which is the best viable way to have them operate, whether there be private, local government funding or state funding injected, will be decided at the end.

**Hon STEPHEN DAWSON:** Parliamentary secretary, just so I am aware, where is the line item that includes the amount of this funding? I want to know where it is in the budget.

**Mr Vaughan:** There is a line item in the Department of Regional Development that relates to the royalties for regions regional visitor centre program.

**Hon STEPHEN DAWSON:** So this does not feature in these papers in front of us today?

**Mr Vaughan:** Correct.

**Ms Buckland:** Sorry, can I just clarify something? Are you referring to the \$143 000 and where that cost is coming from?

**Hon STEPHEN DAWSON:** Yes.

**Ms Buckland:** That is what I thought you might have been referring to. Tourism WA is paying for that out of our research budget, so it is not shown as a line item in the budget.

**Hon STEPHEN DAWSON:** Are you able to point to, I guess, an area in the budget that I can kind of know where it is coming from?

**Ms Buckland:** Within our organisation, research is a centrally funded function. The budget papers are split out into our three core service delivery areas. So I guess it would be fair to say that a portion of that cost would be apportioned across those three core service delivery areas.

**Hon STEPHEN DAWSON:** Thank you. Chair, I have one other question that relates to grant funding. I could pick a spot and say page 167, “Grants and subsidies”, but really do not worry about going to the page. I am referring to funding agreements that WATC makes with organisations

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whom you give grants to. In those funding agreements, does it ever stipulate who should be invited to an event that you are funding?

**Hon ALYSSA HAYDEN:** I will let the agency answer that question because they deal with the invitation list. But as a new parliamentary secretary, I have actually asked the agency to always consider inviting people who are going to contribute to future events or possible future business partners that we may have down the track, as I believe it is a great facility to be able to build on relationships for the future of Tourism WA.

**Ms Buckland:** I guess, firstly, the one thing I just wanted to clarify is that the way in which we provide funding is through a commercial contract rather than a grant. Those commercial contracts have a number of different provisions in them in regard to what we are requiring of the events we sponsor. Usually there are milestones associated with certain performance and what have you. It would vary from event to event. We have a standard template. From memory, there is a clause in our standard template —

**Hon STEPHEN DAWSON:** Ms Buckland, can I stop you there for one second?

**Ms Buckland:** Yes.

**Hon STEPHEN DAWSON:** Chair, may I ask if the committee can get a copy of that standard template by way of supplementary information? That would be very helpful.

**The CHAIR:** Yes.

*[Supplementary Information No A6.]*

**Hon STEPHEN DAWSON:** Sorry; it was just while I thought of it.

**Ms Buckland:** From memory, yes, there is a reference in the standard template which indicates that the event holder should invite the Minister for Tourism to the event as well as various individuals, such as the chief executive officer of the local regional tourism organisation et cetera. I cannot remember the list, but there is a list.

**Hon STEPHEN DAWSON:** Perhaps I can get straight to the point.

**Ms Buckland:** It is in the template, though.

**Hon STEPHEN DAWSON:** Sure. Would it specify that government MPs get invited to the event?

**Ms Buckland:** I cannot recall, but it —

**Hon STEPHEN DAWSON:** I have certainly heard anecdotally that only government MPs get invited to these events, but opposition MPs, even if they are the local member, do not. That is kind of what I am getting to.

**Ms Buckland:** Okay. No, I have not heard that, and I am sure when you look at the template, you will see.

**Hon ALYSSA HAYDEN:** If I could just maybe clarify a little bit, the members that get invited are the minister for the portfolio. So, if it was a jointly funded event, it would be, if there were sports involved, that the Minister for Sport and Recreation and the Minister for Tourism are invited. If those ministers are not able to attend, they then pass that invitation down the line to, generally, the parliamentary secretary.

**Hon STEPHEN DAWSON:** Sure, and that is fine; that is general practice. But it is on top of the minister; it is local members if it is in your electorate. Do you get invited if you are a Liberal MP and not invited if you are a Labor MP?

**Hon ALYSSA HAYDEN:** No. I have not been invited to events as a Liberal MP in my electorate.

**Hon STEPHEN DAWSON:** Thank you. I look forward to seeing the supplementary information.

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**Hon KATE DOUST:** I just want to pick up on a matter relating to the tourism offices that are under review. Given that local government essentially funds the vast bulk of them, what involvement does local government have in this review that you are conducting?

**Ms Buckland:** Local governments are being consulted. We have written to all the local governments where they have a visitor centre to let them know that we are conducting the review and that the consultant will be in touch with them to seek their views. But I think it is very fair to say that the concerns about the visitor centres that have been presented to me have been raised by local governments as well as tourism operators in the region, so I think most local governments will be very happy that we are doing a study and are going to provide them with the information, the learnings, from the study.

**Hon KATE DOUST:** On page 165 under “Details of Controlled Grants and Subsidies”, there is a line item that says “Transfer Regional Functions to Regional Development Commissions”. I note that there are no figures in the forward estimates. Can you explain to me what sort of services the regional development commissions provide in the tourism space, as opposed to these tourism offices that we have just been talking about?

**Ms Buckland:** The visitor centres that we were just talking about, their primary function is to provide visitor information to visitors when they come to a destination, a town, a region. In many instances, they provide booking services on behalf of a range of different products in the region or referral services if a product is not bookable. A winery, for example, is not bookable but they will say, “Visit such and such a winery.” They provide visitor information and, as you quite correctly pointed out, many of them are funded by local government.

Regional development commissions’ primary role in relation to tourism is as it would be for other industries. Tourism in many regions of the state is a major industry. The development commissions are economic development agencies and also part of their remit is planning—infrastructure planning and providing for infrastructure—so things like looking at what road networks might be necessary in a region, for all types of industries, not just the tourism industry. Also, things like considering what types of products, trails, attractions and the like might be attractive to visitors and trying to get those onto the radar and working with local providers to develop those products.

**The CHAIR:** My question on that point was: can you name me a single development commission that today still has a dedicated officer focused on tourism and/or dedicated projects where they are advancing tourism infrastructure, which is what the regional tourism offices used to do?

**Ms Buckland:** Yes, the South West Development Commission has an officer whom they employ in tourism. The Great Southern Development Commission has an officer that they employ in tourism. The —

**The CHAIR:** Is that solely on tourism or doing other matters now?

**Ms Buckland:** They may do other matters, but this is the person that we go to on tourism. The Goldfields–Esperance Development Commission has a tourism officer.

**The CHAIR:** So they have contacts there that are for tourism matters, but are they —

**Ms Buckland:** No, they have tourism projects that they are progressing and involved in. For example, the Great Southern Development Commission chairs what they call a tourism alliance in the great southern. It involves tourism operators in the region, they meet on a regular basis and share information about how the industry is tracking and what development issues they encounter.

**The CHAIR:** Are you confident there has not been a diminution of the focus on advancing tourism infrastructure and tourism development in the regions as a result of that change? Are you absolutely confident there has been no diminution?

[2.30 pm]

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**Ms Buckland:** No—not absolutely confident that there has not been. There is a role for Tourism WA to play in making sure that tourism is on the agenda of every development commission. One of the things that we have been involved in, certainly in the last year, is providing input to all of the development commissions on their blueprints. So I think that the role at a regional level has changed; it is more about planning and development and less about perhaps providing individual support to individual tourism businesses.

**Hon DAVE GRILLS:** I can attest that that support is being maintained in the Goldfields–Esperance district. They are doing quite a good job on that.

**Hon SAMANTHA ROWE:** I refer to page 158, the heading “Spending Changes” and the line item “Increased Tourism Marketing Funding”. The budget of August this year included increased tourism marketing funding of \$2 million this financial year and forward estimates of a further \$7 million over the following three years. That makes a total of \$9 million over four years. However, in February this year, the WA Liberal Party made a pre-election funding commitment of \$24 million over four years for tourism marketing. Was it not the case that Tourism WA had already made plans based on the election promise of both parties?

**Hon ALYSSA HAYDEN:** The answer is no. Tourism WA was working on its marketing plan well before any election came up. Its plan is always to think of a strategy about where it will spend its budget for the next one, two, three or four years down the track. Its strategy, especially the strategy of doubling the value of tourism by 2020, was certainly in progress and I believe launched well before the Liberal campaign announcement. So the \$24 million that was committed in the Liberal government policy at the election is still there. An amount of \$9 million has been allocated so far in the budget. We still have four years in government to deliver that \$24 million, and I can tell members now that it is this government’s and this minister’s aim to achieve that within that four years.

**Hon SAMANTHA ROWE:** So you are still going to allocate the \$24 million?

**Hon ALYSSA HAYDEN:** It is our aim to still get the \$24 million.

**The CHAIR:** Is it your aim or is there a commitment to the \$24 million?

**Hon ALYSSA HAYDEN:** There was a commitment by this Liberal government in the lead-up to the election that we would put \$24 million into marketing. At the moment, the budget reflects \$9 million. But as all members would understand, and as I have said here before, estimates change year in and year out. It is our aim and the minister’s aim to achieve that \$24 million in four years, which we have four years to do.

**Hon KATE DOUST:** We will ask you that again next year, parliamentary secretary!

**Hon ALYSSA HAYDEN:** Please do.

**Hon SAMANTHA ROWE:** Is it not also the case that the private sector had made investment plans based on these commitments, often agreeing to match them dollar for dollar?

**Hon ALYSSA HAYDEN:** It is not my understanding that they have made plans. I do not think there is any absolute commitment to that. The private sector of course goes out with their budget. I know that a number of the private organisations have put out statements saying that we have broken our promise and that there has been a cut. I would like to assure members there is no cut in the tourism budget. In fact, this is the biggest and healthiest budget ever delivered in tourism. We have actually, as I said, committed an extra \$9 million. We have not cut anything. We will be working with our local and private industry.

**Hon SAMANTHA ROWE:** But you have cut it, because it was going to be \$24 million—that was the commitment—and now it is \$9 million.

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**Hon ALYSSA HAYDEN:** It is \$9 million at this moment in this budget. But we still have three more budgets to go.

**Hon KATE DOUST:** Given the time, I have three fairly quick questions. I refer to the Western Australian Indigenous Tour Operators Council. We have had a discussion about whether funding will be found for that council in the future. I refer now to page 160, the final dot point under “Significant Issues Impacting the Agency”. The second last line of that dot point makes reference to an Aboriginal tourism strategy. Is that separate and different from the Western Australian Indigenous Tour Operators Council; and, if so, what is that strategy about, and how much money is allocated to that strategy?

**Hon ALYSSA HAYDEN:** I will pass that to Stephanie Buckland to answer.

**Ms Buckland:** The Aboriginal tourism strategy is different from the Western Australian Indigenous Tour Operators Council. However, that strategy was developed in partnership with the Western Australian Indigenous Tour Operators Council, and in fact their chief executive officer is the chairperson of the committee that is overseeing that strategy. The member asked whether funding has been allocated to the strategy. No funding is allocated to that strategy. It is more a strategy that outlines the way in which we will all work together, and it involves not just Tourism WA but also other government departments; so it is Tourism WA, the Western Australian Indigenous Tour Operators Council, which chairs the group, the Department of Parks and Wildlife, and the Small Business Development Corporation, and there may be others that I cannot call to mind. That group has a list of items that it is working on in relation to the strategy. The strategy is available publicly and obviously we are able to provide it as supplementary information if that is something the member would like.

**Hon KATE DOUST:** I would appreciate that, thank you. I refer also to the third last dot point on page 161, which talks about the additional 1 900 hotel rooms that are needed in Perth. What progress is being made to attract a hotel to the Elizabeth Quay site?

**Ms Buckland:** The Metropolitan Redevelopment Authority is the agency that is responsible for the Elizabeth Quay project. What I can tell the member is that lots 9 and 10 of Elizabeth Quay, which are the two lots adjacent to Barrack Square, were released for public expressions of interest for a mixed-use development, including a hotel. I have been involved in the tender process as a member of the selection panel, so I am sworn to confidentiality on that, but it is progressing positively.

**Hon KATE DOUST:** We might have further questions down the track on that one. I refer to the first dot point on page 161, which makes reference to the “1001 Extraordinary Experiences” campaign. Could the parliamentary secretary provide the detail of each of those experiences on notice, please?

**Hon ALYSSA HAYDEN:** I am glad it is on notice, because there are 1 001!

**Ms Buckland:** They are publicly available on the website “1001 Extraordinary Experiences”.

**The CHAIR:** I hope estimates is one of them!

**Ms Buckland:** It is certainly an extraordinary experience for me!

**Hon ALYSSA HAYDEN:** I will decline to answer that one!

*[Supplementary Information No A7.]*

**Hon PETER KATSAMBANIS:** I refer to page 163 and the efficiency indicators for both event tourism and tourism investment and infrastructure. My focus is on event tourism, which has a similar indicator. It talks about the value of direct economic and media impact generated by events. Today you have told us that Tourism WA measures those separately. If that is the case and they are measured separately, why are they not first listed as separate efficiency indicators and then combined?

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**Ms Buckland:** I will refer that to David Lowe.

**Mr Lowe:** Sorry, but would the member please repeat the question?

**Hon PETER KATSAMBANIS:** The efficiency indicator for event tourism is the value of direct economic and media impact. You have said that you have separate measures for each of those. If that is the case, why are they not first listed as separate indicators and then combined?

[2.40 pm]

**Mr Lowe:** In terms of infrastructure investment, when we were putting —

**Hon PETER KATSAMBANIS:** I am more interested in event tourism. I note it is a similar measure, but my particular issue is with event tourism.

**Mr Dolphin:** If it is easier to explain, simply because of the difference between certain events, some being driven by high economic impact, others being driven by high media, like broadcast, impacts. For example, we talked about the Aussies—that is a very high economic impact event and it is a strong domestic broadcast, but not a strong international broadcast event, so they are measured on different values. Not all events will be measured on the same things so we would not do media and economic for every event.

**Hon PETER KATSAMBANIS:** Believe me, sir, I have significant experience going back 20 years measuring these sorts of events. Based on your answer, I do not want to get into a debate, but I still do not understand why they are not accounted for separately. It is probably a debate for another day.

**The CHAIR:** Does Hon Peter Katsambanis want to ask for them? Do you keep them separately?

**Mr Dolphin:** Yes, we measure each event by its different requirements, depending on what that event is strategically assessed to do.

**Hon PETER KATSAMBANIS:** Are you able to provide those measurements for the events you have measured, say, in the last three financial years, as supplementary information?

**Hon ALYSSA HAYDEN:** Yes.

[*Supplementary Information No A8.*]

**Hon PETER KATSAMBANIS:** Going back to the events themselves, are you aware whether the Melbourne and Sydney test matches require an event fee from those state governments?

**Mr Dolphin:** I am not aware of that, I am afraid. I do not have that information.

**Hon PETER KATSAMBANIS:** One more question on event tourism, if I may. In July there was a tour of Australia and Asia by the Liverpool Football Club. Was WA invited to tender or apply to have that match played here rather than in Melbourne?

**Mr Dolphin:** Yes, we had extensive discussions with representatives of Liverpool about their possible training camp and playing here, but, unfortunately, because of the timing of the forthcoming state election the funding requirement to support that event exceeded our available budget. We would have required additional submissions from cabinet in order to achieve any additional funding, and government went into caretaker mode and we were unable to do that.

**Hon PETER KATSAMBANIS:** When did the discussions take place?

**Mr Dolphin:** At the end of 2012 and start of 2013.

**Hon PETER KATSAMBANIS:** What sort of figures are we talking about—ballpark?

**Mr Dolphin:** Again, I will not disclose those on the grounds that we are in ongoing discussions about future opportunities in that area, and it is a very competitive field, as I am sure you understand.

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**Hon PETER KATSAMBANIS:** I note that the estimated actual expenditure in event tourism for 2012–13 was around about \$1 million less than budgeted. I ask whether those funds may not have been sufficient to secure an event like that.

**Mr Dolphin:** We would have required additional cabinet funding to do it. It would have exceeded our available budget at the time.

**Hon PETER KATSAMBANIS:** Do you have any measures on the economic impact in particular that the event generated for the people who got it?

**Mr Dolphin:** None of our own, only third-party information, and the other states do not share their information in terms of what they measure and the valuations they get. We can only access what is available through our sources or publicly available. The known factors are ticket sales and television coverage, so there could be an analysis done on the value of those specific games played in Melbourne and Sydney this year. That could be done.

**Hon PETER KATSAMBANIS:** That is all I have for now.

**The CHAIR:** You said that it was the election, when did you make the final decision about what you would require to go to cabinet?

**Mr Dolphin:** It was in early February, I believe.

**The CHAIR:** Earlier you said December–January.

**Mr Dolphin:** We started discussions. I was asked: when did discussions start? The process can normally take three to six months of negotiation.

**The CHAIR:** Did you approach the minister and indicate that there was the opportunity but that it would require additional funding from cabinet?

**Mr Dolphin:** We had a discussion with the minister, but at that stage we were simply not able to achieve it.

**The CHAIR:** There is nothing under the caretaker provisions to stop the minister approaching the other parties and getting their concurrence to make decisions, even during the caretaker period. That is what I am trying to understand. Was it a decision of the agency not to progress it or was it a decision after you spoke to the minister not to progress it?

**Mr Dolphin:** As I said before, we went into caretaker convention; we were not able to secure the additional funding because of that.

**The CHAIR:** The caretaker convention does not stop the minister making a decision, and there is a process for him to do that. I am asking: did you make that decision or did the minister direct you not to progress it any further?

**Hon ALYSSA HAYDEN:** There would have been need for a cabinet submission if they needed additional funding, and that would not have taken place under the caretaker mode.

**The CHAIR:** There is nothing to stop that occurring. Governments make decisions all the time even under caretaker mode. Was it at the agency level or did you talk to the minister about it and did he say there is no point in progressing it?

**Mr Dolphin:** As I said, we talked with the minister about it and it was not achievable because of caretaker convention.

**The CHAIR:** What date was it that you discussed it with the minister?

**Mr Dolphin:** As I said, in the period January to February.

**The CHAIR:** As supplementary, if you are unable today to provide us a date, can you give us the date on which you met with and discussed it with the minister?

*[Supplementary Information No A9.]*

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**Hon MARTIN ALDRIDGE:** In budget paper 3, at page 225, there is expenditure from the royalties for regions fund of \$2.9 million against regional visitor centres. Is that funding appropriated to the Tourism Commission; and, if so, could you point me to the appropriate part of the budget?

**Mr Vaughan:** The money you are referring to is in the Department of Regional Development; it does not appear in the Western Australian Tourism Commission budget at this time.

**Hon MARTIN ALDRIDGE:** Does that mean that the Department of Regional Development will administer the program or funding to support regional visitor centres and not Tourism WA?

**Mr Vaughan:** That would be a question for that department.

**Ms Buckland:** I can add to that. We have certainly been consulting. Obviously, we were aware that appeared in the budget and we have been consulting with the Department of Regional Development in regard to the study we are undertaking. They are aware we are undertaking the study, they are being consulted as part of that study, and they have indicated they want to work with us on potentially the equivalent of those funds, but you would probably be aware that the way that royalties for regions works is you have to prepare a business case; there is a whole process associated with accessing funding.

**Hon MARTIN ALDRIDGE:** Given there is no funding allocated until 2014–15, then as a consequence of those negotiations, the review, the business case, may well change in next year's budget.

**Ms Buckland:** It is possible.

**Hon MARTIN ALDRIDGE:** My second question is about the regional events program, which is an important program for my electorate and, indeed, all of regional WA. I notice in "Spending Changes", on page 159, there is an increase of funding to the program in the 2015–16 and 2016–17 years. Obviously, the regional events program is an ongoing program, which I think commenced in the 2011–12 budget for a four-year period. I am struggling to identify in the budget papers the program as a line item. I can see where we have had an increase in the spending changes on page 159.

**Hon ALYSSA HAYDEN:** I am led to believe it is under the "Event Tourism" line, but they will not be itemised separately.

**Hon MARTIN ALDRIDGE:** It is contained on page 160 in the global amounts associated with events tourism. Thank you.

**Hon ALANNA CLOHESY:** That question Hon Martin Aldridge asked was also my question. I would like to ask what component of events tourism in the 2012–13 budget, 2012–13 estimated actual, 2013 budget estimate and 2014–15 forward estimate—if that program is contained as part of event tourism global budget—was for the regional events program? That is my first question. How much was spent on the regional events program in 2012–13 and 2013–14? How much is projected for 2014–15? Why, then, does it appear in the forward estimates for 2015–16 and 2016–17 as a spending change?

[2.50 pm]

**Hon ALYSSA HAYDEN:** The CEO, Stephanie Buckland, will answer that question for you.

**Ms Buckland:** I will try to answer the question as I understand it. In the 2011–12 budget, we were allocated \$40 million over four years through royalties for regions for regional event funding. In the 2013–14 budget that has just been handed down, that program was extended for a further two years. So it is \$10 million a year over six years.

**Hon ALANNA CLOHESY:** So it is \$10 million —

**Ms Buckland:** Over six years.

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**Hon ALANNA CLOHESY:** So it is \$10 million over six years.

**Ms Buckland:** Starting with 2011–12.

**Hon ALANNA CLOHESY:** At \$10 million over six years, it does not add up.

**Ms Buckland:** Sorry; I am getting a bit flustered. It is \$10 million a year for six years, so \$60 million over six years. My apologies.

**Hon ALANNA CLOHESY:** As I understand it, it is \$10 million a year.

**Ms Buckland:** In 2015–16 and 2016–17, it says \$9.5 million on page 159 in each one of those years. An amount of \$500 000 of the \$10 million is being allocated to the Margaret River Pro, which is on the fourth line down under “Spending Changes” where it says “Additional Events Funding”.

**The CHAIR:** There is a note (a).

**Ms Buckland:** Yes, that is right—in note (a). Thank you.

**Hon ALANNA CLOHESY:** I refer to page 225 of the 2013–14 *Economic and Fiscal Outlook*. Is the \$10 million over six years actually \$11 million for 2013; \$11.6 million for 2014–15; \$11.6 million for 2015–16; and \$10 million for 2016–17, and therefore, the reason this is included under “Spending Changes” is that by 2015 the program’s funding will be cut?

**Ms Buckland:** No, I do not think so. I am sorry. I do not have the full budget document, so I cannot refer to the page that you have just referred to. In 2011–12, we received \$10 million a year for four years, and this year, 2013–14, when the budget was handed down, we received a further \$10 million a year in 2015–16 and \$10 million in 2016–17. That is reflected as a spending change in the table at the bottom of page 159 of the budget papers. It says \$9.5 million and \$9.5 million, but note (a) underneath that table also refers to an additional \$500 000, which is part of this additional events funding, where it says \$1.2 million in 2015–16 and 2016–17. That includes \$500 000 of royalties for regions funding in each one of those two years.

**Hon ALANNA CLOHESY:** Can you point me to the outline of the program or the aim of that program in the budget papers, or to what its key performance indicators are?

**Ms Buckland:** I cannot point you to that in the budget papers. I do not know whether anybody else can do that.

**Hon ALANNA CLOHESY:** In effect, how will that money be spent? What are you trying to achieve with that money?

**Ms Buckland:** I can explain that. The purpose of that funding is to sponsor events in regional Western Australia for the purpose of attracting visitors to regional Western Australia and for the purpose of, I suppose, promoting and highlighting some of the key tourism destinations in regional Western Australia. I guess some of the types of events where that funding has been allocated would be to events like the Shinju Matsuri Festival in Broome.

**Hon ALANNA CLOHESY:** So organisations go through the same process that you outlined before.

**Ms Buckland:** Either through the regional events program, which is run on an annual basis, or by submitting a one-off proposal or an individual proposal to Tourism WA through Eventscorp. That is how the funding is accessed.

**Hon ALYSSA HAYDEN:** Member, you will be interested to know that in 2010–11, there were only 18 regional events that occurred, and by the time we get to 2013–14, we are estimating about 68 events. So the program has been taken up quite significantly out in the regions.

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**Hon MARTIN ALDRIDGE:** Just to clarify, the spending changes that have been forecast—the two extra injections of \$9.5 million—are essentially making a four-year program into a six-year program and cashflowing it over that period.

**Ms Buckland:** Yes.

**The CHAIR:** To make it easier, maybe you could take on notice a reconciliation of how much money you have got going into your service area of event tourism, how much of it is from the consolidated account and how much is from royalties for regions, and then how much is spent on metropolitan events and how much is spent on regional events. Would you be able to provide that to us?

**Ms Buckland:** Yes, we can do that.

*[Supplementary Information No A10.]*

**The CHAIR:** On behalf of the committee, I thank you all for your attendance. The committee will forward any additional questions it has to you via the minister in writing in the next couple of days, together with the transcript of evidence, which includes the questions you have taken on notice. Responses to these questions will be requested within 10 working days of receipt of the questions. Should you be unable to meet this due date, please advise the committee in writing as soon as possible before the due date. The advice is to include specific reasons as to why the due date cannot be met. If members have any unasked questions, I ask them to submit them to the committee clerk at the close of this hearing.

On behalf of the committee, I thank you once again for your attendance today.

**Hearing concluded at 2.56 pm**

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