

Section 82 Notice – Financial Management Act 2006
Legislative Assembly Question on Notice 3048

Pursuant to section 82 of the *Financial Management Act 2006*, I give notice to both houses that an answer to part (b) of Legislative Assembly Question on Notice 3048 was not provided.

Notice is also being provided to the Auditor General, as required under section 82 of the *Financial Management Act 2006*.

Please see attached Question on Notice 3048 for a description of the information requested.

With respect to the request for details about all current Tourism Western Australia (Tourism WA) brand and marketing campaigns, and specifically the request for the cost of each campaign, I am not prepared to provide the amount of individual funding which has been assessed by Tourism WA as being confidential and commercially sensitive. I have, however, provided the total cost to Tourism WA of all campaigns running on 8 May 2018.

In making this decision I have considered the public interest, and while the public has a general right of access to information held by government agencies, this right has to be balanced against the need to protect the financial and commercial affairs of the State.

The information requested has not been provided for the following reasons:

The release of sponsorship information would significantly impact Tourism WA's business, professional, commercial and financial affairs, as well as those of associated third parties, such as campaign partners, in relation to their negotiations with other States/Territories where marketing activities are undertaken in multiple jurisdictions.

All Australian States and Territories compete with one another for visitors. A key component of any tourism marketing strategy is cooperative marketing campaigns where a State Tourism Organisation (STO) will jointly fund a campaign with a travel partner, such as an airline or travel agent.

There are a limited number of suitable travel partners that STOs can work with as they need to be active in the source markets and have the ability to reach the target audience. These travel partners work with a range of STOs and National Tourism Organisations and they select which they want to partner with based on the likely return on investment.

Releasing the amount that Tourism WA invests in specific campaigns would make information publically available that would enable other States or Territories to offer more favourable investments to induce the travel partners to work with them instead. This could lead to Tourism WA having to invest a larger amount to retain the partnership or miss out altogether.

Tourism WA delivers partnership campaigns with competing travel partners such as airlines, wholesalers and online travel agents. Releasing the amount that Tourism WA invests in specific campaigns would allow all partners to access financial information about what Tourism WA is investing with their competitors. This could jeopardise future negotiations with those partners if they perceived that Tourism WA was favouring their competitors by investing a greater amount with them.

Organisations engaged in competitive markets such as the travel industry, would view information about their negotiations with their partners as commercially sensitive. Every cooperative campaign will have contributions from partners, either cash or in-kind. Releasing the amount that Tourism WA is investing in the campaign would provide information that would be a competitive advantage to their competitors in negotiations. Knowing that this information can be released would make travel partners reluctant to enter into cooperative campaigns with Tourism WA.

Note: By mutual agreement with a travel partner, Tourism WA may release large scale funding amounts that covers a range of activities over an extended time period, but not specific campaign amounts.

Information pertaining to the amount invested by Tourism WA in individual campaigns has a commercial value and its disclosure could cause commercial harm to the State and the agency's campaign partners. Disclosing the amount of Tourism WA's investment could provide a competitive advantage to other States and potential campaign partners.

The Government takes its responsibility to grow visitor numbers by implementing a range of marketing initiatives, including cooperative marketing campaigns, very seriously. A key strategy is to safeguard information that may jeopardise the State's business relationships, reputation and ability to negotiate successfully with campaign partners if made public.

Should you have any queries relating to this matter, please contact Tourism WA A/Managing Director, Mr David Lowe, by email to david.lowe@westernaustralia.com or by telephone on 9262 1705.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Paul Papalia', with a long horizontal stroke extending to the right.

**HON PAUL PAPALIA CSC MLA
MINISTER FOR TOURISM**

Enclosed

Extract from *Hansard*
[ASSEMBLY — Tuesday, 12 June 2018]
P73b-76a
Mr Peter Katsambanis; Mr Paul Papalia

TOURISM WESTERN AUSTRALIA – BRAND AND MARKETING CAMPAIGNS

3048. Mr P Katsambanis to the Minister for Tourism:

Regarding all current Tourism Western Australia brand and marketing campaigns, can the Minister please detail the following:

- (a) the name of each campaign;
- (b) the cost of each campaign;
- (c) which external agency was used for each campaign;
- (d) how these campaigns are measured for effectiveness;
- (e) the audience targeted for each campaign and why; and
- (f) feedback received from overseas markets for each campaign?