

Division 33: Western Australian Tourism Commission —

[Supplementary Information No. B11.]

Question: Ms S.F. McGurk asked for any analysis of the Experience Extraordinary campaign and the return on investment with respect to that campaign.

Answer:

Ipsos Australia has advised Tourism Western Australia that the *Tourism Western Australia Advertising Evaluation* report contains confidential data (Ipsos norms) and intellectual property, owned by Ipsos, that it does not want made publicly available. The Report also contains Tourism Western Australia commercially sensitive information. If made public, the data could provide other States and Territories with an unfair advantage with respect to tourism advertising and campaign development, at no cost to them. For example, the report compares results for the Western Australia advertisements against those for South Australia for benchmarking purposes. Accordingly, the Auditor General's office and both houses of Parliament will be notified that this question will not be answered, as per section 82 of the *Financial Management Act 2006*.

With respect to the return on investment for the 2013/14 Experience Extraordinary campaign, this cannot be calculated, at this stage, because the campaign and the evaluation (through *Brand and Communication Tracking* conducted by Metrix Consulting for Tourism Western Australia) have not yet concluded.