

TELEVISION MARKETING AND PROMOTION OF WESTERN AUSTRALIA

318. Mr P.D. Omodei to the Minister for Tourism

I refer the Minister to the topic of expenditure on the marketing and promotion of Western Australia, and ask for the financial years 2001-2002, 2002-2003, 2003-2004, 2004-2005, 2005-2006, what was, or is planned to be, the total State Government expenditure on -

- (a) international television marketing and promotion of Western Australia;
- (b) interstate television marketing and promotion of Western Australia; and
- (c) intrastate television marketing and promotion of Western Australia?

Mr M. McGOWAN replied:

Tourism Western Australia's total discretionary marketing allocation is as follows:

2001-2002	\$16 297 878
2002-2003	\$14 593 857
2003-2004	\$14 711 763
2004-2005	\$22 836 243
2005-2006	\$22 928 454

Please note in 2001-2002 the total discretionary marketing allocation included crisis funding of \$1.8 million to support the tourism industry in light of 911 and the Ansett demise.

The question also requested a breakdown of television promotion in the intrastate, interstate and international markets, which I will provide. However it should be noted that in the last few years Tourism Western Australia has adopted a targeted market approach that focuses on marketing mediums that provide the greatest return on investment. Free-to-air television is becoming increasingly more expensive and free-to-air audiences continue to decline.

Tourism marketing campaigns embrace multi-mediums including elements of print, outdoor, on-line, collateral and direct mail.

(a)	2001-2002	\$26 600
	2002-2003	\$62 000
	2003-2004	\$30 000
	2004-2005	\$245 875
	2005-2006	\$235 000
(b)	2001-2002	\$448 900
	2002-2003	Nil
	2003-2004	Nil
	2004-2005	\$2 914 375
	2005-2006	\$950 000
(c)	2001-2002	\$2 197 480
	2002-2003	\$737 144
	2003-2004	\$454 000
	2004-2005	\$268 108
	2005-2006	The total funding pool for the RTO marketing structure is \$2.954M. The responsibility for intrastate marketing is managed by the State's five Regional Tourism Organisations.

It is to be noted that 2005-2006 figures show budget allocations which have been identified for brand campaigns, a large proportion of which will include television advertising. Some funds may, however, be spent on other media such as print and outdoor. Final determinations are yet to be made on the exact nature of each campaign.

All figures for (a) include GST.