



**E-MAILED**  
22/11/16

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## Premier of Western Australia

Our Ref: 24-637026

Mr Mark Warner  
Committee Clerk  
Estimates and Financial Operations Committee  
Legislative Council  
Parliament House  
PERTH WA 6000  
lcefoc@parliament.wa.gov.au

Dear Mr Warner

**2015-2016 ANNUAL REPORT HEARINGS - SUPPLEMENTARY  
INFORMATION – TOURISM WESTERN AUSTRALIA**

Please find attached the answers to supplementary and additional questions that resulted from the Legislative Council 2015-16 Annual Report hearing held with Tourism Western Australia on Monday 7 November 2016.

Yours sincerely

Colin Barnett MLA  
**PREMIER; MINISTER FOR TOURISM**

22 NOV 2016

Attached

## ESTIMATES AND FINANCIAL OPERATIONS COMMITTEE

### 2015/16 ANNUAL REPORT HEARINGS – QUESTIONS TAKEN ON NOTICE AND ADDITIONAL QUESTIONS

#### Western Australian Tourism Commission (trading as Tourism Western Australia)

Hon Alanna Clohesy MLC asked:

A1) What was international visitor spend for 2014-15?

Answer:

Spend by international visitors in Western Australia in 2014-15 was \$2.277 billion.

A2) What were international visitor numbers, nights and spend over five years across all purposes of travel, including growth rates?

Answer:

#### International Visitors to Western Australia

	2011-12	2012-13	2013-14	2014-15	2015-16	5 year AAGR
Holiday	318,500	321,800	346,900	375,800	421,500	7.3%
VFR	282,300	304,200	349,100	354,600	382,800	7.9%
Business	115,100	107,700	107,600	98,600	99,400	-3.6%
Education	40,700	37,600	37,900	37,500	44,200	2.1%
Other	90,600	85,200	75,400	78,500	84,500	-1.7%
<b>All visitors</b>	<b>731,600</b>	<b>746,000</b>	<b>799,700</b>	<b>835,200</b>	<b>888,000</b>	<b>5.0%</b>

Note: multiple purposes allowed. Summed totals will be higher than reported all visitors.

#### International Nights in Western Australia

	2011-12	2012-13	2013-14	2014-15	2015-16	5 year AAGR
Holiday	7,827,900	9,856,700	8,848,700	9,644,700	8,883,800	3.2%
VFR	6,195,800	6,591,400	7,226,500	8,117,900	8,668,600	8.8%
Business	2,073,400	2,345,600	2,122,300	1,960,700	1,848,800	-2.8%
Education	4,782,400	4,030,600	4,374,400	4,490,800	4,565,500	-1.2%
Other	5,010,900	5,222,500	4,926,700	4,766,900	3,934,500	-5.9%
<b>All visitors</b>	<b>25,890,300</b>	<b>28,046,700</b>	<b>27,498,600</b>	<b>28,981,000</b>	<b>27,901,200</b>	<b>1.9%</b>

#### International Spend in Western Australia (\$ million)

	2011-12	2012-13	2013-14	2014-15	2015-16	5 year AAGR
Holiday	\$594	\$702	\$708	\$749	\$769	6.7%
VFR	\$411	\$386	\$473	\$447	\$496	4.8%
Business	\$256	\$309	\$258	\$247	\$244	-1.2%
Education	\$487	\$474	\$505	\$557	\$520	1.6%
Other	\$334	\$336	\$306	\$278	\$246	-7.4%
<b>All visitors</b>	<b>\$2,082</b>	<b>\$2,206</b>	<b>\$2,250</b>	<b>\$2,277</b>	<b>\$2,273</b>	<b>2.2%</b>

5 year AAGR = average annual growth rate over the last five years.

**ESTIMATES AND FINANCIAL OPERATIONS COMMITTEE**

**2015/16 ANNUAL REPORT HEARINGS – QUESTIONS TAKEN ON NOTICE AND  
ADDITIONAL QUESTIONS**

**Western Australian Tourism Commission (trading as Tourism Western Australia)**

A3) What were interstate and intrastate visitors and spend and day trip data for 2015/16. All purposes of travel?

Answer:

In January 2014 Tourism Research Australia (TRA) began a dual-frame data collection approach (i.e. interviews on both mobile and landline telephones) for the National Visitor Survey (NVS).

Recent NVS results indicate unusually high growth in the Business sector for all Australian States. TRA has confirmed it has identified a methodology issue and is working to resolve it. The full impact on the visitation estimates is not yet known and the NVS statistics provided below are the most current, pending further advice from TRA.

Interstate estimates are based on small sample sizes and so should be considered within the associated margin of error. At an all visitor level the confidence level for the interstate visitation estimates is  $\pm 9\%$ .

**Intrastate Visitors in Western Australia**

	<b>2014-15</b>	<b>2015-16</b>	<b>% Change</b>
Holiday	2,746,000	3,288,000	19.7%
VFR	1,968,000	2,171,000	10.3%
Business	1,612,000	1,956,000	21.3%
Other	444,000	486,000	9.5%
<b>All visitors</b>	<b>6,685,000</b>	<b>7,798,000</b>	<b>16.6%</b>

Note: multiple purposes allowed. Summed totals will be higher than reported all visitors

**Intrastate Spend in Western Australia (\$ million)**

	<b>2014-15</b>	<b>2015-16</b>	<b>% Change</b>
Holiday	\$1,761	\$1,971	11.9%
VFR	\$502	\$619	23.3%
Business	\$691	\$1,260	82.3%
Other	\$337	\$231	-31.5%
<b>All visitors</b>	<b>\$3,291</b>	<b>\$4,080</b>	<b>24.0%</b>

**Interstate Visitors to Western Australia**

	<b>2014-15</b>	<b>2015-16</b>	<b>% Change</b>
Holiday	232,000	311,000	34.1%
VFR	423,000	439,000	3.8%
Business	579,000	729,000	25.9%
Other	70,000	37,000	-47.1%
<b>All visitors</b>	<b>1,233,000</b>	<b>1,454,000</b>	<b>17.9%</b>

Note: multiple purposes allowed. Summed totals will be higher than reported all visitors

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**Western Australian Tourism Commission (trading as Tourism Western Australia)**

Interstate Spend in Western Australia (\$ million)

	<b>2014-15</b>	<b>2015-16</b>	<b>% Change</b>
Holiday	\$396	\$494	24.7%
VFR	\$267	\$295	10.5%
Business	\$547	\$585	6.9%
Other	\$20	\$10	-50.0%
<b>All visitors</b>	<b>\$1,231</b>	<b>\$1,383</b>	<b>12.3%</b>

Intrastate Daytrip Visitors in Western Australia

	<b>2014-15</b>	<b>2015-16</b>	<b>% Change</b>
Holiday	8,243,000	9,054,000	9.8%
VFR	5,112,000	5,555,000	8.7%
Business	1,728,000	2,197,000	27.1%
Other	2,490,000	2,572,000	3.3%
<b>All visitors</b>	<b>17,573,000</b>	<b>19,377,000</b>	<b>10.3%</b>

Intrastate Daytrip Spend in Western Australia (\$ million)

	<b>2014-15</b>	<b>2015-16</b>	<b>% Change</b>
Holiday	\$989	\$1,023	3.4%
VFR	\$293	\$344	17.4%
Business	\$100	\$210	110.0%
Other	\$356	\$319	-10.4%
<b>All visitors</b>	<b>\$1,737</b>	<b>\$1,895</b>	<b>9.1%</b>

A4) As per A3 but for nights.

Answer:

Intrastate Nights in Western Australia

	<b>2014-15</b>	<b>2015-16</b>	<b>% Change</b>
Holiday	10,066,000	11,714,000	16.4%
VFR	5,268,000	5,736,000	8.9%
Business	9,817,000	12,555,000	27.9%
Other	1,614,000	1,689,000	4.6%
<b>All visitors</b>	<b>26,765,000</b>	<b>31,693,000</b>	<b>18.4%</b>

Interstate Nights in Western Australia

	<b>2014-15</b>	<b>2015-16</b>	<b>% Change</b>
Holiday	2,339,000	3,001,000	28.3%
VFR	3,267,000	3,962,000	21.3%
Business	4,735,000	5,140,000	8.6%
Other	542,000	411,000	-24.2%
<b>All visitors</b>	<b>10,883,000</b>	<b>12,514,000</b>	<b>15.0%</b>

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### 2015/16 ANNUAL REPORT HEARINGS – QUESTIONS TAKEN ON NOTICE AND ADDITIONAL QUESTIONS

#### Western Australian Tourism Commission (trading as Tourism Western Australia)

##### Hon Dr Sally Talbot MLC asked:

- A5) How much Royalties for Regions funding comes to an end in each marketing division - Markets and Partnerships and Strategy, Brand and Marketing Services?

Answer:

The amount of Royalties for Regions funding that comes to an end at the end of 2016-17 is \$6.7 million. The allocation to Markets and Partnerships is \$5.7 million and to Strategy, Brand and Marketing Services is \$1 million.

- A6) How many positions at Tourism Western Australia are not filled or filled in an acting capacity as at 30 June 2016, and what are the position titles and job descriptions? Also, how many personnel have left Tourism WA since 1 January 2016 across the various divisions?

Answer:

Positions at Tourism Western Australia that were not filled (substantively vacant) as at 30 June 2016.

Position Title	Job Description
Events Marketing Manager	Manage marketing activities for Western Australian events.
Director Sponsorship Management	Directs Sponsorship Management Team for events supported by Tourism Western Australia.
Event Development Assistant	Provide research, administration and logistical assistance to the Event Development Team.
Sponsorship Manager	Manage sponsorships with external event holders.
Sponsorship Executive	Assist with the administration and management of event sponsorships.
Director Development	Oversee the implementation of tourism infrastructure development programs. Manage consultants and project teams in the development of studies relating to tourism infrastructure developments.
Project Manager – Food and Wine	Deliver the implementation of <i>Taste 2020: A Food and Wine Strategy for Western Australia</i> .
Marketing (Executive) Assistant	Provide administrative support to the Executive Directors for Markets and Partnerships and Strategy, Brand and Marketing Services.
Aboriginal Tourism Development Program Project Manager	Implement and manage specific tourism development project – Aboriginal Tourism Development Program.

## ESTIMATES AND FINANCIAL OPERATIONS COMMITTEE

### 2015/16 ANNUAL REPORT HEARINGS – QUESTIONS TAKEN ON NOTICE AND ADDITIONAL QUESTIONS

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Project Manager Caravan and Camping	Implement and manage specific tourism development project – Caravan and Camping project.
Executive Director Markets and Partnerships	Leads the Markets and Partnerships function within Tourism Western Australia.
Event Development Executive	Assist the Event Development Team.
Research and Policy Officer	Undertakes policy research activities on tourism policy and regulatory matters, planning referrals and infrastructure matters.
Ministerial Liaison Officer	Provide support and liaison between the agency and the Minister's Office.
Commercial Contracts Manager	Manage the delivery of procurement and commercial agreements to the agency.
Executive Services Manager	Manage the provision of advice and support to the Executive Management Team, Board of Commissioners, and Minister's Office

Positions at Tourism Western Australia that were filled in an acting capacity as at 30 June 2016

<b>Position Title</b>	<b>Job Description</b>
Management Accountant	Provides management accounting services to the agency's divisions.
Commercial Contracts Manager	Manage the delivery of procurement and commercial agreements to the agency.
Risk Manager	Manage the agency's risk management and corporate governance frameworks.
Executive Services Manager	Manage the provision of advice and support to the Executive Management Team, Board of Commissioners and the Minister's Office
Ministerial Liaison Officer	Provide support and liaison between the agency and the Minister's Office.
Contract Manager	Provide specialist advice and assistance in regards to procurement and contract management.
Executive Director Events	Leads the Events function within Tourism Western Australia.
Events Marketing Manager	Manage marketing activities for Western Australian events.
Director Event Development	Manages strategies to identify future events and development of key events supported by Tourism Western Australia.
Event Development Executive	Assist the event development team.
Senior Event Development Manager	Develop and implement strategies to secure and/or support high profile events which will deliver economic, media and social value to Western Australia.

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### 2015/16 ANNUAL REPORT HEARINGS – QUESTIONS TAKEN ON NOTICE AND ADDITIONAL QUESTIONS

#### Western Australian Tourism Commission (trading as Tourism Western Australia)

Director Sponsorship Management	Directs Sponsorship Management Team for events supported by Tourism Western Australia.
Sponsorship Manager	Manage sponsorships with external event holders.
Senior Sponsorship Manager	Manage sponsorships with external event holders.
Project Coordinator	Assist in implementation of the Regional Visitor Centre Sustainability Grants Program.
International Marketing Manager	Manage the delivery of contract and service deliverables relevant to marketing activities in the international markets of Singapore, Malaysia and Indonesia.
Partnership Manager	Develop and manage contracts between Tourism Western Australia and key partners including the Regional Tourism Organisations, and Perth Convention Bureau.
Familiarisations Manager	Manage the Tourism Western Australia Familiarisations program to promote Western Australia as a holiday, event and convention destination.
Executive Director Markets and Partnerships	Leads the Markets and Partnership function within Tourism Western Australia.
Content Manager	Oversee all marketing content initiatives, both internal and external, across multiple platforms and formats to drive engagement, positive consumer behaviour.
Campaign Services Manager	Manage the development and implementation of marketing campaigns.
Digital Marketing Executive	Provide support in the coordination and implementation of digital marketing activity, campaigns and projects to promote Western Australia.
Aboriginal Tourism Development Program Project Manager	Implement and manage specific tourism development project – Aboriginal Tourism Development Program.
Project Manager Caravan and Camping	Implement and manage specific tourism development project – Caravan and Camping project.
Familiarisations Coordinator	Plan and co-ordinate familiarisation activities.
Marketing (Executive) Assistant	Provide administrative support to the Executive Directors for Markets and Partnerships and Strategy, Brand and Marketing Services.
Policy and Research Officer	Undertake policy research activities on tourism policy and regulatory matters, planning referrals and infrastructure matters.
Aviation Project Officer	Assist with the implementation and evaluation of aviation policy, strategy and development.

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Corporate Communications Officer	Develop and implement corporate communications strategies.
Digital Project Manager	Develop, implement and manage digital marketing projects and channels designed to promote travel visitation from key target markets.

The number of personnel across the different divisions who have left Tourism Western Australia since 1 January 2016 to 7 November 2016 are shown below:

Division	Number of personnel (head count)
Events	2
Destination Development	3
Corporate Communications	1
Corporate and Business Services	2
Strategy, Brand and Marketing Services	3
Markets and Partnerships	3
CEO and Executive Management	1
Redeployee	1

A7) How many tickets were provided to Tourism Western Australia for the 2016 Margaret River Gourmet Escape as part of the event sponsorship agreement?

Answer:

The following tickets were contractually provided to Tourism Western Australia for stakeholder engagement as part of the event sponsorship agreement for the 2016 Margaret River Gourmet Escape, half of which are provided to the Department of Regional Development:

- 20 VIP tickets for the Gourmet Village;
- 20 VIP tickets for Colonial Brewery presents Asado's Argentinian Table;
- 20 tickets for the Gourmet Beach BBQ;
- 10 tickets for Dining by Twilight at Margaret River's Secret Garden;
- 10 tickets for the Sundown Soiree;
- 10 invitations to the opening welcome function;
- 10 tickets for Brunch with the Best;
- 4 tickets for Local Origins;
- 6 tickets for Quay to the Cellar.