



**MINISTER FOR TOURISM; RACING AND GAMING; SMALL BUSINESS;
DEFENCE ISSUES; CITIZENSHIP AND MULTICULTURAL INTERESTS**

Our Ref: 70-07104

Ms Tracey Sharpe
Committee Clerk
Standing Committee on Estimates and Financial Operations
Legislative Council
Parliament House
4 Harvest Terrace
WEST PERTH WA 6005

icefoc@parliament.wa.gov.au

Dear Ms Sharpe

**2016-17 ANNUAL REPORT HEARINGS – QUESTIONS ON NOTICE – TOURISM
WESTERN AUSTRALIA**

I refer to the email of 30 January 2018, from Standing Committee on Estimates and Financial Operations Committee Clerk, Ms Samantha Parsons, redirecting questions from Main Roads Western Australia to the Western Australian Tourism Commission.

Please find responses to questions from the Hon Colin de Grussa MLC about the Western Australian Tourism Commissions' 2016-17 Annual Report attached.

Yours sincerely

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

09 FEB 2018
Attached

Public / Internet
07103118

ESTIMATES AND FINANCIAL OPERATIONS COMMITTEE

2016/17 ANNUAL REPORT HEARINGS – QUESTIONS TAKEN ON NOTICE AND ADDITIONAL QUESTIONS

Western Australian Tourism Commission (trading as Tourism Western Australia)

Hon Colin de Grussa MLC

Page 80 of the annual report states base payments of \$762,913 were made to each of the five Regional Tourism Organisations in 2016-17. I ask:

- (a) What reporting requirements are each of the RTOs bound by in order to receive and expend this funding;

Answer:

Reporting requirements

- 31 July - Annual RTO Report (previous 12-months)
- 31 July - Annual KPI Report
- 31 July - 5-year rolling Strategic Marketing Plan (forward 12-months)
- 31 July - Annual Marketing Activity Plan (forward 12-month period)
- 31 October - Audited Financial Statement (previous 12-months)
- 15 January - 6-Month RTO Report (previous 6-months)

Key Performance Indicators (KPIs)

- KPI Area 1 - Tourism 2020 Goals (visitor targets are set for each RTO)
- KPI Area 2 - Strategic Marketing Plan Initiatives (alignment with Tourism WA Plans)
- KPI Area 3 - External Financial Contribution (amount of private sector funding)
- KPI Area 4 - Major Campaign Activity Measurement (campaign success)
- KPI Area 5 - Digital Activity Measurement (social media and website performance)
- KPI Area 6 - Membership Survey (satisfaction with RTO performance)

- (b) Was the additional payment of \$72,815 for other activities spread across all five RTOs or was that amount received by each of them; and

Answer:

- \$72,815.36 was the total amount spread over all the RTOs:
 - Experience Perth = \$21,835
 - Australia's South West = \$27,585.40
 - Australia's Golden Outback = \$2,466.20
 - Australia's Coral Coast = \$8,340.76
 - Australia's North West = \$12,588

- (c) What was the nature of these other activities?

Answer

These other activities relate to RTO support provided to Tourism WA for media and trade familiarisations, campaign activity and promotional imagery, and cruise ship welcome events.



8/2/18