

ESTIMATES AND FINANCIAL OPERATIONS COMMITTEE
QUESTIONS ON NOTICE SUPPLEMENTARY INFORMATION

Monday, 17 August 2009

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Minister for Tourism

Question No 1 - Hon Liz Behjat (Member For North Metropolitan) asked

Is there any evidence to suggest that the children who participated in the program you ran with Broadwater decided to take up hospitality and tourism?

It would be interesting to see what the follow-on has been with that sort of program, how long the program lasted and if there has been a take-up rate. I would appreciate information on those sorts of things.

Tourism Western Australia Answer - Question No 1

This Program is not run by Tourism WA, it is run by Canning Coalition Inc, a not-for-profit, community-based organisation contracted by the Department of Education, Employment and Workplace relations (DEEWR) to provide programs under the Career Advice Australia initiative.

Question No 2 - Hon Liz Behjat (Member for North Metropolitan) asked

The second bullet point on page 395 refers 17 events which were hosted by Tourism WA. Is there anywhere we can ascertain what those 17 events were?

What was the revenue for each of those events and what media coverage was there for each of those events? We could then have a look at the success of each of those events. Are you able to provide that information?

Tourism Western Australia Answer - Question No 2

Eventscorp does not have access to the revenue returns to the event owners and managers. It does have estimated value to the state via economic impact and media impact of the events. The requested information on the 17 events is provided in the attached spreadsheet, Events Hosted 2008/09 ([Attachment 1](#))

Question No 3 – Hon Lynn MacLaren (Member for South Metropolitan) asked –

How many ecotourism operations are in the Kimberley region, and how were they consulted? Do you have a definition for ecotourism?

Please provide the committee with a copy of the KDD report on the anticipated impact on tourism in Broome and the Kimberley if the Woodside gas hub is allowed to proceed?

Tourism Western Australia Answer - Question No 3

Tourism WA defines ecotourism as, "Ecotourism is one segment of nature based tourism that includes an educational component and is managed to be sustainable." (Nature Based Tourism Strategy, 1997)



There are many tourism operators that are either based, or operate within, the Kimberley region that can be branded as nature based operators as they make use of the natural assets in their product or service delivery.

A copy of the KDD report will be forwarded to the committee when it is released.

Question 4- Hon Ken Travers (Shadow Minister for Transport; Sport and Recreation; Electoral Affairs) asked –

Are you able to tell me how many events you have locked in currently for each of the financial years 2008-09, 2009-10, 2010-11, 2011-12 and 2012-13?

Can you provide a breakdown of the benefits for each of those?

For each of the out years 2010-11, 2011-12 and 2012-13, what is the amount of money you have allocated to those existing events that are already locked in and how much you have in terms of these budget figures of page 394; how much is available for discretionary expenditure on events yet to get locked in and committed to? Please list the 17 events locked in and what they are and include a list of the regional scheme funded events

Tourism Western Australia Answer - Question No 4

Confirmed Events (Contracted, Letter of Intent, Memorandum of Understanding)

2008-09	17 events
2009-10	15 events
2010-11	9 events
2011-12	5 events
2012-13	1 events

For a breakdown of the benefits for each of those events for 2008-09, 2009-10, 2010-11, 2011-12 and 2012-13, please refer to the attached spreadsheet, Financial Year Event Summary 2008/09-2012/13 ([Attachment 2](#))

Amount of money allocated to those existing events.

The Government investment into individual events is held commercial in confidence.

It is imperative that the Government protects its event investment information due to the highly competitive nature of the major events industry. Other Australian States and Territories and competing jurisdictions overseas do not make this information publicly available. The Western Australian Government should not provide competitors with an advantage of getting a clear understanding of the level of financial support Eventscorp provides as in many instances we may compete against them for the same events.

Equally, the event holder requests a high level of confidentiality is maintained in relation to negotiated event fees for its 'event property'.

The number of Events, allocated and unallocated funding as of 30 June 2009 was:

	Confirmed Events (Contracted, Letter of Intent, Memorandum of Understanding).	Funds allocated to confirmed events.	Remaining funds
2010/11	9	\$15,835,000	\$3,218,680
2011/12	5	\$12,188,000	\$4,621,222
2012/13	1	\$1,105,000	\$9,445,833

NOTE: Does not include overheads, staffing costs and Perth Convention Bureau funding.

The 17 confirmed events and 24 Regional Events Scheme events are detailed on the attached (Events Hosted 2008/09 – [Attachment 1](#)).

Question No 5; Hon Philip Gardiner (Member for Agricultural) asked –

Of the \$61 million spend for cost of services – what portion of that is discretionary funding that is spent either on external marketing or external events, or on assisting training outcomes, as opposed to the cost of actually running our internal operations?

Tourism Western Australia Answer - Question No 5

Total Cost of Services		\$61,245,000
Less Revenue		\$(3,910,000)
Net Cost of Services		\$57,335,000

Less Corporate & Business Services and Executive Services		\$8,124,000
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Total Service Delivery Expense		\$49,211,000
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broken up into the following areas:		
Salaries		\$10,837,000
Overheads		\$5,214,000
Activity		\$33,160,000

Question No 6; Hon Ljiljanna Ravlich (Member for East Metropolitan) asked –

Please provide an update of the on the top 10 tourism infrastructure priorities.

Tourism Western Australia Answer - Question No 6

The top 10 priorities were identified in Tourism WA's submission on the State Infrastructure Strategy (2006) as follows:

1. Continuance of Regional Airport Development Scheme
2. Perth Airport – Upgrade and integration of airport infrastructure
3. Indian Ocean Drive
4. Perth-Bunbury Highway
5. Ningaloo Coast Road Access
6. Western Foreshore Redevelopment (now known as the Perth Waterfront)
7. Scarborough Beach Redevelopment
8. Busselton Foreshore Redevelopment
9. Tourism Infrastructure Development Fund
10. Tourism Destination Development Fund

Tourism WA produces five Destination Development Strategies (DDS) which set out priorities at a regional level. The current DDSs were first developed in 2004, revised in 2007, and are currently being updated with a plan for release in 2010.

Copies of each of the five 2007 versions are attached ([Attachment 3a to 3e](#))

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Stephanie Buckland, Executive Director Marketing, Tourism Western Australia

David Van Ooran, Executive Director Eventscorp, Tourism Western Australia

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