

20 June 2002

(General Purpose Standing Committee No. 2)

Portfolio

Small Business and Tourism

QUESTIONS TAKEN ON NOTICE DURING HEARING

SMALL BUSINESS

1. Mr Jobling asked the Minister for Small Business and Tourism, the Hon Sandra Nori, MP—

What was the total amount of payroll tax paid by the 11,000 small firms referred to in your evidence before the Committee on 20 June 2002 (Hansard page 6)?

2. Mr Jobling asked the Minister for Small Business and Tourism, the Hon Sandra Nori, MP—

How much payroll tax is expected to be received by the government in March 2003 (Hansard page 6)?

Answer 1 and 2:

The information provided on the estimated number of small businesses paying payroll tax was based on information supplied by NSW Treasury and applied to Australian Bureau of Statistics data.

I have now written to the Treasurer seeking updated advice on the issues you have raised.

TOURISM

3. Mr Jobling asked the Minister for Small Business and Tourism, the Hon Sandra Nori, MP—

Please provide details of the \$1,000,000 in special funding over two years to counter negative consumer perceptions following the December 2001/January 2002 bushfires (Hansard pages 22-23)?

Answer:

Relating to the \$1 million funding for bushfire relief (Hansard pages 22-23);

The Government provided a special allocation of \$1,000,00 to promote tourism in areas most affected by the bushfires, including the Blue Mountains and Shoalhaven. The \$1,000,000 is being used to fund:

- *A new Blue Mountains and Shoalhaven focus in the \$2.76 million "Drive NSW" tourism TV campaign to run in Melbourne and Brisbane. This campaign encourages Queenslanders, Victorians and regional NSW residents to take a driving holiday to Sydney and the Blue Mountains via the North and South Coasts.*
- *A public relations program to re-establish the Blue Mountains and Shoalhaven as outstanding holiday destinations.*
- *Distribution of promotions materials through sales missions and trade shows in key international markets.*

\$750,000 was budgeted for 2001/02 and \$250,000 for 2002/03.

4. Mr Jobling asked the Minister for Small Business and Tourism, the Hon Sandra Nori, MP—

Please detail the expenditure referred to on page 17-2 of Budget Paper Number 3 under the heading of ‘Sydney Promotions’ (Hansard page 24)?

Answer

Relating to Sydney Promotions (Hansard page 24);

Expenditure on domestic Sydney Promotions during 2001/02 was

- 1. Sydney Summer – \$1.5 million*
- 2. Sydney Winter (Sydney Beneath the Surface) - \$1 million*
- 3. Romance in the Rocks- \$55,000*
- 4. ACCOR/NSW Holidays - \$29,600*
- 5. Supershow – \$58,800*
- 6. Get There Via (as part of "Drive NSW") - \$1.08 million*
- 7. HIP Guide to Sydney - \$109,357*
- 8. Sydney on the Run - \$23,878*
- 9. Sydney Wholesale - \$211,875*
- 10. Sydney Sizzlers Promotion - \$17,036*

5. Mr Jobling asked the Minister for Small Business and Tourism, the Hon Sandra Nori, MP—

In relation to Budget Paper Number 3, Page 17-4, please provide details of the increase in ‘other operating expenditure’ expenditure from the budgeted figure of \$36.3 million to a revised figure of \$44.25 million (Hansard pages 26-27), how was the additional \$8 million spent?

Answer

In relation to increase in "other operating expenditure" (Hansard page 26-27);

The increase of \$7.942 million in "other operating expenditure" from \$36.312 million to \$44.254 million is due to:-

- An increase in the Agency's recurrent allocation of \$6m in regard to the Government's strategic response to international (September 11) & domestic (Ansett collapse) events. (The total additional funding to TNSW is \$8m over 2 years.)*

\$6,000,000
- An increase in the Agency's recurrent allocation of \$750,000 in relation to the Government's rescue package for bush fire devastated regions. (The total funding is \$1 million over 2 years.)*

\$750,000
- An increase in the Agency's recurrent allocation of \$100,000 in regard to the sponsorship of the ANZ Golf Championship.*

\$100,000
- An increase in marketing expenditure due to higher than forecast co-operative revenue.*

\$958,000

- *Other Minor increases in operating lines.*

\$134,000

6. Mr Jobling asked the Minister for Small Business and Tourism, the Hon Sandra Nori, MP—

In relation to Budget Paper Number 3, Page 17-4, please provide a breakdown of the industry contribution to promotional activities included in the 'Other operating expenses' figure of \$44.254 million? (Hansard page 28)?

Answer:

In relation to the industry contribution (Hansard page 28)

Industry Contributions to promotional activities included in the "Other operating expense" figure of \$44.254 million totals \$7.2 million. This included \$5.2 million in cash and \$2 million from in-kind contributions.

7. Mr Jobling asked the Minister for Small Business and Tourism, the Hon Sandra Nori, MP—

Please provide a breakdown of expenditure on the ten different Sydney promotional campaigns along with details of any assessment of the success of these campaigns (Hansard page 28)?

Answer:

Sydney Domestic Promotions - See Question 4

Results -

Research has been conducted on a selected number of campaigns.

Sydney Summer

NSW Holidays Bookings +23 % on previous year

Sydney Winter (Sydney Beneath the Surface)

QANTAS Holidays Bookings +20% on previous year

Drive NSW

Calls to Information Line 41,606

Information Packs Requested 30,053

Sydney on the Run

17% increase in visitors compared to previous year

12% increase in visitor nights compared to previous year