

## **Budget Estimates 2011-2012**

### **Questions Taken During Hearing**

#### **Questions relating to the portfolio of Tourism**

**Question:**

1. The Hon Steve Whan: What is the formal process available for the tourism industry and the users to have an input into the planning process for White Bay?

**Answer:**

The formal process is for the tourism industry and users to contact Sydney Ports Authority with any concerns they may have.

**Question:**

2. The Hon Steve Whan: How many applications have been received so far for the Regional Tourism Product Development's second-stream funding? Do you think the 31 October date is realistic for people to come in with major submissions like this?

**Answer:**

The Forum of Regional Tourism Organisations (FORTO) has advised that it has received 70 applications for Stream 2 of the Regional Tourism Product Development Program.

**Question:**

3. The Hon Steve Whan: Will you provide the overall staffing numbers for last year compared to the staffing Destination NSW will have in 2011-12?

(Will you provide on notice a document which makes it clear what last year's full-time equivalent was compared to this year? When departments change it makes it difficult to track that through.)

**Answer:**

Total employee positions in 2010-11 was:	130
Total employee positions currently in 2011-12 is:	129

2010-11 includes employee positions from the previous organisations of Tourism NSW, Events NSW and Homebush Motor Racing Authority.

**Question:**

4. The Hon Steve Whan: Will you provide the Committee with information on how much the budget has allocated for tourism marketing for the financial year?

In terms of marketing, will you take on notice and give us a like-by-like comparison to last year similar to what you are doing with the employment figures?

**Answer:**

The tourism marketing budget is as follows:

In 2011-12 approximately \$15.6 million has been allocated to promote Sydney domestically and internationally, and \$16.9 million has been allocated to Regional Tourism including \$5 million for a new Regional Tourism Product Development Fund.

In 2010-11 the figures were \$15.9 million and \$11.2 million respectively

The above excludes industry investment in Destination NSW's activities.

**Question:**

5. The Hon Paul Green: Has the Minister considered including tourism appreciation in the education program in line with recommendation 15 of the Ecotourism Australia discussion paper, "Tourism for the Future"?

**Answer:**

The NSW Government would encourage Ecotourism Australia to make a submission to the Visitor Economy Taskforce (VET) through the 'Have Your Say' portal – [www.nsw.gov.au/haveyoursay](http://www.nsw.gov.au/haveyoursay). The VET has commenced its public consultation phase and is actively seeking ideas from individuals and organisations for input into the State's Tourism and Events Strategy.

**Question:**

6. The Hon Paul Green: Can you advise how the \$300,000 [caravan and camping industry], which is part of that grant, will be divided and, more specifically, what is the criterion for how it will be spent?

Can you advise the Committee how it will be divided up through NSW? What is the criterion of expenditure when applying for a grant?

**Answer:**

Destination NSW and the Caravan and Camping Industry Association of NSW (CCIA), in partnership, will conduct two cooperative campaigns in 2011-12 with a combined total value of \$300,000 (each party has contributed \$150,000 to this partnership). The campaigns will raise awareness of the caravan and camping experiences offered in NSW, promote regional NSW destinations and generate business leads to CCIA members.

These campaigns are not part of any grant programs operated by Destination NSW.

**Question:**

7. Dr John Kaye: Who was the person from Kellview who conducted that review [*Homebush Motor Racing (Sydney 400) Act 2008*])?

**Answer:**

Mr Bill Healey.

**Question:**

8. Dr John Kaye: Are you concerned that there was a terrible conflict of interest in that review? Will you undertake to commission a new review from somebody who did not have at least reputation tied up with the Homebush Bay event?

**Answer:**

I am not aware of any conflict of interest.

No.

**Question:**

9. The Hon Paul Green: [V8 Supercars] What was the expectation of the television rights of that event, the exposure to viewers?

**Answer:**

The audience figures for the 2010 Sydney Telstra 500 are as follows:

**Sydney:**

Saturday Race Broadcast:

Average	361,712
Peak	588,048

Sunday Race Broadcast:

Average	422,160
Peak	715,458

**Regional:**

Saturday Race Broadcast:

Average	175,880
Peak	346,717

Sunday Race Broadcast:

Average	276,632
Peak	477,267

**Question:**

10. The Hon Paul Green: What funding initiatives are available to regional rural NSW for holding major events?

**Answer:**

Destination NSW has prescribed criteria that need to be considered, and these are listed on its website: [www.destinationnsw.com.au](http://www.destinationnsw.com.au).

Destination NSW also administers the Regional Flagship Events Program (RFEP), which provides funds specifically to help market and promote events in regional NSW. Information on the RFEP is contained on Destination NSW's website: [www.destinationnsw.com.au](http://www.destinationnsw.com.au).