

**Question taken on Notice
Tourism and the Hunter
Budget Estimates Hearing**

QUESTION

CHAIR: Have you done any evaluation of how much stimulus money was retained in New South Wales as a result of any of those campaigns *(to encourage Australians to spend their stimulus money holidaying in their respective States)*?

ANSWER

I am advised:

Tourism NSW monitors visitor trends by assessing variations in leads, sales and bookings as well as analysing and interpreting International Visitors Survey and National Visitors Survey results.

Visitor statistics, including visitor nights and expenditure, are published on the Tourism NSW corporate website <http://corporate.tourism.nsw.gov.au>.

JODI McKAY MP

Minister for Commerce

Minister for Tourism

Minister for the Hunter

Minister for Science and Medical Research

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QUESTION

The Hon. MICHAEL GALLAGHER: I do not think you have fully explained how you view it in terms of the approach you take. What is the annual total operating cost of the Hunter Venues Authority?

ANSWER

I am advised:

Matters relating to the Hunter Region Sporting Venues Authority fall within the portfolio responsibilities of the Minister for Sport and Recreation. This question should be directed accordingly.

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QUESTION

Dr JOHN KAYE: How much of your paid advertising in print media is with Fairfax and how much is with News Limited?

ANSWER

I am advised:

Tourism NSW, through a transparent tender process, entered into a preferred media partnership with News Limited for print media.

As part of this agreement, Tourism NSW will spend a minimum of \$2.6 million per year.

The partnership with News Limited allows the positioning of Tourism NSW's consumer logos and websites in 28 publications and promotes all NSW regions with travel focused content and consumer promotions through the news.com website.

Tourism NSW spent a further \$81,309 with Fairfax during 2008/09.

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Dr JOHN KAYE: Thank you, Minister. I am yet again impressed by your prescience in where you think I am going with this. That is certainly your opinion—and I am interested in your opinion—but I actually want to go to Ms Gray and I want an answer to my question. Did the negotiations involve an agreement with respect to editorial content?

ANSWER

I am advised:

Tourism NSW and News Ltd discussed editorial content that may appear in a publication's travel section to promote a NSW travel destination. All editorial content is subject to the editor's discretion.

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QUESTION

Dr JOHN KAYE: What is that worth to News Limited each year?

ANSWER

I am advised:

Tourism NSW, through a transparent tender process, entered into a preferred media partnership with News Limited for print media. As part of this agreement, Tourism NSW will spend a minimum of \$2.6 million per year.

News Limited newspapers reach 56% of all Australians aged 14+ each week with a total readership over 9.62 million.

This media partnership represents a return of investment of more than \$5 for every \$1 spent by Tourism NSW.

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Dr JOHN KAYE: That is about 6 per cent, which is where we started. Some of that is an adverse effect of the global financial crisis. Some of that is a positive effect of the global financial crisis because people do not go overseas and are more likely to holiday in New South Wales—I would add editorially, probably to their benefit in some cases. Have you done an analysis of how much of that decline relates to net global financial crisis, how much relates to net swine flu and how much relates to other factors, such as a long-term decline? Have you done such an analysis?

ANSWER

I am advised:

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