

Estimates Committee 2014
Questions Taken On Notice

(10/06/2014 to 19/06/2014)

Date: 12/06/2014

Output:

Sub Output:

Subject: International marketing of the NT

From: Mr Kon Vatskalis to Hon Matthew Conlan
Tourism NT

7-9

Question:

You claim to be spending an additional \$7.5m in 2014-15 to market the territory internationally. But it is actually down from \$15m in 2013-14 to \$13.6m 2014-15. Can you explain to us why there is such a difference?

Answer:

Answered On: 13/06/2014



Legislative Assembly of the Northern Territory
Estimates Committee

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Registration No.:
Responsible Minister:
Responsible Agency:

QUESTION ON NOTICE

FROM: Mr Kon Vatskalis
TO: Minister for Tourism

Tel.:

7-9 You claim to be spending an additional \$7.5M in 2014-15 to market the Territory internationally. But it is actually down from \$15M in 2013-14 to \$13.6M 2014-15. Can you explain to us why there is such a difference.

ANSWER

Output Group - 4.0 Tourism NT Output 4.1 – Marketing

- The additional \$7.5M for international marketing and \$0.5M for the Tourism Infrastructure and Development Grant in 2014-15 represent a continuation of the additional \$8M provided in the 2013 Budget.
- The \$13.6M and \$15M figures quoted are from “budget highlights”.
- Budget highlights for international marketing are not directly comparable between 2013-14 and 2014-15 due to an organisational restructure resulting in a difference in the way international digital projects are accounted for. In 2013-14 some digital projects were included in the international marketing budget, including \$1M for the Digital Activation Program from the additional \$8M provided that year, although this Program was open to all tourism businesses not only those active in export markets. For 2014-15 digital projects have been consolidated in the Digital Solutions team which comes under the domestic marketing area.
- Tourism NT has protected and increased the in-market international marketing budget, which rose from \$9M in 2013-14 to \$10.15M in 2014-15 (see table below).

Table: Breakdown of international marketing budgets (\$000s)

Area	2013-14 Budget (per 2013 BP3, page 281)	2014-15 Budget (per 2014 BP3, page 260)
Americas	1,350	1,900
China	800	1,150
Singapore	800	1,100
France	750	750
Germany	1,800	1,800
Italy/ Spain	700	700
Japan	1,050	700
UK/ Ireland/ Scandinavia/ Netherlands	1,700	1,900
Korea	50	150
SUB-TOTAL IN-MARKET ACTIVITY	9,000	10,150
International Operations	1,316	1,204
Australian Tourism Exchange (ATE)	250	350
Australian International Marketing	1,150	1,100
International Digital	2,520	0
Airline Marketing Projects	850	800
TOTAL INTERNATIONAL MARKETING	15,086	13,604