

TOURISM WESTERN AUSTRALIA — LOGIE AWARDS

564. Hon COLIN TINCKNELL to the minister representing the Minister for Tourism:

- (1) Will the government be making a submission to host the Logie Awards in Perth?
- (2) Is the government willing to look into whether hosting such an exclusive event as the Logies would be of economic benefit to Perth and Western Australia, as we believe, by bringing such a highly publicised and exclusive event of this calibre to Perth?

Hon ALANNAH MacTIERNAN replied:

I thank the honourable member for some notice of this question. The following information has been provided to me by the Minister for Tourism.

- (1)–(2) No, he will not be lodging a submission. Key considerations for Tourism Western Australia when assessing a potential investment are the ability of the event to drive visitation to WA and to generate media coverage of the state in key markets. The Logies are a domestic event that generate Australian broadcast coverage only, with no international distribution or interest. Further, this event is hosted and filmed inside a Crown Casino ballroom, providing very little, if any, coverage or profile for the host city. The Logies are not open to the general public—people cannot buy tickets—therefore, visitation is limited to the stars who attend, any accompanying media and the operational delivery team. The above considerations are assessed in the context of the requested or required funding of \$1 million per annum and it is unlikely that the anticipated return on investment will justify funding the event at this level. It is understood that Melbourne, Victoria, has decided to cease its investment in the event given the limited tourism outcomes and the high funding requirement.