

TOURISM — “WESTERN AUSTRALIA THE ROAD TRIP STATE” CAMPAIGN

4833. Ms L. Mettam to the Minister for Tourism:

I refer to Question on Notice No. 4367 answered on 12 February 2019 and I ask:

- (a) Will the Minister table the research conducted by BDA Marketing Planning titled People Prophets Tracker, Year ending April 2018? If not, why not;
- (b) Will the Minister table the research undertaken by BDA Marketing Planning titled “High Value Traveller Research, October 2018”? If not, why not;
- (c) On what date was the October 2018 research provided to the Department of Jobs, Tourism, Science and Innovation;
- (d) How much funding has been allocated to market “Western Australia the Road Trip State” to other States and Territories in Australia; and
- (e) Will the Minister provide a breakdown of the funding allocated to market “Western Australia the Road Trip State” to other States and Territories in Australia, including the amount of funding allocated for marketing to each State and Territory?

Mr P. Papalia replied:

- (a) [See tabled paper no 2303] for the “BDA Marketing Planning, People Prophets Tracker, Year Ending April 2018” research provided to Tourism WA. Note this research is from BDA Marketing Planning’s own survey. BDA Marketing Planning shared the results to only one question from its survey with Tourism WA.
- (b) The release of information contained in BDA Marketing Planning’s “High Value Traveller Research, October 2018” report could undermine Tourism WA’s competitive advantage. Accordingly, I will notify the Auditor General’s office and both houses of Parliament that part (b) of this question will not be answered as per section 82 of the Financial Management Act 2006. However, Tourism WA has created summaries of the High Value Traveller target market that draw on the key learnings from the High Value Traveller research undertaken by BDA. [See tabled paper no 2303.]
- (c) The research was provided on 31 October 2018.
- (d) \$554,000 to market “Western Australia the Road Trip State” interstate.
- (e) The funding can be broken down into \$380,000 for media and production, and \$174,000 for distribution partnerships. It is not possible to break the funding down by State and Territory as a large proportion of the campaign costs are Australia-wide, including national media partnerships.