

PERTH STADIUM — NAMING RIGHTS

280. Ms L. METTAM to the Minister for Tourism:

Given the latest figures from Tourism Australia show that every international visitor delivers \$2 500 worth of benefit to the WA economy and given the proposed Chelsea football match at Perth Stadium will have a global reach of millions of viewers, why is the minister taking such a short-sighted approach to tourism by selling the naming rights to Perth Stadium, given we only need to attract an additional 1 000 international visitors to achieve the same financial outcome?

Mr P. PAPALIA replied:

I thank the member for her question. Unlike the previous government, we do not have the luxury of paying stadiums not to sell their naming rights. We do not have the luxury of assuming fluffy modelling of outcomes with respect to international television audiences. We need to identify the best way of using every single taxpayer dollar that we employ to attract people to this state. I can tell members now the most effective thing we can do with international visitors is focus on trying to achieve additional direct international flights to Perth, Western Australia. The greatest opportunity lies in the eastern seaboard of China, also in Japan, which has been sought after for more than a decade.

Ms L. Mettam interjected.

The SPEAKER: Member for Vasse!

Mr P. PAPALIA: I think we are at a perfect point in time to address the potential to get a direct flight from Japan. Amongst other things, the ambassador in Japan is a fine Western Australian, Richard Court. We should use his influence wherever we can to exploit the fact that we have a great product in Western Australia. We have a massive —

Several members interjected.

The SPEAKER: Members!

Mr P. PAPALIA: We have a very high quality hotel product and huge capacity on the market—an oversupply in fact, which is resulting in downward pressure on price. It makes Western Australia affordable and attractive.

Mr D.C. Nalder interjected.

The SPEAKER: Member for Bateman!

Mr P. PAPALIA: The greatest way we can grow international visitation is to get new flights flying directly here from destinations that have large populations with plenty of money to spend.

Mrs L.M. Harvey: And get the name out there!

Mr P. PAPALIA: No. Actually, the days of focusing on brand awareness and some fluffy return from a television audience of X hundred million in another place are over. We have to use every single dollar to the best effect. That is our responsibility.

Several members interjected.

The SPEAKER: Members, the wall of noise is coming up. The member for Vasse asked a question; just listen to the answer, please.

Mr P. PAPALIA: In the event that we are able to secure one additional direct flight from an international destination seven days a week in the course of a year, 150 000 new travellers will visit Western Australia. That is the focus. That is where we will be putting our energy. That is where we will identify the opportunity to grow international visitation. It will not be in not getting money to try to pay off debt through not selling the stadium rights. That will not be what we do.