

TOURISM — “EXTRAORDINARY” CAMPAIGN

1305. Ms M.M. Quirk to the Minister for Tourism:

I refer to the new Tourism Western Australia’s TV campaign promoting “extraordinary” experiences and I ask:

- (a) why do these advertisements shown in other States include a caption saying it is funded by Royalties for Regions;
- (b) was the funding for these advertisements from Royalties for Regions contingent on this caption being included;
- (c) how much funding was provided by Royalties for Regions for this campaign and how much by Tourism Western Australia; and
- (d) has there been research undertaken about recognition of the Royalties for Regions program interstate and whether it adds or detracts from the key message of the advertisements?

**Mrs L.M. Harvey replied:**

- (a) The Department of Regional Development’s (DRD) *Royalties for Regions Marketing, Communications and Acknowledgements Policy* (the Policy) requires that any State Government advertising material funded by Royalties for Regions be acknowledged as such.
- (b) No. However, inclusion of the Royalties for Regions acknowledgement is consistent with the Policy.
- (c) Royalties for Regions: \$2 948 000  
Tourism WA: \$2 627 083.
- (d) No.