

TOURISM — CHINESE NEW YEAR

2359. Ms M.M. Quirk to the Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests:

I refer to the investment of \$1 million directed to attracting tourists to Western Australia for Chinese New Year celebrations in 2017, especially those events conducted at Elizabeth Quay, and I ask:

- (a) has an evaluation been conducted of the success or otherwise of these festivities, and if yes, by whom;
- (b) what were the key findings of that evaluation, including increases in hotel occupancy rates; and
- (c) what, if any, has been the direct benefit and return for the State of this investment?

Mr P. Papalia replied:

- (a) Yes, by the Office of Multicultural Interests.
- (b) The evaluation found that the program contributed to the achievement of its six key objectives. An increase in hotel occupancy rates was not one of the program objectives.
- (c) I table the evaluation report, which is publicly available on the Office of Multicultural Interests website. [See tabled paper no 1130.]