

TOURISM WESTERN AUSTRALIA — ANDREW MCEVOY

3652. Ms L. Mettam to the Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests:

I refer to the appointment of Andrew McEvoy as a consultant to Tourism WA to improve domestic and international market activity, and I ask:

- (a) Given Mr McEvoy also consults to a range of other States and organisations on various issues, including airline engagement with China, how will his consultancy to WA differ from the other roles he undertakes;
- (b) What are his specific duties;
- (c) What strategies have been put in place to ensure there is no conflict of interest;
- (d) What key performance indicators have been written into the contract to measure his effectiveness; and
- (e) What specific outcomes is the State expecting at the end of the 12 month contract?

Mr P. Papalia replied:

- (a) Mr McEvoy's tasks are specifically assigned by senior officers at Tourism Western Australia to bring about Western Australian tourism industry outcomes.
- (b) Mr McEvoy has been engaged to guide the implementation of new strategies to drive more visitors to Western Australia in relation to the aviation and marketing strategies outlined in the Government's *Two- Year Action Plan for Tourism Western Australia – 2018 and 2019*.
- (c) Mr McEvoy must inform Tourism Western Australia of any conflicts of interest which may arise during the course of the assignment and must not engage with any other clients where a conflict may exist, without first seeking advice and authorisation from Tourism Western Australia.
- (d) Key Performance Indicators within the contract are as follows:
 - Review of in-market performance with recommendations for improvement;
 - Review of individual market plans with recommendations;
 - Review of cooperative partnerships with recommendations;
 - Review of market prioritisation with recommendations;
 - Review of other partnerships with recommendations;
 - Implementation of new cooperative partnerships;
 - Implementation of new market plans; and
 - Satisfactory feedback throughout the Term from partners, stakeholders and from within Tourism Western Australia (including the broader portfolio of the Department of Jobs, Tourism, Science and Innovation).
- (e) A formal agreement with China Southern Airlines to increase the frequency and capacity of its flights between Guangzhou and Perth and advance negotiations with other airlines, including airlines from China, Japan and India, to commence direct flights to Perth.