

TOURISM WA — ADVERTISING

182. Mr P. PAPALIA to the Minister for Tourism:

I refer to the core function of Tourism Western Australia to advertise and attract tourists in an industry that is already struggling.

- (1) Is it true that a ban on advertising has been imposed on Tourism WA?
- (2) Did the minister ask for an exemption from the ban on advertising, given that this is the core function of Tourism WA; and, if so, what was the result?
- (3) How does the minister justify this ban, noting that it is right in the middle of the vital period for Broome and Kimberley peak-season advertising?

Dr K.D. HAMES replied:

It is a good question. I got a copy of it this morning, as it was a question from one of the newspapers down south.

- (1)–(3) It is very difficult within Tourism WA in terms of what is classified as advertising. For a long time I have been putting forward the argument that most of the work done by Tourism WA is, in fact, marketing. It is advertising, but we should look at the difference. We might say, “Let us cut the advertising for the health department”, but most of the advertising that might be done is around the promotion of things relating to the health department. Tourism is different. Tourism is about marketing Western Australia and trying to get international tourists to come here. In the original proposal that was put forward, there was an effect on Tourism WA, but part of that agreement was that there be an opportunity to have discussions around that issue. I am currently in the middle of that process of discussions with the Premier and the Treasurer.

Several members interjected.

The SPEAKER: Members!

Dr K.D. HAMES: We are currently in the middle of discussions on the funding for Tourism WA.