

TOURISM WA — BRAND DEFINITION

1023. Ms L. METTAM to the Minister for Tourism:

I refer to the awarding of a \$265 000 contract by Tourism WA for a consultant to undertake the development process to define and deliver a differential brand for Western Australia.

- (1) Why has a consultant from Tasmania, who is also currently working on the creation of the Northern Territory master brand, been appointed to deliver a new brand definition for WA; and is this consultant conflicted?
- (2) Is the appointment contrary to the Western Australian Jobs Act?
- (3) Why does the minister have no confidence in Western Australians to deliver a Western Australian brand definition?

Mr P. PAPALIA replied:

I thank the member for the question.

(1)–(3) As the member knows, Tourism WA is an independent body when it comes to this sort of matter.

Several members interjected.

The SPEAKER: Members!

Mr P. PAPALIA: I am always encouraging it to seek out Western Australian talent and Western Australian capability wherever it is available. However, with respect to why this decision was made, I will get the answer for the member, because I do not have it personally right now. I will get the answer and deliver it to the member.