

TOURISM WA — BRAND DEFINITION

1024. Ms L. METTAM to the Minister for Tourism:

I have a supplementary question. Why is the minister employing a Tasmanian rather than developing WA's own brand —

Several members interjected.

The SPEAKER: Members on my left, your own member is asking a supplementary and no-one can hear it.

Ms L. METTAM: I appreciate that the minister will be providing further information, but can the minister give some indication about why he would be employing a Tasmanian rather than developing Western Australia's own brand tourism skills, capacity and experience to help better sell this state?

Mr P. PAPALIA replied:

Member, as I indicated, I will seek out that information, and no doubt the Tourism WA board and the executive will be able to provide advice. I am a little concerned that even on a day like today, the member has sought to be negative.

Several members interjected.

Mr P. PAPALIA: Even on a day like today —

Several members interjected.

The SPEAKER: Leader of the Opposition, I call you to order for the third time.

Mr P. PAPALIA: Even on a day like today, given the front page of today's *The West Australian*, the member has sought—it must have taken some time—to find some negativity in the tourism space. It must have taken the member a while. Honestly, I thought she might go with the increased wear and tear on the tarmac at Perth Airport! I thought that might be the line she would seek out. However, she has managed to find —

Mrs L.M. Harvey interjected.

The SPEAKER: Member for Scarborough, I call you to order for the first time.

Mr P. PAPALIA: The member is a world-class negative spokesperson. In the course of 18 months, member, we have announced a two-year action plan developed by the Western Australian industry, in conjunction with Tourism WA. Although it took six months for them to do it, the member came out and said it was a hodgepodge put together without any thought. We announced a road trip campaign that was applauded by every single person in the state and every single commentator in the state, and applauded by the regions, and the member came out and said that Kununurra was a long way away.

Ms L. Mettam interjected.

The SPEAKER: Member for Vasse!

Mr P. PAPALIA: It was extraordinary. Every time there is a positive announcement, the member will hit the keyboard and write some article about big fish biting people. The member has more interest in peddling negativity than helping —

Mrs A.K. Hayden interjected.

The SPEAKER: Member for Darling Range, I call you to order for the third time.

Mr P. PAPALIA: The observations that were made by the CEO of the Australian Hotels Association were spot on. I am not saying that perhaps he did not go on about it a little longer than I would have —

Ms L. Mettam interjected.

The SPEAKER: Member for Vasse!

Mr P. PAPALIA: I think he felt he needed to say it in a repetitive fashion, because it had to penetrate the Leader of the Opposition's mind and the shadow Treasurer's mind. Some of those other people —

Point of Order

Mr V.A. CATANIA: Mr Speaker, the minister is clearly not answering the question that has been asked by the member for Vasse.

The SPEAKER: He is talking about tourism.

Questions without Notice Resumed

Mr P. PAPALIA: Thank you, Mr Speaker, for ignoring that interjection.

The SPEAKER: Member, you do not comment on my decisions.

Extract from *Hansard*

[ASSEMBLY — Thursday, 29 November 2018]

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Ms Libby Mettam; Mr Paul Papalia; Mr Vincent Catania; Speaker

Mr P. PAPALIA: The CEO and spokesperson for the Western Australian hotel industry and the hospitality sector in Western Australia tried to convey a message.

Mr D.C. Nalder interjected.

The SPEAKER: Member for Bateman, I have heard you say that three times. I call you to order for the first time.

Mr P. PAPALIA: He has done a little bit more for tourism than the member has. He was trying to let the Liberal Party know that it is a sentiment-driven industry. On a day such as today, to come out with the negative line that the member has sought to do, just demonstrates that it was absolutely necessary that he made that comment.