

SPORT AND RECREATION — OPTUS STADIUM —  
AUSTRALIA-ENGLAND ONE DAY CRICKET MATCH

2562. Ms L. Mettam to the Minister for Tourism:

I refer to the recent One Day International cricket match between Australia and England at Optus Stadium on 28 January, and I ask:

- (a) what measures were used to market this event to the United Kingdom;
- (b) how much did the marketing campaign cost;
- (c) how many times was Perth mentioned in the promotional material; and
- (d) how is the success of this marketing campaign measured and what return on investment was achieved?

**Mr P. Papalia replied:**

- (a) This sold out event was not sponsored by Tourism Western Australia. You would need to seek this information from the event holder, Cricket Australia. Whilst Tourism Western Australia sometimes promotes events it does not sponsor, this event was not confirmed for Optus Stadium (and its additional capacity) until 20 November 2017, therefore, not providing the required lead time for effective promotion into the UK market.
- (b)–(d) Not applicable.