

QANTAS — PERTH–SINGAPORE ROUTE

**78. Mr P. PAPALIA to the Minister for Tourism:**

I refer to the same matter.

- (1) Was the minister aware of the underperformance of the Singapore route at the time she awarded a \$7.65 million deal to Qantas?
- (2) Did Qantas management discuss its impending announcement to cut international Qantas flights from Perth with the minister before today's announcement?
- (3) What monetary value of the September agreement was dedicated to campaigns in overseas markets that will no longer be serviced by Qantas from Perth?
- (4) Does the agreement bind the state to international marketing with Qantas, despite the fact that the airline will now be ceasing international operations from Perth?

**Mrs L.M. HARVEY replied:**

- (1)–(4) I think I said in my previous answer—the member may not have heard it—that Qantas pulled back its service from Singapore from two flights a day to one flight a day on 21 March 2013. I made this announcement in September last year so, yes, we were aware that Qantas was reducing those services from Singapore to Perth —

**Mr P. Papalia** interjected.

**The SPEAKER:** Member for Warnbro, you have asked a question with four parts and you have a supplementary question. Please do not interrupt when the minister is speaking.

**Mrs L.M. HARVEY:** Was I informed prior to this morning's announcement that Qantas was intending to make that announcement? No, I was not. However, I was briefed shortly after the announcement and, of course, I have availed myself of all of the information it was possible to get immediately after the announcement. With respect to the intricacies of the arrangements of the \$7.65 million deal, I do not involve myself in intricate details of what goes where, but I put on the record again, because I already said this in response to the member for Forrestfield's question, that the essence and the importance of that joint marketing arrangement is —

**Mr P. Papalia** interjected.

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

**Mrs L.M. HARVEY:** As I was saying, the cream in the announcement about the joint marketing arrangement with Qantas was actually in having the access to its loyalty program and to its frequent flyer database. People on that database have already expressed an interest in travel and they have demonstrated a willingness to travel. The important part of this regime for us is getting "Experience Extraordinary" in front of those people who want to travel, getting cinematic advertising for the "Experience Perth", "Australia's South West" and "Australia's North West" campaigns and getting those advertisements in front of not only people who travel through the frequent flyer database, but also in the Qantas in-flight systems—the in-flight magazines and in-flight media service. That is the value of the arrangement from our perspective and we will continue to work with Qantas to ensure we get good value for money out of that \$7.65 million deal.