

STANDING COMMITTEE ON ESTIMATES AND FINANCIAL OPERATIONS

ANSWERS TO 2021-22 BUDGET ESTIMATES ADDITIONAL QUESTIONS

Department of Jobs, Tourism, Science and Innovation

Hon Wilson Tucker MLC asked:

1) I refer to Wander Out Yonder, and ask:

a) What was the total marketing spend on Wonder Out Yonder;

Answer: Total campaign spend is \$3,815,711.

b) Were marketing costs funded through consolidated revenue, Royalties for Regions fund, or some other source; and

Answer: Consolidated Revenue and Royalties for Regions.

c) How many tourism related jobs were created or retained as a result of the campaign?

Answer: Job figures for the tourism industry are provided on an annual basis by Tourism Research Australia. The most recent figures were released March 2021 and are applicable to the 2019-20 period prior to Wander Out Yonder.

Minister's initials

