

## UNCORRECTED PROOF ISSUE

### Monday 22 June 2009 - Estimates Committee B (O'Byrne) - Part 2

**CHAIR** - Minister, before lunch you gave some information to the committee in relation to the Port Arthur Historic Site Management Authority. Was there anything else in that that you needed to place on the record in relation to the funding - grants and subsidies?

**Ms O'BYRNE** - Can I circulate the huge list of achievements that Port Arthur provided me? If I could just do that and you can take them as read. There are lots and lots of achievements. I guess the main thing is that they get \$2 million per annum. They were provided with an extra million to supplement the 2005-10 CIP funding allocation. We did receive the money from the Federal Government that will assist at the coalmine site, the Female Factory and Port Arthur.

**Mr WING** - Has any decision been made, Minister, about the ferry service and the renewal of the contract?

**Ms O'BYRNE** - It is up for renewal soon.

**Mr GADD** - It either has gone or will very shortly go out to tender.

**Mr WING** - It will be going to tender, will it?

**Ms O'BYRNE** - Yes.

**Mr GADD** - It might not be a tender; it might be an expression of interest at this stage, but it will definitely be going out to market. There are another two or three years left to run on the existing contract, so we are looking to start the process early so we have continuity and in three years time we do not find ourselves without a service.

**Mr WING** - No. It is a very good service that Roche Brothers have provided for so long. so I do hope they are the successful tenderer.

**Ms O'BYRNE** - I don't think I am allowed to comment on whether I hope they are the successful tenderer or not.

**Mr GADD** - I just hope that we get a good outcome.

**Ms O'BYRNE** - Yes, I just hope that we have excellent service.

**Mr FINCH** - It is a good idea to put that ferry ride into the overall cost of your ticket to the site so that it does not become an extra option - the extra dollars going out. It is in your ticket when you go in so it makes it a much easier way, a much better visitation.

**Ms O'BYRNE** - An easier step, yes. And it is an important part of your experience of Port Arthur. I think, to congratulate them, they have done a lot more engagement work. When you go now it is not just about lovely buildings but you get a lot of experiential tourism as a result. They give you a particular convict who you then follow through the whole process. They may have worked in the gardens or they may have been housed in a separate prison or they may have been out on the island. I think that is really wonderful. But the visitor numbers are up for Port Arthur.

## UNCORRECTED PROOF ISSUE

**Mr GADD** - Yes, they are holding up. We did have a glitch in the last couple of months but they are holding fine and firm and the ferry itself is pretty much at capacity.

**Mr WING** - Yes, good service.

**Mr FINCH** - I am just wondering, Minister, if you can tell us some of the funding priorities now.

**Ms O'BYRNE** - For Port Arthur?

**Mr FINCH** - Yes. What is looming large?

**Ms O'BRYNE** - Conservation, clearly. A lot of funding at the moment is targeted around meeting the ICOMOS requirements that we will have with the World Heritage listing. As you know, we have done the interpretation around the separate prison. It is a big step in heritage to make a decision about whether or not you redevelop a site. There is the Burra Charter, which says you should actually leave things as they are because that is telling a story. The interpretation work that they have done with Port Arthur with the separate prison is clearly built to be new. So it is clearly showing that this is what it would have been because that provides the experience but allows you to understand that clearly it had not survived in that state and that is really important. So there is the extension of the separate prison. There is a lot of stabilisation work required around the penitentiary. And we have had some very interesting work happening there with the surveyors with the laser scanning to identify where the stabilisation work should occur. I think you would all reasonably have had a tour of Port Arthur?

**Mr FINCH** - Yes.

**CHAIR** - The other thing is that there is an issue with the caravan park which you will be aware of in terms of facilities.

**Mr GADD** - The lease is due to expire so we are currently looking at what the future of that might be and whether or not there is an opportunity to expand that capacity, if you will.

**Mr FINCH** - In another location?

**Mr GADD** - There might be an opportunity to expand on the current location but also to improve the product mix that is offered. We have cabins at caravan sites there now. There might be an opportunity to put a few slightly more up-market caravans on-site and change the mix and maybe expand the footprint slightly to improve its commercial outcome.

**Mr FINCH** - Would that impact on your budget outlay?

**Mr GADD** - In terms of revenues in from the new lease arrangement, hopefully, yes, it will in a positive manner.

**Mr FINCH** - But would you require an operator to take those extensions on, or would the Government make those alterations and then up the lease?

**Mr GADD** - We are just doing some feasibility at the moment, but the concept would be that we would identify what was possible and then go to the market to see if there was a private sector developer prepared to invest to deliver that.

**Mr FINCH** - And the current investor?

**Mr GADD** - The current investor would be in that mix as well.

**Mr WING** - I do not suppose you have any conceptual plans of the proposed new motel or hotel to replace the existing one?

**Ms O'BYRNE** - Do we have one with us?

**Mr GADD** - No.

**Ms O'BYRNE** - I do not think we do but I think there are some around.

**Mr GADD** - We have seen some. There is a prototype. There has been a prototype that has been built. It does require some modifications because some minor issues have been identified. I imagine the developer would be more than happy to probably give members a bit of a preview of that.

**Ms O'BYRNE** - I think the main thing is that it is certainly going to be more sensitive to the area than the existing one.

**Mr WING** - The concept sounds very interesting.

**CHAIR** - Are there any other questions on that area? If not, we will head over the page to Special Capital Investment, 11.21.

**Special capital investment funds  
11.21 Urban Renewal and Heritage Fund -**

**CHAIR** - Minister, I know you did touch on this particular program when you spoke in the heritage area earlier today before lunch. It looks fairly straightforward in my mind. You can probably well imagine that I do not have too many complaints given that five of the seven projects are in the electorate of Apsley.

**Ms O'BYRNE** - I am hoping that we will see requests come statewide, but I am happy to take people through the process. I think that has been the only time we have had a question - that is, how you might make an application to it. I know that everyone has areas they have a particular interest in they might want to be a part of.

There is an Infrastructure Funds Protocol and the Additional Guidelines for the URHF, which is prepared by Treasury and Finance. There are protocols associated with that. Requests for URHFs can only be made by government departments and must be submitted in writing to the Treasurer or relevant minister on behalf of the government department. So what we are really encouraging in the conversations we have particularly with local government - and all of the projects to date have been very welcomed by local government - is that they make direct application in the portfolio or policy area that suits them and we forward that on to the Treasurer

for selection or identification. The key has to be that it is strengthening the socioeconomic and the environment in which that project might operate.

I am happy to take people through this lot of projects that are up already: there is the Home Hill upgrade; the Deloraine Cenotaph; the Makers Workshop Tourism Centre at West Park; the memorial hall at New Norfolk; the Legerwood Memorial and Recreation Park; the Mount Lyell General Office, which is the old mine manager's office at Mount Lyell, if anyone is not familiar with that, which is quite an interesting site if anyone is travelling that way; the Oatlands Jail Restoration, which is part of the Southern Midlands Council's and the Oatlands community's incredible commitment to heritage, where they have taken significant steps as a community to progress this; the Scottsdale Walking Trail extension; the Stanley Town Hall Restoration; the great short walk extension at Swansea; and the heritage museum redevelopment.

**Mr WING** - You mentioned Home Hill, I think, but that is already concluded.

**Ms O'BYRNE** - Yes, that is completed. That is all one. In fact, of those, Home Hill, the Deloraine Cenotaph, the West Park project and the New Norfolk project are all completed. Moneys have gone out for those. I understand - and I know that I have put in a number of applications - that there are a host of applications due for consideration. I am not sure when that will occur. I should imagine obviously some attention will be paid once everyone gets through June.

**Mr WING** - You put in an application?

**Ms O'BYRNE** - I put in a number of applications on behalf of community organisations for areas that have come through us - through all the other areas. I am sure I had something - maybe not Environment.

**Mr WING** - You had somebody send an e-mail supporting it?

**Ms O'BYRNE** - I might just do that.

**CHAIR** - Thank you, Minister. I think the four committee members are satisfied in that area. We will move on to Arts.

## **Output group 4**

### **4.1 Tasmanian Museum and Art Gallery**

[2.30 p.m.]

**Ms O'BYRNE** - Right. Thank you. Can I welcome to the table Bill Bleathman from the Tasmanian Museum and Art Gallery, who has always got an exciting story to tell, and Katherine Hough, the Director of Arts Tasmania.

**Mr FINCH** - There is steady decline here again over four years, as we speak, from \$7.45 million down to \$6.8 million. Again, we see the explanation there that it is the impact of the Government's budget management strategy.

**Ms O'BYRNE** - Including amalgamation. Would you like to take that as read for the day?

## UNCORRECTED PROOF ISSUE

**Mr FINCH** - Including what?

**Ms O'BYRNE** - Including the amalgamation, so it is yes.

**Mr FINCH** - Yes. Okay. I am going to just ask about where we are with the redevelopment of TMAG. First of all, what is that restriction of the budget going to mean to staffing at TMAG? How many do we have there now?

**Ms O'BYRNE** - At TMAG or across Arts Tasmania?

**Mr FINCH** - At TMAG.

**Mr BLEATHMAN** - There are 72 FTEs, and that is from the Consolidated Fund.

**Mr FINCH** - Seventy-two?

**Mr BLEATHMAN** - Seventy-two.

**Mr FINCH** - You have now?

**Mr BLEATHMAN** - Yes, from that Consolidated Fund.

**Mr FINCH** - Okay. And the projections going forward? Are you committed to provide any people to the 800 -

**Ms O'BYRNE** - We do have vacancy control management in place as well. I think there are two vacancies that we have not filled.

**Mr BLEATHMAN** - There are three, Minister, that we have not filled.

**Ms O'BYRNE** - Three positions that we have not refilled at the moment. We do have the voluntary redundancy package. I imagine that we will get some interest.

**Mr BLEATHMAN** - There are seven.

**Ms O'BYRNE** - We have had some interest from staff there already.

**Mr FINCH** - So how will that impact on the services provided by TMAG?

**Ms O'BYRNE** - Theoretically, everyone who puts their hands up could go, but we have said that we will maintain the front-line positions. So if we allow someone to go and their position is determined to be front-line, we will have to get someone else from the agency into that position.

**Mr FINCH** - It is all hypothetical I know, but with some of these departments, like TMAG and other agencies, are you getting a sense of morale being conducive -

**Ms O'BYRNE** - I think there -

**Mr FINCH** - What sort of a feeling are you getting back from your department heads?

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - I think uncertainty is difficult for everyone when there is a question about these sorts of areas. But I think that across the agencies we have striven very hard to ensure that as much information is out there. The sort of security that people can be provided can really be only done with information. We are in uncertain times. We live in an uncertain global economic position and our state economic position reflects that. But as soon as we have certainty and we are able to give people clarification, we are doing so. But it would be wrong to say that no-one is in the least bit nervous. I am sure that there are people who are thinking very seriously about their future and what it means for them and their family and their work life. But we need to go through this process.

**Mr FINCH** - So you can assure us, Minister, that communication is strong back down through to the troops on the ground?

**Ms O'BYRNE** - Every single person gets a copy of a transition update that is coming from the Secretary - so both departments. So every time we have something we are getting it out and we are getting it directed to everyone's e-mail, so it is not just sent to division heads to disseminate around to their staff. Everyone is getting that direct contact. As I think you might have mentioned before - you asked whether or not -

**Mr FINCH** - If it is a good question it was probably me.

**Ms O'BYRNE** - It was a very good question as to whether or not we put about what the financial decisions might mean if they put their hand up and we are providing that. So anyone who has asked for further information or further support has been given that.

**Mr FINCH** - Okay.

**Ms O'BYRNE** - It is a difficult time, but we working through it as best we can.

**Mr GADD** - And all managers, when asked, make themselves available on an individual basis, and, indeed, my door will remain open to every single staff member over the next month or two. If they have specific issues, they can come and talk to me and I will do my best to deal with them on an individual basis. I do not envisage any forced measures at this stage. It has all been voluntary and we have been able to manage. It is not easy to keep morale up but communication is key.

The other thing is that it is not just DEPHA staff who are going to wear the pain; the pain is spread across-the-board. In relation to the amalgamation, the other two departments are also contributing. I am trying to give the message to staff that I think we can achieve this through voluntary and other vacancy measures without forcing anyone to do anything, that we will keep them in the loop as best we can and that we will deal with them as an individual if that is what is required. I think they are holding in there, but there is no doubt that change brings uncertainty and it does have an impact on morale. There is no doubt about that.

**Ms O'BYRNE** - But this is not something exclusive to public employment at the moment. I think most people in private industry have the same levels of concern about what the economic situation might hold for them.

**CHAIR** - It was announced only this morning that 20 jobs in Smithton have been lost, Minister.

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - There is an impact on whole towns. You represent small towns. You understand that.

**Mr DEAN** - As I understand the position - and you might clarify this for me - it does not necessarily mean that there are going to be 800 redundancies in the Public Service. As I understand it, it means that you could well achieve the equivalent amount of funds by other strategies that you implement within your department.

**Ms O'BYRNE** - I would not anticipate that that means that there would not be any redundancies.

**Mr DEAN** - So in fact there might only be a need for 500 redundancies. Am I reading that right?

**Ms O'BYRNE** - It is 800 jobs or the equivalent -

**Mr DEAN** - Or the equivalent money.

**Ms O'BYRNE** - So everyone is looking at where savings can be made. If you are in an agency for which staff numbers are what you need to maintain, then you will look at other savings.

**Mr DEAN** - So you may not have to have any redundancies in your area at all.

**Ms O'BYRNE** - I think it would be unlikely. In theory, that is correct. It is possible.

**Mr GADD** - We used to experience a turnover for the whole department of around 40 a year through natural attrition. So if we do not fill those positions then there is a minimum of 40 a year that we can save straight away.

**Mr DEAN** - And somebody has not lost their job.

**Mr GADD** - That is correct. We may have to potentially backfill and identify other positions that we will not fill, but you are right. It does not necessarily mean that all those jobs will go. Ultimately we have to make those savings.

**Ms O'BYRNE** - TMAG is subject to the same requirements to reduce its travel and advertising budget by two per cent along those lines.

**Mr FINCH** - I was getting to the services of TMAG and what is available to the public. Is there any assessment at this stage of perhaps a reduction in the operations of TMAG?

**Ms O'BYRNE** - We have had some minor projects that have probably concluded over the time, so they are factored into this. There has been a suggestion about closing hours. I understand that the board is discussing that. I remain unconvinced at this stage, but I understand that there is a lot of data to say that there are certain hours in which not many people come in. So I am prepared to look at it on the recommendation by the board, but I am not utterly signed up to that. But they are the sorts of things that have to be considered - we might open a bit later on a weekend or close a bit earlier on a certain day, if we can establish a pattern that there is not much usage at that time.

## UNCORRECTED PROOF ISSUE

But I am waiting for the board to provide formal recommendations around that. It is about looking at everything. If that saves a certain number of jobs and the visitor experience when they arrive is better, we have to measure those things up against each other.

**Mr FINCH** - I asked earlier about the redevelopment at TMAG. Can we get a report on where we are with that?

**Ms O'BYRNE** - I will ask Mr Bleathman to take you through that.

**Mr BLEATHMAN** - The government committed \$30 million in this coming budget of which \$18 million is for next year. What we will do with that is get a concept plan from architects for the entire redevelopment of \$181 million total budget and detailed design and drawings for the first \$39 million worth of works. We advertised for architects to do that in May. We had 17 architectural firms from all around the world respond. We have short-listed them down to six and we interviewed the six of those on 6 and 7 July with a view to them starting late July to do that concept plan, which will be finished in January next year.

The pleasing thing for us is that as well as international companies there are partnerships with local Tasmanian architectural firms. So it has been a good exercise from that perspective. We are looking at bringing forward other heritage works on the site to actually deal with the first stage. In the first stage we will do everything that we need to do to.

The easiest way to orientate people is to say, 'From where the dinosaur is in the entry, that building down to the Dunn Place car park.' We will swing the entry point to the museum around from Macquarie Street, where it is now, to the courtyard gates as you go through off to the Dunn Place car park. As well as that we will making the Bond Store a major exhibition space on the four floors, covering over the courtyard with some sort of ceiling and pulling down the existing entry building and doing another building that gives you the opportunity then to go underneath for that underground experience that we were talking about as part of the master plan. But it is going very well and the level of interest from architects has been fantastic.

**Mr FINCH** - So the entrance is going to come around to the Dunn Street car park -

**Mr BLEATHMAN** - Yes, off the Dunn Place car park.

**Mr FINCH** - Will there be parking there for people who come to the museum?

**Mr BLEATHMAN** - There will be parking for disabled people and for buses on the Dunn Place car park, but the Dunn Place car park will become a major archeological interpretation zone. It will have a 200- seat lecture theatre underneath it and a major exhibition space on top of it - not within the first \$30 million but the next stage. But car parking around the cove is increasing within the next year and a half by some 300-odd spaces. So within two blocks of the museum there will be much more capacity for people to park, but not outside the front door.

**Mr FINCH** - That is how we like it in Tasmania. Locals have got to be catered for.

**Ms O'BYRNE** - Two blocks until you get the park outside.

**Mr FINCH** - That sounds exciting.



## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - Can I just put out that we have had some very successful exhibitions this year as well which have really developed the relationship of the museum with the local community. There has been the Mike Parr one, which was a little bit more challenging for some people than others, as well as Anne Ferran's and Ross Bolleter's. Somebody might like to ask Bill how many people came to see the Patricia Piccinini exhibition.

**Mr FINCH** - How many people came to -

*Laughter.*

**Mr BLEATHMAN** - It is funny you should ask. I do not have the figures with me, unfortunately, but 114 000. It was the biggest attendance.

**Ms O'BYRNE** - Which is huge.

**Mr BLEATHMAN** - It is the biggest art exhibition they have ever had.

**Ms O'BYRNE** - So it has been a successful year.

**Mr DEAN** - I had another question on how the staffing positions are situated. I may as well ask them now before we go on. Minister, in the past six-month period have we had any positions in Mr Gadd's area signed off or positions, say, of deputy secretary or any other positions signed off in that area moving forward, either on contract or for any other reason? Have there been any other positions identified?

**Ms O'BYRNE** - In the last six months? So from January or from December?

**Mr DEAN** - Yes, we will say from January. January will do - January through until now. If so, when?

**Ms O'BYRNE** - I think the general manager of the Parks and Wildlife Service would have been done last December.

**Mr GADD** - Yes, it was. The general manager of the Parks and Wildlife Service was interviewed for in December last year -

**Ms O'BYRNE** - We made Peter interview for it.

**Mr GADD** - and had been advertised in about November. So we conducted interviews in December and finalised that in early January. Peter Mooney was appointed for five years as general manager of the Parks and Wildlife Service.

**Ms O'BYRNE** - Was Warren Jones's before that?

**Mr GADD** - Warren's was last year. All of the others were outside of the six-month period. We currently have one renewing -

**Mr DEAN** - Sorry, which one?

**Ms O'BYRNE** - The position of the director of the Botanical Gardens.

**Mr GADD** - The director of the Botanical Gardens is currently in the process of renewal.

**Mr DEAN** - Being renewed now currently?

**Mr GADD** - Yes.

**Mr DEAN** - So there have been no other new positions created in there in, say, the last six-month period?

**Ms O'BYRNE** - New positions?

**Mr DEAN** - New deputy secretary or secretary positions signed off?

**Mr GADD** - No.

**Ms O'BYRNE** - No, because Peter's was the last one.

**Mr GADD** - Peter Harwood, too.

**Ms O'BYRNE** - Peter Harwood. When was that?

**Mr GADD** - Peter's was February this year.

**Mr DEAN** - So when was that one?

**Mr GADD** - That was an SES 2 renewed in February of this year.

**Mr DEAN** - February of this year?

**Mr GADD** - Yes, and that position is -

**Mr HUDSON** - Regional manager of corporate services.

**CHAIR** - Anything else relating to TMAG at this stage, committee members?

**Ms O'BYRNE** - I think Bill brought you a present each.

**Mr BLEATHMAN** - It is just a copy of the latest TMAGgots brochure where a group of our young people have compiled.

**CHAIR** - Thank you. Extremely enjoyable.

#### **4.2 Art industry development -**

**CHAIR** - We will now move on to 4.2, which is art industry development. Minister, I am interested in this particular area. Tell me what, if any, correlation there is between this particular area and the Art for Public Building Scheme that takes place?

[2.45 p.m.]

**Ms O'BYRNE** - That is part of the Arts Tasmania portfolio under the Art for Public Building Scheme. Art funding is two per cent of any infrastructure project undertaken by the State Government - I am waiting for Katherine to shake her head in case I get it wrong. Two per cent of any State Government infrastructure project is expended on an Art for Public Building Scheme. We as the Arts portfolio seek expressions of interest from artists who may wish to present for that. We make application and then - for instance, if it was the Education Department for a school development, we would then write to the relevant minister for that department saying, 'If you're happy then we have this artist prepared to do this particular project.'

We are changing it a bit because I think art for public buildings - and this is the view of, Katherine, I hate to say it, corporate - the view is that a lot of the art in public buildings has not necessarily been accessible enough by people. We think that public art is important. It defines communities, it challenges communities, it gives us debating points. We need to make sure that it is more representative and more engaging - engaging is probably the wrong word - more accessible. For instance, if you were a school you would be looking at a more tactile art opportunity that the students could interact with. So it might be a seating area with sculptures. What was that project that we have done for Mayfield?

**Ms HOUGH** - The mosaic one?

**Ms O'BYRNE** - Then there is the one with the ball.

**Ms HOUGH** - Yes.

**Ms O'BYRNE** - Yes.

**CHAIR** - Minister, would you accept - I have just been able to source three different projects - the Bruny Island community health, which is \$45 000; Winnaleah District High School redevelopment, \$26 800; Hobart Hospital paediatric enhancement project, \$52 500. Would you accept in these challenging economic times that there would be some local art that would be much less of a cost to the Tasmanian public and funds available for these redevelopments than what is being spent at this point?

**Ms O'BYRNE** - Arts Tasmania's role in industry development is to change us from being focused on community art to actually recognising the professional industry of the arts, and that means engaging artists in developing those artists. I think that it would be wrong to say that one project, because of its size, would not necessarily equate to having the same level.

The other thing is that each department that is funding a particular project will determine the scope of what they are after as well. So Education has moved to saying, 'We want to have much more tactile engaging things for students because we think that is part of an education benefit,' but we are also looking at economic developments for the arts industry sector and this is an economic development growth area. I would not suggest -

**CHAIR** - I appreciate that and I did not mean to demean by way of any of my words the quality of the art. I am just saying in challenging economic times has there been a thought given to reducing the 2 per cent of the project, of the capital works estimate, that is being put forward at this point in time?

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - Not a reduction of 2 per cent, but you could break the 2 per cent up into smaller packages so that you could spread the thing a little differently perhaps. So you might be able to, if you are looking at a health project, provide a number of different art things that might actually respond to growing health and wellbeing for people.

**CHAIR** - It has been suggested - and I do not disagree entirely - that to be able to promote an artist's work - and I do not mean them to be able to provide it for no charge, but at a reduced rate and be able to plaque it for all to see, whoever visits - may well be worth a significant amount of money in the way of advertising in the future.

**Ms O'BYRNE** - But what we are growing is not an individual artist's reputation but their capacity to engage in an economic environment of the arts industry. We are paying professionals for professional service. I am not sure we would say to a surgeon, 'You could get a great reputation if you performed this surgery for free,' and therefore we will not -

**CHAIR** - I did not say free; I said at a reduced rate.

**Ms O'BYRNE** - Or at a reduced rate. We have worked really hard to make the arts a professional, recognised industry.

**CHAIR** - I appreciate that.

**Ms O'BYRNE** - I think if we start saying that this is only something we do when the economy is good then we devalue the investment and the commitment that we make.

**CHAIR** - Yet we are asking every other aspect of services provided and funds expended by the Government on behalf of the people of Tasmania to make cuts.

**Ms O'BYRNE** - And we are. Arts Tasmania is taking its fair share of the pain. But the other thing you need to remember is that the average artist in Tasmania earns \$30 000 a year, so if we ask them to take a substantial cut you will put most of them back at the point of having to get unemployment benefits, which would be a cost to the Government anyway. Most artists in Tasmania do not earn that much money. These are significant projects for them. I do not know if Scott wants to add something?

**Mr GADD** - Yes. I think the other side of this program is that this is an economic driver. What we are doing is generating demand for artists in a tight economic environment where natural demand is going to drop off, so we are trying to keep that critical mass going. This is money that gets spent all around the state, usually in regional communities.

**CHAIR** - I appreciate that.

**Mr GADD** - So there is actually an economic benefit to it as well. Just like the state, the Federal Government is pouring out bucket loads of infrastructure money to try to stimulate the economy. This program is very much in that vein in that it does have that stimulus aspect.

The other side of this is that we just do not have the critical mass, so if we do not keep generating demand for our local artists they are all going to leave. In times like this it is actually more important that there is work locally to keep these people here, keep them involved and engaged in the universities and engaged in the education of younger artists and engaged in doing

some of these programs. There is no doubt that it is an industry that is still very much in its infancy. Out there we produce some great stuff, but if government does not keep stimulating this part of the economy then there is no doubt that we are at risk of losing it or seeing it diminish significantly.

**CHAIR** - But do you accept that there has been a decrease across all other agencies? I should be putting this to the minister and not you, Mr Gadd. Do you accept that there has been an expected cut across all areas of government so wouldn't this be cut as well?

**Ms O'BYRNE** - And we have made cuts in Art for Public Buildings. It has not just been in the employment of the artists. We have received a commission in the past for the work and for organising the work and we are forgoing that. So we are making the cut to the public purse strings; we are not making it just to the artist.

**Mr GADD** - These budgets are built into project budgets. They are built into these one-off capital funds so that it is not actually an impost on the consolidated fund as such. Most of it is Federal Government money at the moment, so we are actually slicing a percentage of our schools budget and some of that federal infrastructure money, for example, and putting it into stimulating our local economy through our local artists. It does not actually hurt a department that has to find extra money to fund this local artwork because what we do is we build it into the project budget. So when I go to Treasury and I say, 'I need X million dollars to build the library,' incorporated into that already is the two per cent. It is not like I then have to find it. If they decide to fund the project, they fund that component anyway. It does not actually come back and bite us, as long as the project is funded. It is a great way now, as I said, of extracting actual federal funds and other infrastructure funds back into this sector that would not have otherwise necessarily found their way there.

**Ms O'BYRNE** - And where we have cut funding directly to art programs, it has been in our cultural exchange programs and it has been in our residencies - so the things that we used to spend on bringing non-Tasmanian artists here. We have made a decision that if we have to spend our money in arts we spend it on Tasmanian artists.

**CHAIR** - Hence my initial support of local artists. Obviously receiving \$52 500 for one project is a reasonable return for effort, I would expect.

**Ms HOUGH** - Those project budgets are not the fee to the artist. That is the cost of the project, so that includes materials, construction and any assessments that need to be made for council approvals. That is not the fee to the artist.

**CHAIR** - So what is the breakdown, then?

**Ms HOUGH** - I cannot give you that. It would vary -

**CHAIR** - On the Bruny Island Community Project?

**Ms O'BYRNE** - If there are particular ones you are interested in, we can take them on notice.

**CHAIR** - I would be interested to see what component -

**Ms O'BYRNE** - What the artists actually get.

**CHAIR** - they actually get out of it then and whether it is all going on -

**Ms HOUGH** - Most of them no, but some of them are bigger than that. It depends on how they are structured. Some of them are shared between a number of artists working on a project.

**CHAIR** - And obviously the Nation Building projects that are coming up will be significant dollar figures, I'd expect - right around Tasmania.

**Ms HOUGH** - No, they are not. And in fact -

**CHAIR** - Two per cent of each -

**Ms HOUGH** - No, 2 per cent of State government funds only. That is not the case with the Federal funds.

**Ms O'BYRNE** - Can I say I did try to get the Feds to put 2 per cent of theirs into ours and it did not work.

**CHAIR** - So, it was only the State Government.

**Ms O'BYRNE** - Yes, it is State government funding. That is because so many of the projects actually have State government fundings as part of those projects.

**CHAIR** - So, the Federal Government is not actually putting any dollars in?

**Ms HOUGH** - Not into ArtSite.

**Ms O'BYRNE** - Not into the ArtSite, no, which is the new name for the Art for Public Building Scheme.

**CHAIR** - Is that contrary to what I heard five minutes ago?

**Ms O'BYRNE** - No.

**CHAIR** - Will you help me here?

**Ms O'BYRNE** - Sorry, we are probably not being clear. Generally when you open a school - let us go to East Launceston, for instance. When the redevelopment occurred there was Federal government funding and State government funding for that. It was the State government funding of which 2 per cent went to the art project. But having said that, some of these are collaborative projects and you would not be able to do one without the money from the other. So they become a broadening experience.

**CHAIR** - But I am very clear that the Federal Government put no funds into the art component of any of the Nation Building or any other projects?

**Ms O'BYRNE** - I am just going to double-check, but that is as I understand it.

**Ms HOUGH** - Not in the current round. They had not committed to anything.

**CHAIR** - It is all State Government funding?

**Ms O'BYRNE** - There have been occasions in the past when we have done collaborative projects, I think.

**Ms HOUGH** - Yes.

**Ms O'BYRNE** - In the past there have been collaborative projects. We have both put money into building AG Moray multipurpose centre whereby it is on the whole of it. But the new money that is coming under the current stimulus package is not it. However, because many schools will actually leverage that off some of their own savings and their own plans that they were undertaking, but the percentage that is State Government would still be included. So, for instance, a school might say, 'Well, I'm going to use my Federal Government stimulus package to put in a new library and some twenty-first century learning mechanisms,' and their school goes, 'That's great, because that means I don't have to spend the money I was planning to spend on that and I can spend that on developing the kinder area.' So the money for the kinder area would be State government money and therefore subject to the 2 per cent.

**Mr WING** - We are very fortunate to have so many talented artists in Tasmania and there has been a tendency in the past for governments wanting to cut back on expenditure to attack culture and the arts very early on. So I think it is commendable that that is not happening.

**Ms O'BYRNE** - When we get to the tourism sector, I am happy to talk about the value of cultural tourism in Tasmania. Our built heritage, our arts and our sport and recreation entities all build a picture of what Tasmania is and how we define Tasmania and therefore how we progress economically. I think it is a significant economic investment.

**Mr WING** - Apart from the cultural aspect, it is employment.

**Ms O'BYRNE** - I am just trying to remember the stats of the people employed in the cultural industries which I actually do have somewhere. In 2006 there were 7 000 people employed in the cultural industries.

**Mr DEAN** - How many?

**Ms O'BYRNE** - Seven thousand in 2006. I do not think that includes sport and recreation. That is the arts and cultural area.

**Mr GAFFNEY** - Does the arts development include Tasmanian Regional Arts?

**Ms O'BYRNE** - Yes.

**Mr GAFFNEY** - Okay. I think Tasmanian Regional Arts plays a very important role throughout the State, especially in smaller communities. What are they looking like for the 2009-10 budget? I know they had some concerns about not receiving amounts that they have in the past.

**Ms HOUGH** - No, that is not correct. The Tasmanian Regional Arts is on a tripartite agreement with Arts Tasmania and the Australia Council, and that agreement runs through to 2010-11 at \$150 000 per annum of State funding. They have also submitted a separate application

## UNCORRECTED PROOF ISSUE

to the current assistance to organisations around core support for the Regional Arts Australia conference being held in Launceston.

**Ms O'BYRNE** - Which we have already put \$50 000 to?

**Ms HOUGH** - We have already put \$50 000 in that through industry development, not through arts grants funding. The grant round closed just last Monday so I have not seen the application yet.

**CHAIR** - That regional arts opportunity is, I think, huge for Tasmania-that conference coming here. It is a significant amount of artists. But our capacity to look at such issues as broadband and the impact that could have on our arts community and on digital media and digital arts is just untold at the moment, so I think we are going to have some exciting things coming out of that conference.

**Ms O'BYRNE** - Which probably will mix some of the regional arts issues to another level, a level probably not previously thought of.

**CHAIR** - Thank you. Anybody else?

[3.00 p.m.]

### Grants and Subsidies

**Mr GAFFNEY** - Ten Days on the Island program - we appreciate how successful that is. I know that all 29 councils have been involved this year and without the support of councils a lot of the programs would not get to as many people as possible. Going back to the local artist, there were over 730 artists from 20 countries. I think it is wonderful to bring in arts talent to expand on what we have here.

I am just wondering how much further can that go - bringing in overseas or international artists and how that impacts on the budget when we have a lot of local artists or groups now that want to be more involved. How does that work?

**Ms O'BYRNE** - I think the key to it - and this is free thinking, so elbow me if you need to, Katherine - is the benefit that the local community gets from those artists coming in. It is not only them coming in and performing; there are also opportunities for workshop, for industry development, for local communities to grow their own capacities around it. I am thinking of things like the Critical Acclaim project that was run through Ten Days this time, which was actually a process whereby we engaged people and taught people how they might write assessments and about how they might view products that are placed before them. Katherine says she has something.

**Ms HOUGH** - There are also local organisations and artists who are involved in that festival. For example, in this festival Tasdance was a featured artist and, in fact, collaborated with a choreographer from New Caledonia, which was his first opportunity to make a work on a professional company. They also -

**Ms O'BYRNE** - They have actually been invited to New Caledonia to perform in the next month I think, too, as a result.



**Ms HOUGH** - Correct.

**Ms O'BYRNE** - And they will get to tour off this.

**Ms HOUGH** - They also had their program that was on the outer islands as part of Ten Days on the Island. Similarly -

**Ms O'BYRNE** - Within the north-east I would like to call Flinders the outer island.

**Ms HOUGH** - the visual arts program included local artists and a range of activities as well as obviously the TSO. So there is a balance between international artists, collaborations, commissions and local artists.

**Ms O'BYRNE** - The other thing - and Bridport is probably an example. They managed to then leverage off the Claudio Alcorso Foundation when they have the Italian films - the short films from the 1940s and 1950s that were filmed off Italian islands. They got money from the Claudio Alcorso Foundation and therefore held an Italian festival on the green in Bridport as a result. So we had the Ten Days event, but we had an entire afternoon of opportunities for small businesses to sell their wares and also the school performing and a couple of the local soccer teams playing a soccer match. There is a great capacity and it is something we need to continue exploring where you can actually leverage off great community events - off that one thing that actually builds for that community, too.

**Mr GAFFNEY** - In terms of the numbers of people who viewed the performances compared to 2007, was there an increase or a decrease?

**Ms O'BYRNE** - We had 197 500 at a range of events including a record-breaking 114 158 at the Piccinini exhibition and the last festival was about 108 000. Many of the international touring acts who do come here are supported by their own governments as well. So their governments will fund them from their own arts program to tour in the same way as historically we have done, although I must confess we are cutting back a little bit on that in the current climate.

**Mr WING** - Which countries notoriously do that?

**Ms HOUGH** - We have had Canada. We have had France. We have had Italy. We have had Ireland. We have had Scotland. We have had a lot through the British Council generally as well as the specific arts councils from those jurisdictions. We have had New Caledonia, Noumea and Mauritius, through the French Government.

**Mr WING** - I was hoping that they would possibly bring the British group from Ireland that sky dances on six-foot stilts.

**Ms O'BYRNE** - If Elizabeth does book them, can I assure you that she will not tell you!

**Mr DEAN** - Minister, what sort of publicity did we give Ten Days on the Island across the country? Do we have any estimates of the number of visitors that Ten Days on the Island might have attracted to this State?

**Ms HOUGH** - It has gone to the board. I do not have the details here, but we can certainly take that on notice.

**Ms O'BYRNE** - It is in process. It will not come to me until after it goes to the board. As you know, the board is an independent board. I do not get to pick them or tell them what to do.

**Mr DEAN** - The number of visitors to this State is important I think to find out how -

**Ms O'BYRNE** - I think Tourism may actually be able to give us a figure on that.

**Mr GADD** - We might be able to. We definitely would have looked at that specifically.

**Ms O'BYRNE** - Can we hold that till the end?

**Mr DEAN** - Thank you for that.

**CHAIR** - Thank you, Minister. There does not appear to be any other questions. Obviously the support that has been given to not only Ten Days on the Island but the other grants that are made through that output group has been greatly appreciated. I might add, Minister, you did not say anything about the spaghetti-eating competition.

**Ms O'BYRNE** - I was hoping that none of us would have to admit how we went in that.

**CHAIR** - You might have noticed that I was not doing the eating; I was only doing the feeding.

**Ms O'BYRNE** - As was I. I think we have both been in this game a little too long. We launched Amplified last week - and we have a present to distribute. Amplified is our contemporary music program. It is a very exciting program whereby we not only give young musicians the opportunity to perform but also give them access to APRA, the performing rights people, to talk about contract law and all their obligations. It is business development for those people who perform. We really want them to get to a point where they are making money as artists. That is the drive behind it. I just wanted to quickly give you that update.

**CHAIR** - Thank you, Minister, and thank you to your advisers. We now move on to sport and rec.

## **DIVISION 2**

(Department of Economic Development, Tourism and the Arts)

### **Output group 2**

#### **Sport and recreation**

##### **2.1 Sport and recreation -**

**CHAIR** - Thank you, Minister. Mr Dean is going to take the lead.

**Mr DEAN** - Thank you. Minister, I will just start off on the debacle - or whatever you might like to call it - that occurred on the weekend with the Clarence Football Club on the ABC. I just want to ask the question: what sort of an impact is that likely to have on sport and recreation in this State? What does it do to us? What is the damage? What is the fallout?

**Ms O'BYRNE** - I think there are two levels. At a time when we are building State league football in Tasmania, at a time when we are rebadging, we are re-engaging with communities, we are re-engaging with the sport, to have this kind of image is appalling and damaging to the State. I think it is damaging to sport across-the-board in Tasmania, because it is a level of hooliganism and poor behaviour that reflects very badly on sportspeople, the majority of whom are decent, good people who go out and play their game and play it well and who respect their club. I think that this undermines all of those things. I think the club has to take extremely strong action. I think the league - the code - has to take extremely strong action to stop this. There has been a history in the past - I will give you Launceston where I remember York Park -

**Mr DEAN** - Yes, we do - the helicopter.

**Ms O'BYRNE** - I think what happened takes people back to those days and I think that is something that we have tried to move on with and have a more positive engagement with sport. But as a parent, as a footy lover, I was appalled. I think most people were appalled. My children watch the footy with me and I do not want them to see that. I am not only appalled at the actions of the individual, though, I am appalled at the fact that his mates came and high fived him because it was such a clever thing to do. I think very stern action has to be taken by the club, because this reflects very badly not only on that individual player and the couple of blokes hanging around him but very badly on Australian Rules football.

**Mr DEAN** - It does. I think we all feel very similar to you on that. There is no place for it. While we are on football - and this is not about Hawthorn or Australian Rules, because that comes later - what impact has that had on sport and recreation in this State? Is there any measure that you have been able to come up with because of the Hawthorn Football Club playing here in this State - the impact that that has had on sport and recreation in this State? Has it built up numbers, say -

**Ms O'BYRNE** - In Auskick?

**Mr DEAN** - Yes, in all areas.

**Ms O'BYRNE** - I think we have definitely noticed an increase in Auskick. One of the big things that I think we have got out of it, though, is that those players and the officials of the club have made themselves available to other sporting organisations, whether that be their code or not. They have actually gone and spoken to other codes. They have talked about training. They have talked about new methods within that. They have talked about club structures. There is a really good program that they have run where they talk to young kids about how they managed life balance. So they talk about, yes, you have got a full-time school load, you have got a sporting load and you want to have your social life as well and these are the ways that you need to balance that. I think we have seen a really strong investment in our local sporting community as a result of it. It never hurts for young kids to be able to see the pinnacle that they could reach. Yes, they have seen it on TV, but to be able to go and watch whatever the sport is - and I think the same can be said for the tennis, the same can be said for when we have hosted A-League matches down here - it changes the passion of kids if they can see where they can go to. Not every child will be there, but you want them striving at their absolute best. But importantly, I think the investment that they bring in to other sporting clubs has been really important. They have not limited that to football. I understand they have spoken to other organisations as well.

## UNCORRECTED PROOF ISSUE

**Mr MARTIN** - They have been very proactive in engaging with the community. There is absolutely no question of that. We recently held some very frequent discussions with Hawthorn Football Club - with Shane Stevenson and Dayna Mackenzie from the Hawthorn Football Club - with a view to how they can further enhance that community involvement. We have had some discussions about what they are going to do next year with their community camps in February. We have had discussions around running the camps in the form of a sports expo so the local clubs can connect with the community and understand what sorts of clubs are out there, what they provide and all that sort of thing as well, which is great.

Another thing too, and I am not sure whether you were at the game on the weekend, is that the Hawthorn Football Club has agreed to run the Premier's Physical Activity Council Find Thirty ads on the big screen during the Hawthorn games, which is fantastic. We are having discussions with Hawthorn around perhaps one of their players being an ambassador, if you like, for showcasing and role-modelling healthy behaviours for young people. The ads on the big screen at Aurora are happening, but the other things I have just spoken about now are possibilities down the track. I am not just saying this because I am a Hawthorn supporter.

**Ms O'BYRNE** - I am not a Hawthorn supporter, can I put that on the record. I love Hawthorn being here, I love them to win here, but I am a Collingwood fan.

**Mr DEAN** - My main thing is that there seems to be - or maybe I am just imagining it - more kids coming into sport, the recreation side of things, as a result of it. Whether it is coincidental or not, I do not know.

**Ms O'BYRNE** - I am sure that is part of it but there has also been a renewed understanding of the value of health and wellbeing for young people. I think schools are engaging in and parents are engaging in the Find Thirty ads and the work by PPAC - all of that matters. The other thing that Hawthorn deliver though is that they source funding from NEC, which is one of their other sponsors, that actually funds the NEC Tassie Hawks. In April 2008 they funded the statewide high school age AFL competition. So they were actually able to leverage off some of their other funding support to provide support direct into school age sport as well. So there are those opportunities which we probably would not get beyond that. I think the Success 4 Life Program that we run with AFL is a really important one they do as well.

[3.15 p.m.]

**Mr DEAN** - I think the Hawthorn Football Club is a line item so we will come to more of that in a moment.

**CHAIR** - I think we had better not spend all our time in the Sport and Recreation output group on Hawthorn.

**Mr DEAN** - The next one I want to have a look at is the city bikeways project, and I particularly want to look at the breakdown in funding for the bikeways to date. What funding has there been? I think there is \$4 million provided out of last year's budget over the next four-year period to this. How much of that funding has been accessed and where has the funding gone at this stage? I asked the question last year and I will ask it again: is it going to be fairly equally distributed throughout the State - the south, the north and the north-west?

**Ms O'BYRNE** - The key has to be that local councils and cross councils agree on their plans. We do not want, 'Here's a really nice idea for one part.' We want to have really well defined ones.

## UNCORRECTED PROOF ISSUE

So far this year we have funded \$415 000 towards the implementation of five key projects from the Greater Hobart Regional Arterial Bicycle Network: Cadbury Link, which is an extension of the inner city cycle way to link with Cadburys in Glenorchy; the Bellerive Bluff Coastal Link; the Argyle Street and Campbell Street on-road bike lanes; the Bridgewater Foreshore Link; and Bonnet Hill. We are working with communities in the north and the north-west at the moment to support similar bikeways projects.

I have supported the bid that the Launceston City Council has put forward to the Federal Government. As you know, there is also a \$40 million project that the Federal Government has for cycleways. The key to our funding has always been the capacity to leverage off additional funding and create broader opportunities. We have also brought in the north-west coast one.

**Mr MARTIN** - There is the Burnie one, which the Premier announced the other day. We have provided support for that project to the tune of \$375 000.

**Mr DEAN** - The Burnie north-west one?

**Mr MARTIN** - To the Burnie one, yes. And the council has committed the same amount, and we are hoping that the Federal Government will commit \$750 000 to that, so you get the leverage, as the minister was just talking about, in the local government and the State Government putting in half and the Federal Government putting in half as well.

**Ms O'BYRNE** - We anticipate that this will be taken up across the State. There are some very good plans coming together. We have been quite excited by some of the work. The key has to be you want to change behaviours; this is not just about appealing to the market of people who already cycle. You want to change the behaviour of people who might not cycle. This is about engaging brand-new communities.

**Mr DEAN** - So, obviously, you are putting in to arrest the situation that some people are coming up with - that is, if you are late getting your applications in you may not get any of the funding -

**Ms O'BYRNE** - In terms of the Federal Government affairs, I think they are very, very tight on theirs. We are happy to work with local governments as much as we can on their projects because we understand across the State they have been committed.

And we are happy to work with them when we can. Sometimes we have sat down and worked with them and they have decided not to submit an application; that it's not near ready enough or they have thought about something else that they might like to do. I do not want to name where that was case, but that has been the case in the past.

**Mr MARTIN** - The minister is right in what she is saying about leveraging funding from this \$40 million pot that the Federal Government has put forward as part of the Jobs Fund. For example, as the minister said the other day, we committed \$153 000 to the Launceston regional bike network. From that, hopefully, we will help to leverage over \$1 million worth of funding for that project. That is the key with that Jobs Fund pot of money. Obviously, too, we are putting in money and local government is matching that money as well all around the State.

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - The key for the Federal money is that it must be supported by local government as well, so that has meant that some projects that are supported by individual bike user groups might not get into that mix. We need to leverage our dollar as much as possible.

**Mr FINCH** - There is a project in my community, of course, a trail between Beauty Point and Beaconsfield. There is a new committee developed on that through the council. The previous project has not entirely had local government support, but now the community recreation officer at the West Tamar Council has taken that on. I know that the plans from that committee have gone to DEIR. I am wondering whether those plans -

**Ms O'BYRNE** - It would be very useful for us to have a copy of them as well.

**Mr FINCH** - It is basically a walkway that they are looking at. I am wondering whether that could become a bikeway.

**Ms O'BYRNE** - The other thing, it should certainly come to us because, even if it does not qualify under the bikeways plan, there is nothing that precludes them from making application under major grants. If they send something to us that does not fit into one of our grants, of course we will refer it to an appropriate one. We would be very happy to look at it.

**Mr FINCH** - I think it has been before Sport and Rec before -

**Ms O'BYRNE** - Yes.

**Mr FINCH** - And has not quite got the traction that it needed because of the lack of support from the council.

**Ms O'BYRNE** - And that does make a difference, because it is one of the defining things that allows you to move forward. But if they are in negotiation with DEIR, we would be happy to -

**Mr FINCH** - I will let the committee know what you just said.

**Mr MARTIN** - I can make sure that our program manager for the bikes and trails project contacts -

**Ms O'BYRNE** - And it makes a difference to actually have a person who is assigned to do this work as well.

**CHAIR** - Just do not send the contact details by e-mail. It could come back to bite somebody.

**Mr DEAN** - One other issue that is often raised with me - and they seem to be left out and I do not know whether there is funding available here - is netball around this State. If I look at netball, say, at Hobblers Bridge in Launceston, there are at least 2 000 and/or more participants in that sport weekly, whereas users of - again using Launceston as an example - the NTCA Ground I think are about 500 people a week. There seems to be an imbalance in the funding that is made available to netball. What funding and what support does Sport and Recreation give netball in this State?

**CHAIR** - Too much funding on football and not enough on netball.

**Ms O'BYRNE** - Can I just say that we have put in \$200 000 a year for the last three years, directly into netball. That has allowed us to develop facilities, but also particularly develop the standard of players and work with netball associations to do that. We do commit to netball. Previously we have put in substantial amounts of money to Hoblers Bridge Road. I do not know that I have the figure with me now. The Silverdome redevelopment included \$1.2 million worth of work, which was for netball, and Creek Road in Hobart as well.

**Mr MARTIN** - But that was not just specifically for netball alone, was it? The Hoblers Bridge complex is an important complex in the north of the State for netball, as I said, with over 2 000 youth and adults playing netball there a week. How do they access this funding? There is \$200 000 funding you are saying you have.

**Ms O'BYRNE** - Their clubs work with the netball associations, as I understand it, to access that support. So if you are an individual netballer or a netball team, a member of the GTs, one of the GTs would go to the State body and seek support from their State body and work with their State body. Having said that, we also receive applications regularly for infrastructure development. I think I am meeting with people about netball next week or at the end of this week.

I want a meeting with them to talk about some suggestions that they have. But there is Hoblers Bridge, there is the Silverdome and there is capacity to access facilities at Saint Pat's and Scotch - good facilities there as well. I think netball is an incredibly high-participation sport. It is not the highest. They were very upset to have been pipped by I believe recreational fishing. They were a bit upset to discover that when I spoke to them. But it is a high-participation sport and we are happy to work with them. I understand I am being approached about a project later this week.

**Mr DEAN** - I think provided we can report back and say that Sport and Recreation does give them support and will support them, they need to be aware of that.

**Ms O'BYRNE** - Netball is a great participation sport. We are also engaged in the Tasman Cup and all sorts of opportunities for netball.

**Mr DEAN** - When you read through the budget papers you do not see too much for netball.

**Ms O'BYRNE** - You probably do not see it because it becomes part of other areas. I mean, in the same way you would not see a lot specifically for soccer perhaps, but we funded soccer - the Tasmanian Football Federation - I think similar amounts of money over the last three years.

**CHAIR** - Minister, I wanted to especially inquire whether there have been any cuts, given the budgetary cuts, to sports programs in schools that are organised by the department.

**Mr MARTIN** - No, there are no cuts in funding for sports programs in schools.

**Ms O'BYRNE** - No. And the other thing that we have extended is the ability to cover the public liability issues around using school facilities for community organisations. We have a trial happening now which will assist in what has been probably not a real barrier but certainly a perceived barrier that sporting organisations could not use sporting facilities without opening the school to liability responsibilities.

## UNCORRECTED PROOF ISSUE

We have had to make cuts to the Sport and Recreation budget in order to manage the global cuts. The other increase in costs that we have had is the Wilderness Program, which is run through the sport and recreation area. Are you familiar with the Wilderness Program at all?

**Mr MARTIN** - Formerly Project Hahn.

**Ms O'BYRNE** - It used to be a Project Hahn proposal. Sport and Recreation have run that since Project Hahn were unable to continue with it. It might not necessarily be seen to be the core business of Sport and Recreation, but it is a decision that we have made. We think it is an incredibly valuable program whereby young people who are identified as needing support or perhaps identified as at risk are taken out with guides into the wilderness and worked with. Now, we have gone through a risk analysis of that and we have had to change the way that we operate that to provide a safer environment for those people. We have also had to change the employment arrangements of those staff.

Having accepted that we will continue doing that, having accepted that we have very limited flexibility in terms of the money that we receive from CSL - you understand our grants program is a percentage of the CSL - we are not left with an awful lot to play with. So unfortunately one of my favourite programs - the Community Recreation Grants Program - is having to take a hit in order to get us through this period. That is not fantastic, but it is also not as bad as it could be, because what we have found through the Community Recreation Grants Program is that we have created relationships with a whole host of new organisations such that often the support we can give them does not necessarily have to be monetary. It can be about how they structure their business and where else they might go. But also many of the projects that they put up could realistically be referred to one of the other existing grant programs. It is not brilliant, but it is where we are.

**CHAIR** - If that particular program, the Wilderness Program, is not really a core function -

**Ms O'BYRNE** - You could argue it is not. I think it is, but you cannot see somebody playing sport. We are the department of sport and recreation and our role is to increase participation. What we have found is that kids who go through this program re-engage with community and often re-engage with participation opportunities. You do not see that directly from where they go, but it is often the thing that turns their life around and gets them engaged in sport. I think that is why it is important to us.

**CHAIR** - Minister, would you be interested in taking on the Chance on Main project at Glenorchy, then? One would say it is not a core function of your department, but it gets -

**Ms O'BYRNE** - In the current economic crisis I am not taking on more projects.

**CHAIR** - It gets kids engaged back into the community exactly as you indicated.

**Ms O'BYRNE** - We support a number of projects, actually. We work with Glenorchy YMCA on a number of those engagement programs as well. People can apply for grants in those areas.

**Mr MARTIN** - I might just add to what the minister was saying there. Yes, it is often troubled youth that are taken on the Wilderness Program.



**CHAIR** - At-risk.

**Mr MARTIN** - At-risk, yes. It is also a program that is utilised by non-government organisations to help people recover from alcohol and drug addiction. I went to a program recently where I witnessed firsthand the benefits of the Wilderness Program via a program that the Salvation Army runs called the Bridge Program. There were a number of people who were recovering from alcohol and drug addiction who were telling their stories about how the Wilderness Program had had a dramatic impact on their lives as far as helping them recover from that addiction, how they had been able to relate better with people and how they had been able to assimilate back into the community better et cetera. So, yes, it is a program that I think achieves untold benefits for the community. I think I have said this before, but it is very difficult to put an economic price on that. For example, as far as the community goes, helping to pay for someone to help them recover from alcohol and drug addiction would cost the community a lot, I would imagine. So this program has not only untold health and emotional wellbeing benefits; it has economic benefits as well.

**Ms O'BYRNE** - It is a key plank of the Aboriginal Adult Education Program as well, so it is actually part of their broader sporting and outdoor education programs.

**CHAIR** - We know it costs \$250 000 a year to have a youth in Ashley Detention Centre.

**Mr MARTIN** - There you go.

**Ms O'BYRNE** - And I would rather they were engaging in these programs than being -

**Mr MARTIN** - You are absolutely right.

**Ms O'BYRNE** - Many of them go on to sport. In fact, we fund an art project that has ended up with a guy playing footy for North Launceston, but he engaged with a mentor through his art program and the mentor played football and so now he is playing sport. There is a whole lot of ways that we transition people into participation, and we need to respond to those.

[3.30 p.m.]

**Mr GAFFNEY** - Minister, with all due respect to you and to the members, the young people who go through Ashley are not the ones who are going to go on and play kick football because Hawthorn Football Club and all of them have got lights under Aurora. We have to be realistic here about the kids -

**Ms O'BYRNE** - About them watching it and -

**Mr GAFFNEY** - The youth. They are not yet sports buffs or whatever. I keep hearing this figure of \$250 000 to keep a person out of Ashley, but these kids are not going to play sport.

**Ms O'BYRNE** - However, this young person I am thinking of that we engaged through an arts program was in Ashley. He got engaged in an Aboriginal arts program in Launceston and now he is playing footy. But you are right; he did not come from Ashley thinking, 'I'm going to go and play footy now and that will make everything better.' What we did was we transited him through an engagement process where he gradually meets people and things become less threatening and now he is successfully participating. The journey is longer; you are right.

**Mr GAFFNEY** - I appreciate that point of view.

**Ms O'BYRNE** - It is not an either/or.

**Mr GAFFNEY** - It is connecting the person back into a community for a worthwhile excuse, whether that is arts or sport.

**Ms O'BYRNE** - And there is a whole host of different ways to do that.

**Mr GAFFNEY** - I think the biggest thing facing communities at the moment in these economic times is not your elite athletes going off or the kids being able to go and view sports. A lot of the families out there cannot afford to get their kids to sport. They cannot afford the uniforms; they cannot afford the Saturday morning things. With all due respect, I see a lot of money being funded into our elite athletes, because that is bang for our buck and I understand that, but I am really concerned at the lack of funding that is going into school sports or into the regular sports or the kids who play at Rosebery or Waratah who do not have the opportunities. I appreciate where Sport and Rec is going, but I see a real hole happening in Tasmania in sport and recreation because we are channelling our finances to the detriment of the group and we are losing a lot of kids and parents down at the base end.

**Ms O'BYRNE** - I disagree that we are channelling at all. I think we have a responsibility for elite sports. We have a responsibility to fund the Institute of Sport because I think that is an important progression for a lot of our athletes. In terms of the role of our minor grants and major grants, all of those are based on the capacity of that organisation to increase participation, and increasing participation is about those barriers that exist to participation. But you are right: those barriers can quite often be transport related or they can be economic. So we need to work with sporting organisations to add pathways for people, and that is what Sport and Rec officers on the ground will do. You do not see that bit in the paper because that is not the interesting bit that often gets picked up; it is not the story of the athlete who has made it to the Olympics. But it is about creating opportunities for people to engage, and a lot of the things that we have funded under the community rec grants were about barriers to participation. I am hoping that as we move through and we eventually get more money again that is the absolute focus.

**Mr GAFFNEY** - I appreciate that. The other flow-on effect -

**CHAIR** - Is it a question?

**Mr GAFFNEY** - Yes, it is - kind of.

**CHAIR** - We will need a question.

**Mr GAFFNEY** - Are you aware, Minister, that a lot of the businesses and community groups that used to sponsor local sporting groups are now seeing the Domain tennis internationals as the place to be? So your Patricks or your sponsor groups are now going to where they get the most media exposure, not necessarily to their local communities where they used to provide grant money.

**Ms O'BYRNE** - Is that something you are finding in the north-west region?

**Mr GAFFNEY** - Yes. I think that people are losing -

**Ms O'BYRNE** - I think this is possibly something that is not always the case. I have noticed that some organisations have actually grown their sponsorship recently. I would be interested to have a chat with you because it might be that there are issues that have been learnt in some areas that we might be able to promote to others. It can be about what those businesses think they are getting and the relationship they are getting. I would argue that sponsoring your local footy team probably gets you greater bang for your buck because everyone at that club knows who you are and they are going to support you. I am really happy that that is something we could potentially explore. I know that there is one football club in Launceston that has grown its local sponsorship recently, but it has provided good relationships and opportunities for those sponsors to support it. I think maybe there are lessons that we can pass on through that and maybe that is a role that we could play.

**Mr MARTIN** - There are plenty of really good clubs out there that are great at attracting sponsorship. I think this goes to the whole concept of building capacity within sporting clubs within Tasmania - that they have the right governance structures in place and that they adopt all the proper coaching accreditation and official accreditation courses. All those sorts of things go to creating a club that can expand and move forward. We have a major role to play in that regard. I would put that down as one of Sport and Recreation Tasmania's core activities - to grow the capacity of our community sporting clubs. There is no question of that.

**Mr FINCH** - I just wanted to ask about the Tasmanian Trail. Does that come under the aegis of Sport and Recreation Tasmania?

**Mr MARTIN** - Yes.

**Ms O'BYRNE** - Yes, in a sense. It comes under of a whole host of departments because it crosses a whole host of different land management issues. We have worked really hard. We did the trail strategy. We talked about that last year. There are still some land usage issues for Tasmanian Trail, but the key has been about access points now, which is a change in the debate. It is about saying, 'If you do this part of the trail, you can potentially overnight in this town or you can access or exit from these towns,' whereas before it was about the purest point of view. The Premier has done the Tasmanian Trail. He is one of the few people I actually know, other than the Tasmanian Trail people, who has done it. It is a significant trail. I think the conversations that we are having now are about individual access and exit points, but there are still some land management issues to be resolved.

**Mr FINCH** - So are people able to access the Tasmanian Trail? You say the Premier has done it. But can the general public, can tourists, access the trail?

**Ms O'BYRNE** - There is a trail and you can get detail about it. I do not want to say the problem because it is not a problem but the reality with the Tasmanian Trail is that it is trying to be all things to all people. Yet there are some sections that are perfect for mountain biking, some that are perfect for walking and some that are perfect for horse riding. For instance, there is a section of the Tasmanian Trail that is along roads. You do not necessarily want to be riding your horse on a road but that is a part of the Tasmanian Trail.

I think the conversations that we need to have are about saying, 'This is the section of the Tasmanian Trail that you would do if you only wanted to get the benefit of riding your horse,' or 'If you only wanted to get a mountain bike experience, these are the areas that you might focus

on.' We should be looking at that rather than at what I think has been the broader acceptance that absolutely everybody would get value for the whole trip. I think we probably need to work on packaging those sections.

With mountain bike tourism - and we would be happy to talk about this when we get to tourism - they do not necessarily want to camp. Sometimes they do, but mostly they want to stop at a town and stay in a hotel and have a really nice feed that night. So it is about making sure that the exit and access points provide for a range of users. I have been on only a very small part of the Tasmanian Trail, and it was very nice. But it is a significant commitment. If you are somebody who enjoys a long, hard core experience and not showering for a week - how long does it take to do the whole trail?

**CHAIR** - Five days I think.

**Ms O'BYRNE** - I think it is a week, isn't it? It would take me longer, I have to admit, if I were doing the whole thing. We need to package it in a way that allows you to have that sort of hard-core experience but that also allows you to do the segments of it that might respond to the interest that you have and the way you might want to travel.

**Mr FINCH** - That probably segues nicely into the -

**Ms O'BYRNE** - That worries me now.

**Mr FINCH** - No - the mountain bike program that you have going at the Tasmanian Institute of Sport.

**Ms O'BYRNE** - Yes, we are very proud of that.

**Mr FINCH** - I do not know anything about it.

**Ms O'BYRNE** - Tasmania was selected to host the Olympic mountain bike training course. So at the institute in Launceston we set the Olympic course for this. This is a significant thing and it clearly builds on opportunities for Rachel Fry and a number of other Tasmanians who are particularly good mountain bikers. But it is an opportunity for us to grow that sport.

Coach Neil Ross is a Canadian. He has athletes come down all around the year. They train at different times of the year. He argues that Tasmania is not unlike the Mecca; it is like Tasmania was designed for mountain biking. The important thing to realise in terms of mountain biking is that before he came to us he was at Whistler, which is clearly a skiing resort, and they have more people there and make more money from the mountain bike season than they do from the ski season, to the point where they actually have to peg it back now because they have to manage the site a bit better.

So having the elite mountain bike training facility here does place us on a national map and an international map. It also allows us to build on mountain bike tourism, and mountain bike tourism is high-end, good money tourism. So it is six months attached to the Institute of Sport as the national place to run. The only other place in Australia that would have it would be Mount Stromlo. Is that the Canberra site that has the mountain biking?

**Mr MARTIN** - I am not sure.

**Ms O'BYRNE** - I cannot think. There is somewhere in Canberra that was affected by bushfires which they have actually turned into a site for the competition for the world so they will have the world national mountain bike riding there. There will be a lot of interest in Tasmania because Tasmania is considered to be where you can really engage in mountain biking.

**Mr FINCH** - How many athletes have we attracted in the program?

**Ms O'BYRNE** - Do we have that number at the moment? We have it somewhere.

**Mr FINCH** - And how long has it been going?

**Ms O'BYRNE** - We only launched it last year. We were lucky to get the funding last year. Was it last year?

**Mr MARTIN** - Yes, it was 2008-09. I am not sure how many. I think we have roughly a dozen participants in that program.

**Ms O'BYRNE** - At the high end.

**Mr FINCH** - Do they come from around Australia?

**Mr MARTIN** - Yes.

**Ms O'BYRNE** - But they do include elite Tasmanians as well.

**Mr MARTIN** - And they race for part of the year in other parts of the world. When they race in other parts of the world, they have Tourism Tasmania's website emblazoned across their vests as well.

**Mr FINCH** - It is part of the deal?

**Ms O'BYRNE** - Yes, part of the deal. The funding takes us up to the Olympics.

**CHAIR** - What was the cost again? What was the funding?

**Mr MARTIN** - It is \$100 000 a year for four years.

**CHAIR** - And we are only the second year in.

**Ms O'BYRNE** - We not only get the Institute of Sport's benefit from it, but we also get a tourism leverage as well.

**CHAIR** - Are there any other questions?

**Mr WING** - Yes. What is the policy towards funding teams and individuals travelling interstate and overseas, if any?

**Ms O'BYRNE** - If you are an institute recognised athlete, you get support through the Institute of Sport, which has a bucket of money to assist you. If you are a 12-year-old who has

## UNCORRECTED PROOF ISSUE

made the local hockey team - and we get letters from them all the time - there is a federal bucket of money to assist with international travel. It is reasonably limited though, as I understand it. There is the Local Sporting Champions program, and they can make application to that.

**Mr WING** - It is just for international travel though, is it?

**Ms O'BYRNE** - No, that is national. That is local champions for national travel.

**Mr WING** - For individuals and teams?

**Ms O'BYRNE** - I think it takes individual applications.

**Mr WING** - What is that called again?

**Ms O'BYRNE** - The Local Sporting Champions program. We can send you the details on it.

**Mr WING** - Thank you. I would appreciate that.

**Ms O'BYRNE** - There is a huge cost impost for families when their children make State teams. I know we had to fundraise to send my brother off to play cricket because it was way beyond the financial capacity of my family at the time. So I understand the pressures they have. I think all of us would receive letters regularly to give donations and we all do that, as do many community organisations. We like to keep an updated list of which Rotaries we know of that are particularly supportive or which Lions Clubs might be particularly supportive of athletes, and we refer people there. The Institute of Sport can support you if you are a State representative.

**Mr WING** - Otherwise there is no State Government funding?

**Ms O'BYRNE** - No. There was a request to do it for soccer but then soccer itself said, 'Actually, no. If we got money from you, whilst it would be nice to be able to support families, we really need it for development, coaches and the support around families and kids who play all the time.' So their sport made that decision themselves.

**Mr WING** - Thank you.

**Ms O'BYRNE** - It would be lovely to be able to support kids.

**Mr DEAN** - Just on that, there is nothing there specifically set up for our refugees, I take it, that we have here. They are the ones that experience enormous problems when they get into these teams. In fact, I have sponsored one myself totally, because they were not able to get the funding. So there is nothing there for that category of person.

**Ms O'BYRNE** - We support projects. We have worked in collaboration with Migrant Resources for particular sporting opportunities, different soccer teams and a few others. AFL, actually, provides some direct assistance to some of its African intake. I am not sure there is anything specific that we actually provide. The community rec grants you could argue would have been an opportunity for that. But I think the main thing is similarly the way that we work with disabilities for sport; our role is to work with sports and for them to provide an opportunity that gives everyone an opportunity to access, rather than creating a subset that is for someone with a disability or someone with - we should not be funding sport off two areas. I think what we have

to work on is broader inclusion, so sports take responsibility for offering opportunities across the way. I know that soccer teams benefit from our migrant population. Certainly the AFL is now very excited about some of its recruits. I have not noticed a huge growth in netball, yet, I must say. A lot of the girls are playing soccer.

**CHAIR** - Thank you, Minister. I would like to invite you to head over now to Special Capital Investment Funds, which is table 2.11, on page 2.18.

**2.11 Special capital investment funds -**

**CHAIR** - Obviously we have spent some time on the AFL arrangement.

**Ms O'BYRNE** - I am not sure if you can ever spend enough time. If you have any further questions, I am happy to pass them on. I am not sure I can answer straightaway now.

**Mr GAFFNEY** - How does the State cricket team become an icon? Is it because they are called the Tassie Tigers and the tiger is iconic?

**Ms O'BYRNE** - I did not make the determination. It was made some years ago.

[3.45 p.m.]

**Mr GAFFNEY** - It is interesting. Is that the right place for it?

**Ms O'BYRNE** - I am not sure how the decision was made. They have been a Tasmanian icon for some time.

**Mr WING** - I thought there was some public voting on it, because Tasdance is an icon.

**Ms O'BYRNE** - I do not think they receive icon funding, though. This is for icon funding, so TSO -

**Mr MARTIN** - TSO, the Tasmanian cricket side.

**Mr GAFFNEY** - Are they the only two?

**Ms O'BYRNE** - It was in the early 2000s there was an icons program. The Menzies Institute had something to do with it. The Menzies Centre is another icon. I can take it on notice and get you a little piece on the history of icons.

**Mr GAFFNEY** - I was just interested.

**Ms O'BYRNE** - If you want to, we can deal with that in tourism, when tourism is at the table.

**Mr GAFFNEY** - I just thought it was interesting to have a sports team as an icon program.

**CHAIR** - Obviously we will start with the AFL arrangement, but we will not be spending too much time on it. I think the Hawthorn football funding deal has been done to death, literally.

**Ms O'BYRNE** - Yes. We cannot actually talk about Hawthorn there, anyway. That is probably more something you want to do when we get to events.

**Mr DEAN** - Yes. Hawthorn is separate. Do you want to wait until we get to that?

**CHAIR** - It is in that same output group, though.

**Ms O'BYRNE** - I am happy to deal with it at either one, but I am pretty sure you are happy for us to get over it.

**CHAIR** - Minister, I want to break at 4 o'clock so I want to remind members to keep their -

**Ms O'BYRNE** - If someone would like to refer me to a question, I am happy to go.

**Economic and Social Infrastructure Fund  
AFL Arrangement - Hawthorn Football Club**

**Mr DEAN** - The arrangement for Hawthorn Football Club, we will go to that one then. I guess a burning question here is - and we now know it is behind us. However, what was the reason for going to a tender process for the continuation of the AFL, or for an AFL team in Tasmania?

**Ms O'BYRNE** - It could have been a clever little strategy.

**Mr DEAN** - I did say that. I did say that in another area.

**Ms O'BYRNE** - I think the key was, we have been saying for time that we have to extract maximum value out of the contract when the contract is renewed and we have made a decision not to enter negotiations until after the next election, primarily because it is a very long-term one. It is a contentious one that has not been supported well by political parties, and that still leaves us a year to negotiate anyway, which is normal and reasonable. So it is no real problem. There are a number of things that we would want to put on the table and I think one of the questions is whether or not anyone else would be interested.

Having said that, I would be surprised if another team could have put in an expression of interest that would have delivered as much for Tasmania as the ongoing ground recognition that we currently have. So there are a number of conversations that we will continue to have with Hawthorn up to the negotiation point about certain aspects of the deal. So if it falls into that sort of broad conversation about the sort of things that you might do, Hawthorn is very keen to grow its capacity for commercial returns from the corporate facilities. We are really happy to look at the way different things are managed for us as well and other things that we might be able to extrapolate out of it, including further engagement in community forums. So there is a whole host of things that we would put on the table for renegotiation.

**Mr DEAN** - It is behind us now, anyway.

**Ms O'BYRNE** - Yes.

**Mr DEAN** - Just going on to my next question, as I understand it.



**Mr WING** - Is it along the Hawthorn -

**Mr DEAN** - Yes.

**Mr WING** - Can I just ask one?

**Mr DEAN** - Yes, still on Hawthorn.

**Mr WING** - It was a \$15 million deal, as I understood it, and \$16 746 million this year. How does that come about?

**Ms O'BYRNE** - CPI.

**Mr WING** - I see.

**Mr DEAN** - Just on that, I understand now that the further negotiations with Hawthorn, I think - you will correct me, Minister, if I am wrong - are on hold until after the election next year. Is that right or not?

**Ms O'BYRNE** - We have said to Hawthorn that we will negotiate post March.

**Mr DEAN** - In March, right.

**Ms O'BYRNE** - But then the deal is not about to fall over, or is it? We have still got quite some time.

**Mr DEAN** - That is what I want to know. Have we got another 12 months or so to go on the deal?

**Ms O'BYRNE** - We are only two years into it.

**Mr ROBINSON** - It finishes at the end of 2011.

**Mr DEAN** - That is right.

**Mr ROBINSON** - So we can even get to the middle of next year. There's still 18 months to run.

**Ms O'BYRNE** - We still have plenty of time.

**Mr DEAN** - Right, okay, 18 months to go. Has there been any opportunity for the further negotiations in relation to the fifth game that we were trying to get here - the fifth roster game here and a pre-season game?

**Ms O'BYRNE** - Those conversations have not - what happens is Hawthorn has to go to the AFL with the process for how it wants to run its season. Within that we have been very clear that what returns dividends for us is primarily Melbourne based games. With Melbourne based games you can include Brisbane and Sydney, because they still have strong Melbourne based followings. They are the ones that deliver more bums on seats. So we have asked Hawthorn to continue to negotiate that those games are played here. There are four teams we will not see. They are the

## UNCORRECTED PROOF ISSUE

four biggies that need larger capacity stands and it would not be in Hawthorn's interests, or the interests of those four teams, to be here.

**Mr DEAN** - I do not normally ask Dorothy Dixers, but I will on this occasion for you. What are the real benefits of Hawthorn Football Club being here? I know what they are.

**Ms O'BYRNE** - Twenty-four thousand tourists in the last year, \$15.1 million to the local economy. Those 24 000 tourists are people who came only for the game. I can provide a lot of data about that on the worth of the contract and I am happy to table a copy of the assessment that was done. I do not have one with me, but I can table it before the end of the day, I am sure. But primarily, the other part of it is the huge name recognition that we get from the Tassie Hawks. It was very hard to put a dollar on what it was worth to have the captain of Hawthorn clutching the cup saying, 'Go to Tasmania and have a great holiday'. I thought that was worth -

**Mr WING** - And the coach.

**Ms O'BYRNE** - And the coach, yes. That is a huge return for our investment. There is some information I can get into when we get to tourism, in particular, in relation to the recognition rates. So this is unprompted recognition. We say to people, 'Where might you go?' We are getting a much bigger increase in recognition of Tasmania and a lot of that is coming through. There is also research on the association between Hawthorn and Tasmania. We are, I believe, the best-known sponsor of any football team in Australia. Is that the -

**Ms MARIANI** - No, we do that for the tourism one -

**Ms O'BYRNE** - But there is a higher recognition for Tasmania as a sponsor of a football club than there is of other sponsors, certainly of Hawthorn, and we are not their only sponsor, and certainly not their longest-term sponsor.

**Mr DEAN** - And on the same line, these games are televised to other countries around the world. I am aware of that. I know they go to North America. I think they go into the United Kingdom.

**Mr WING** - And the Pacific islands.

**Mr DEAN** - And the Pacific islands, yes. Where else in the world do these games go to that you are aware of - the international publicity that we get as well, which is often lost?

**Ms O'BYRNE** - They certainly go to the UK and Asia, but I can take that on notice and provide that information for you.

**Mr DEAN** - It would be interesting if you could, Minister, if you do not mind.

**Mr WING** - Just on that subject, I thought you said that the four leading Melbourne teams will not be included in coming -

**Ms O'BYRNE** - There are four teams for which it would be extremely unlikely for the AFL to do a roster arrangement that would have them playing here. It is not the leading teams; it is those with the capacity to return.

## UNCORRECTED PROOF ISSUE

**Mr WING** - No, because I was going to say St Kilda are coming on 8 August.

**Ms O'BYRNE** - Yes, the Saints are coming on 8 August but Collingwood, Carlton, Melbourne and Essendon are the four teams that it would be unlikely, you would imagine, for the AFL to roster at a ground with the capacity that we have.

**Mr DEAN** - Can you try harder to get Richmond here?

**CHAIR** - Moving on.

**Mr MARTIN** - We have had Richmond here.

**Mr DEAN** - And they drew a capacity crowd.

**Mr MARTIN** - That is right. Hawthorn won easily.

**Ms O'BYRNE** - Also, the pre-season match can deliver any team depending on how the game plays out. That is why we managed Carlton the year before last. We would not normally get them as a rostered match, but they came then. Mr Martin has something he would like to clarify.

**Mr MARTIN** - There was a question to me about the National Mountain Bike Program. I thought there were 12 athletes involved. There are actually nine, but the program is also assisting 20 junior athletes as well. So I thought I would just clarify that.

**CHAIR** - Junior athletes who are travelling overseas?

**Ms O'BYRNE** - No, they are Tasmanians.

**CHAIR** - So 20 Tasmanians?

**Mr MARTIN** - Yes.

**Mr FINCH** - Do you have any veterans involved in the mountain bike ride?

**Mr MARTIN** - No.

**Mr FINCH** - We have some veterans who feel that they are pretty good at this sort of thing and it might present some opportunities.

**Ms O'BYRNE** - It is interesting that when you look at the re-engagement in sport there is a fitness gap from the late 20s up to the mid-30s and onwards. When people are coming back into sport, that is where we are noticing that a big lump of people reintroducing sport are mountain biking or cycling. It is a point of re-engagement for people being active again, and generally they move into mountain biking from there.

**Mr FINCH** - Something that we could talk about later in tourism, too, is that bigger reference to Whistler, because the mountain bike riding that takes place there is unbelievable. As you say, Tasmania -

**CHAIR** - If we ever get to tourism!

**Ms O'BYRNE** - We will get there; we are nearly there. But we are working to develop a state mountain biking plan as well which is a framework for mountain biking and also the tourism opportunities from that as well. So I think there is a lot of work that we can proactively do in mountain biking.

**CHAIR** - Members, are there any other questions relating to the capital investment of Aurora Stadium, Bellerive Oval lighting or Domain Tennis Centre?

### **Domain Tennis Centre**

**Mr WING** - I am very pleased to see the funding for this, as I am pleased to see the funding for the Launceston Regional Tennis Centre. Having had a minor role in the early stages of the Domain one, I would just like to know what that covers. Seating is one, but does it cover an upgrading of any of the facilities other than the seating?

**Ms O'BYRNE** - There are three stages. Stages 1 and 2 will let them undertake those redevelopments that they need to meet Tennis Australia's requirements, and that includes the increased seating to 2 500 for the main court and it also guarantees the future of an international standard event.

**Mr WING** - Which could have gone to another country even.

**Ms O'BYRNE** - We could very easily have lost this. We did need to get commitments from Tennis Australia, which was saying, 'If you fund this, then we may be able to.' We needed to get commitments that we would be able to guarantee an international event. It is most likely or we are in discussion, I understand, about a combined men's and women's event as part of the Australian Open series. That is a really exciting opportunity for us. Tennis Tasmania is also seeking funding from the Australian Government for the third stage of the redevelopment which will then enable it to bid for events such as the Davis Cup and Federation Cup, and I think we will develop that side as a really important facility. I am pretty sure that is pretty much all that I have with me at the moment, but I understand there are facilities for requirements in terms of core facilities that are required for their upgrading as well.

### **Aurora Stadium**

**CHAIR** - Mr Dean, with your Legislative Council scrutiny hat on, Aurora Stadium.

**Mr DEAN** - Absolutely. I would not have any other hat on. Minister, it has been bantered around of late once again - it is obviously a rumour - with the lights coming into Bellerive and so on that there may be a push for AFL games to come into Bellerive. I am not being parochial when I ask this question, but I think we are still going to need to be assured that Aurora Stadium is the home of AFL football in Tasmania moving forward.

**Ms O'BYRNE** - Bellerive is being developed for cricket to attract international standard cricket and the 20/20 matches. Aurora Stadium is the home of AFL football in Tasmania.

**Mr WING** - The only home?

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - Yes. The only scope where there might be some development is if we ever end up in the path of an A-League team.

**Mr WING** - There are no positions there.

**Ms O'BYRNE** - If you are hearing noises about football at Bellerive, what you are probably hearing is that is our likely place where you might be able to play A-League, as Aurora Stadium in Launceston. So that might be what is clicking around.

**Mr DEAN** - That is an indication that the A-League task force has said that they would like to see - they have been consistent on this, they have said this from the get go - they would like to see games in the south and the north of the State.

**Ms O'BYRNE** - That may be what is causing some angst.

**Mr DEAN** - Thank you for clarifying that. The other one was I just wanted to thank the State very clearly for their support of the last phase of the development of Aurora Stadium, so I thank the State very much for that.

**Ms O'BYRNE** - We are very excited and we would like to remind people that is it is not only the additional seating capacity, that it is about the redevelopment of Invermay Park which is increasing participation in an area where it is declining.

**Mr DEAN** - That was my next question, Minister. You have beaten me to the task.

**Ms O'BYRNE** - Sorry.

**Mr DEAN** - My question was: I take it that there is no condition in relation to that \$2 million funding from the State Government, because it has been suggested that phase 1 will not incorporate or might not incorporate the development of Invermay Park, so I just want an understanding there that that is an early phase.

**Ms O'BYRNE** - I think when the Federal Government money was on the table and that was it, there was an understanding that they might only be able to complete the Aurora Stadium. Our funding is given on the basis that that allows the completion of Invermay Park.

**Mr DEAN** - Of Invermay Park, thank you.

**Ms O'BYRNE** - Yes. That is Mowbray, Old Launcestonians and North Launceston Junior Football Club.

Also from a heritage perspective it allows us to relocate the heritage stand in a way that is appropriate and sensitive to the area.

**Mr DEAN** - Thank you, Minister.

**CHAIR** - Do you have a question? Last question, thank you.

**Mr GAFFNEY** - It is really pleasing to see international standard facilities in the north and the south of the State. Some of your very best athletes come from the north-west. I am just hoping

## UNCORRECTED PROOF ISSUE

that - we have an international venue there, which is the Lake Barrington rowing course, which is probably world standard as in the physical presence of it but is well undeveloped as a facility for international events. So I would like to put the question: is there anything on the drawcard in the future to develop that area, because it is unlike any other area I have heard of in the world for its capacity?

**Ms O'BYRNE** - We have engaged a consultant in April of this year for a project to develop a precinct management plan for Lake Barrington. I think that is going to deliver us a bit of a shared vision. It is managed by Parks and Wildlife Service at the moment and I believe we are in discussion with Rowing Tasmania about transfer of the site which would actually allow them to be in a better position to access funding. One of the issues is that it is very hard for Parks and Wildlife Service to apply for a Sport and Recreation grant. So I think there are ways that we can move through that. We will be working for Rowing Tasmania for that. It is an extremely significant site.

**Mr GAFFNEY** - I think the Kentish council will be very pleased for some support there because at this stage they are maintaining a lot of the services.

**Ms O'BYRNE** - And it is an expensive site to maintain as well, particularly in relation to sewerage issues for the huge amounts of people who appear and then disappear as well. So we need to work through that.

**Mr GAFFNEY** - It was used for the world championships, I think, in early 2002, the Rowing International World Championships, and it had great rave reviews.

**Ms O'BYRNE** - That is not the first time it has been used. I think it was also used in the late eighties, early nineties as well for the Worlds. It is a great facility. Point well taken.

**CHAIR** - Point well made, member for Mersey. I will call a break now and we will resume back at the table at 4.15 to head into tourism.

### **The committee suspended from 4.02 p.m. to 4.17 p.m.**

**Ms O'BYRNE** - Can I add to a previous question in relation to AFL broadcast internationally. There is a three-page list of the places to which AFL broadcast.

**CHAIR** - You might like to table it, Minister.

**Ms O'BYRNE** - No, it is handwritten. It is broadcast in the Pacific, including Melanesia and Micronesia; South Africa; North America - so the USA - Canada and the Caribbean; Asia and Oceania; Guam; Marianas; Sri Lanka; Europe; the Middle East, with Afghanistan, Kuwait, Saudi Arabia, Egypt and Libya; New Zealand; UK and Ireland, including the Channel Islands and the Isle of Man. So I will provide that three-page list for the record. It is even more extensive than I thought.

**Ms MARIANI** - Courtesy of Fox Sports.

**Ms O'BYRNE** - I think this also goes to the argument of the AFL's economic structures and why they want a team in western Sydney. It is about television rights.

**CHAIR** - Thank you for that update.

**Ms O'BYRNE** - You are quite welcome.

**CHAIR** - Minister, will you introduce, for the sake of *Hansard*, your tourism expert beside you?

**Ms O'BYRNE** - I introduce the Chief Executive Officer of Tourism Tasmania, Felicia Mariani. This is my first appearance as Tourism Minister but your -

**Ms MARIANI** - It is either my third or my fourth. I think this is my fourth actually.

**Ms O'BYRNE** - We are in safe hands.

**CHAIR** - We have a very experienced performer then, I would suggest, on the other side of the table. I am sure members will keep that in mind when they are asking their questions.

### **Output group 3**

#### **Tourism**

##### **3.1 Tourism -**

**Mr FINCH** - The Tourism Industry Council is one of the big losers in this budget. Every other State and Territory budget seems to have been allocated more for the same level of resources to tourism next financial year. Can somebody confirm that Tasmania is the only State where the allocation is reduced?

**Ms O'BYRNE** - For tourism globally I think what needs to be recognised - and you will note that I am not referring to a brief; this is my understanding of it - is that many other States have not invested in domestic marketing over previous years. So we are seeing a bit of catch-up game playing by many States in the domestic tourism marketing area. But, if you look at tourism budgets and analyse other States, you will find that Western Australia, for instance, may have increased its marketing budget but it has ripped money out of research and development of the industry and events. If you look over their forward estimates, I think you will see a decrease.

At the moment people seem to want to compare Tasmania to other States, and I do not think you can because the structures around our tourism engagement and investment are different. The nature of our industries is a little different as well. I am happy to talk about the merits of how we actually support tourism here and the decisions that we have made, but I do not think it is a fair enough argument to compare one with the other, particularly when you are looking at States that have a different domestic market from ours and also have a different history in relation to where we go.

One of the important things to recognise when you invest in marketing is that you spend your first massive investment on getting people to know who you are and what your product is. That is what Tasmania has done and we have done it really, really well. Where our investment is now is in making sure that we are smart and targeted with that work. This is not the best analogy but let us look at what happens in supermarkets.

ABC washing powder comes on the market, and they will spend a lot of time in the early days marketing ABC washing powder to get it to the point that everybody knows what it is. Once everybody knows what it is and once they have captured that market, where they spend their money is not on marketing ABC washing powder but on placement. Not only is it placement of ads but also they will buy the space on the supermarket shelf. So the ones that are at eye level - which I must confess is different for me than for others; I have always wondered about eye level; I can never reach the top shelf -

**Mr FINCH** - You have always wondered what's on that top shelf.

**Ms MARIANI** - You get to look at the sugar-coated cereals.

**Ms O'BYRNE** - Yes, I get sugar-coated cereals.

**CHAIR** - Heels are very useful, Minister - very high heels.

**Ms O'BYRNE** - Yes, until I break my ankle. So the first investment that you make is about saying what you have and getting it to a point that people recognise what it is. The second investment that you make is not only about keeping that place but about targeting where you do your placement so that you are getting access to the right people.

We are in a different position now than we were 10 years ago. Ten years ago it was really hard for us to sell our product. We had to effectively buy our place so that people would sell our products, so that distributors and wholesalers would have our product. What we have now got is that our product is so well recognised - and we need to keep working at that - but it is well recognised enough that consumers are demanding it of their wholesalers and of their distributorship partners. So it becomes important to the airlines to have Tasmania on its itinerary, it becomes important to the wholesaler to be able to provide a package for Cradle Mountain or Port Arthur or Freycinet or wherever. So we have actually changed in terms of that sort of positioning within domestic marketing. So that is why it is different to how you compare.

Queensland, for instance, has spent years playing to the Japanese market, I think you could safely say. Their wealth has shifted so they have to change the way that they operate. New South Wales has consistently underinvested in domestic tourism marketing and they are playing a bit of catch-up. It is not fair to compare the two. Now, I do not - I am not surprised by TICT saying that they want more money. Even if I'd given them every cent they asked for, if I was them I still would have asked for more money because that is the nature of the industry and the lobbying that they are required to do. Having said that, we do have to cut our cloth to the money that we have. We have had to make some hard decisions to do that. So our focus is to be doing things smarter.

**Mr FINCH** - But it seems, Minister, within times of recession, which we are not used to navigating our way through, tourism is one of the State's major industries and it would seem to me that in this time of recession industry-wide tourism needs more promotional resources rather than less. Can you just give us a comment on that? People are recognising the opportunity for Tasmania to attract people rather than spend the bigger dollars going to Japan or to America or Europe. As they did previously with the SARS virus and other global impacts on Tasmania - they looked more locally for their holidays and I would have thought that we could have capitalised on that.



**Ms O'BYRNE** - I think we are. I think the point is we have just released the Tasmania visitors survey figures which have us at the highest level of visitation we have ever had. We have had a 7 per cent increase in the amount of people coming to Tasmania. That is in a time when across the nation we are seeing a decrease in the amount of tourists. Our key has got to be not just about where we market; our focus has to be conversion, because you can spend as much as you want on advertising, if your advertising is not targeted to such a point that you can make somebody change their behaviour or act upon their desire to come, if you don't have a conversion from marketing into somebody sleeping in a bed, then it hasn't necessarily delivered anything. So our real focus has got to be on delivering conversion, so actually making people come here.

The other is, of course, there is a massive change in the way that people access their opportunities as well. There are always going to be people who use their wholesalers and their travel agents. There is a greater amount of people using the digital market in order to access their opportunities, which is why we have invested so heavily and will continue to invest in our online opportunities, our e-connect opportunities, because what we know from tourists-because we spent a lot of money researching what our target markets want to do and our target markets in Australia are New South Wales, Victoria, Queensland, a little bit of South Australia. They are the people that we know have a propensity to come to Tasmania. That is where we are focusing our targeting. We need to ensure that they are able to get here when they want at the price they want and to be able to access it quickly. Now, if they get on to the internet and find a product, what they don't want is to not be able to get that immediately. So we are investing in ensuring that our tourism operators are able to take bookings immediately in real time.

I think the average around Australia is only about 10 to 15 per cent of tourism operations have the capacity to do real-time online bookings. That is putting your name in, putting your credit card in, getting your confirmation. What the rest of them do, if they are e-enabled, they do have internet, is that you have to send off an email saying, 'I'm interested in coming on X, Y, Z dates', and then you wait until they see that email and they will send it back and that may take some time. But that is not the way people want to do their holidays at the moment.

There are 26 per cent of our businesses that are already e-enabled to real-time conversion. We want to grow that. That has got to be a big focus because that is about how people make immediate decisions. When you look at forward bookings, we are noticing a change in people's patterns as well. They are moving from booking out six months or 12 months in advance. You know, you might have decided to go on your holiday some time ago. People in the current economic climate are making their decisions a lot closer to when their leave occurs. They are able to do that because there is flexibility in prices because people are understanding that.

**Mr WING** - Haven't they been doing that now for a long time, long before the global recession?

**Ms O'BYRNE** - It is getting shorter and shorter. You can talk to tourism providers and they will say, 'I'm okay for this month, but I've got nothing for next month,' and then you get to next month and they say, 'I'm okay for this month, but I've got nothing for next month.' It is getting a really short lead-in time because you have people around the nation who are nervous about their own financial positions and their own stability so they are not necessarily taking the risk of booking their holiday until they know it is going to be okay. The research that we have shown is that there is a propensity to travel but they are travelling within a cost structure that suits them. So it is very much deal driven. As tourism places get closer and closer to vacancies, they get sharper on the deals and people are responding to that as well.

We have invested in research which I think is crucial for the industry. We could have spent this money on marketing, and I am sure it would have been nice and it would have been interesting. But I would rather be able to say to the players in our industry, 'We have researched what is happening to tourism and how people are making their tourism decisions in the current global financial crisis. We know that they are interested in this. We know that their needs are this.' That way our tourism operators can appropriately respond and plan their futures. I think that is a really worthwhile and important investment that we are making. That is the consumer sentiment survey that we have undertaken.

**Mr FINCH** - So the forecast for inbound and domestic tourism in Australia is bleak-

**Ms O'BYRNE** - For international inbound tourism?

**Mr FINCH** - in the short and medium term. Do I sense some positivity about tourism for Tasmania from the minister?

**Ms O'BYRNE** - You can never be sure about where we are going to go, and I think that has been the case all of the time. We have a smaller reliance on international tourism. However, the impact on our international tourism has been somewhat less than it has been in other places as well. Other States have had significant drops in their international tourists. For instance, if you look at the North American market for us, yes, the North American market has dropped a bit in terms of USA but it has grown in terms of Canada. So we get those kinds of fluctuations.

What we are noticing, particularly in the domestic market, which is where our focus is because we are still a very exotic place for many Australians to visit, is that we are getting growth in that. We are getting growth in that at a time when in the rest of the nation it is not growing, has stagnated or in many cases is declining. So I think we have got the recipe right.

We do have to take our share of pain in the current shortfall for budgets. I will continue to look at opportunities whenever they arise to deliver more money for tourism. But this is the money that we have now and we are going to spend it in the wisest way, which is in a combination of marketing and investing in our industry and making sure that our industry is well placed to capitalise on the opportunities as they arise.

[4.30 p.m.]

**Mr FINCH** - Is the industry accepting what you are saying, Minister? Are they coming along that journey with you?

**Ms O'BYRNE** - I think the industry would always like more money for marketing. I am not surprised at all by their request to do that. Having said that, they also rate very highly the research data that we provide them and the opportunities that we give them to get access to targeted partners. We are not getting criticism from industry on our Tourism 21 plan. They would like to see more marketing and, should the opportunity arise and should we come out of this global financial crisis earlier, that is something we would absolutely look at. But it would not just be about throwing dollars at it. It would not just be about saying, 'I'm going to whack a whole host of ads on.' It would still be targeted. It would still be aimed at conversion, and that is the big key. If you are not going to get somebody looking at a particular marketing opportunity that you have driven and actually saying, 'Now I'm going to go to Tasmania,' then it is not delivering the best bang for the buck, and that is the focus we have to have.

The other way of demonstrating that is to look at State comparisons. I do have to mention that the Tasmanian visitor survey data that we get is way better than what the national visitor survey data is able to outline. When the NVS figures come out they say, 'Here are the NVS figures, but if you want a really good picture of Tasmania go to the TVS.' That is the nature of having our borders based on water: we are much better able to track data. But if you look at the NVS, there have been significant decreases in performances: New South Wales has lost 5 per cent of its market, Queensland has lost 12, WA has lost 20, South Australia has lost 8 per cent. These are significant decreases. When you look at our TVS data you will see that we have had a 7 per cent increase in tourists coming here.

**Mr FINCH** - Are we the only one bucking the trend?

**Ms O'BYRNE** - No. The ACT has been reasonably stable and Victoria is remaining a bit flat. It is not growing, but it is not necessarily dropping.

**Mr WING** - Are those figures the number of tourists or the number of nights?

**Ms O'BYRNE** - They are numbers. They are individuals. We can probably get-

**CHAIR** - Do you have bed nights?

**Ms O'BYRNE** - I do actually have - we do have bed nights as well.

**Mr WING** - Bed nights are the really significant figures, aren't they?

**Ms O'BYRNE** - What we are also seeing is a growth in visitor length of stay and a growth in visitor spend as well and that is significant, too, because we did have a market that was changing. We were very much getting a bit of a weekend market, you know, short stays. We are now clearly seeing, with an extension of visitor spend and visitor nights, longer stay propensities.

**Mr WING** - What is the average length of stay?

**Ms MARIANI** - Average length of stay for all visitors is about 8.3 nights. For holiday visitors it is actually nearly nine nights. Our length of stay is phenomenal in terms of how other States are performing. So the overall length is slightly lower than the actual length of stay for holiday visitors which is great. It means our tourists are coming and staying longer.

**Ms O'BYRNE** - In terms of bed nights, New South Wales has dropped 5 per cent, Victoria is reasonably stable, Queensland has dropped 17 per cent, WA has dropped 28 per cent, South Australia has dropped 2 per cent and Northern Territory and ACT are all down.

**Mr WING** - 28 per cent?

**Mr FINCH** - We win.

**Ms O'BYRNE** - Look, we do. It doesn't mean that we rest on our laurels. We are doing really well, but it does mean that our focus on conversion, our focus on delivering the best mechanisms for people to get here at the best price and our investment in our digital regimes is actually working.

## UNCORRECTED PROOF ISSUE

**Mr WING** - Do you have any figures suggesting what the average expenditure is for visitors now because I know that some -

**Ms O'BYRNE** - It is up 4.4 per cent, I think.

**Mr WING** - Some of the top restaurants and wine outlets are feeling that with budget airlines the majority of the visitors do not spend as much as they used to before. Whereas before they would buy two cartons of wine some of them buy two bottles now.

**Ms O'BYRNE** - The total spend is up, but I might ask Felicia to comment on the broader issue.

**Ms MARIANI** - Just in terms of the issue around the fact - because it has been hanging around for a while - that the low-cost carriers are bringing a low-cost tourist, in fact that is not actually true. I know they used to say the same thing about visiting friends and relatives, that they did not spend enough money either. There has been enough research to show that people just shift their expenditure. They are not spending as much on airfares; they may be spending more on their accommodation. Just because they do not stay in paid accommodation doesn't mean that they don't spend a lot of money going out to attractions and eating out and shopping. So it is a bit of just a shifting of the expenditure from one area to another.

A lot of things get mixed up in sort of what the propensity is of people to spend money on certain things. But if you just look at the average spend, Tasmania has actually performed quite well in that overall the spend is up to \$1.43 billion, which is up 7 per cent for the year ending March '09. The actual average spend per trip is now about nearly \$1 600, which is pretty even; it hasn't fluctuated all that much. If you are getting down to the actual holiday spend, that is the average holiday spend per trip, it is actually even higher than the average spend per trip. Average holiday trip is \$2 348, which is actually down slightly; it was \$2 377. And average holiday spend per night is now \$268, up from \$259.

**Mr WING** - On what information do you base that?

**Ms MARIANI** - This is based on the Tasmanian Visitors Survey.

**Mr WING** - Of the visitors themselves?

**Ms MARIANI** - Yes. These are the surveys of the 9 000 interstate visitors coming in, 6 000 or 7 000 Tasmanians leaving. It is a total of about 16 000 people that we talk to annually.

**Ms O'BYRNE** - It is recognised as being extremely well -

**Ms MARIANI** - Just as an example, the NVS only surveys about 500 people from Tasmania, in terms of Tasmania's numbers, which is why they recognise that their survey is not as robust as what we do in the TVS because of the sample size but also this has been a consistent methodology for over 16 years. So it is really seeing - and interestingly the national long-term tourism strategy - when we had the discussion with the chairman of that group, she actually recognised that Tasmania has indeed some of the most robust research of any State tourism body and, in fact, is actually using it much more effectively than any other State tourism body.

**Mr WING** - Excellent.

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - Can I also say that they have held us up as a model in some of our digital work, so I will be happy to talk about that if there are questions later on.

**Mr WING** - I have been wondering about backpackers, the numbers. I think they have increased since budget airlines and they tend to spend more per trip.

**Ms O'BYRNE** - They are down slightly. We do not have -

**Mr WING** - They are down?

**Ms O'BYRNE** - They are down a little. That probably also reflects some of the international trends in travelling at the moment. Our percentage of them is, once again, smaller than the percentage that goes to other States, so we do not notice it as much in our broader tourism budget.

**Ms MARIANI** - It is actually interesting because we have been working with what used to be called BOOT. I cannot remember what it stood for, but they used to have a focus just on backpacking. Now they have kind of reorganised themselves in Tasmania with a focus on adventure tourism, not just backpacking. So they have started to shift. They are starting to build a bit of momentum into the sector. Tasmania probably has not performed quite as well as some of the other destinations from a backpacker point of view, so we do have a bit of work to do to rebuild the profile there. A lot of that is actually largely because we are light on in terms of backpacker accommodation when you compare us to other States across the country.

**Ms O'BYRNE** - And it is seasonal work as well.

**Ms MARIANI** - And it is very seasonal, yes. The reality is that many of them come in search of sun and surf.

**Mr WING** - And jobs, too.

**Ms O'BYRNE** - The other thing is that we do not necessarily have the opportunity for backpacking.

**Ms MARIANI** - Certainly the backpacker group, in terms of a sector, is starting to try to reinvent itself from a Tasmanian point of view.

**Mr WING** - We used to receive about 42 per cent of our tourists from Victoria. Are you able to give us the statistics State by State and also the statistics for overseas visitors, which used to be about 3 per cent? I think it is more now.

**Ms MARIANI** - We do have that broken down State by State.

**CHAIR** - According to the table, the international share has stayed stable.

**Ms MARIANI** - It has gone from 3 per cent to 2.9 per cent, I think - something like that.

**CHAIR** - And the interstate share has actually decreased.

## UNCORRECTED PROOF ISSUE

**Ms MARIANI** - Largely, again, Victoria tends to be our key market and probably about 67 per cent of our visitation comes out of Victoria.

**Mr WING** - How many?

**Ms MARIANI** - Let me just double-check that for certain. I am doing that from memory so just give me one moment.

**Mr WING** - International tourists are 3 per cent consistently.

**CHAIR** - But interstate has decreased according to the table, of 2.8.

**Mr WING** - That cannot be right.

**Ms O'BYRNE** - That is market share.

**Ms MARIANI** - But that is also only holiday visitors; that is not total visitors. I do not know why I do not have the figures with me.

**CHAIR** - Would you like to take it on notice?

**Ms MARIANI** - I would, because we do have it all. Broadly, and talking in percentage terms, the largest proportion of our visitation still comes out of Victoria. In terms of total visitation, it roughly represents between 50 and 60 per cent of the market. New South Wales and Queensland are actually going neck and neck now for positions two and three. Queensland has been growing but New South Wales has been a bit stagnant. We are also seeing really good growth out of South Australia and Western Australia, but we do have the breakdown State by State. We can get that for you, no problem.

**Ms O'BYRNE** - When you are looking at the figures and you look at the Tasmania visitor survey figures, they are up until 30 March 2009. In 2007-08 for that same period there were two Easters, so when we are doing better against last year - with a 7 per cent increase - we are actually doing better without an Easter. An Easter actually ups your numbers a little bit because you get more tourism travel.

**Mr WING** - Has there been much fluctuation of the number of visitors coming in on the *Spirit of Tasmania*? Could you tell us the percentage of visitors coming by air and those coming by sea?

**Ms O'BYRNE** - About 13 per cent by sea and 87 per cent by air is the break-up. I understand, though you might actually need to put it to the Minister responsible for the *Spirit*, that they have had a response to their latest marketing campaign.

**CHAIR** - Everyone travels as a child.

**Ms O'BYRNE** - And this goes back to what our research is showing us and has been showing for some time, and that is that people are prepared to travel but they are prepared to travel for a price and they are prepared to travel when it is easy and manageable and accessible. So our job to get conversion is to make it easy, and that is why we are investing in the Internet cafes for the Internet programs particularly.

**Mr FINCH** - Minister, do you accept that the Tasmanian tourism industry is responsible for the highest share of employment and gross state product of any State?

**Ms O'BYRNE** - Yes. Is that a trick question?

**Mr FINCH** - No, no.

**Ms O'BYRNE** - Okay. The Northern Territory actually has a higher response, but they are not a State. That was my confusion there for a moment. There is a larger percentage in the Northern Territory but they are not a State, although they probably help my argument better-

**Mr FINCH** - But as the Minister for Tourism, where would you place Tasmania in respect of the performance of industries in the State - the fishing industry, the forestry industry -

**Ms O'BYRNE** - I cannot comment on other industries other than to say that Tourism 21 and the partnership work that we have done through the Industry Council of Tasmania and the Tourism Tasmania Board has moved our industry into a far more professional industry. We have a far better experiential outcome for that. I am happy to put on the record that I rate it extremely high and extremely important to the economy, if that is the answer you are looking for.

**Mr FINCH** - But as an industry, I am just wondering where we are placed - whether we are second, third, fourth, fifth on figures that might come from Treasury.

**Ms O'BYRNE** - I guess it depends on whose data you might use, though. I understand Forest Industries put out some data, which was probably -

**Mr FINCH** - Good for forestry.

**Ms O'BYRNE** - I do not have it with me, but I did look at it. It indicated that forestry delivered more in terms of jobs and economic benefit than tourism did, but tourism is an incredibly important provider for both jobs and the economy. Sorry, that one was based on return of investment and subsidies, yes, right - so given the amount of money that they might get from the State Government, what they then return.

**Mr FINCH** - I am just reflecting here that sometimes tourism, I think, is not put on the pedestal that I think it should be placed on in respect of what it does for the economy of Tasmania and, as I say, it is just not given the importance that I think it perhaps deserves.

**Ms O'BYRNE** - I think that is probably an unfair assessment, because I think there has been no greater friend to tourism in Tasmania than the State Labor Government since 1996. We made the massive investment in *Spirits* 1 and 2. We have worked to deliver low-cost carriers. We have worked with airlines to deliver those opportunities here. Many of the additional flights that we have here have been based on research and targeted work and business cases that have been prepared by Tourism Tasmania - by this Government - to get those airlines to come here. We committed an extra \$3 million a year every year to 2010 for increased tourism market economies. We had \$16 million - two-year funding in 2006 - for marketing and development. So that is an extra \$28 million over four years that we are committing to tourism. We are focused on delivering and we are delivering the best e-commerce opportunities for tourism in the country and this has been recognised by the long-term study.

If I can just wave this lovely document around, this is the Federal Government's Jackson report on behalf of the steering committee for reforming the long-term national tourism strategy. They recognised that what we are doing is leading the nation. Tasmania is ahead of the pack in how smart we do tourism and that is because this Government has recognised and invested in it.

[4.45 p.m.]

**Mr FINCH** - Okay. So you get a sense that the Government now does hold tourism in high esteem?

**Ms O'BYRNE** - I as Minister, Tourism Tasmania and this Government are absolutely committed to tourism. What we have, however, is a \$1.5 billion revenue shortfall which, when you make a decision to protect frontline health, frontline education, frontline policing, means that the savings that have to be made fall across Government and we have to take our share of responsibility within that. That does not mean that we give up on doing tourism things. What it means is that we have to do it smarter, and we are known for doing creative, smart tourism initiatives that deliver conversion - not just being able to tick the box and being able to say that we spent money on marketing; we deliver conversion and that is the difference.

**Mr FINCH** - There is no fear about tourism jobs being lost at this time? What is the sense that you are getting from the marketplace? Is there a fear with the recession?

**Ms O'BYRNE** - Tourism numbers are up. There is a 7 per cent increase in tourism to March 2009. We have been suffering the impact of a global financial crisis for some time now. That did not just arrive last week and we are suddenly trying to work out how we are going to manage it.

We have been changing our strategies and working on our strategies around tourism since late last year, when it became clear in terms of the economic environment we were working in. That is why we did the consumer confidence and consumer intention survey. It is why we have invested in our IT, because we know that there are a whole host of things that we need to be able to do smarter if we are going to get conversion. So I would say that we have been absolutely committed, and we continue to be.

**Mr FINCH** - I have a question about Tasmania's Temptations Holidays and its operation in Launceston - a thing of the past now, of course.

**Ms O'BYRNE** - Not yet actually, no. It is still going.

**Mr FINCH** - We still have it, but surely it is becoming a thing of the past. It was a good idea originally?

**Ms O'BYRNE** - Thirty years ago there was a clear market failure in the capacity to have a wholesale distribution operation in Tasmania. Over the years that market failure has changed, and there has been a number of reasons for that. There have been providers who are in a better position to offer a broad range of services. We have changed where Tasmania sits in terms of consumer demand. Tasmania is somewhere people want to come now, so it is in the interests of wholesalers to have us on their books. Also, there has been the change in Internet bookings. We found that we got to the point that we were only providing a service for a small proportion of Tasmanian tourist providers, and most of them only used us when they could not get a better deal



somewhere else because, particularly with internet programs such as wotif, lastminute.com, getitnow and all of those sorts of markets, they were the sorts of decisions that providers were making. They were only coming to us as the last resort.

That is not a failing of the staff who all worked incredibly hard and adapted significantly to try to resolve this. We made a decision last year that it was clear that the market was changing and that we would have to make changes with it. We hoped at that stage we would not have to get to the point we ended up getting to. We did not anticipate the impact would be as fast as it was, but there is a massive growth in people using the Internet for their holidays. I think that will continue, which is why we need to e-enable as well as we can. We are still opening and still running until 30 September and we are going through a process with those staff now. I do not have the figures in terms of the decisions of individual staff, but I am not quite sure where you want to go with the next question.

**Mr FINCH** - I want to ask a question about the staff and be assured that they are being taken through the process well and that they are being dealt with properly.

**Ms O'BYRNE** - This was a decision that I am responsible for. This is a decision that the board put before me and it is the right decision. It is not an easy decision. Making that decision in your own backyard is even harder than making the decision somewhere else, which is why I went to speak to the staff and explained to them the decision. I needed to be able to do that face to face. When I did that, we had people from Human Resources ready to go. We had people from the department ready to go. We were able to provide advice as quickly as possible to people about what it meant for them and what their circumstances were.

There is still an operation that will exist beyond 30 September. It is not Tasmania's Temptations; it is a contact centre that will provide support for industry, and 12 FTE positions are attached to that. We managed to transit four of our IT people directly to Economic Development. That had been a move that had already been progressed. With all of the other people, we began seeking expressions of interest on 8 May for the 11 positions, and the twelfth, the head of distribution, moves straight over. For those others, we have had a redundancy program available.

So we have looked at opportunities where jobs might exist in other areas, and Economic Development has been assisting with where those opportunities might be. We have offered training and upskilling for people who have clearly identified that they have another need or another skills need that might take them through. But I think, as difficult a process as it has been, it has probably gone as well as we could possibly have imagined.

**Mr FINCH** - In terms of those people with Tas e-Connect, where are they based? Are they in Launceston? Where does that operation function out of?

**Ms MARIANI** - It is not really an operation. Tas e-Connect is a banner that we have put over our work that we are doing to e-enable the industry, and that has largely been a learning and development program that is run out of our development area. It is not about product and distribution and selling; it is about developing the capability of the industry to understand how to get connected to these new forms of distribution. So that is a side of our area that sits very much in the development area by business. It is about learning and development with our industry. It is not about selling product, which is where the wholesale operation has been. This sits on the industry development side of the equation.

## UNCORRECTED PROOF ISSUE

We have 12 people who will remain in the Launceston operation. We recognise that Tasmania is a complex destination and that there are still a lot of questions about how do I engage, how long should I allow to travel, can I stay here and be there by nightfall et cetera. Those types of questions can be answered through the contact centre that will be maintained. There are five people staying in the contact centre to deal with those types of consumer calls. There is also a side of the business in Launceston that will remain which is about the Famils program - the trade and medium Famils, the engagement for the industry - and that remains in Launceston as well.

**Mr FINCH** - Is Tas e-Connect the replacement for -

**Ms MARIANI** - No.

**Mr FINCH** - Have people moved away from Tasmania's Temptations and now Tas e-Connect is how people are doing business?

**Ms MARIANI** - No.

**Ms O'BYRNE** - Some of Tasmania's Temptation staff will move into the contact centre, which will provide the services that Ms Mariani just mentioned. Tas e-Connect is our -

**Ms MARIANI** - It is a banner. It is a name of a program that we put over the whole concept of e- enablement, or online distribution. There are a number of things that fit into this Tas e-Connect name.

**Mr FINCH** - Is that for the industry?

**Ms MARIANI** - It is not an operation. It is for the industry. As I said, it is a learning and development program largely to assist the industry to understand how they engage with this whole new world of online distribution. It is not a program. It is not something you sign up for. It is actually a banner that we have put over the top of this whole notion of the open exchange platform.

**Ms O'BYRNE** - That is probably where I think Kerry is heading - the open exchange program underpins that, so it might be beneficial taking you through that. That is what physically exists underneath it, but it is not the be-all and end-all of e-Connect.

**Ms MARIANI** - Yes. It is complex because it is not about swapping from a wholesale operation to this thing called Tas e-Connect. That is not what this is about. Tas e-Connect, as I said, is almost like a trademark that we have put over the top of how we will engage with the industry in this new online distribution world. One side of it is about industry development. The other side is in relation to the open booking exchange platform.

The open booking exchange is actually - it gets very complex. I am going to try to find a simple way to describe this - part of what all the states across the country including Tasmania participate in. It is called the Australian Tourism Data Warehouse. That is the big database product all across Australia that feeds into 'Australia dotcom'. Each state has its own individual database. Through that relationship with ATBW we have this program called Tourism Exchange Australia, which has allowed us to connect to this open exchange platform. I need a whiteboard to describe this.

**Mr FINCH** - Keep going; it is okay.

**Ms MARIANI** - The open exchange platform, if you can think about this: it is actually something that sits underneath our website. So if you have your website -

**Ms O'BYRNE** - You go to [discovertasmania.com](http://discovertasmania.com), for instance.

**Ms MARIANI** - You have visually what you are looking at as a consumer, and you come online and you take a look at all the different products and you decide, 'I'll take it,' and book it now. What the open exchange platform does is it is a piece of technology that sits behind all of that which basically goes out and pulls up all of the various places where you can buy that product. So if you are interested in ABC accommodation, ABC accommodation may have their product listed through 10 distribution sites -

**Ms O'BYRNE** - So you might find it on their own website or on Wotif or on Last Minute, or they might be attached to a particular chain of hotels and you might find it on that.

**Mr FINCH** - But this will be accessed through one site?

**Ms O'BYRNE** - That is the key. Before what you would have to do is you would have to go in and go, 'What is Wotif charging me for this little accommodation place in Scottsdale?' You would be directed to their own website and see what they were charging there. You would go and have a look at what Last Minute is charging, and there are variations in all of those rates regularly. What this will do is allow you to see what all the options are.

**Ms MARIANI** - Think about Web Jet or [flightcentre.com](http://flightcentre.com). It pulls up all the different flights and all the different prices, whether you are prepared to take the risk of not being able to cancel, whether you want to have luggage or not, whether you want to carry something on or not. It is the same sort of philosophy. It pulls up all the different places that the consumer can purchase that product and then they decide where they want to buy it from.

**Mr FINCH** - So this is driven by the State Government?

**Ms MARIANI** - Well, it is driven by -

**Mr FINCH** - I am wondering what the industry involvement is and what their response is to this.

**Ms O'BYRNE** - Tourism Industry Council Tasmania is a part of taking us on the journey of e- Connect. It is something that we have worked on together. Researchers have identified a shortfall and a need. We are working on it together. It would not work if industry were not signing up to it. We could run any fantastic you-beaut program we wanted, but unless industry were prepared to say, 'That's a great product and I'm going to use it,' it would not matter. I think we already have some 200 online products?

**Ms MARIANI** - There are just over 200 products that are currently distributed through the open exchange -

## UNCORRECTED PROOF ISSUE

**Mr FINCH** - Does this benefit small operators? I am just wondering about family operations and much smaller operations. Is there a cost to them?

[5.00 p.m.]

**Ms MARIANI** - It is in fact much better for small operators. The reality is that a small operator with two rooms or three rooms cannot even put their inventory up on Wotif, because Wotif has a minimum of five rooms. A number of other distributors have limitations as to the number of rooms that they will accept.

Prior to this open exchange, the other problem you had is that, if you only have three rooms or even five rooms, as a small business owner you had to go in and manually manage all your inventory. If you have five rooms up there with 10 different people, every time somebody sells a room you have to go back in and you have to change everything so no-one double books. What this system does is automatically updates all of that. So all these different distribution points are now pooling from a single source, and when somebody pulls one piece of inventory out it automatically updates the remainder. So it takes away the back-of-house operation.

The other thing from a small business owner that has been official is the fact that it is a huge improvement to the cash operation of their business. When this online bookability takes place, the customer is actually putting their credit card number in. The minute that the transaction is made, commission goes to wherever the commissions need to go to based on the distributor, and the operator immediately has the balance credited to their account. So cash flow for small operators is immediately improved. You do not have to wait until somebody gets in front of the door and maybe they do not show up and pay you at the time, unless you have a deposit. With this new system your net take after commission goes straight into the account at the time the booking is made.

**Mr FINCH** - Is this leading tourism technology in Australia?

**Ms MARIANI** - Yes, it is.

**Ms O'BYRNE** - I think South Australia has a version of this, but we are recognised as leading the pack.

**Mr FINCH** - For a consumer anywhere on the mainland, are you saying that they basically go to [discovertasmania.com](http://discovertasmania.com) and there will be the option for them to join this?

**Ms MARIANI** - Can I say the benefit of this strategy is not just about [discovertasmania.com](http://discovertasmania.com). This is where Tasmania is leading the pack, because all the other States are singularly focused on 'I now have distribution on my website, and that is what I want to do'. What we have recognised is that [discovertasmania.com](http://discovertasmania.com) is only one mechanism where consumers will find operators. What this open exchange platform does is connect them to a whole range of other distribution points. There are 178 different distributors who currently operate on the open exchange, and our operators technically have access to any one of those 180 distribution points that are out there.

If you think about how many people go into [lastminute.com](http://lastminute.com) or [needitnow.com](http://needitnow.com) or [discoveraustralia.com.au](http://discoveraustralia.com.au), they have much bigger eyeballs, as they call them, in terms of people coming into their website than [discovertasmania.com](http://discovertasmania.com). But what we have done now is we have opened up this whole world of distribution to all of our operators in Tasmania. We have made it

## UNCORRECTED PROOF ISSUE

easy for them to connect to distribution points they would never have been able to find on their own. In the process we have reduced their back-of-house operation and improved their cash flow.

**CHAIR** - Thank you. Next question, please.

**Mr DEAN** - Eyes glaze over talking about technology and IT.

**CHAIR** - It is exciting, but there are plenty of others who have something to say, too.

**Mr DEAN** - Tourists to the State still often raise the situation of inadequate caravan sites, parking and so on throughout the State. What have we done in tourism to provide more opportunities for caravanners to-

**Ms O'BYRNE** - We have a current assessment going on in relation to caravan parks and uses.

**Ms MARIANI** - We do have a caravan and camping association that we work closely with. Largely what we have been working on is developing not the sites but working with people who are looking to improve those sites. Obviously, there are lots of issues because from council to council - because, as you well know, Business Services said that they would hold it so long as the Launceston businesspeople supported them, and then we did not. In the end, businesses made the point that if they were only going to Melbourne, they were not booking the business class flights; they were booking the cheap ones. Yes, I agree, it would be great to have business class flights and it would be wonderful, but if people do not actually then use them and it does not deliver a return to the airline, then you cannot blame them for making that decision.

**Mr WING** - You do not have to have your seats allocated for business. They are getting very good occupancy rates in the aircraft they have.

**Ms O'BYRNE** - That is true.

**Mr WING** - They have increased the size, but still it is not a jet service and if you still cannot interline -

**Ms MARIANI** - Qantas - it has been a long time in coming, but they are probably closer than ever to announcing interline agreements between Qantas and Jetstar.

**Mr WING** - That is good.

**Ms MARIANI** - Yes.

**Ms O'BYRNE** - Are we allowed to announce that?

**Ms MARIANI** - No, we are not announcing it.

**Ms O'BYRNE** - We are not announcing it.

**Ms MARIANI** - We are not announcing this. Can I just say to the Minister's point, in the discussions that we have had with the airlines, and in particular with Qantas, we have talked about the importance of the interlining between Qantas and Jetstar. At the end of the day, realistically,

## UNCORRECTED PROOF ISSUE

it is a competition issue and the more airlines like Etihad and Malaysia that interline with Virgin, and indeed Virgin Atlantic interlining with Virgin trans-Pacific, all of a sudden the reality is there that they have got to get that interlining on Qantas because it is a competitive disadvantage if they are not doing it. So for all of our arguing for years, the reality is that market forces are going to demand that Qantas adjust that because, as I said, Virgin is quickly coming out with all of these interlining arrangements out of Asia and out of North America, and if Jetstar and Qantas are not interlining they are going to lose market share. It is inevitable.

So, as I said, it is an argument we have been having for a very, very long time, because I think we have all been on the receiving end of the lack of interlining arrangements between the two. But that is something that is very much on the cards. As a matter of fact, they did actually announce this. It actually got buried, if I am not mistaken, in the media release about the Virgin flight out of Canberra. But there actually was an announcement that Jetstar made about the interlining connection with Qantas. Now, it is obviously systems connections that they have to work through and that integration takes time. It is computer technologies talking to one another. So they are working through it, but I know that Jetstar made that announcement at about the same time that Virgin announced the direct flight between Canberra and Hobart, and because that was easier to understand I think it got picked up more in the media. But, in fact, this interlining arrangement between Qantas and Jetstar, as you have highlighted, is extremely important to international connectivity.

**Mr WING** - Could you please tell us how much is allocated for marketing, domestically and internationally, in the forthcoming year and what was spent in this current financial year?

**CHAIR** - While you are finding those figures, we were talking about the number of visitors that come by air. Has the Government explored the opportunity of appointing an appropriately experienced aviation policy adviser in line with all other Australian States, given that 87 per cent of travellers come by air?

**Ms O'BYRNE** - We do use an aviation specialist. We do not have them on staff, but we contract an aviation specialist for those processes. This person would assist us with our business plans that we put out and we have proven them to be extremely successful.

**CHAIR** - At what cost?

**Ms MARIANI** - I can get you the figure.

**Ms O'BYRNE** - We might have to take that-

**Ms MARIANI** - I can actually tell you. It is a tiny per cent of actually bringing these people on as full-time employees. Bringing them on as full-time employees, as all the other States seem to have, is upwards of \$200 000 to \$250 000 to attract those people on an annual basis. What we do is we contract those services on a projects basis as we need the assistance and it is at a percentage of - a tiny percentage - of what it would cost to have that person on all the time. So in this financial year, it is actually \$25 000 that we have paid that person.

**Mr WING** - Who is that person?

**Ms MARIANI** - The person is actually Garry Saunders. Garry Saunders used to be the route efficiency expert with Qantas for about 20 years. He left Qantas some years ago and started his

own company. He has actually been working with us and consulting to us in the development of the business cases that we have taken to the airlines which has resulted in the direct flight, as the minister noted before, from Canberra to Hobart. It resulted in the additional direct service between Sydney and Hobart on Jetstar. The Canberra flight obviously is a DJ flight. It resulted in Tiger Airways coming to Tasmania as part of its first round of flights that it introduced at the very beginning and in fact has resulted in Etihad including Launceston and Hobart in this whole interlining agreement that we have just been talking about. The bonus here is that Garry Saunders has been working in this industry for a very long time and to have traction with these people you actually need to be someone that they know. As I have always said, you need to know the secret handshake, and Garry knows that handshake.

**Mr FINCH** - Good. So if you do have Etihad coming here, there is time for us to learn how to pronounce it!

**Ms MARIANI** - Etihad. They renamed the stadium and everybody in Melbourne went, 'Eddie Who?'

**Mr WING** - Which country do they represent?

**Ms MARIANI** - Etihad is actually Middle East based. It is Emirates and Etihad that have gone toe to toe in the competition right now.

**Ms O'BYRNE** - Tourism Tasmania's budget is allocated, as you know, towards both national and international activity. We have a 65-35 split on domestic and international in terms of the decisions that we make. In domestic marketing, we are spending \$5 576 000, and that includes clearly focusing on Victoria, New South Wales and South-East Queensland. We are going to have two primary seasonal campaigns and up to four tactical campaigns. They are shorter, sharper delivery on conversion to stimulate travel for our mainland Australia target audience. There is a \$1.8 million budget for that. In terms of the new advertising agency that you would be aware we announced the contract with last week, there is fluctuation and variation in the way that we approach the advertising, and that is to be expected with a new agency. It is an extremely well-recognised, well-credentialled and much-awarded agency.

The agency budget directly relates to projects undertaken on campaigns. In terms of brand development guidelines due to consultation in relation to brand marketing, we are looking at around half a million dollars. The campaign activity and the ongoing activity are for a national PR strategy to ensure that we get the best exposure via travel and leisure media. So this is not an ad on television; this is about targeting towards those areas that are already interested in and engage with travel and leisure. We have a \$145 000 budget allocation. There is *Discover Tasmania* the television series. I am sure you have all been watching it. If you have not been watching it, then you are unfortunately supposedly now watching *Getaway*, in which case you are all very bad Tasmanians.

**Mr WING** - Is that shown interstate?

**Ms O'BYRNE** - It will go interstate. I think last time it went interstate we got an audience of 6.6 million people.

**Mr WING** - What will that cost?

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - They are spending \$165 000 on *Discover Tasmania* this year.

**Mr WING** - Is that \$165 000 for the program in Tasmania?

**Ms O'BYRNE** - It is about \$420 000 to make the series.

**Mr WING** - How many episodes is that? How many half-hours?

**Ms O'BYRNE** - Ten half-hours.

**Mr WING** - That is good.

**Ms O'BYRNE** - There is a campaign around that where you can apply for a competition, and that will give us a lot of extra data as well. We are outrating *Getaway* at the moment.

**Mr WING** - In Tasmania?

**Ms O'BYRNE** - In Tasmania. When it has gone nationally there has been a huge response to it as well. I am happy to talk a bit more about that.

**Mr WING** - It is a very good standpoint - very good.

**Ms O'BYRNE** - It is. In fact, we had tourism providers anecdotally telling us that they are getting a growth already and others saying, 'Please, can I be on the next one?' because they can see the outcomes from it.

**Mr WING** - Do they contribute to that - the people who are featured? Do they -

**Ms O'BYRNE** - No.

**Mr WING** - In terms of the \$1.8 million, you were speaking more quickly than I can write.

**Ms O'BYRNE** - Sorry, I will slow down.

**Mr WING** - What was that for - the \$1.8 million earlier on? Is that international marketing?

[5.15 p.m.]

**Ms O'BYRNE** - They are the two major domestic campaigns. We do a spring-summer campaign and an autumn-winter campaign.

**Mr WING** - So what is the international market?

**Ms O'BYRNE** - I am still doing domestic. I am still spending money on the domestic market here-

**Mr WING** - I see.

**Ms O'BYRNE** - Despite allegations to the contrary.

**Mr WING** - That is good. We seem to have plenty of money so far.



**Ms O'BYRNE** - We do. It is funny you should say that. There has been no greater friend to tourism than the Tasmanian Government, Don.

**CHAIR** - I think that has been said.

**Ms O'BYRNE** - Not enough.

**Mr WING** - There are some hotels who often outspend the Tasmanian government, but they are both doing a good job.

**Ms O'BYRNE** - I think it is important to realise, too, when we talk about marketing that we work in partnership to market opportunities. That does not mean that individual tourism operations do not have a responsibility themselves to market their own business, as any provider or industry would have to do. It is really important though that when we say, 'This is the marketing spend', this is our marketing spend. Clearly, if you are a tourism provider, you are going to spend some money on marketing, you are going to engage. What we can do is work with you to make sure that your spend is done correctly and maximised and leveraged as much as possible, and that is what the zone marketing opportunities are about. That is matched all the way through and that is great.

**Mr WING** - In Tasmania, the State Government has always needed to spend more than other State Governments. For example, in Queensland, international and national chains promote their States with all the chains that are operated internationally. So the State Government has taken on a greater role than the other States.

**Ms O'BYRNE** - We have taken on a role for our regions, yes.

**Mr WING** - That is good, that is important.

**Ms O'BYRNE** - Cooperation from the industry in fact in 2008-09 delivered around \$2 million in cooperative activities, which I think is important. We have partnerships with airlines, local industry and brand aligns; our budget allocation for that is \$1.346 million. We have continued to spend \$560 000 annually with the tourism industry through zone marketing, and that is all dollar for dollar matching. That delivers on the ground for them, so that is their opportunity to ensure that they are getting the help that they want.

One of the issues about tourism has always been changing what people have thought-that is, the change from, 'If I've been to Tasmania once, I do not need to come back again.' What the zone marketing is about is saying that there are regions of Tasmania that are incredibly diverse and offer incredibly different experiences and we want you to come back time after time after time to experience those different opportunities. This is about us working with people in regions about that. We have an online marketing activity which is designed to drive visitation, and that is local, national and international marketing. There is a budget of \$930 000 for that. We have \$3 million for international marketing.

**Mr WING** - How is that \$3 million for international spent? Does it include the promotion in New York annually?

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - It would. I am happy to run an argument though, which I am going to be running with my colleagues, that G'Day USA delivers very well for us from a tourism perspective but the capacity exists for it to deliver for the whole-of-government much more broadly. I actually think this is possibly a whole-of- government investment that should be made.

**Mr WING** - Has it not been?

**Ms O'BYRNE** - We have had other parts of Government engaging in it in terms of we take over an IT industry so they can do a fast pitch to Silicon Valley, and that is an important part. We have talked about primary industry. We have raised money for the devil, with the devil research fund. We have done a whole host of other things, but it has been supported by Tourism. I think it is something that can be shared across government, and we would then get a greater engagement from those other departments and then get a greater return.

**Mr WING** - Could you tell us how much Tourism contributes to that G'Day USA promotion?

**Ms O'BYRNE** - Around \$320 000 a year.

**Mr WING** - Is that made up mainly of airfares and expenses?

**Ms O'BYRNE** - We have to pay to be there. We are charged by the Federal Government to just get a seat at the table. The amount for that is \$125 000, to just be a part of the program. That is a lot of money and we have to weigh that up, but to not be part of the program is an issue that we would need to consider. It is certainly something that we do consider every time in terms of the value that we will get from G'Day USA.

**Mr WING** - How many people travelled from Tasmania to participate in that during the last campaign?

**Ms O'BYRNE** - We took an IT company. We took JadeLiquid.

**Ms MARIANI** - They took themselves. We gave them the opportunity and they took themselves.

**Mr WING** - I want to know the ones that we paid for.

**Ms O'BYRNE** - There was you and me, Liza-Jane and Jan-there were four. Sorry, five. Norman came as well.

**Mr WING** - So the minister and the director-

**Ms O'BYRNE** - The chief of staff, and Jan is director of marketing.

**Ms MARIANI** - And the coordinator who has actually pulled all of this together for us, which was Liza-Jane.

**Ms O'BYRNE** - Yes, she is the person who makes it all work.

**Mr WING** - So Mr Parkinson went the year before, did he?

**Ms O'BYRNE** - Yes.

**Mr WING** - I am wondering whether it is possible to include in that some high-profile Tasmanians whose names are well-known in different parts of the USA.

**Ms O'BYRNE** - Sorry, we also took with us Dewayne Everettsmith, an Aboriginal musician. He is an indigenous singer. He is actually the first indigenous singer to sing in language ever, which is a significant story. He was extremely well received in the US. The other thing we did of course is utilise our opportunities with people who were already in the United States, because that is a lot cheaper for us to do.

**Mr WING** - Well, that is what I am wondering.

**Ms O'BYRNE** - Most of the time it was about creating partnerships with those people and creating events around that. So we had-

**Ms MARIANI** - I am not going to remember her name because I did not see *Transformers*.

**Ms O'BYRNE** - Rachel-

**Ms MARIANI** - Rachel, thank you. We had Rachel Taylor not this past year but the year before. We also had-

**Mr WING** - Is she American?

**Ms MARIANI** - No, Rachel Taylor is from Launceston. She is a major, major drawcard in America. She is not our age group, but she has-

**Mr WING** - You mean she is older?

**Ms MARIANI** - No, no, no.

**Ms O'BYRNE** - She could be mine.

**Ms MARIANI** - She made us all sick when we went out with her, I have to say-put her up in front of the cameras.

**Ms O'BYRNE** - We used the Flynns. We used Rory and Sean Flynn.

**Mr WING** - Well, that is good.

**Ms O'BYRNE** - Angela, in fact, has created that kind of activity as well.

**Mr WING** - People like that, that name.

**Ms O'BYRNE** - We used Matthew Goggin in terms of a golfing day.

**Mr WING** - Oh, good.

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - And opportunities around that.

**Mr WING** - I am pleased to hear that.

**Ms O'BYRNE** - The key for us is to use as many people who are over there that cost us less money as possible.

**Mr WING** - Marcos Ambrose, would you think of using him next time? He is doing well in motor cars.

**Ms MARIANI** - Can I say that we have tried many times. We cannot afford Marcos Ambrose. Just leave it at that.

**Mr WING** - I see.

**Ms O'BYRNE** - We were happy to look at it.

**Ms MARIANI** - We have looked at it on two different occasions. We cannot afford him.

**Ms O'BYRNE** - The other thing is we had Luke Mangan, who of course has the restaurant in Sydney. He has one in Japan and he has one in San Francisco. He did a number of cooking shows. We also used Laura McIntosh, who is an American chef, and she promoted Tasmania on her show as well. We have done partnerships with Jack Hanna, who is a wildlife expert who has come out to Tasmania as well.

**Mr WING** - That is good.

**Ms O'BYRNE** - That is the bulk of what we do. We have tried to do this very smart. The other thing is that there were five of us but we got around in New York. In New York the main focus was going out as much as possible to the media to ensure that we got great placement. So we divvied up and we covered- I am trying to think how many different media outlets.

**Ms MARIANI** - Thirty-seven, I think it was.

**Ms O'BYRNE** - We got appointments with people that it is almost impossible to get appointments with.

**Mr WING** - That is good. I am pleased to hear that. Thank you.

**CHAIR** - Is there something else there, Minister, that you need to add?

**Ms O'BYRNE** - We had 37 one-on-one meetings and interviews with some of the most important publications and companies in the United States. So there you go.

**CHAIR** - Did we get any articles from them?

**Ms O'BYRNE** - Their general edit lead time is quite long so a lot of interviews that we had they were saying we would be looking at the edition that might come out in September. So we are seeing some already. That is how we ended up with Laura McIntosh and Jack Hanna from the investment the year before. So it takes a little while to realise the investment. We spoke to the

## UNCORRECTED PROOF ISSUE

*National Geographic Adventure* people about the opportunity for them to come down and have a look at the Macquarie Island project because it is so internationally recognised. For Adobe Lightroom-rather than Lightshop; I got in trouble for that a lot-we had how many?

**Ms MARIANI** - About 20 roughly in the whole crew.

**Ms O'BYRNE** - They were incredibly well-recognised and credentialled international photographers who came to Tasmania to trial the new Adobe Lightroom. What they did is they went out each day and they took photos, they came back and they workshopped those photos and as they were doing things they were sending emails through to Adobe saying, 'You need to change this. You need to amend this.' That has become a major selling point for us. I even got to address the San Francisco Art Institute about Adobe and that delivered us some really good recognition as well. So it is being smart about how we do it, again.

**CHAIR** - Thank you.

**Ms O'BYRNE** - I forgot to say we were featured in the instruction manual for Adobe from then onwards and that is kind of a big seller.

**Mr GAFFNEY** - The honourable member for Launceston in his budget contribution referred to Launceston Airport as the gateway to Tasmania.

**Mr WING** - For some people.

**Mr GAFFNEY** - There was mention of only Launceston and Hobart airports today. We heard before about millions of dollars in sport and infrastructure in great facilities in the north and the south. I have to remind people that Burnie has an airport and that Rex flies out of there and is the real gateway to Tasmania, not only for group one and two but also the input airport as QantasLink group and is doing very well.

**Ms O'BYRNE** - Can I tell you that actually you are doing even better than you think you are doing.

**Mr GAFFNEY** - I know we are doing very well and we have a runway that can handle jets. As the food bowl of Tasmania and one of the regions that I do not believe actually gets-I am not going to be rude here-its fair share of recognition in overall spending, what efforts have been made from Tourism Tas to highlight the potential of the north-west coast and using Devonport as the gateway to Tasmania because it offers not only flights but sea as well?

**Ms O'BYRNE** - I have to write those three things down.

**CHAIR** - The member for Mersey has had quite a wait to put that question to you.

**Ms O'BYRNE** - No. That is why I want to give you the figures. Devonport Airport in fact had a 21.1 per cent increase in capacity and Burnie had a 0.5 per cent increase. So there are significant increases in capacity there that are delivering. We have two ways of dealing with that. The first is that one of the reasons we are doing zone marketing is that we want to stop the view that you can fly into Launceston and fly out of Hobart, because there is a whole new world of experiences to be had around the north-west coast and the western wilderness as well. So zone marketing is about ensuring that we deliver an understanding that the tourism experience in

## UNCORRECTED PROOF ISSUE

Tasmania is greater. It is not just a matter of coming down to see Tassie and then leave and never come back. It is about coming back to experience every zone or giving yourself a decent amount of time to stay here in the first place. We are also working very closely at the moment with QantasLink through Qantas Holidays to provide better opportunities and marketing around that.

**Mr GAFFNEY** - That is very comforting. Because Devonport Airport's numbers are increasing and it is drawing people in, it is a very important piece of infrastructure. In future conversations about Devonport Airport and TasPorts and where that might go, will the Tourism Minister be saying that it is a very successful piece of infrastructure?

**Ms O'BYRNE** - It certainly had a 21.1 per cent increase. It has jumped from 116 556 people to 141 204 in the last 12 months. I think it can make its own case for its increasing growth. I think it stacks up.

**Mr WING** - With that increase, would you give consideration to having another airport at Ulverstone?

**Ms O'BYRNE** - I think you are allowed to slap him.

**CHAIR** - It is late on day one.

[5.30 p.m.]

**Mr WING** - I have one final question. Would you give consideration to trying to get Ricky Ponting to promote Tasmania in Commonwealth countries that he visits playing cricket?

**Ms O'BYRNE** - Other than just by being a fantastic Tasmanian?

**Mr WING** - To let people know that he is Tasmanian. Most people in those countries do not realise that he is Tasmanian or that David Boon was Tasmanian.

**Ms O'BYRNE** - If we could afford it, yes.

**CHAIR** - Another expensive one.

**Ms O'BYRNE** - That is the thing, yes. I do not mean that he is necessarily expensive. I could not tell you what he charges. But generally once you are in that kind of market the sponsorship dollar around them and the endorsement dollar is really high.

**CHAIR** - Could we remind them that they are Tasmanian?

**Ms O'BYRNE** - The other thing is that when they are under contract they might be under contract to particular organisations or particular projects that are broader for their sport and that may limit what they can do. That is one of the issues.

**Mr WING** - I think it would bear fruit if it is affordable.

**Ms O'BYRNE** - I am always happy to look at the opportunities that exist.

**Mr DEAN** - How much work, Minister, are we doing to try to get cruise ships to come to Tasmania and to the north-west, south and north?

**Ms O'BYRNE** - Cruise ship numbers are growing. We are doing a lot of work with cruise ships. Cruise Tasmania is an incorporated association. It has three member organisations and all are represented on the board-that is, Tourism Tasmania's Infrastructure and Industry Development Director Claire Ellis; TasPorts representative, Captain Charles Flack; and Burnie City Council's representative, Stephen Hike(?); also the Hobart City Council et cetera.

We have actually had growth in tourism numbers. I am still to get the final figures on tourism numbers confirmed. I am happy to get them to you as soon as I can. But all indications are that we will have an increase on the 83 000 passengers and crew that we had last year. We are hoping that it will actually be a bit more than that and all indications are that it will be. So tourism cruise ship numbers are growing and we are working with them. The interesting thing is that a lot of the tourists on the cruise ships like to package up what they might do before they leave the ship, and we need to make sure that we can provide opportunities that are manageable for them from the port of call.

**Mr DEAN** - Has the swine flu epidemic had any impact on tourism in the State so far that we are aware of? Do we know what it has done to us?

**Ms O'BYRNE** - Felicia is on the national body that deals with this sort of potential impact on the tourism industry. One of the lesser known facts of the foot-and-mouth disease in the UK is that the industry that was most impacted by foot-and-mouth was not agriculture; it was, in fact, tourism because people felt that there were places that they could not go. This is why we actually have the national strategy group. Felicia sits on one level of that board-the operational level of that board. At this stage we have not received any advice that there have been significant changes. It is something that we are watching, though. The impact so far has been identified as being perhaps Singapore and Malaysia and Japanese school groups.

**Mr DEAN** - Interesting.

**Ms O'BYRNE** - But it has not got to the point yet that the group has had to convene. There is a mechanism within this group to convene if there is enough data to indicate that we need to take steps to respond to it. At this stage it has been very much a watching brief. It has not been so much more than any other fluctuation that might occur as a result of any other international event perhaps.

**CHAIR** - Minister, my question in relation to cruise ships is: has any thought been given to a special recognition for the Mayor of the Burnie City Council in relation to the work that he does in welcoming cruise ships? I believe there were 21 in the north-west that he met and greeted, fully robed and chained-sounds good, doesn't it-over the last 12 months.

**Ms O'BYRNE** - I am happy to also commend his great commitment and effort. I am not aware of any such discussion. But I am sure that now that you have mentioned it there will be some commendation-that is incredible.

**CHAIR** - I just want to put on the public record, Minister, that Mayor Alwyn Boyd does a fantastic job along with his wife, who meet and greet every cruise ship.

**Ms O'BYRNE** - That is a huge commitment. We should recognise it. It is a little harder for some of our more landlocked mayors, I must say.

**CHAIR** - Obviously-in the right place at the right time.

**Ms O'BYRNE** - That is a huge effort.

**CHAIR** - He must be situated well enough that he sees them coming.

**Ms O'BYRNE** - I am sure he has listed on his fridge the expected arrivals.

**CHAIR** - I am sure he does. I just want to look over here to the member for Rosevears just to see if there are any further questions on tourism in this 3.1 output.

**Mr FINCH** - Yes, there is. We talked about mountain bike riding earlier under Sport and Recreation. I am just wondering whether there has been any sort of exploration of bike tourism to develop this as a market for Tasmania. We discussed Whistler earlier and how people flocked from all over the world to Whistler to mountain bike ride.

**Ms O'BYRNE** - It delivers far more than the ski season does now.

**Mr FINCH** - I think that Tasmania with our topography and places like Ben Lomand and Cradle Mountain-

**CHAIR** -- Blue Tier.

**Mr FINCH** - just lends itself to-

**Ms O'BYRNE** - Neil from the institute reckons that it is the absolute mountain biking Mecca; if you are going to mountain bike anywhere in the world, Tasmania was made for mountain biking, which is a really big endorsement. He has ridden all over the world.

**Mr FINCH** - So is Tourism on board?

**Ms O'BYRNE** - Tourism is on board. Our sector development team provides leadership and strategic planning and works with the industry to make sure that we can respond to accelerated change in those markets. We identify what those key markets are, we look at how distribution works, what work might happen around that. We look at how we grow competition. We have recent analysis that we are working on now in three areas-and caravan and holiday park market assessment is one of them and one of the others is the mountain bike tourism market profile for Tasmania. So we are currently in the process of working both from the tourism side but also from the sport and recreation side on how we maximise those opportunities and how we might best place ourselves to target that.

A lot of that current interest has clearly been built on by events that we have been through. While some, for instance, clearly play to the extreme 'I want to go straight down a hill' scary mountain biking, we have a whole host of events that within the industry, within the mountain biking circles and the mountain biking magazines-it has been well known that this is about us as a Government making a decision that this is an area that we need to focus on. We started compiling the research around what we might need to provide to the industry and to the sector itself to grow that market.



**Mr FINCH** - And the touring cyclists as well. Are we engaging with them and encouraging them to come to Tasmania more?

**Ms O'BYRNE** - We have had a number of tourism bikers and riders already come here through Events Tasmania. As I understand it, there has been a Victorian race. Sorry, we had some 23 300 people come to Tasmania and list their first issue as cycling, which means that there is probably a lot more who came for cycling but they have just said, 'I've come for a holiday,' or, 'I've come to visit mum and dad and I am cycling.' As I understand, there is another national cycling event that has fallen over or is not going to take place this year, and I think that well places us to look at where we might be able to provide an event. So I am talking to Events Tasmania about that.

**Mr FINCH** - Would the Tasmanian Trail that we mentioned earlier as well become an eco-friendly tourism product?

**Ms O'BYRNE** - That can be the sort of thing and it is already very well supported. A lot of people prefer to do road cycling, a lot of people want to do only mountain biking. We need to provide opportunities to allow you to come for a weekend. The Tasmanian Trail is a pretty significant investment. So we need to provide that. We also need to provide other sorts of opportunities as well.

I think they are a high-yield market for us, because they do spend well. Tasmanian Trail is fine and that is one of the reasons we are looking at the entry and exit points so that we can make sure that you finish your daily mountain bike riding and you stay in a nice hotel and you eat lots of good food and you drink wine, because that is where we get a better bang for the buck.

**Mr FINCH** - And you have a shower.

**Ms O'BYRNE** - Yes, and that is nice, too. For some of them, the whole thing of not having had a shower for a week is part of the deal. For instance, in April we hosted the Victorian Police Cycling Club event, which was really good. There has been the King Island Bike Tour, which is the Melbourne Bicycle Touring Club. We had Training Tasmania, which was the island cycle tours. We had the Great Australian Bike Ride in March. We have had the Coburg Cycling Club. So we work not only with the sector in general but we target those organisations that we know will travel as part of their sport.

**Mr FINCH** - Thank you.

**Mr GAFFNEY** - Picking up on that point and Mr Wing's point about marketing somebody, with Sid Taberlay and Rowena Fry both going to-

**Ms O'BYRNE** - And both wearing Tasmanian stuff clearly emblazoned over all of their gear.

**Mr GAFFNEY** - And with the possibility of mountain bike riding being included in the Olympic Games in 2012, it might be a good case now for Tourism to look at those people doing a 30-second advert for Tasmania taking them to the world championships that they were about to go to if we really want to get into the marketing.

**Ms O'BYRNE** - The Worlds in Canberra.

**Mr GAFFNEY** - Yes, getting that there and putting it on the map. It would be an opportunity, because there is a good chance that young Fry will finish on the podium.

**Ms O'BYRNE** - Yes, she is very well placed.

**Mr GAFFNEY** - She will. Correct.

**Ms O'BYRNE** - I think that is one of the good things with the mountain biking courses-that they do have 'Discover Tasmania' already emblazoned on their gear, because we are already a big place for that. Whether or not we do something along those lines, we would be happy to look at it, but we would have to be sure that it would deliver to the target market and I think the target market will look at Rachel Fry and would have already been incredibly impressed. She is pretty inspirational.

**CHAIR** - Thank you, Minister. I think we have pretty much covered 3.1. I would like to go on now to 3.2, which is Events.

### **3.2 Events-**

**CHAIR** - Obviously, that is a significant part of the tourism-

**Ms O'BYRNE** - And we have touched a little bit on that

**CHAIR** - We have at different times.

**Ms O'BYRNE** - But we will answer specific questions.

**CHAIR** - Obviously there has been a decrease in funding of about \$270 000 for this year. In the notes it says that there will be a cessation of some major events. So what are they?

**Ms O'BYRNE** - Some of the current contracts are expiring and then we would need to either renegotiate or negotiate another particular time frame.

**CHAIR** - It would be interesting if you could record those events.

**Ms O'BYRNE** - Yes, just give me a minute.

**Mr FINCH** - Their funding is dropping off right through to 2012-13. It is significantly dropping off.

**CHAIR** - Yes, it is \$269 000 for this financial year coming up and then a decrease in 2010-11 of a further \$247 000.

**Ms O'BYRNE** - The Mark Webber challenge - you would be aware that Mark Webber has decided to make that a less than annual event. I am not going to make any comment on why. I am sure most people who are familiar with Mark Webber's event would probably be able to draw conclusions.

**Mr WING** - Yes, but it is not such good value for money?

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - No, it is a good investment and it is good. I just think that Mark Webber also has a contractual obligation to another sport that he needs to be able to meet.

**Mr WING** - For how long does this current contract continue?

**Ms O'BYRNE** - We are not doing the next one. He has pulled back-

**Mr WING** - Finished?

**Ms O'BYRNE** - Yes.

**Mr WING** - That is good.

**Ms O'BYRNE** - It does not mean that we would not renegotiate with him at another time.

**Mr FINCH** - Negotiate quickly. He has had three second places recently. When he starts winning, we are in trouble.

**Mr WING** - I would try something else-

**Ms O'BYRNE** - He is really committed and excited about it as an individual. I think the reality is he has a contract obligation that he has to meet. If he injures himself as regularly, then that is going to have an impact. But he has spoken very highly of it and we got a really good brand recognition out of it. We got good success out of it. In terms of the \$25 000 out of winter events, let me work out what that is and I will come back to you. You would be aware that we fund the V8 supercars. That has been an extremely important thing. There are two parts to that funding.

**Mr WING** - That is a good investment.

**Ms O'BYRNE** - It is a very good investment. There are two parts to that funding. Some \$300 000 is directed to the sport for V8 supercars to come down. That is the deal we have to bring them here. The other \$200 000 goes to Motorsports Tasmania and it is for it to manage its processes around that. That deal is expiring. We will find a way to renegotiate that.

**CHAIR** - How will you fund it out of the budget with the cuts that have been implemented? How are we going to fund supporting the V8 supercars?

**Ms MARIANI** - We have already allocated that within the context of our budgeting for next year. We recognised that that \$200 000 needs to be paid because we have the \$300 000 sponsorship that goes to the V8 supercars themselves. So we have managed to fund it out of our own budget. So we have done that. It has already been budgeted for for next year.

**CHAIR** - Is that the extent-

**Ms O'BYRNE** - Sorry, but the \$25 000 for winter events was a short-term election commitment that is about to expire. So that is the make-up of that.

## UNCORRECTED PROOF ISSUE

**CHAIR** - So that is predominantly the amount of funding that has been decreased in events- that is, the Mark Webber challenge, the V8 supercar sponsorship and the winter events. Am I to understand that-

**Ms O'BYRNE** - No, it is the motorsports. I did explain it was motorsports, yes-Motorsports Tasmania, not V8s. But it is part of the whole picture, yes.

**CHAIR** - If you did not continue the \$200 000 sponsorship to Motorsports Tasmania, it might not or probably would not be able to have the V8 supercars?

**Ms O'BYRNE** - We are absolutely committed to continue it.

**CHAIR** - So that is a given. Obviously there may be other questions that members have in relation to Events Tasmania.

**Ms O'BYRNE** - We have covered some already.

[5.45 p.m.]

**CHAIR** - I was going to say, we have covered the-

**Mr DEAN** - I just ask a general question. Are there any other major events that you are currently targeting that we have not previously had here?

**Ms O'BYRNE** - We are always in play for events. One of the important things about Events Tasmania, particularly with concerts and those sorts of events, is the role and the engagement that the staff have. So we have the Events Tasmania staff on the ground all of the time to create opportunities.

**Mr WING** - Would it include Daniel Geale?

**Ms O'BYRNE** - I am happy to talk about Daniel Geale. That is a slightly different thing.

**Mr WING** - That is an event. That would be included in events, would it not?

**Ms O'BYRNE** - We have only had some initial conversations. We have not met with them yet, so I would not like to indicate there is anything more than conversation.

**Mr WING** - No, but that would come under this?

**Ms O'BYRNE** - It could come under events if we gave it support through events. Yes, we are in the negotiation and consultation process. If I can talk about Daniel Geale before I come to this, there are three windows for Daniel Geale to come here. The first window is that there is a meeting that took place today - and I have not heard the outcome of it - and Anthony Mundine's people will agree to another fight - potentially a rematch, but certainly another fight. The second opportunity is that there is an independent assessment by three referees in the US. They will sit in a room together, just the three of them, and watch the fight and they will make an assessment of what they thought the outcome of that fight should be. That is in relation to the appeal that was lodged by the Geale camp.

**Mr FINCH** - Good. That will take the fight off him. That is good if they look at it.

**Mr WING** - Or if they see his supporters stalking the referee.

**Ms O'BYRNE** - I think the tape will be interesting. The third is whether or not there is an opportunity for Daniel to fight somebody else, and I believe there is an American boxer that they are interested in fighting him up against if the first two do not work. They have to decide where they want to host them.

Clearly they have said there is an interest in Tasmania. They have not indicated where. Ideally it would be lovely for Daniel to be able to fight in his home town and I think that is certainly what Daniel would like to do. They do have to bring down an entire card around that because it is not just one fight; it is seven, eight or nine fights, depending on the card they operate. The problem is that they cannot draw on a local core that is at that standard that they could necessarily use.

If they identify a site that they wish to go to, we will work with them on that. I understand that some of Daniel's people are down I think tomorrow, and we will know a little bit more after that. We are happy to talk to them and we have had phone conversations with them. Until we know what it is that they might actually be wanting to do, we are in a bit of a difficult position.

There are a number of associated costs for a facility that hosts an event. It is not like hiring out a facility for pretty much anything else because you do need to have an ambulance on board with health staff available. You generally need a different level of security for that type of event. It depends if they are having catering. Generally they make a bit of money by having three or four levels of tickets. One of them would be courtside with food, in a sense, and the others would be seats up in the rafters.

There is not a huge difference in the amounts of people they could fit into either of the main venues that you would anticipate them looking at.

**Mr FINCH** - The opportunity to be on Fox Sports for the Friday night fights, that publicity that ensues from people around Australia watching it.

**Ms O'BYRNE** - And you would imagine people would travel for it as well, yes.

**Mr FINCH** - Absolutely, yes.

**Ms O'BYRNE** - I think they had about 8 000 at the Brisbane fight, but I have not seen a break-up of how many of those would have been local. I have got the list of other events. Sorry, I got distracted. We are currently in negotiation-can I say this does not mean that the negotiation will be successfully finalised, but just so you know the sort of market that we are talking about-for *High School Musical*; 2010 National Band Championships-they have always been very popular when they have come down; Shipstern Shootout, which is a big gig.

**Mr DEAN** - What?

**CHAIR** - Surfing, at Dover.

## UNCORRECTED PROOF ISSUE

**Ms O'BYRNE** - We have also got the annual Cold Water Classic again. We are very highly rated on the pro surfing market for particularly cold-water surfing. Serious surfers come to Tasmania.

**Mr GAFFNEY** - There is no other type in Tasmania.

**Ms O'BYRNE** - That is true, because you have got to put on the really big wettie.

**Mr DEAN** - It is down the south-east somewhere that they surf, don't they?

**Mr GAFFNEY** - Yes, the big surf.

**Ms O'BYRNE** - We have got *Miss Saigon*; Super X motorbikes; the Teva Extreme, Cataract; the Southern Roots festival; and the Trans-Tasman netball competition. We have a number of things. These ones are currently in negotiation. Clearly more things come in and more things go out as the process occurs. We do not get everything that we target for.

**CHAIR** - What about the Falls Festival?

**Ms O'BYRNE** - The Falls Festival is sorted. I can tell you where we are with the Falls Festival, if you want. There have been a few negotiations around it, but the Falls Festival is continuing.

**CHAIR** - Have you got a brief brief?

**Ms O'BYRNE** - I have not got a brief brief.

**Mr WING** - *High School Musical* is advertised on the side of the Derwent Entertainment Centre, I noticed last night.

**Ms O'BYRNE** - We have agreed, and we have met with the owners of the site, Simon and Naomi Daly, to discuss some of their needs. We have indicated that we would provide up to \$250 000 in matching funding over a capped period to support some of what they need on the main stage, some of the amenities buildings and fencing, and they want some structures for merchandise and technical support. There still needs to be a suitable second exit from the site. That is not just a matter of convenience in getting out quicker; it is also, I think, a method of evacuation should that need be there. That is a serious one we are working with them on. We are looking at the Events Tasmania funding that we would give them. We have put an offer on the table to them. One of the requirements around that is that if we do make that kind of investment into the site we want to maximise opportunity to use the site outside of just the Falls Festival as well. They seem pretty amenable to having those conversations. As I understand, that is ticking along reasonably well. We signed a three-year contract in 2008.

**Mr DEAN** - My last question is on the event that draws more people to it than any other event in Tasmania-Targa. I just wonder whether or not we get as much out of Targa as we could as a State in the international market, because it does attract more people, I understand, than any other event in Tasmania as a spectator sport or activity. I wonder whether we do enough in that regard and we ensure that we retain Targa in this State. What have we done in that regard?

**Ms O'BYRNE** - I agree with you that there has been a significant growth in recognition about Tasmania from Targa. I think it does do that. Because of the presence of visiting mainland and overseas journalists, the media coverage, in particular, is extremely high. Over 80 per cent of entrants to Targa were actually from outside Tasmania and 16 per cent of the teams came from overseas, so that is a significant drawcard.

We organised through TasVacations pre and post tours around Targa 2009 for competitors, which I understand were very well recognised. Pure Tasmania has agreed to a new three-year deal commencing in 2010 with Targa as their 'presented by' partner. We have entered into a one-year \$220 000 agreement with Octagon Australia to deliver Targa. One of the things that the 2010 agreement will see is working in partnership with Tourism Tasmania to deliver three projects to add value to our investment and the outcomes. This includes: an overseas journalist driving in the 2010 Targa event, so that builds it up; a Targa Tasmania and Tasmania promotion at an internationally recognised motor sport event or rally, such as the Goodwood Festival of Speed which is held in the UK in June each year, and that will be used as a marketing opportunity; and, also for 2010, there is a Targa Tasmania video and television special planned.

I do not know if any of you saw *Love the Beast*, which is Eric Bana's movie. Eric did a little documentary piece about the car that he built from scratch. It is getting a fair bit of play from the Eric Bana fans in the US in particular. We worked with him to do that, and it is all about his car that he built from the time he was 16 and he crashed when he was down here. There are interviews with the guys who do the car show from the UK, *Top Gear*, with them saying, 'What is this car? This is completely unmanageable.' It has had that kind of coverage as well. So we are looking at those kinds of opportunities to further market Targa.

But you are right. I think Targa delivers substantially to us. There was a deal of thought that it was rich boys with their toys originally, and I think that is a disappointing interpretation because it has delivered significantly for tourists but also for marketing opportunities as well.

**Mr DEAN** - We continue to obviously work very closely with Octagon as the organisation bringing it here on an annual basis.

**Ms O'BYRNE** - Yes, we just signed a new deal with them. It will be interesting to see what kind of change in the impact we get after we actually use the UK event. If we are showcasing it there, it might be quite exciting for us as well. I would be interested to see how much more interest we get as a result of the Eric Bana documentary.

**Mr DEAN** - Thanks.

**CHAIR** - I believe that Special Capital Investment Funds, which is under Grants and Subsidies, relates especially to the AFL agreement. I do not know that any other members have any further questions on the AFL-Hawthorn deal.

**Mr FINCH** - Is there a deal?

**CHAIR** - I believe there is a deal.

**Ms O'BYRNE** - There is \$15.1 million for the local economy, 24 000 additional tourists.

**Mr WING** - It is a very good deal.

**Ms O'BYRNE** - Can I add something. What I was talking about before was the Repucom analysis on the exposure. I would be happy to table that so members can have a look at particularly the exposure outcomes that we got.

**CHAIR** - Thank you. Also under Grants and Subsidies in that particular output group is the Tasmanian Icons Program, and I know the member for Mersey touched on it earlier. It actually comes in this order. Minister, could you share with the committee some information about that particular program?

**Ms O'BYRNE** - Okay. Icons funding is based on supporting activities that build on Tasmania as a centre for excellence. It assists in promoting our brand locally, nationally and internationally. The funding for the TSO and the TCA aims to facilitate commercial outcomes for all partners, so that is using their organisation's reputation and status to reinforce Tasmania's image nationally and internationally as a world-class visitor destination.

**CHAIR** - What is the quantum for each?

**Ms O'BYRNE** - It is \$500 000 each. We gain value through joint promotional activities with icons and other partners where they exist. For instance, with the TSO, we have the Sydney concert series and there is the TEPP Sydney function and the TSO performs in Sydney. That is part of it. That is happening in August. We have actually extended the conversations around that. So they are more than just icons. We have actually got Tourism Tasmania and Brand Tasmania promoting and assisting them.

**CHAIR** - They are unusual bed partners, aren't they, when you talk about the Tasmanian Symphony Orchestra and the Tassie cricket team? But icons they are.

**Ms O'BYRNE** - I believe that the decisions were made in the early 2000s by the previous Premier.

**Mr GAFFNEY** - Are they to be reassessed at any time or are they going to be icons forever?

**Ms O'BYRNE** - The Menzies Research Institute is the other icon. Its funding is provided by ED. I am actually not sure how that might work. I think you would need to make an argument that the icons had failed somehow to live up to icon status. I think all of them probably have continued to perform with excellence. It took us years to get a Tasmanian cricket team full stop. It took ages for us to prove that Tasmania had enough worth to have a cricket team. Clearly they are performing extremely well now and they deliver very well for us. The funding for the TCA clearly supports the Bellerive facility.

**Mr FINCH** - We have few State representative teams that compete on the mainland that represent the State, particularly on a regular season basis.

**Ms O'BYRNE** - The arguments in the seventies against us having a Tasmanian team were very similar to the ones we hear now about having a football team—they simply do not have the talent base, they do not have the capacity for marketing, they cannot do all of these things. Clearly we have proven with cricket that we can do it and we will prove it again with football when that opportunity arises for us, whether it be in the next few years or in 2018. It took a long time to get the Tasmanian cricket team.



**CHAIR** - Minister, do you have any plans to add any other particular organisations to the icon program list?

**Ms O'BYRNE** - If anyone has a suggestion that they would like to refer, I would be happy talk to the Premier about what that might mean. I do not have a clear process for how that would occur right now, but I am happy to look at it.

[6.00 p.m.]

**CHAIR** - I am sure there is a policy somewhere.

**Ms O'BYRNE** - I am sure there is. I just do not have one with me right now. There would be one, I am sure.

**Mr FINCH** - It is just interesting, Minister, that it has been held at \$1 million for last year and for the next four years.

**Ms O'BYRNE** - The icon funding has been committed to.

**Mr FINCH** - The icon funding is nice, even \$1 million.

**Ms O'BYRNE** - But, if you look at the TSO, the icon funding does not cover its entire running costs. It is an extremely expensive organisation to run and the support that we give it does allow the TSO to travel and to cast its eye nationally. I think TSO has also on occasion used funding for local development here on the north-west coast and those sorts of areas. So I think you could argue that the TSO requires this funding now. It would have built it into its structures. We are always working with the TSO to ensure that it maximises the requirements of the funding to ensure that it is about developing Tasmania and providing good recognition for Tasmania. Clearly with the steps we have made at Bellerive, we will get the 2020 games and we will get international games, and that was a risk for us.

**Mr FINCH** - Sorry, I might have missed something. There is an allocation each year to TSO. Did I hear you say \$500 000?

**Ms O'BYRNE** - Yes.

**Mr FINCH** - That goes to TSO each year.

**Ms O'BYRNE** - Yes.

**Mr FINCH** - What is the allocation with cricket?

**Ms O'BYRNE** - The same.

**Mr FINCH** - So that is the \$1 million.

**Ms O'BYRNE** - They get half and half between them. Economic Development has some money that it gives to the Menzies Research Institute, another icon.

## UNCORRECTED PROOF ISSUE

**Mr FINCH** - Okay. You are asking for suggestions but really the \$1 million is allocated already.

**Ms O'BYRNE** - Yes. If there were an argument and if there were additional resources, then I would not say that I would not have a look at it. But at this stage we have two icons and we have funding for those two icons.

**Mr GAFFNEY** - I appreciate the TSO. I think that is a magnificent icon. If the cricket team has the runs on the board, then it can be an icon too. However, we need to seriously look at Tasdance. If we are looking at Tasmania being an artistic island-and we do put a lot of funding into our sports. I am not saying Tasdance should be. I think they should be given consideration because they are now going worldwide. As you said, they are going to New Caledonia.

**Ms O'BYRNE** - I am happy to talk about Tasdance because we work very closely with them and we do fund them. In the arts funding there is no reduction in our assistance to organisations. We have also changed the rules around that and, yes, there is arts funding. We want to look at longer-term funding so that we can have three- to four-year funding. In terms of Tasdance, we are talking to Tasdance about that at the moment. The big thing for Tasdance, the thing that they were not able to achieve, was proper recognition from the Australia Council. They have delivered on that extremely well. They have changed their structures. They have worked really hard to get recognition by the Australia Council and training funding for that. So they have gone on a massive journey in the last few years and they are continuing. I am always happy to work with Tasdance, bearing in mind that, as much as I love Tasdance, there are other dance companies as well in the State, although you would have to argue that Tasdance is in a class of its own.

**Mr GAFFNEY** - I think companies like that can become iconic if they have some certainty of financial stability. I think for a long time Tasdance was going year to year.

**Ms O'BYRNE** - And this has been a problem because the Australia Council felt that they were not much more than a regional company and that they should just perform regionally. The Australia Council is now recognising them as a national standard dance company that gets triennial funding. That has been a massive leap for them.

**Mr WING** - The North Queensland one in Townsville would be on about the same par, but they get Australia-

**Mr O'BYRNE** - They have had OzCo funding for some time.

**Mr WING** - Yes, that is right, and the Australian-what is that one called?

**Mr O'BYRNE** - The Australia Council, the arts board.

**Mr WING** - The Australia Council have often made decisions not to finance Tasdance when none of their members have actually seen them dance yet.

**Ms O'BYRNE** - And this was one of the problems. There was no-one on the Australia Council board who was actually a dancer and, exactly, they never came down to see them.

**Mr WING** - That is right.

## UNCORRECTED PROOF ISSUE

**Mr O'BYRNE** - But Tasdance has changed a number of its structural arrangements as well. That has meant that it better qualifies and responds a bit better to the needs of the Australia Council as well. I think there has been a significant shift at OzCo as well about how they approach dance.

**Mr WING** - Sadly, the dancers in Tasdance have about six months of the year when Tasdance cannot afford to employ them at all. But they have proved, as I have always said, that they are of international standard. They need regular funding.

**Mr O'BYRNE** - This is one of the-

**Mr WING** - And they need desperately about three or four more dancers to rest some of them.

**Ms O'BYRNE** - One of the reasons we have changed our assistance to organisations funding is to respond to the fact that there are some companies and some organisations within the arts that can maintain a case for the fact that their plan is, or their provision of service is, a longer-term one. There are some projects that are one-term projects, or short projects that you can complete in a year. But I think places like Tasdance can argue for a two- to three- to four-year plan and that is what I understand they have finalised now. They are coming to us with that. That will again go to the arts industry board, which is quite rightly at arm's length from the government. Clearly, I have a bias for Tasdance, so I probably should not be the one choosing it, which is why we do have many people to call on.

**CHAIR** - Thank you, Minister. I have taken the opportunity to go around the committee and there are no further questions. So I would like to sincerely thank you on behalf of Committee B for your presentations today, for the way that you have delivered your answers and for the way that all of your advisers and staff have been very respectful to this committee. We really appreciate that. It is for a level of scrutiny that is provided to us by the Parliament and we look to do our job on behalf of the Tasmanian people and we thank you sincerely for today.

**Ms O'BYRNE** - Can I thank the committee very much for the way in which they have presented their questions as well. They have clearly been well thought of and well thought out. I appreciate the way in which the questions were presented. Estimates are not always done in such a way and I appreciate that, because it makes it much easier, not so much for me-I am required to take part of questions-but certainly for those public servants who regularly appear. I think it is important that they are treated with respect and I thank the committee for that.

**CHAIR** - We appreciate their time and we know there is a huge amount of work that goes into preparing what is provided by both you and on behalf of your departments. So we thank you and we also think it is a good opportunity for us to appreciate what you do as a department. We thank you and we hope that the new structure is going to work well in the future and we will certainly see how that unfolds. So thank you and we look forward to seeing you-

**Mr WING** - Next year.

**The committee adjourned at 6.08 p.m.**