

TOURISM ADVERTISING

26 February 2008

The Hon. D.G.E. HOOD: Last month Qantas and Tourism Australia together organised an advertising campaign to air on CBS television in the US. It was a half-hour feature of Australian tourist destinations to encourage Americans to holiday in Australia. Indeed, a website was set up for that purpose—www.aussieweek.com—and members might recall that a gala event was organised to mark the event, putting Australian sporting and other icons alongside Hollywood stars. My concern is that the Aussie week and G'day USA promotions featured only Sydney, Melbourne and Brisbane as holiday destinations in Australia.

The Hon. B.V. Finnigan: Where the bloody hell were we?

The Hon. D.G.E. HOOD: That is exactly my question. So, why were we excluded? What representations has the minister made, or will he make, in order to ensure that South Australia does not miss out on future events? I think Mr Finnigan said it well.

The PRESIDENT: Mr Finnigan was out of order.

The Hon. CARMEL ZOLLO (Minister for Emergency Services, Minister for Correctional Services, Minister for Road Safety, Minister Assisting the Minister for Multicultural Affairs): Yes, the Hon. Mr Finnigan was out of order but it was well said. I thank the honourable member for his question in relation to national tourism advertising. I will endeavour to bring the question to the attention of the minister in the other place and then bring back a response for the honourable member.