



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

SELECT COMMITTEE ON ESTIMATES 2024-2025

Ms Nicole Lawder MLA (Chair), Ms Suzanne Orr MLA (Deputy Chair),
Miss Laura Nuttall MLA

**ANSWER TO QUESTION TAKEN ON NOTICE
DURING PUBLIC HEARINGS**

Asked by: Ms Elizabeth Lee MLA

Addressed to: Minister for Tourism

Reference: Uncorrected Hansard Transcript 25 July 2024 Pages 139-140

In relation to: Allocation of funding compared with actual spending on Visit Canberra for 2023 and 2024

Hearing Date: 25 July 2024

QTON lodgement date: 26 July 2024

Answer Due Date: 31 July 2024

MS LEE: [...] Might I go to the media booking authority's spreadsheet and it talks about the campaigns. I am talking specifically about the Visit Canberra one. In the first half of 2023 there was more than \$1.95 million spend by Visit Canberra, which probably made up about 70 per cent of the total spend in that time, but when you compare that to the first half of 2024 only \$77,000 was spent, which is less than 3 per cent of the total. It seems a really big difference? Is there a reason for that?

Mr Kobus: It is probably to do with just the way the media plan is set up and how those dollars are spent, just from a phasing perspective. So it is not reflective of the amount that we are actually spending on paid advertising. That remains fairly consistent over the recent years, so we will develop a media plan and depending on the timing of when we think the best period of the calendar year is to execute certain campaign activity, that is when those dollars will be spent.

MS LEE: But still when you are looking at a comparison of the first half of 23, compares to first half of 24, 1.95 million and 77,000 I mean that is a massive—

Mr Kobus: But some of the money that is where it is spent, the execution date might be separate to when the actual investment is made, so the dollars are spent on a campaign strategy and then that is rolled over in a period of time and so depending on when that activity happens, then additional dollars are spent. So I think it is—you know, it might be—it would probably line up if you looked at the '23 calendar year to '24 calendar year in total of what is spent, but even then you would still be

looking at crossing over periods of times when campaign activity is booked compared to when the actual investment was made.

MS LEE: Okay, so are you able to provide then—assuming on notice, I do not think that you would have this on the top of your head, but in terms of I suppose the allocation of when—you know, so you are talking about this money representing what you have actually booked compared to the actual spend.

Mr Kobus: That is when the activity then actually happens, so you could say, for example, pay for a billboard here, but it does not happen until three months later.

MS LEE: That is right. Yes, yes. Are you able to provide that information on notice?

Mr Kobus: Yes.

MS LEE: '23 and 24?

Mr Kobus: Yes.

ANDREW BARR MLA: The answer to the Member's question is as follows:

During the first half of the 2023 calendar year, VisitCanberra media buying services were managed by Tilt, under an extended contract during the transition to the newly contracted agency, UM.

Total media buy expenditure with Tilt for the 2022-23 financial year amounted to \$1,578,496, encompassing activities from September 2022 to June 2023.

For the 2023-24 financial year all media expenditure was managed by UM. Total media expenditure managed by UM for VisitCanberra for the 2023-24 financial year was \$735,000.

The difference is mainly associated with a reduction in marketing spend following the conclusion of post-COVID stimulus programs.

Approved for circulation to the Select Committee on Estimates 2024-2025

Signature: 

Date: 1.8.24

By the Minister for Tourism, Andrew Barr MLA