

2TON No. 5.



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY



STANDING COMMITTEE ON PUBLIC ACCOUNTS
Vicki Dunne MLA (Chair), Tara Cheyne MLA (Deputy Chair)
Nicole Lawder MLA, Bec Cody MLA

Inquiry into the Appropriation Bill 2019-2020 (No 2)

Answer to Question Taken on Notice

The Committee asks ministers to provide Answers to Questions Taken on Notice within 5 working days of receipt of the Uncorrected Proof Transcript, where Day One is the first working day after the hearing.

Question taken on notice by Vicki Dunne MLA on 28 February 2020, p.18 of Proof Transcript:

Mr Barr: The ticketing company partners, with a commercial interest and benefit at heart, are often the same. The ticketed elements of Enlighten, for example, are the same ticketing company, so you would be registered with them and have all of your details preloaded with them. When you buy tickets for an event in Canberra, they will often also then direct their marketing activity at you. We then also retain, obviously, within our databases where people have accessed bookings through the visitors centre and left their information or signed up for promotional material from us. We are able to bisect that data in a way that we know who comes for exhibitions at the National Gallery and the sorts of other things that they will do. In partnership with the gallery and other institutions, we can present the slate of activities that might appeal to that type of tourist or consumer, just as there are people who will come for a sporting event who may also, whilst they are here, just hypothetically speaking, visit the Institute of Sport or do something else that is logically aligned.

THE CHAIR: Could you, on notice, provide to the committee examples of the sorts of supplementary information that people would get if they bought tickets to the AFL or tickets to Picasso et cetera?

The Answer to Question Taken on Notice by Andrew Barr MLA as Chief Minister in connection with supporting tourism by strengthening Canberra's major event venues, Chief Minister, Treasury and Economic Development Directorate, considered in hearings of 28 February 2020 is as follows:

There are several ways to promote Canberra activities to purchasers of tickets to major sporting events, exhibitions and the like.

Marketing activity to ticket purchasers and ticketing agent subscribers is led by the ticketing agent, not the ACT Government, and can include messaging and material from the event deliverer at the discretion of the ticketing agent.

For example, the ticketing agent may distribute regular EDMs (electronic direct emails) to ticket purchasers who have subscribed and agreed to receive this information, or a follow up ticket confirmation email. This may include a promotional feature about Canberra detailing a variety of things to see and do – food and wine, outdoor activities, local community events and family fun. Accommodation packages may also be promoted to encourage visitors to return to the destination.

Signed

A handwritten signature in black ink, appearing to read 'Andrew Barr', written in a cursive style.

Andrew Barr MLA

Chief Minister

11.3.20