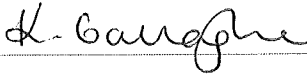


## Request for Costing an Election Commitment

<b>Name of election commitment:</b>	<i>International tourism marketing campaigns</i>					
Person and party requesting costing:	Katy Gallagher, ACT Labor					
Date of public release of election commitment, including source:	23/9/12 <a href="http://www.katygallagher.net/?p=2310">http://www.katygallagher.net/?p=2310</a>					
Summary of election commitment:	Targeted international tourism marketing campaigns					
Intention of election commitment:	\$1.8 million over four years to assist in marketing Canberra to overseas destinations, once direct flights are established.					
Signature of person requesting costing:						
Date of request for costing:	25.9.12					
<b>What are the key assumptions that have been made in the election commitment?</b>						
This is recurrent funding for marketing activities in overseas markets. It relies on direct international flights to Canberra being established.						
Where relevant, is the funding for the policy to be demand driven or a capped amount? Capped						
Will third parties, for instance the Commonwealth or other State/Territories, have a role in funding or delivering the election commitment? No						
Will funding/the cost require indexation? No						
What are the estimated revenue and operating costs each year (if available) and what are the capital requirements for this election commitment and estimated costs each year (if available)?						
	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>Total</b>
	<b>\$'000</b>	<b>\$'000</b>	<b>\$'000</b>	<b>\$'000</b>	<b>\$'000</b>	<b>\$'000</b>
Revenue <sup>(a)</sup>						
Expenses <sup>(a)</sup>		-600	-500	-400	-300	-1,800
Capital						
(a) A negative number indicates a decrease in revenue or an increase in expenses.						
What is the likely take up?						
Any other assumptions? This assumes direct flights being established.						

*Administration of the election commitment*

How will the election commitment be administered? Through the ACT Government

Who will administer the election commitment? Australian Capital Tourism, in the Economic Development Directorate

Has an allowance been made for expenses necessary to support the implementation of this election commitment?

– No, this is a normal part of business.

What is the intended implementation date of the election commitment? It is costed from 2013-14 but will depend on when international flights are secured.

Are there transitional arrangements associated with election commitment implementation? No

Are there any other assumptions that need to be considered? No

When is the election commitment expected to be fully operational?

It is costed from 2013-14 but will depend on when international flights are secured.

Will the election commitment cease and if so when? It is a four year commitment – government decisions will need to be made at the end of this four year period.