

Request for Costing an Election Commitment

Name of proposal:	Destination marketing campaign
Person requesting costing:	Andrew Barr MLA 
Date of request:	11 October 2024
Summary of proposal:	A re-elected ACT Labor Government will develop a new destination marketing campaign for the region
Issue the proposal will address:	This will continue to grow our visitor economy and support local businesses.
Proposal's public announcement details (media release or policy statement published on a party website) ¹ :	https://www.actlabor.org.au/media/342plfst/act-labor-policy-position-statement-2024-7-october-2024.pdf Page 102

What are the key assumptions that have been made in the proposal?

Note: The costing will be developed on the basis of information and assumptions provided in the costing request. The professional judgment of the Under Treasurer will determine whether these assumptions are adopted in the costing of the proposal.

- Additional funding of \$1 million will be provided in 2026-27 and 2027-28 to develop a new destination marketing campaign for Canberra.
- As this is an expansion of an existing fund, there is no additional staffing requirement.

What are the estimated revenue and operating costs each year (if available) and what are the capital requirements for this proposal and estimated costs each year (if available)?

	2024-25	2025-26	2026-27	2027-28	Total
	\$'000	\$'000	\$'000	\$'000	\$'000
Revenue ^(a)					
Expenses ^(a)			-800	-200	-1,000
Capital ^(a)					
Depreciation ^(a)					
Offset - Expenses ^(a)					
Offset - Capital ^(a)					
Full-time equivalent employees					

(a) A negative number indicates a decrease in revenue or an increase in expenses, depreciation or capital outflows. A positive number indicates an increase in revenue or decrease in expenses, depreciation or capital inflows. The expenses row is not to include depreciation costs.

¹ As per Part 2, section 5 of the *Election Commitments Costing Act 2012*

Has any specific information or data been utilised in generating the proposal? Please provide links or attach information/data sources referenced.
No
Where relevant, is funding for the proposal 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 proposal? Does the proposal provide additional funding to, or redirect, any existing Commonwealth/State or Territory funding arrangements?
No
Will funding/the cost require indexation?
No
Who will administer the proposal?
Visit Canberra
How will the proposal be administered?
The program will be administered through Visit Canberra, continuing the current arrangements for the destination marketing fund.
Is the proposal part of a broader package? If so, please identify the other elements of the package.
Yes. This is part of ACT Labor's comprehensive plan to grow the visitor economy. This proposal is not dependent on other elements of the package for delivery.
Has an allowance been made for expenses necessary to support the implementation of this proposal?
– If no, will the government agency be expected to absorb expenses associated with this proposal? – If yes, please specify the key assumptions.
No. It is expected that Visit Canberra will deliver this program from within the already funded team
Will the proposal generate savings or offsets? If so, please quantify any savings or offsets.
No
Has the proposal been previously costed by an external (third) party? If so, will a copy of this material, including any assumptions, be made available to Treasury?
No
What are the community impacts associated with the proposal? Who and how many people will

be affected?
Growing our visitor economy means more money spent in local businesses, including our restaurants, cafes, bars, hotels and retailers.
Are there any transitional considerations associated with implementation of the proposal? If so, how will they be managed?
No
What is the intended implementation date of the proposal?
1 July 2026
When is the proposal expected to be fully operational? Please provide details such as the start and end dates, the level of commitment during each period etc.
Program will be fully operational from commencement
Will the proposal cease, and if so, when?
Funding for the proposed campaign will cease after 2027-28.
Is there any additional information relevant to this proposal?
No.