

Request for Costing an Election Commitment

Name of proposal:	Tourism – Destination marketing
Person requesting costing:	Elizabeth Lee MLA
Date of request:	11 October 2024
Summary of proposal:	A Canberra Liberals Government will increase funding for destination marketing by \$4 million over four years.
Issue the proposal will address:	Encourage additional tourism and economic development for the ACT.
Proposal's public announcement details (media release or policy statement published on a party website) ¹ :	Canberra Liberals website – see policy document

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.

An additional \$1 million per year will be made available for destination marketing activities, on top of the current \$10 million per year.

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)	0	0	0	0	0
Expenses ^(a)	0	-1,000	-1,000	-1,000	-3,000
Capital ^(a)	0	0	0	0	0
Depreciation ^(a)	0	0	0	0	0
Offset - Expenses ^(a)	0	0	0	0	0
Offset - Capital ^(a)	0	0	0	0	0
Full-time equivalent employees	0	0	0	0	0

(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.

Has any specific information or data been utilised in generating the proposal? Please provide links or attach information/data sources referenced.

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

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?
Third parties will deliver the marketing activity.
Will funding/the cost require indexation?
No.
Who will administer the proposal?
CMTEDD
How will the proposal be administered?
The administration of the marketing program will not change.
Is the proposal part of a broader package? If so, please identify the other elements of the package.
No.
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.
Any administrative expenses associated with the project will be absorbed by CMTEDD.
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?
The community and local businesses will benefit from increased visitor numbers and expenditure.
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?
Funding will be provided in the 2025/26 Budget.
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.
As above.
Will the proposal cease, and if so, when?

The fund will continue for the next term of government.
Is there any additional information relevant to this proposal?
No.