

2024 Election Commitment – Canberra Liberals

Name of Commitment:	Tourism – Destination marketing	Reference Number: LIB090
Request Submitted by:	Elizabeth Lee MLA, Canberra Liberals	
Date Request Received:	11-Oct-24	
Additional Information Requested (details and date)	N/A	
Additional Information Received (details and date)	N/A	

Financial Implications					
Impact On:	2024-25 \$'000	2025-26 \$'000	2026-27 \$'000	2027-28 \$'000	TOTAL \$'000
Revenues ^(a)	0.0	0.0	0.0	0.0	0.0
Expenses ^{(a)(b)}	0.0	-1,000.0	-1,000.0	-1,000.0	-3,000.0
- Employee Expenses	0.0	0.0	0.0	0.0	0.0
- Other Expenses	0.0	-1,000.0	-1,000.0	-1,000.0	-3,000.0
- Cost of Financing	0.0	0.0	0.0	0.0	0.0
Depreciation	0.0	0.0	0.0	0.0	0.0
Net Operating Balance	0.0	-1,000.0	-1,000.0	-1,000.0	-3,000.0
Capital Requirement	0.0	0.0	0.0	0.0	0.0
Cash Surplus/Deficit	0.0	-1,000.0	-1,000.0	-1,000.0	-3,000.0
(a) A negative number indicates a decrease in revenue or an increase in expenses.					
(b) Excludes depreciation					

Other Information
Costing Methodology Used: - Costing Technique: The costing is for a fixed amount of \$4.0 million over four years from 2025-26 to 2028-29 to undertake additional destination marketing activities to increase visitor numbers and expenditure in the ACT. The proposal would supplement existing destination marketing activities undertaken by Economic Development within the Chief Minister, Treasury and Economic Development Directorate (CMTEDD).
- Proposal Parameters: - The costing assumes that administrative expenses associated with the program would be absorbed by Economic Development CMTEDD. - No indexation has been applied.
Caveats or qualifications to the costing: Treasury notes that this costing request does not specify the potential marketing activities in scope, only that they would be performed by contracted third-parties.

Other Comments:

The costing over the Budget and forward estimate years is \$3.0 million, and \$4.0 million over four years from 2025-26 to 2028-29 inclusive.

- Statistical Data Used:

Treasury estimates.



Stuart Hocking PSM
Under Treasurer
17 October 2024