

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Tourism and Resources Portfolio  
Additional Estimates 2004-2005, 16 February 2005

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**AGENCY/DEPARTMENT:** TOURISM AUSTRALIA  
**TOPIC:** INTERNATIONAL ADVERTISING CONTRACTS  
**REFERENCE:** HANSARD 16/02/05, PAGE E10

**QUESTION No.57**  
(Hansard 16/02/05, p.E10)

**Senator O'Brien** asked about:

Who has the international advertising contracts with Tourism Australia?

**ANSWER**

Tourism Australia has advertising contracts with the agencies listed below, in relation to the markets indicated.

- **New Zealand** – Colenso BBDO
- **United States of America** – Dailey Associates
- **UK/Europe** – Grey Worldwide
- **Asia** – TBWA
- **Japan** - Daiko