
MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM
67 TOURISM NEW SOUTH WALES

	2001-02		2002-03
	Budget	Revised	Budget
	\$000	\$000	\$000
OPERATING STATEMENT			
Expenses -			
Operating expenses -			
Employee related	12,191	12,165	12,874
Other operating expenses	36,312	44,254	39,623
Depreciation and amortisation	549	487	985
Grants and subsidies	500	500	619
Total Expenses	49,552	57,406	54,101
Less:			
Retained Revenue -			
Sales of goods and services	755	790	790
Investment income	300	200	200
Grants and contributions	6,904	7,862	7,999
Other revenue	21	125	100
Total Retained Revenue	7,980	8,977	9,089
NET COST OF SERVICES	41,572	48,429	45,012

MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM
67 TOURISM NEW SOUTH WALES

	2001-02		2002-03
	Budget \$000	Revised \$000	Budget \$000
CASH FLOW STATEMENT			
CASH FLOWS FROM OPERATING ACTIVITIES			
Payments			
Employee Related	11,509	11,424	12,000
Grants and subsidies	500	500	619
Other	33,858	45,669	40,918
Total Payments	45,867	57,593	53,537
Receipts			
Sale of goods and services	750	772	790
Interest	300	238	200
Other	4,675	9,123	9,154
Total Receipts	5,725	10,133	10,144
NET CASH FLOWS FROM OPERATING ACTIVITIES	(40,142)	(47,460)	(43,393)
CASH FLOWS FROM INVESTING ACTIVITIES			
Purchases of property, plant and equipment	(1,505)	(1,505)	(1,360)
NET CASH FLOWS FROM INVESTING ACTIVITIES	(1,505)	(1,505)	(1,360)
CASH FLOWS FROM GOVERNMENT			
Recurrent appropriation	39,989	46,839	42,748
Capital appropriation	1,505	1,505	1,360
Cash reimbursements from the Consolidated Fund Entity	500	520	610
Cash transfers to Consolidated Fund	...	(5)	...
NET CASH FLOWS FROM GOVERNMENT	41,994	48,859	44,718
NET INCREASE/(DECREASE) IN CASH	347	(106)	(35)
Opening Cash and Cash Equivalents	147	1,126	1,020
CLOSING CASH AND CASH EQUIVALENTS	494	1,020	985
CASH FLOW RECONCILIATION			
Net cost of services	(41,572)	(48,429)	(45,012)
Non cash items added back	1,201	1,189	1,779
Change in operating assets and liabilities	229	(220)	(160)
Net cash flow from operating activities	(40,142)	(47,460)	(43,393)

MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM
67 TOURISM NEW SOUTH WALES

	2001-02		2002-03
	Budget \$000	Revised \$000	Budget \$000
STATEMENT OF FINANCIAL POSITION			
ASSETS -			
Current Assets -			
Cash assets	494	1,020	985
Receivables	1,817	1,816	1,866
Other	100	200	150
Total Current Assets	2,411	3,036	3,001
Non Current Assets -			
Other financial assets	100	150	150
Property, plant and equipment -			
Land and building	540	540	420
Plant and equipment	2,143	1,868	2,363
Total Non Current Assets	2,783	2,558	2,933
Total Assets	5,194	5,594	5,934
LIABILITIES -			
Current Liabilities -			
Payables	1,175	1,330	1,250
Employee entitlements and other provisions	920	800	850
Other	193	180	170
Total Current Liabilities	2,288	2,310	2,270
Non Current Liabilities -			
Other	420	420	300
Total Non Current Liabilities	420	420	300
Total Liabilities	2,708	2,730	2,570
NET ASSETS	2,486	2,864	3,364
EQUITY			
Accumulated funds	2,486	2,864	3,364
TOTAL EQUITY	2,486	2,864	3,364

MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM
67 TOURISM NEW SOUTH WALES

67.1 Development of the Tourism Industry

67.1.1 Development of the Tourism Industry

Program Objective(s): To develop a sustainable tourism industry through co-ordination of long-term Government planning for tourism and initiatives assisting industry viability.

Program Description: The New South Wales Tourism Masterplan co-ordinates Government action, and regional development and marketing plans set future directions for tourism. Other activities include working with industry and industry associations to encourage investment in infrastructure and continuously improve business skills and service standards.

	Units	1999-00	2000-01	2001-02	2002-03
<u>Outputs:</u>					
Tourism Masterplan actions initiated	%	90	71	n.a.*	70
Key Government agencies implementing strategies which are consistent with Tourism Masterplan recommendations	no.	17	17	17	21
Regional tourism plans completed	no.	n.a.	3	4	4
Regional 'Team NSW Agreements' met (% of targeted actions initiated)	%	n.a.	n.a.	75	80
Sydney and Regional Events supported	no.	33	33	30	31
Gateway Centres Supported	no.	2	2	4	6
<u>Average Staffing:</u>	EFT	13	14	15	15

* No new initiatives in 2001-02 pending completion of new masterplan. Initiatives commenced in previous years continued in 2001-02.

———2001-02———		2002-03
Budget	Revised	Budget
\$000	\$000	\$000

OPERATING STATEMENT

Expenses -

Operating expenses -			
Employee related	1,341	1,360	1,484
Other operating expenses	1,387	1,666	1,529
Depreciation and amortisation	55	60	107
Grants and subsidies			
Local Government - current grants	500	500	619
Total Expenses	3,283	3,586	3,739

MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM
67 TOURISM NEW SOUTH WALES

67.1 Development of the Tourism Industry

67.1.1 Development of the Tourism Industry (cont)

OPERATING STATEMENT (cont)

Less:

Retained Revenue -

Sales of goods and services			
Rents and leases - other	7	8	8
Investment income	30	22	22
Grants and contributions	...	80	100
Other revenue	2	3	3

Total Retained Revenue	39	113	133
-------------------------------	-----------	------------	------------

NET COST OF SERVICES	3,244	3,473	3,606
-----------------------------	--------------	--------------	--------------

ASSET ACQUISITIONS	150	165	150
---------------------------	------------	------------	------------

MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM
67 TOURISM NEW SOUTH WALES

67.1 Development of the Tourism Industry

67.1.2 Tourism Growth through Marketing

Program Objective(s): To grow tourism in New South Wales to achieve economic benefit throughout the State.

Program Description: Promotion of tourism to New South Wales through packaging and marketing existing tourism products and holiday experiences which match consumers' needs, with the aim of attracting high spending visitors.

<u>Outcomes:</u>	Units	1999-00	2000-01	2001-02	2002-03
Marketing funds contributed by the tourist industry -					
In-kind	\$m	6.8	1.9	2.0	2.0
Cash	\$m	4.7	5.0	5.7	5.9
Product sales wholesale	\$m	15.1	15.8	27.0	35.0
Value of publicity generated through media and visiting journalist program activities -					
International	\$m	129.5	122.0	140.5	145.0
Domestic	\$m	10.5	10.2	9.4	10.5
Conference bids won for Sydney (Sydney Convention and Visitors Bureau)					
International Events	no.	21	36	30	31
Delegates	thous	23	58	38	40
Delegate days (rooms)	thous	131	233	174	184
<u>Outputs:</u>					
Visiting journalists hosted -					
International	no.	222	127	135	140
Domestic	no.	135	154	161	155
Consumer website (visitnsw) -					
User sessions	thous	n.a.	283	990	1,200
Page Views on visitnsw consumer site	thous	n.a.	1,874	6,170	7,479
International tailored websites	no.	n.a.	6	7	10
<u>Average Staffing:</u>	EFT	155	162	161	160

MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM
67 TOURISM NEW SOUTH WALES

67.1 Development of the Tourism Industry

67.1.2 Tourism Growth through Marketing (cont)

	2001-02		2002-03
	Budget \$000	Revised \$000	Budget \$000
OPERATING STATEMENT			
Expenses -			
Operating expenses -			
Employee related	10,850	10,805	11,390
Other operating expenses	34,925	42,588	38,094
Depreciation and amortisation	494	427	878
Total Expenses	46,269	53,820	50,362
Less:			
Retained Revenue -			
Sales of goods and services			
Rents and leases - other	68	67	67
Publication sales	40	30	30
Travel Centre commissions	640	685	685
Investment income	270	178	178
Grants and contributions	6,904	7,782	7,899
Other revenue	19	122	97
Total Retained Revenue	7,941	8,864	8,956
NET COST OF SERVICES	38,328	44,956	41,406
<hr/>			
ASSET ACQUISITIONS	1,355	1,340	1,210