



Overseas Travel

1 July 2014 to 30 June 2015

Number of Employees	Destinations	Reasons for Travel	Total Cost
1	France	Instigate strategic discussions with the Tour Down Under event organisers and world governing body and obtain learnings from event.	\$9 000
2	India	Attend India Engagement Program and the India Travel Mission to conduct strategic discussions with key stakeholders to explore growth opportunities pre and post Cricket World Cup.	\$14 000
1	Hong Kong, China	Instigate tactical marketing and partnership discussions on key initiatives with stakeholders from SATC Hong Kong, Tourism Australia, key travel partners and airlines.	\$4 000
1	Italy	Initiate strategic considerations and marketing initiatives with the International Dragon Boat Federation and the 2016 Club Crew World Championships being held in Adelaide.	\$4 000
1	UK	Important discussions with Tourism Australia personnel and key stakeholders on critical joint campaign initiatives – being Restaurant Australia.	\$10 000
1	USA	Representation at the 2014 World Routes Conference to explore tourism learnings and opportunities for South Australia.	\$9 000
1	Malaysia, Singapore	Important participation during the South East Asia Roadshow to explore tourism opportunities for South Australia, and to facilitate, and efficiently advance, discussions on strategic representation in Singapore.	\$4 000
1	Malaysia, Singapore	Examine tourism opportunities, and joint partnerships, with key stakeholders that may benefit South Australia during the international airline consumer event.	\$2 000
1	Hong Kong, China	Lead, support and guide South Australian tourism operators at the critical sales mission designed to help enhance business growth.	\$9 000
1	Singapore	Instigate pivotal marketing campaign activities in Singapore to enhance tourism visitation to South Australia.	\$6 000
1	Switzerland, UK	Compulsory attendance at the AGM of the cycling world governing body and instigate pivotal discussions with Liverpool Football Club.	\$5 000



Number of Employees	Destinations	Reasons for Travel	Total Cost
2	New Zealand	Facilitate meetings with key airline stakeholders to explore ways to enhance aviation access to South Australia. Additionally, attend important meetings to review critical marketing and advertising campaigns from local agencies.	\$3 000
1	USA	Representation at the 2015 Cruise Shipping Convention to uncover and explore tourism opportunities for South Australia.	\$6 000
2	Hong Kong, China	Representation and critical participation at the Ocean Park opening. Likewise, instigate key discussions with Tourism Australia and key travel trade partners to enhance tourism benefits for South Australia.	\$10 000
1	New Zealand	Lead, support and guide South Australian tourism operators at the Road Show to help enhance business growth.	\$2 000
1	China	Instigate pivotal discussions with Tourism Australia China and escort delegates for Shandong mission. Likewise, efficiently advance discussions on strategic representation in Shanghai.	\$7 000
1	China	Attend and represent South Australia at the 2 nd Shandong Cooperation and Development Forum. Likewise, instigate key strategic discussions with key agents to enhance business opportunities for South Australia.	\$8 000
2	Singapore, Malaysia	Instigate pivotal strategic discussions with key airline partners to enhance critical aviation access to South Australia. Likewise, efficiently advance discussions on strategic representation in South East Asia and India.	\$7 000
2	US	Instigate several crucial discussions on significant leisure events opportunities with various international organisations to examine initiatives which may enhance tourism outcomes for South Australia.	\$28 000
1	Singapore	Explore marketing opportunities which may advance tourism outcomes for South Australia at the TripAdvisor APEC Summit.	\$2 000

Note: These details are correct as at the date approved for publication. Figures have been rounded to the nearest \$1,000 and have not been audited.