

## Requirements

As required by the Senate Order for entity contracts, the following table sets out contracts entered into by Tourism Australia that provide for a consideration to the value of \$100,000 or more, inclusive of GST or any other applicable taxes, and which:

- > had not been fully performed as at 30 June 2021; and/or
- > were entered into by Tourism Australia during the 2020–21 financial year.

## AmountsW

Tourism Australia operates in a number of international markets, as well as within Australia. As such, it regularly enters into contracts with vendors in different currencies. For the purposes of consistency within this report and with other Australian Government entities, only the equivalent amounts in Australian dollars are included.

## Confidentiality Provisions

Most of the contracts listed contain confidentiality provisions of a general nature that are designed to protect the confidential information of the parties that may be obtained or generated in carrying out the contract.

The reasons for including such clauses include ordinary commercial prudence that requires protection of trade secrets, proprietary information, sensitive business information and the like, and/or protection of Commonwealth material and personal information.

In the table below:

- > Item 1 indicates whether the contract contains provisions requiring the parties to maintain confidentiality of any of its provisions; and
- > Item 2 indicates whether the contract contains any other requirements of confidentiality.

The listed contracts do not contain any inappropriate confidentiality provisions.

## Contract Details

Contractor	Subject Matter	Amount (AUD)	Start Date	Anticipated End Date	Item 1 (Y/N)	Reason	Item 2 (Y/N)	Reason
3BD Road Trip Pty Ltd	Services – Marketing	\$330,000	26/11/20	30/06/21	N	N/A	N	N/A
Adapted Interactive Learning Pty Ltd	ICT – Software	\$251,790	20/10/20	26/04/21	N	N/A	N	N/A
Adobe Systems Software Ireland Ltd	ICT – Software	\$929,732	1/03/20	21/08/22	N	N/A	N	N/A
		\$847,111	1/07/20	30/06/21	N	N/A	N	N/A
		\$214,497	2/03/21	1/03/22	N	N/A	N	N/A
		\$127,177	8/02/21	7/11/21	N	N/A	N	N/A
ADP International Services B.V.	Professional Services – Payroll	\$1,100,000	26/02/14	12/12/21	N	N/A	N	N/A
Akamai ATN BV	ICT – Software	\$1,479,849	1/07/18	30/06/21	N	N/A	N	N/A
Agile Analytics	ICT – Software	\$263,450	3/02/21	3/08/22	N	N/A	N	N/A
Arrilla Consulting	Professional Services - Consulting	\$127,968	22/06/21	22/12/22	N	N/A	N	N/A

Contractor	Subject Matter	Amount (AUD)	Start Date	Anticipated End Date	Item 1 (Y/N)	Reason	Item 2 (Y/N)	Reason
Article Onze Groupe	Services – Trade Representation – France	\$1,927,152	3/10/17	2/10/21	N	N/A	N	N/A
ASAP Plus Australia Pty Ltd	Services – Digital Marketing	\$15,000,000	10/12/18	10/12/21	N	N/A	N	N/A
Ashurst Australia	Professional Services – Legal	\$127,199	1/01/20	31/12/20	N	N/A	N	N/A
Australian Tourism Data Warehouse Pty Ltd	Services – Market Research	\$1,150,472	1/07/20	30/06/24	N	N/A	N	N/A
Australian Tourism Export Council Limited (ATEC)	ICT - Services	\$161,964	3/03/21	31/12/21	N	N/A	N	N/A
Barhead Solutions Pty Ltd	Services – Software	\$716,980	28/05/20	28/05/22	N	N/A	N	N/A
Bastion Insights	Services – Market Research	\$170,000	2/02/21	27/07/21	N	N/A	N	N/A
BBDO China Co., Ltd	Services – Events	\$318,000	14/04/21	25/06/21	N	N/A	N	N/A
BDA Marketing Planning Pty Ltd	Services – Market Research	\$3,564,000	1/07/20	30/06/23	N	N/A	N	N/A
		\$228,250	13/02/20	31/01/22	N	N/A	N	N/A
		\$894,740	15/05/20	28/02/22	N	N/A	N	N/A
		\$228,250	11/02/20	10/01/22	N	N/A	N	N/A
Beijing Gridsum Technology Co.Ltd	Services – Media	\$2,010,000	20/03/18	31/08/21	N	N/A	N	N/A
Blackfisch Films	Services – Marketing	\$181,500	21/10/20	30/06/21	N	N/A	N	N/A
Blink Films	Services – Marketing	\$459,221	28/04/21	31/12/23	N	N/A	N	N/A
Boomtown Pictures	Services – Marketing	\$165,000	30/10/20	30/06/21	N	N/A	N	N/A
Campbell's Stores Events Pty Ltd	Services - Events	\$420,000	23/04/21	23/06/21	N	N/A	N	N/A
Centium Software Pty Ltd	ICT – Software	\$600,000	6/06/17	28/05/22	N	N/A	N	N/A
Central Provident Fund Board (CPF)	Superannuation – Singapore	\$327,805	21/08/20	31/07/21	N	N/A	N	N/A
Citizen Relations LLC	Services – Public Relations – USA & Canada	\$1,331,789	1/08/19	31/07/22	N	N/A	N	N/A
Comcare Australia	Services – Insurance	\$168,674	17/08/20	17/08/21	N	N/A	N	N/A
Comcover	Services – Insurance	\$119,130	1/07/20	30/06/21	N	N/A	N	N/A
CrowdRiff Inc	ICT – Licensing	\$103,785	15/01/20	14/01/23	N	N/A	N	N/A
CSC Corporate Domains Inc.	ICT – Licensing	\$110,000	1/07/20	30/06/21	N	N/A	N	N/A
CustomTec Pty Ltd	ICT – Hardware and Services	\$136,844	31/07/20	30/09/21	N	N/A	N	N/A
Data#3 Limited	ICT – Software	\$396,000	1/03/20	28/02/22	N	N/A	N	N/A

Contractor	Subject Matter	Amount (AUD)	Start Date	Anticipated End Date	Item 1 (Y/N)	Reason	Item 2 (Y/N)	Reason
Data#3 Limited	ICT – Software	\$776,213	1/07/19	30/06/22	N	N/A	N	N/A
		\$234,808	28/05/20	28/05/23	N	N/A	N	N/A
		\$212,606	1/12/20	1/12/21	N	N/A	N	N/A
Deloitte Access Economics Pty Ltd	Professional Services – Consultant	\$104,500	12/02/21	12/03/21	N	N/A	N	N/A
Deloitte Touche Tohmatsu	Professional Services – Consultant	\$750,000	1/07/20	30/06/23	N	N/A	N	N/A
Department of Foreign Affairs and Trade (Commonwealth of Australia)	Lease – Hong Kong	\$702,829	18/02/17	9/03/22	N	N/A	N	N/A
	Lease – London	\$1,881,386	10/12/18	30/06/21	N	N/A	N	N/A
	Lease – Los Angeles	\$1,276,686	1/03/21	28/02/23	N	N/A	N	N/A
	Goods – Marketing	\$144,100	1/11/20	31/10/22	N	N/A	N	N/A
Ebiquity Pty Ltd	Professional Services – Consulting	\$198,000	16/07/20	16/01/21	N	N/A	N	N/A
Endemol Shine Australia Pty Ltd	Services – Marketing	\$632,500	23/04/21	23/07/21	N	N/A	N	N/A
Expertise Events Pty Ltd	Services – Events	\$1,092,300	1/07/20	30/06/21	N	N/A	N	N/A
Falcon.io ApS	Professional Services- Cyber-Security	\$100,262	1/09/20	1/08/21	N	N/A	N	N/A
FCM Travel Solutions (Australian OpCo Pty Ltd)	Services – Travel Management	\$419,833	1/07/20	30/06/21	N	N/A	N	N/A
Fifty-five5	Services – Market Research	\$619,953	11/03/21	30/04/21	N	N/A	N	N/A
Forward Data S.L.	Services – Market Research	\$183,444	26/10/20	7/11/22	N	N/A	N	N/A
Frontier Software Pty Ltd	ICT – Software	\$112,000	24/03/20	30/06/20	N	N/A	N	N/A
Genero Media Pty Ltd	Services - Marketing	\$210,000	25/06/21	24/06/22	N	N/A	N	N/A
Hansmann PR, Brunthaler & Geisler GbR	Services – Public Relations – Germany	\$679,604	2/07/18	30/06/22	N	N/A	N	N/A
Haylix Pty Ltd	ICT – Digital Marketing Services	\$1,990,000	1/08/19	31/07/21	N	N/A	N	N/A
Hope and Glory Communications LLP	Services – Public Relations – UK	\$513,032	5/09/19	4/09/21	N	N/A	N	N/A
Hotel Miami	Services – Marketing	\$121,242	08/03/21	31/08/21	N	N/A	N	N/A
		\$137,775	12/04/21	12/07/21	N	N/A	N	N/A
Imagination (Australia) Pty Ltd	Services – Events	\$330,000	31/01/20	3/07/20	N	N/A	N	N/A
		\$165,000	14/08/20	30/11/20	N	N/A	N	N/A

Contractor	Subject Matter	Amount (AUD)	Start Date	Anticipated End Date	Item 1 (Y/N)	Reason	Item 2 (Y/N)	Reason
Industry Events Agency Panel: > Australian OpCo Pty Ltd > Belle-Laide Events Pty Ltd > DG Global Pty Ltd > George P Johnson (Australia) Pty Ltd > Imagination (Australia) Pty Ltd > Peter Jones Special Events Pty Ltd	Services – Events	\$2,775,000	20/09/19	22/10/22	N	N/A	N	N/A
Infinity Squared Pty Ltd	Services – Production	\$257,925	6/09/19	30/06/23	N	N/A	N	N/A
Infox Inc	Services – Marketing	\$168,539	1/07/19	30/06/22	N	N/A	N	N/A
Inspired Tourism Solutions	Services – Production	\$148,500	19/04/21	30/06/22	N	N/A	N	N/A
International Convention Centre Sydney	Venue Hire	\$253,590	25/02/21	4/03/21	N	N/A	N	N/A
International Media and Broadcast Productions Coordination and Hosting Panel: > Australian Fixer HQ Pty Ltd > Blackfisch Pty Ltd > Clothesline Content > Inspired Tourism Solutions > International Project Solutions Pty Ltd > Karena Noble Communications > Light and Shade Media Pty Ltd > Loretta De Stefani & Co. > Media Fixer > Nicola Billens > Patricia Gonzalez > Sarah Shields PR > Stand Out Content > Sydney Fixer and Beyond > Talent Team NT > The Tourism Group Pty Ltd > Tourism Partners > Winstanley Consulting > Yumi Sakauchi	Services – Marketing	\$1,000,000	18/12/20	31/01/23	N	N/A	N	N/A
Investa Asset Management Pty Limited	Lease – Australia	\$16,207,295	1/11/16	30/06/22	N	N/A	N	N/A
Isentia Pty Ltd	Services - Marketing	\$187,000	1/07/20	30/06/21	N	N/A	N	N/A

Contractor	Subject Matter	Amount (AUD)	Start Date	Anticipated End Date	Item 1 (Y/N)	Reason	Item 2 (Y/N)	Reason
JC Junior'sche Liegenschaftsverwalt GmbH & Co.KG	Lease – Germany	\$1,290,792	1/01/07	30/11/21	N	N/A	N	N/A
Jinha JOH (H PLUS)	Services – Trade Representation – South Korea	\$1,529,261	6/08/18	5/08/21	N	N/A	N	N/A
LBi Australia Pty Limited (Digitas)	Services – Digital Marketing	\$20,000,000	10/12/18	10/12/21	N	N/A	N	N/A
LinkedIn Singapore Pty Ltd	ICT – Licensing	\$129,665	23/06/21	22/06/24	N	N/A	N	N/A
Lionbridge Technologies, Inc.	Services – Digital Marketing	\$2,900,000	10/11/17	31/12/21	N	N/A	N	N/A
Looker Data Sciences, Inc.	Services – Digital Marketing	\$354,195	23/12/20	22/12/22	N	N/A	N	N/A
Lux Content	Services – Marketing	\$132,000	20/08/20	30/06/21	N	N/A	N	N/A
M&C Saatchi Agency Pty Ltd	Services – Creative	\$65,000,000	10/12/18	10/12/21	N	N/A	N	N/A
Mediabrand Australia Pty Ltd	Services – Media	\$120,000,000	2/09/16	31/08/21	N	N/A	N	N/A
Meltwater Australia Pty Ltd	Services – Marketing	\$904,241	1/02/21	2/01/25	N	N/A	N	N/A
Mitsubishi Estate Co Ltd	Lease – Japan	\$1,797,682	1/03/18	28/02/23	N	N/A	N	N/A
MSL, MMS Communications K.K.	Services – Public Relations – Japan	\$1,340,000	1/08/19	31/07/21	N	N/A	N	N/A
National Experience Content Initiative Panel: <sup>1</sup>	Services – Marketing	\$12,000,000	25/05/21	16/06/23	N	N/A	N	N/A
> Andrew Watson Photography								
> Brad Newton Photography								
Navigare Pty Ltd	Professional Services – Marketing	\$127,875	5/04/20	1/12/21	N	N/A	N	N/A
		\$124,163	24/11/18	1/12/21	N	N/A	N	N/A
Nine Network Australia Pty Ltd	Services – Digital Marketing	\$368,500	26/11/20	30/06/21	N	N/A	N	N/A
		\$330,000	26/11/20	30/06/21	N	N/A	N	N/A
Noble Five Pty Ltd	ICT - Services	\$165,000	15/01/21	15/07/21	N	N/A	N	N/A
		\$101,475	2/02/21	2/04/21	N	N/A	N	N/A
		\$137,500	14/09/19	31/12/21	N	N/A	N	N/A
NTT Australia Digital Pty Ltd	Professional Services – Probity	\$123,425	1/03/17	19/02/22	N	N/A	N	N/A
OPR Agency Pty Ltd	Services – Public Relations – Australia	\$1,830,000	28/08/19	31/08/21	N	N/A	N	N/A
PeopleStreme	ICT – Software	\$140,612	30/09/19	29/09/22	N	N/A	N	N/A

<sup>1</sup> Evaluation of submissions for the National Experience Content Initiative is continuing. At the date of this report being published, only two providers had been appointed. Further providers across 57 regions will follow in FY22.

Contractor	Subject Matter	Amount (AUD)	Start Date	Anticipated End Date	Item 1 (Y/N)	Reason	Item 2 (Y/N)	Reason
Premium Fulfilment Services	Services – Marketing	\$290,000	29/09/16	28/09/21	N	N/A	N	N/A
PT Plaza Indonesia Realty TBK	Lease – Indonesia	\$337,403	14/07/19	13/07/22	N	N/A	N	N/A
Reuter Communications	Services – Public Relations – China	\$1,216,391	19/08/19	18/08/21	N	N/A	N	N/A
Rob Brittain consulting	Professional Services – Consulting	\$150,000	31/08/20	30/06/21	N	N/A	N	N/A
Ronde Pty Ltd	Services – Media	\$330,000	15/10/20	30/06/21	N	N/A	N	N/A
Saba Software (Australia)	ICT – Services	\$626,630	27/12/20	27/12/22	N	N/A	N	N/A
Seven Communications Pty Ltd	Services – Public Relations	\$300,000	12/08/19	11/08/21	N	N/A	N	N/A
ScreenTime New Zealand Limited	Services – Media	\$210,000	6/10/20	30/06/21	N	N/A	N	N/A
Shanghai Wanning Culture and Creative Development Ltd	Lease – China	\$3,811,718	15/06/18	31/07/24	N	N/A	N	N/A
Shriniwas Electro Stree Limited	Lease – India	\$918,172	7/10/20	7/10/23	N	N/A	N	N/A
Skyscanner Private Limited	Services – Market Research	\$170,000	12/10/20	12/10/22	N	N/A	N	N/A
Stage and Screen Travel Services (Australian OPCO Pty Ltd)	Services - Travel Management	\$1,237,500	4/09/20	30/06/21	N	N/A	N	N/A
		\$110,000	28/05/21	30/06/21	N	N/A	N	N/A
		\$330,000	22/12/20	30/06/21	N	N/A	N	N/A
Standard Life Assurance Limited	Superannuation – UK	\$162,630	1/07/20	30/06/21	N	N/A	N	N/A
Swapcard	ICT – Software	\$306,540	1/03/21	31/04/22	N	N/A	N	N/A
The Boston Consulting Group Pty Ltd	Professional Services - Consulting	\$1,594,321	28/09/20	28/03/22	N	N/A	N	N/A
The Edit Suite	Services - Marketing	\$131,759	1/03/21	31/05/21	N	N/A	N	N/A
		\$143,045	12/04/21	12/07/21	N	N/A	N	N/A
The Executive Centre (Beijing) Co Ltd	Lease – China	\$606,933	1/07/19	30/06/22	N	N/A	N	N/A
TLG India Pvt Ltd	Services – Public Relations – India	\$308,646	1/07/19	30/06/22	N	N/A	N	N/A
Tourism and Events Queensland	Services – Events	\$148,500	20/04/21	9/06/21	N	N/A	N	N/A
Tourism Hub	Services – Trade Representation – Italy	\$1,216,085	1/07/18	30/06/22	N	N/A	N	N/A
UOL Property Investments Ltd	Lease – Singapore	\$1,052,161	8/09/19	7/09/21	N	N/A	N	N/A
Various Contractors	Labour Hire	\$3,033,117	13/11/17	30/04/23	N	N/A	N	N/A

Contractor	Subject Matter	Amount (AUD)	Start Date	Anticipated End Date	Item 1 (Y/N)	Reason	Item 2 (Y/N)	Reason
VoX International Inc	Services – Trade Representation – Canada	\$1,058,775	1/02/18	31/01/22	N	N/A	N	N/A
Warner Bros. Worldwide Television Distribution Inc.	Services – Media	\$155,804	5/10/20	31/12/20	N	N/A	N	N/A
Zoom Video Communications, Inc.	ICT – Software	\$204,600	15/06/20	14/06/22	N	N/A	N	N/A

### Cost of Compliance

The costs of complying with the Senate Order and compiling and publishing this report were approximately \$5,000. This estimate is based on the salary level of each staff member involved and the estimated number of hours worked.