Govt pays $201,000 for domain
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IT cost taxpayers $201,000 to give Australia's new tourism superbody the domain name it wanted, a Senate budget estimates hearing was told.

Tourismaustralia.com was already a registered domain name but its owners agreed to sell it to the federal Government so it could be used for a new body to be formed next month from the amalgamation of the Australian Tourist Commission, See Australia, the Bureau of Tourism Research and the Tourism Forecasting Council. Under questioning from Opposition tourism spokesman Kerry O'Brien, tourism department officials said $175,000 had been paid to Graeme Haycraft for the name, with the addition of GST and Mr Haycraft's legal costs bringing the total price to $201,000. Senator O'Brien said he was amazed it was considered appropriate to select a name that came with such a high price-tag and he suspected the Government could have bargained harder. "It's remarkable the Government picked a name knowing there was a cost to it," Senator O'Brien said. "It's regrettable and you could have done something better with the money - it's not as if it's an organisation to be marketed, it's there to do the marketing." Mr Haycraft, Victorian branch manager with the Australian Tourism Export Council and a former ATC employee, would say only that he had been assured the price would not be revealed.

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