

"The services rendered by Messrs. R. M. Firth and W. P. Barnett, who were appointed as the Department's travel salesmen at the beginning of the year, have been of the greatest value, inasmuch as the energy and enthusiasm displayed by them, combined with our publicity campaign, have largely contributed to the decided increase in the number of visitors from the mainland to the Dominion, the figures, as far as can be gathered, constituting a record. The advent of these travel salesmen has not only stimulated our own activities, but has had the effect of infusing new life into kindred organizations seeking a share of the tourist traffic. The struggle for affluent visitors is now world-wide, and it is important that New Zealand should be a vigorous competitor in every field where scenic goods are in demand, especially when she can supply them in abundance, variety, and first-class quality. Our publicity work has enabled us to keep abreast of the times, and if it be continued along sound lines it should yield fruitful returns. In introducing our attractions to the people of the Commonwealth different methods of advertising have been adopted. One of our most effective means of portraying our scenic wonders, sporting and other resources, has undoubtedly been the use of moving pictures. These have, at frequent intervals, been displayed with marked success at many of the leading theatres in the various States. The screening of carefully selected films at the Melbourne, Sydney, Adelaide, and the Brisbane Town Halls was also immensely successful from an advertising point of view. To these entertainments representative citizens and ex-New-Zealanders were invited, and in each case those who accepted the invitations filled the hall. The Governor-General, Lord Stonehaven, and a distinguished gathering attended the display at Melbourne; the Governor of South Australia, Sir Alexander Hore Ruthven, and Lady Hore Ruthven, at Adelaide, and the Governor of Queensland, Sir John Goodwin, and Lady Goodwin, at Brisbane. Parties from the respective Government Houses attended with Their Excellencies. Sir Dudley de Chair, the Governor of New South Wales, was unfortunately absent from Sydney on the occasion of our display in that city, but nevertheless a representative gathering was present.

"In organizing our Melbourne display the reservation of seats at our offices was made a special feature, and as a result over thirteen hundred seats were booked by personal application, thereby giving prominence to our location in the city. It is of the utmost importance that our office address should be well known, and opportunities such as this to bring people right within our doors are not missed.

"Other methods used to advertise the Dominion, though not quite so spectacular in themselves, have proved effective. The Kodascope used for projecting the smaller films has been utilized to the fullest extent to smaller groups of interested people both at the offices and at clubs and private gatherings.

"The organized distribution of our excellently prepared literature through an increasing number of channels has also assisted to stimulate interest in our various attractions. The same may be said so far as our posters are concerned. Lantern-slides have also played no small part in our propaganda work.

"Empire Shopping Week was taken advantage of to give prominence to goods manufactured by the Dominion. In co-operation with the movement here an arresting window display of our many productions was made in one of the busiest portions of the city. The exhibit attracted considerable attention, and elicited inquiries for many of the articles shown. We were also represented at the Royal Melbourne Show and the Brisbane Shows, where advantage was taken to bring our tourist attractions before large gatherings of people. As other occasions arose they were availed of to attract attention to New Zealand. The part taken by us in the Advertising Arts Ball was an instance of this, as was our association with the New Zealand historical display given as part of the Australian Board of Missions Pageant in the Melbourne Town Hall. In addition to this, our newspaper and magazine campaign entailed considerable work, and was, I am glad to state, productive of many inquiries and subsequent bookings.

"So that the part played by New-Zealanders in the Great War was not overlooked, active steps were taken to be fittingly represented in the Anzac Day celebrations. Returned New Zealand soldiers were encouraged to join their unit in the march, and were provided with a New Zealand flag. A prominent position in the procession was allotted to them, and I am exceedingly glad to report that they received a rousing reception along the entire route. On behalf of the Government and the people of New Zealand I placed a wreath on the Cenotaph.

Generally speaking, New Zealand affairs have been kept well before the notice of the people of Australia during the past year. Many factors have contributed towards this, such as the famous Kingsford Smith flight across the Tasman, the successful visits of the New Zealand rifle team, the rowing crew, and football team, as well as our association with the Chamber of Commerce, English-speaking Union, Rotary Club, and Travel Promotion League.

"The encouragement of settlement in the Dominion has not been overlooked, as frequent inquiries are made as to the conditions that obtain. Several prospective settlers had capital varying from £2,000 to £10,000.

"Apart from these various activities many other important matters have engaged our attention. Innumerable inquiries covering a wide range of subjects have been dealt with, including work on behalf of the New Zealand Departments of State, all of whom have made use of our representation here."

Mr. W. R. Blow (Sydney Agent) reports as follows:—

"I have the honour to submit my report for the year ended 31st March, 1929.

"*Tourist Traffic to New Zealand, and Passenger-booking Business.*—It gives me very much pleasure to again report a record year as regards the amount of money that was collected at this office for the sale of tickets for travel and accommodation in the Dominion. For the year ended 31st March, 1928, the record sum of £5,545 3s. 9d. was collected, but this year all previous records have been broken