

Oceania's Entertainment Economy: Celebrity Impact, Film Incentives, and Tourism

Oceania Entertainment & Tourism · Answer Key · 15 Questions

1. Which global pop superstar's recent concert tour significantly boosted the economies of Australian cities like Melbourne and Sydney, reportedly generating hundreds of millions of dollars?

- A) Ed Sheeran
- B) Taylor Swift**
- C) Billie Eilish
- D) Harry Styles

2. What percentage of the Australian Location Offset tax rebate was increased to 30% for eligible film productions commencing principal photography on or after July 1, 2023?

- A) 20% increase
- B) 15% increase
- C) 10% increase**
- D) 5% increase

3. In 2024, which Australian celebrity was highlighted by Tourism Australia's 'We are the Australian tourism industry' campaign as a key figure driving interest in Australia as a holiday destination?

- A) Margot Robbie
- B) Chris Hemsworth**
- C) Kylie Minogue
- D) Hugh Jackman

4. New Zealand has revised its International Screen Production Rebate, significantly lowering the minimum qualifying spend for feature films from NZ\$15 million to what amount starting January 1, 2026?

- A) NZ\$10 million
- B) NZ\$7 million
- C) NZ\$4 million**
- D) NZ\$5 million

5. Which Pacific nation recorded its highest-ever monthly visitor arrivals in July 2025, with Australian visitors forming the largest market segment at 45% of total arrivals?

A) Fiji

B) Samoa

C) Vanuatu

D) Papua New Guinea

6. According to a 2025 PwC outlook, what segment of the Australian entertainment and media industry is predicted to see significant growth, becoming a 'boom' sector for advertisers, consumers, and media companies?

A) Print Media

B) Traditional Radio

C) Digital Media

D) Physical Media Sales

7. In which Pacific island nation is the 'Ava Ceremony,' a significant cultural custom, prominently featured in Disney's recent film 'Moana 2,' highlighting its cultural heritage?

A) Fiji

B) Samoa

C) Tonga

D) Cook Islands

8. What was the estimated total economic impact of Taylor Swift's 'Eras Tour' on the Australian economy, according to research from RMIT University?

A) AUD \$100 million

B) AUD \$358 million

C) AUD \$558 million

D) AUD \$1.2 billion

9. Which Australian film incentive offers a 30% rebate for large-budget film and television projects shot in Australia, applicable for productions starting principal photography on or after July 1, 2023?

A) Producer Offset

B) Post, Digital and Visual Effects (PDV) Offset

C) Location Offset

D) Regional Screen Fund

10. Fiji's tourism industry experienced a record-breaking year in 2024, welcoming over how many visitors?

- A) 500,000
- B) 750,000
- C) 1 million**
- D) 1.5 million

11. New Zealand's screen sector is strongly tied to government incentives. What was the total qualifying New Zealand production expenditure for international productions in 2024/25, according to recent data?

- A) NZ\$358 million
- B) NZ\$647.1 million**
- C) NZ\$1.09 billion
- D) NZ\$3.5 billion

12. Which Pacific nation is set to host the 3rd Pacific Sustainable Tourism Leadership Summit in October 2025, focusing on resilient and inclusive tourism guided by the Pacific Sustainable Tourism Policy Framework?

- A) Fiji
- B) Samoa
- C) Tonga**
- D) Vanuatu

13. What percentage drop in celebrity-based ad volume in 2025 compared to 2024 was reported by TAM AdEx data, indicating a shift towards influencer marketing?

- A) 10% drop
- B) 15% drop
- C) 22% drop**
- D) 30% drop

14. In the 2023-24 financial year, investment in feature films and television dramas made in Australia dropped by almost what percentage, according to Screen Australia's annual drama report?

- A) 10% decrease
- B) 20% decrease
- C) 30% decrease**
- D) 40% decrease

15. Which Australian celebrity's involvement in Tourism Australia campaigns, including a AUD\$40 million marketing push launched on Australia Day 2016, generated significant advertising equivalent value?

A) Hugh Jackman

B) Cate Blanchett

C) Chris Hemsworth

D) Nicole Kidman