

PUBLICITY.

All matters in connection with overseas publicity, with the exception of those bearing on the Dominion's war effort, have had to be drastically curtailed. Owing to the shortage of paper it has been necessary to reduce the despatch of literature overseas to the minimum requirements of the main offices, and stocks are being rigidly conserved in order that immediate supplies may be available for a resumption of the tourist drive at the end of hostilities.

FINANCIAL.

The revenue collected from the various activities controlled by the Department, and the expenditure from the Consolidated and Public Works Fund, for the past six years was as follows :—

<i>Return of Receipts, 1936-41.</i>						
	1936-37.	1937-38.	1939-39.	1939-40.	1940-41.	1941-42.
	£	£	£	£	£	£
Receipts	100,678	115,973	121,134	113,482	109,940	98,885

<i>Return of Expenditure, 1936-41.</i>						
	1936-37.	1937-38.	1938-39.	1939-40.	1940-41.	1941-42.
	£	£	£	£	£	£
Consolidated Fund	148,389*	175,120*	203,200*	184,908*	161,734*	141,083
Public Works Fund	16,789	23,159	24,551	24,892	21,575	12,207

* Includes expenditure on overseas publicity.

Ticket sales at the Government Tourist Bureaux for the past six years were as follows :—

	£	£
1936-37	480,789	1939-40 544,517
1937-38	533,847	1940-41 523,141
1938-39	564,787	1941-42 527,270

DEPARTMENT'S FILM AND ADVERTISING STUDIOS.

The Studio-manager reports that the major operations have been confined to the production of war-propaganda films, showing something of what is being actually accomplished by the Dominion in this field. Much valuable work has been performed in this direction, particularly in the circulation of short films dealing with the problem of the saving of waste materials for the war effort. Other pictures which have been much appreciated by the public have shown the training of our men in the use of modern weapons, and the means being adopted in the defence of New Zealand against possible aggression.

A series of excellent still photographs, and a large variety of topical posters covering urgent problems in connection with the war effort, have also been prepared and distributed. Further copies of films have been despatched overseas, requests having been received for these in connection with the general war effort.

APPENDICES.

APPENDIX.

(EXTRACTS FROM REPORTS OF CONTROLLING OFFICERS.)

THE TRADE AND TOURIST COMMISSIONER IN AUSTRALIA.

The Trade and Tourist Commissioner reports that travel within Australia is no longer a matter of recreation, and all sections of the community must now justify their departure from Australia upon some grounds of essential business or urgent necessity. Over the past year this has been enforced through the machinery of the Customs Department, its basic justification being the progressive development of the war and the necessity for conserving full monetary resources and man-power upon defence efforts.

Every endeavour is, however, being made to maintain good will and potential co-operation with those Australian organizations which, over the past ten years, have proved so helpful, and which can again be turned to good purpose when normal conditions prevail.

DISTRICT MANAGER, ROTORUA.

Revenue from all sources, compared with that of the previous year, shows a further increase in spite of the adverse circumstances affecting the whole position. The year's activities have been directed towards the improvement of the distribution of electrical energy to existing consumers and the extension of water-supply and drainage within the borough.

The Sanatorium shows an increase in revenue, although the average number of patients per day was slightly below that of the previous year. The various baths in the Sanatorium have proved increasingly popular, particularly the Ward and Blue Baths, which have been well patronized, while the gardens have won praise from all visitors.