



# Information Statement

2020/2021

---

## Contents

Introduction .....	4
About Tourism Western Australia .....	4
Who We Are .....	4
Our Purpose .....	5
Strategic Objectives.....	5
Enabling Legislation.....	5
Board Structure.....	6
Corporate Structure & Functions .....	6
Organisational Structure .....	7
The Role of Tourism Western Australia .....	7
Destination Marketing .....	7
Event Tourism.....	9
Destination Development .....	9
Corporate and Business Services.....	10
Executive and Strategic Services.....	10
Corporate Communications.....	10
Public Participation in Policy and Performance of Tourism WA functions.....	10
Documents Held by Tourism WA.....	11
Definition of a Document .....	11
About Western Australia .....	<b>Error! Bookmark not defined.</b>
Documents Available Free of Charge without a FOI Application .....	11
Operational Documents .....	11
Information Management.....	12
Freedom of Information Applications.....	12
How to Lodge an Application .....	12
Applications and Enquiries.....	12
Acknowledgement of your Application .....	13
Charges.....	13
Access to Non-Personal Information.....	13
Access to Your Personal Information .....	13
Amendment of Personal Information.....	13
Exempt Information.....	14

Access Arrangements.....	14
Notice of Decision .....	14
Internal Review .....	15
External Review.....	15
Contact Details for FOI Issues .....	<b>Error! Bookmark not defined.</b>
Further Information about the Freedom of Information Act .	<b>Error! Bookmark not defined.</b>

### Introduction

The Western Australian *Freedom of Information Act* 1992 "the Act" provides for access to documents held by the State Public Sector Agencies and local governments. Western Australia Tourism Commission (WATC) [trading as Tourism Western Australia (WA)] is required to facilitate public access to documents at the lowest reasonable cost, and, to ensure that personal information is accurate, complete, up-to-date and not misleading. Documents include written material, plans, drawings, photographs, tape recordings, films and videotapes.

The aim of the Freedom of Information (FOI) Act is to:

- strengthen democracy;
- promote open discussion of public affairs;
- open discussions to informed and rational debate;
- ensure the community is kept informed about the operation of government agencies; and
- avoid unique secrecy about the activities of government and its agencies.

In accordance with Section 94 and 97 of the Act, an agency must publish an "Information Statement" which provides information on its functions, how those functions affect the public, the documents it holds and how access can be obtained to its information which contains:

- a statement of the structure and functions of an agency;
- a description of the ways in which the functions affect members of the public;
- details of public participation in policy formulation;
- a description of the kinds of documents held by the agency; and
- arrangements for public access to documents.

This document has been prepared to satisfy Section 94 of the Act. This document may be viewed at [www.tourism.wa.gov.au](http://www.tourism.wa.gov.au) or copies can be obtained from the FOI Coordinator.

For further information regarding the FOI process, or assistance with preparing an application, contact the FOI Coordinator on the details provided within this document.

### About Tourism Western Australia

#### Who We Are

Tourism WA is a State Government statutory authority and part of the broader economic development portfolio of Jobs, Tourism, Science and Innovation. Tourism WA falls under the portfolio of the Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests. Tourism WA is governed by a Board of Commissioners. Tourism WA is responsible for promoting Western Australia as an attractive holiday, event, convention and incentive travel destination, and for enhancing the tourism industry, infrastructure and product base nationally and internationally.

Tourism WA focuses on three key operational areas which aim to increase the visitor numbers and the tourism industry's contribution to the State's economy:

- Marketing WA as a tourism destination;
- Developing, attracting and promoting major sporting, arts, cultural and business events;
- Supporting major projects that will draw visitors to particular destinations.

### Our Purpose

Tourism WA is responsible for promoting Western Australia as an extraordinary holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects.

### Strategic Objectives

Tourism WA has launched a plan to grow the number of visitors to the State over the next two years.

Its overall aim is to make Western Australia the most desirable leisure and business events destination in Australia.

The plan focuses on four key areas that will help drive visitation:

- Positioning the State as Australia's western gateway
- Promoting Perth as an affordable, vibrant destination close to nature
- Attracting more people to regional WA
- Intensifying promotional activity in target markets to travel.

These focus areas target Tourism WA's efforts and resources into activities that have the biggest potential for immediate and meaningful impact. The specific activities for each of these focus areas are aligned with Tourism WA's service delivery areas of destination marketing, event tourism and destination development. All actions link back to visitation targets.

### Enabling Legislation

The Western Australian Tourism Commission (operating as Tourism Western Australia) was established under the *Western Australian Tourism Commission Act 1983* ('The Act').

This provides for the establishment of a governing board of up to 10 members appointed by the Governor, one of whom is appointed as Chairman. The Act provides the functions (Section 13) of the Commission and the necessary powers (Section 14) to undertake and fulfil those functions.

Legislation impacts all administrative and operational activities and Tourism Western Australia complies with the following legislation in the performance of its functions:

- *Financial Management Act 2006;*
- *Public Sector Management Act 1994;*
- *State Supply Commission Act 1991;*
- *State Records Act 2000;*
- *State Records (Consequential Provisions) Act 2000;*
- *Criminal Code 1913;*
- *State Supply Commission Act 1991;*
- *Electronic Transactions Act 2011;*
- *Evidence Act 1906;*
- *Freedom of Information Act 1992;*
- *Limitation Act 1935 and 2005;*
- *Occupational Health and Safety Act 1984;*
- *Equal Employment and Opportunity Act 1984;*
- *Privacy Act 1988;*
- *Crime and Corruption Commission Act 2003;*
- *Fair Trading Act 1987;*
- *Disability Services Act 1993;*
- *Copyright Act 1993;*
- *Public Interest Disclosure Act 2003; and*
- *Legal Deposit Act 2012.*

## Board Structure

WATC was established in 1984 under the *Western Australian Tourism Commission Act 1983*. This Act was proclaimed and came into operation on 31 December 1984.

Tourism WA is governed by a Board of Commissioners appointed under *the Western Australian Tourism Commission Act 1983* and can include up to 10 members. The Board is responsible for the outcomes of Tourism WA; it sets the strategic direction of the agency and goals for management.

## Corporate Structure & Functions

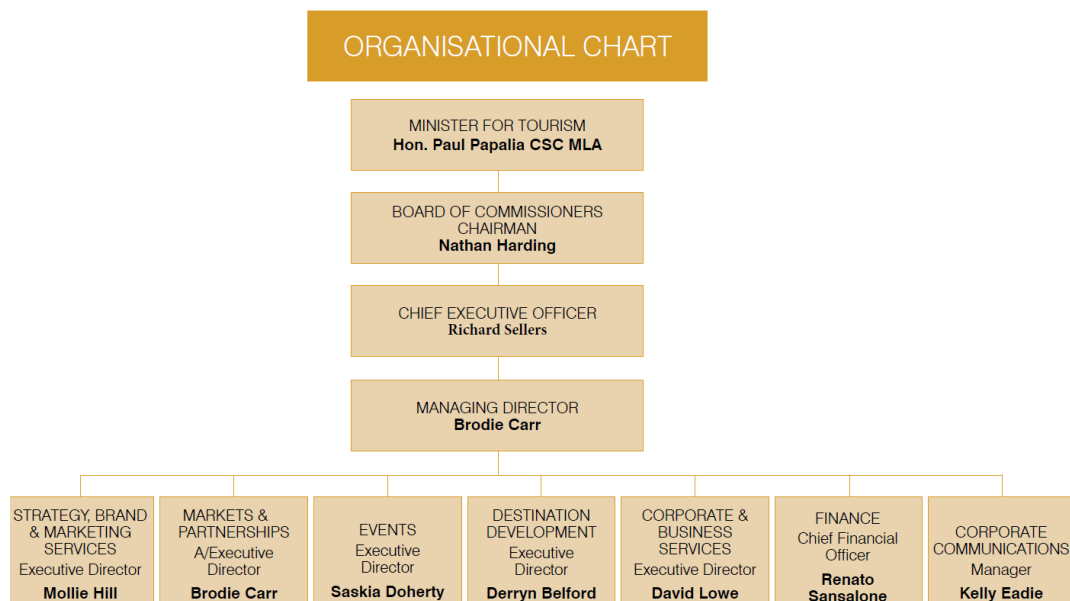
Tourism WA has three externally facing service divisions:

- Destination Marketing
- Events Tourism, and
- Destination Development.

In addition, the Tourism WA structure includes the internal services of:

- Corporate & Business Services;
- Executive and Strategic Services; and
- Corporate Communications.

## Organisational Structure



For more details please refer to the Organisational Structure located on the [Tourism WA webpage](#).

## The Role of Tourism Western Australia

Tourism WA is responsible for promoting Western Australia as an extraordinary holiday and event destination. This includes marketing the State; developing, attracting and promoting major sporting, arts, cultural and business events; and supporting major projects that will draw visitors to particular destinations.

### Destination Marketing

Tourism WA's marketing is critical for building awareness of Western Australia's diverse tourism offering and driving holiday bookings into, and around, the State.

Our marketing strategy focuses on brand communications, event marketing, cooperative marketing with key airlines and distribution partners, trade education, public relations, and major business event promotion in conjunction with the Perth Convention Bureau. All programs are measured using a variety of evaluation techniques in order to further target high-yield visitors, creating a positive and robust flow-on effect for the local tourism economy.

Through our marketing divisions we are responsible for the following:

- **Domestic marketing** - We promote WA as an extraordinary holiday destination to the intrastate and interstate markets through consumer facing marketing activities,

cooperative/commercial campaigns and agreements as well as trade marketing and participation in trade shows.

- **International marketing** - We promote the State to our key international markets through consumer facing marketing activities, cooperative/commercial campaigns and agreements as well as trade marketing and participation in trade shows. We also work closely with international offices located in some of our key international markets.

**Partnerships** - Tourism WA manages the commercial agreements with key strategic partners, including Western Australia's five Regional Tourism Organisations, the Perth Convention Bureau, the WA Visitor Centre and Tourism Council WA, to deliver destination marketing and industry development outcomes.

- **Familiarisations** - Tourism WA's trade and media familiarisation program aims to showcase WA destinations, products and experiences. Media familiarisations enable journalists and influencers to report on WA as a desirable travel destination while publicising the attractions the State has to offer. Trade familiarisations then allow wholesalers, inbound operators and retail travel agents to learn about the products and experiences that are available in WA, enabling them to confidently sell our State to their clients.
- **Brand and campaigns** - We promote visitation to the State through with assistance from the agency's strategic advertising partner, cummins&partners. We also manage the development and implementation of integrated domestic and international marketing activities to promote visitation to Western Australia.
- **Public relations** - Public relations creates opportunities for advocacy (third party endorsement) of WA's extraordinary holiday and event experiences across a range of traditional and social media channels. We do this by working with the tourism industry to identify new and extraordinary products and experiences, which we then pitch to travel and lifestyle media outlets that are read or viewed by our target audience. Each year we also support a significant number of national and international media and social influencers to experience and report on WA, and become ongoing advocates for the destination.
- **Digital marketing** - We manage all consumer facing digital marketing activities for WA's key markets across the below owned, earned and paid digital channels:
  - Consumer website ([www.westernaustralia.com](http://www.westernaustralia.com))
  - Email marketing (The Westerly e-newsletter)
  - Social media (Facebook, Twitter, YouTube and Instagram)
  - Search Engine Marketing
  - Experience WA mobile app

### Events Tourism

Tourism WA aims to develop, sponsor and promote a diverse range of sporting, arts, cultural and culinary events across the State that highlight Western Australia as a great place to live, work and visit.

Events are critical to tourism as they provide a time-specific reason for people to visit, and therefore drive visitation to the State. They also provide valuable media exposure in key domestic and international markets and create brand awareness opportunities for Western Australia. In addition, they utilise venue infrastructure, add social vibrancy and encourage community participation.

Tourism WA actively bids for major international events which will attract significant numbers of international and interstate visitors, have a positive economic impact for Western Australia, and showcase the State.

Tourism WA provides funding for major and regional events through three event funding schemes - Major Event Funding, Regional Events Program and Regional Events Scheme.

In addition Tourism WA run an events marketing campaign every year across both paid and owned media channels. The aim of the campaign is to communicate the wide variety of events happening across the State at any one time and to drive attendance.

### Destination Development

This division focuses on the supply side issues in WA tourism by working across government and industry to determine the needs of destinations in terms of access, accommodation, attractions and amenities. We seek to facilitate the filling of gaps through private and public investment.

Some focus areas include:

- **Aviation access** – facilitating the development of aviation access to Perth and key regional WA centres to encourage the growth of tourism throughout the State.
- **Cruise shipping** – capitalising on the growth of the cruise sector which is being delivered in partnership with the Cruise WA Committee and industry.
- **Caravan and camping** – helping to position WA as the nation's preferred caravan and camping holiday destination by improving the supply, delivery and promotion of the sector.
- **Aboriginal tourism** – helping to grow Aboriginal tourism in the State by working with the Western Australian Indigenous Tourism Operators Council.
- **Visitor servicing** – implementing the Regional Visitor Centre Sustainability Grant Program which provides grant funding to regional visitor centres to make them more financially sustainable.
- **Food and wine tourism** – establishing WA as one of the world's foremost culinary tourism destinations by working with other agencies and industry to implement the Taste 2020 - A strategy for food and wine tourism in Western Australia.

- **Tourism infrastructure** - supporting major infrastructure projects throughout WA which help to grow tourism. This includes delivering the Federal Government's Tourism Demand Driver Infrastructure Program.
- **Tourism policies and regulations** - ensuring the State's policies and regulations support tourism investment.

### Corporate and Business Services

The Corporate and Business Services Division supports the agency by providing financial services, risk management, human resources management, information management, ICT and procurement/contract services.

### Executive and Strategic Services

The Executive Services team provides support to the Board and Chief Executive Officer. It is also responsible for Ministerial liaison and stakeholder engagement.

### Corporate Communications

Corporate Communications promotes Tourism WA's initiatives and programs to industry and other stakeholders. It is responsible for issues management, media liaison and internal communications.

### Public Participation in Policy and Performance of Tourism WA functions

The agency has no formal committees or bodies for public participation in the policy and performance of Tourism WA's functions. However, we provide a number of avenues for informal public participation from simple consultation and feedback on individual projects to working with other organisations that provide a public forum.

Tourism WA has been a member of a number of Regional Development Commission-led committees for the development of regional tourism strategies, such as the Gascoyne, Mid West and Pilbara. This alignment clearly articulates the relationship between the functions and responsibilities of Tourism WA and its strategic plan, as well as overall Government goals.

Tourism WA works closely with a range of Commonwealth and State government agencies to achieve cross-government coordination of tourism initiatives. Some of these agencies include Austrade; Tourism Australia; Indigenous Business Australia; Department of the Premier and Cabinet; Department of Primary Industries and Regional Development; Department of Transport; Department of Planning, Lands and Heritage; Department of Biodiversity, Conservation and Attractions; Department of Parks and Wildlife; LandCorp; Metropolitan Redevelopment Authority; Main Roads WA; Department of Local Government, Sport and Cultural Industries; Public Transport Authority; VenuesWest; Small Business Development Corporation; Rottnest Island Authority; and Regional Development Commissions. Interaction with these organisations provides the opportunity for members of the public to influence Tourism WA's policies and decision making.

Tourism WA also recognises and participates where possible in whole-of-government initiatives, including the building and sharing of the capacity and capability of the WA Public Sector workforce.

### Documents Held by Tourism WA

The type of documents that can be requested extends to all information, however recorded, in the possession or under the control of an agency.

Documents include (but are not limited to) maps, plans, diagrams, graphs, drawings, photographs, videos, audiotapes, CCTV footage and electronic records including emails.

### Definition of a Document

*"Document means —*

- (a) any record; or*
- (b) any part of a record; or*
- (c) any copy, reproduction or duplicate of a record; or*
- (d) any part of a copy, reproduction or duplicate of a record;"*

### Documents Available Free of Charge without a FOI Application

A number of documents are available to download from the Tourism WA Website [www.tourism.wa.gov.au](http://www.tourism.wa.gov.au) free of charge without submitting a FOI application. These include:

- Annual Report
- Tourism Strategies for various regions
- Visitor Centre Studies
- State and Region Facts and Figures
- Visitor Profiles
- Research Reports
- Media Releases
- Newsletter

Tourism WA's websites [www.westernaustralia.com](http://www.westernaustralia.com) and [www.tourism.wa.gov.au](http://www.tourism.wa.gov.au) provides access to a range of publicly available tourism related information.

Copies of Brochures, Flyers and publications are available by contacting Tourism WA or by visiting [www.westernaustralia.com](http://www.westernaustralia.com) or [www.tourism.wa.gov.au](http://www.tourism.wa.gov.au). All publications are free to download.

### Operational Documents

Other documents held by Tourism WA which are available - subject to exemptions outlined in the Act - to be accessed under a FOI application include those records created in the line of day-to-day operation and management of Tourism WA includes but is not limited to:

Reports  
Email and other correspondence  
Draft documents  
Internal Memorandums  
Presentations  
Contracts and Agreements  
Policies and Procedures  
Minutes and Agendas

Proposals and Plans  
Operational Manuals  
Registers  
Financial Records  
Personnel Files  
Audio-Visual Material

### Information Management

The Corporate and Business Services division of Tourism WA is responsible for the standards, policies, practices and procedures relating to all Tourism WA records.

Content Manager is the Electronic Document and Records Management System used to manage Tourism WA's hard copy and electronic records and enable their retrieval.

Records are maintained at Tourism WA's Perth Head Office and at an external repository.

### Freedom of Information Applications

The *Freedom of Information Act 1992 Act* enables the public to participate more effectively in governing the State and make Tourism WA more accountable to the public. Tourism WA aims to make information available promptly and at the least possible cost.

The Act has exemption provisions to protect from disclosure, documents which would have a detrimental effect on the functioning of government or harm the interests of private individuals or commercial organisations.

### How to Lodge an Application

Section 12(1) of the Act states that an application must:

- be in writing;
- give enough information to enable the requested documents to be identified;
- give an address in Australia for notices under the Act to be sent; and
- be lodged at the agency with the appropriate application fee.

If you are seeking information that is defined as 'non-personal information', the application fee is \$30.00.

### Applications and Enquiries

Applications and enquiries under the Act should be addressed to:

**Contact:** FOI Coordinator  
**Telephone:** 08 9262 1700  
**Email:** [foi@westernaustralia.com](mailto:foi@westernaustralia.com)

**Address:** Level 10, 1 William Street  
Perth WA 6000

**Postal Address:** GPO X2261  
Perth WA 6847

### Acknowledgement of your Application

You will receive written acknowledgement of your request for information after it is received by Tourism WA.

Tourism WA may contact you to clarify the documents you are seeking, to try to reduce the scope of your access application or to seek additional time to deal with your access application.

Meaningful dialogue is in everyone's interests. It may assist you to get the documents you are really seeking and help the agency to deal with your application efficiently.

### Charges

If your access application includes a request for information that is not only about you (defined as 'non-personal information'), Tourism WA may impose charges and require that you pay a deposit to deal with your access application. Any charges are separate from the required application fee.

You may ask for an estimate of charges when you make your access application. Tourism WA will notify you of any charges and ask if you want to proceed with the application. You must respond to the notice about charges and advise of your intention to proceed within 30 days after being given the notice. If you do not, you will be taken to have withdrawn your access application.

In some instances, Tourism WA may advise that you are required to pay a deposit. If you do not pay the deposit within 30 days after being given the notice, you will be taken to have withdrawn your access application. You can seek review of an agency's decision to impose a charge or require a deposit that you think is unreasonable.

### Access to Non-Personal Information

Information applications for access to "non-personal information" must be accompanied by a \$30.00 application fee. Additional charges may be imposed for extraordinary applications.

### Access to Your Personal Information

Applications for access to, and amendment of, "personal information" are free.

#### Amendment of Personal Information

If you believe that "personal information" held by Tourism WA about you is inaccurate, incomplete, out of date or misleading you may apply to have the information amended. No fees or charges apply.

Under section 46 (1) of the Act, an application for amendment must:

- be in writing;
- give enough details to enable the document that contains the information be identified;
- give details of the matters in relation to which the person believes the information is inaccurate, incomplete, out of date or misleading;
- give the person's reasons for holding that belief;
- give details of the amendment you wish to have made;
- give an address in Australia to which notices under the Act can be sent; and
- be lodged at an office of the agency.

Under section 46 (2) of the Act the application has to also state whether you would like the amendment to be made by:

- altering information;
- striking out or deleting information;
- inserting information; or
- inserting a note in relation to information.

### Exempt Information

Some documents are protected from disclosure because their release would have an adverse effect on the private and business interests of individuals, or would hinder the proper functioning of government.

Schedule 1 of the Act sets out fifteen types of exemptions. Documents provided to you under the Act may have exempt information removed in the form of a redaction, and your Notice of Decision will detail which exemptions have been applied.

### Access Arrangements

Access to documents can be granted by way of inspection; a copy of a document; a copy of an audio or video tape; a computer disk; or a transcript of a recorded, shorthand or encoded document from which works can be reproduced.

### Notice of Decision

If you make an FOI application, Tourism WA will provide a written "Notice of Decision" in accordance with Section 30 of the Act outlining the decision within 45 calendar days, unless additional time provisions apply.

The Notice of Decision will include details of:

- Date of decision;
- Level of access to documents you have been provided;
- Reasons for denial of access, if applicable;
- Reasons for exemptions, and which exemptions apply;
- Applicable charges;
- Your right to review and related procedure.

### Internal Review

If you are not satisfied with a decision made by Tourism WA, you have the right to apply for an internal review. There are no charges for an Internal Review.

You can apply for internal review when:

- The agency refuses to deal with your access application;
- You have been refused access to some or all of the requested documents;
- You have only been given access to an edited document and you want access to the parts that were deleted;
- The agency has deferred giving you access;
- The agency has decided that medical or psychiatric information about you will only be given to you through a nominated medical practitioner;
- The agency has decided to impose a charge or require a deposit that you consider unreasonable; and
- As a third party whose personal or business information is in documents requested by someone else, you were not consulted or you disagree with a decision to release the documents (whether consulted or not).

An application for review must be:

- be in writing;
- give details of the decision you want reviewed;
- give an address in Australia for notices to be sent; and
- be lodged at an office of the agency.

An application for an internal review must be lodged with Tourism WA within 30 days of the written notice of decision. The internal review will be undertaken by an officer of Tourism WA who was not involved in the original decision or subordinate to the original decision maker. You will be advised of the outcome within 15 days.

### External Review

After an internal review has taken place, if you are not satisfied with the review decision, you have the right to lodge a complaint with the Information Commissioner seeking external review of that decision. You are required to apply in writing within 60 days of receiving the Internal Review Notice of Decision. There is no charge for lodging a complaint with the Information Commissioner's Office.

A complaint to the Information Commissioner must:

- be in writing;
- give details of the part(s) of the decision you want the Commissioner to review;
- include a copy of the agency decisions; and
- give a postal address in Australia.

## Information Statement



The address of the Office of the Information Commissioner is:

Albert Facey House  
469 Wellington Street  
PERTH WA 6000

Should you require any further information about the FOI process or how to submit a FOI application you may contact the Information Commissioner (WA) by:

**Telephone:** 08 6551 7888  
**Toll Free:** 1800 621 244  
**Email:** [info@foi.wa.gov.au](mailto:info@foi.wa.gov.au)  
**Postal Address:** Office of the Information Commissioner  
Albert Facey House  
469 Wellington Street  
PERTH WA 6000  
**Web address:** [www.foi.wa.gov.au](http://www.foi.wa.gov.au)

<b>Process custodian</b>	Chief Information Officer
<b>Policy last amended</b>	May 2020
<b>Next review date</b>	May 2021

Version	Date of Issue	Approved By	Description of Change
1			Pre-existing version
2	19 October 2016	Chief Information Officer	General updates
3	December 2017	Chief Information Officer	General updates
4	22 October 2018	Chief Information Officer	General updates
5	19 December 2018	Chief Information Officer	Formatting
6	11 June 2019	Chief Information Officer	General updates
7	27 May 2020	Chief Information Officer	General updates