

# TOURISM WESTERN AUSTRALIA INFORMATION STATEMENT

2024 / 2025



**Tourism**  
WESTERN AUSTRALIA

♀ BUSSELTON JETTY | UNDALUP

# ACKNOWLEDGEMENT OF COUNTRY

TOURISM WESTERN AUSTRALIA ACKNOWLEDGES  
ABORIGINAL PEOPLES AS THE TRADITIONAL  
CUSTODIANS OF WESTERNAUSTRALIA AND PAY OUR  
RESPECTS TO ELDERS PAST AND PRESENT.

WE CELEBRATE THE DIVERSITY OF ABORIGINAL  
WEST AUSTRALIANS AND HONOUR THEIR  
CONTINUING CONNECTION TO COUNTRY, CULTURE,  
AND COMMUNITY.

WE RECOGNISE AND APPRECIATE THE INVALUABLE  
CONTRIBUTIONS MADE BY FIRST NATIONS PEOPLES  
ACROSS MANY GENERATIONS IN SHAPING WESTERN  
AUSTRALIA AS A PREMIER DESTINATION.



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# 1. INTRODUCTION

The Western Australian *Freedom of Information Act 1992* (the Act) gives members of the public a right to apply for access to documents held by State Public Sector Agencies and local governments including the Western Australia Tourism Commission (WATC) [trading as Tourism Western Australia (Tourism WA)].

Agencies are required to assist the public to access 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:

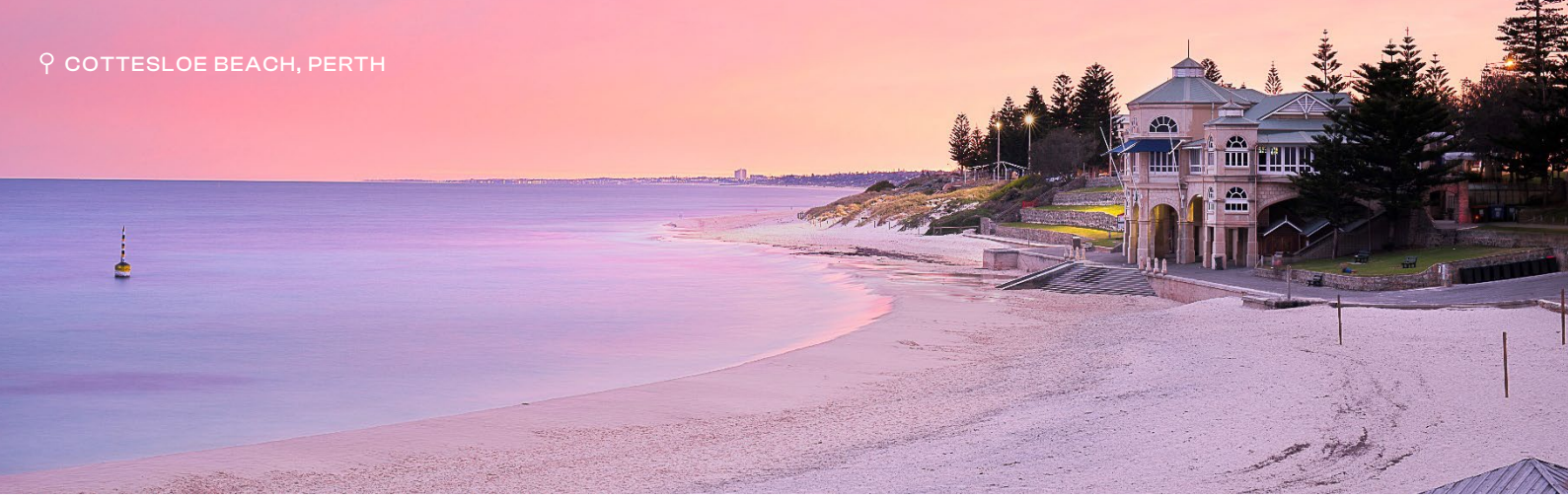
- strengthen democracy;
- promote open discussion of public affairs;
- open discussions to informed and rational debate;
- ensure the community is kept informed about the operation of government agencies; and
- avoid unique secrecy about the activities of government and its agencies.

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.



## 2. ABOUT TOURISM WESTERN AUSTRALIA

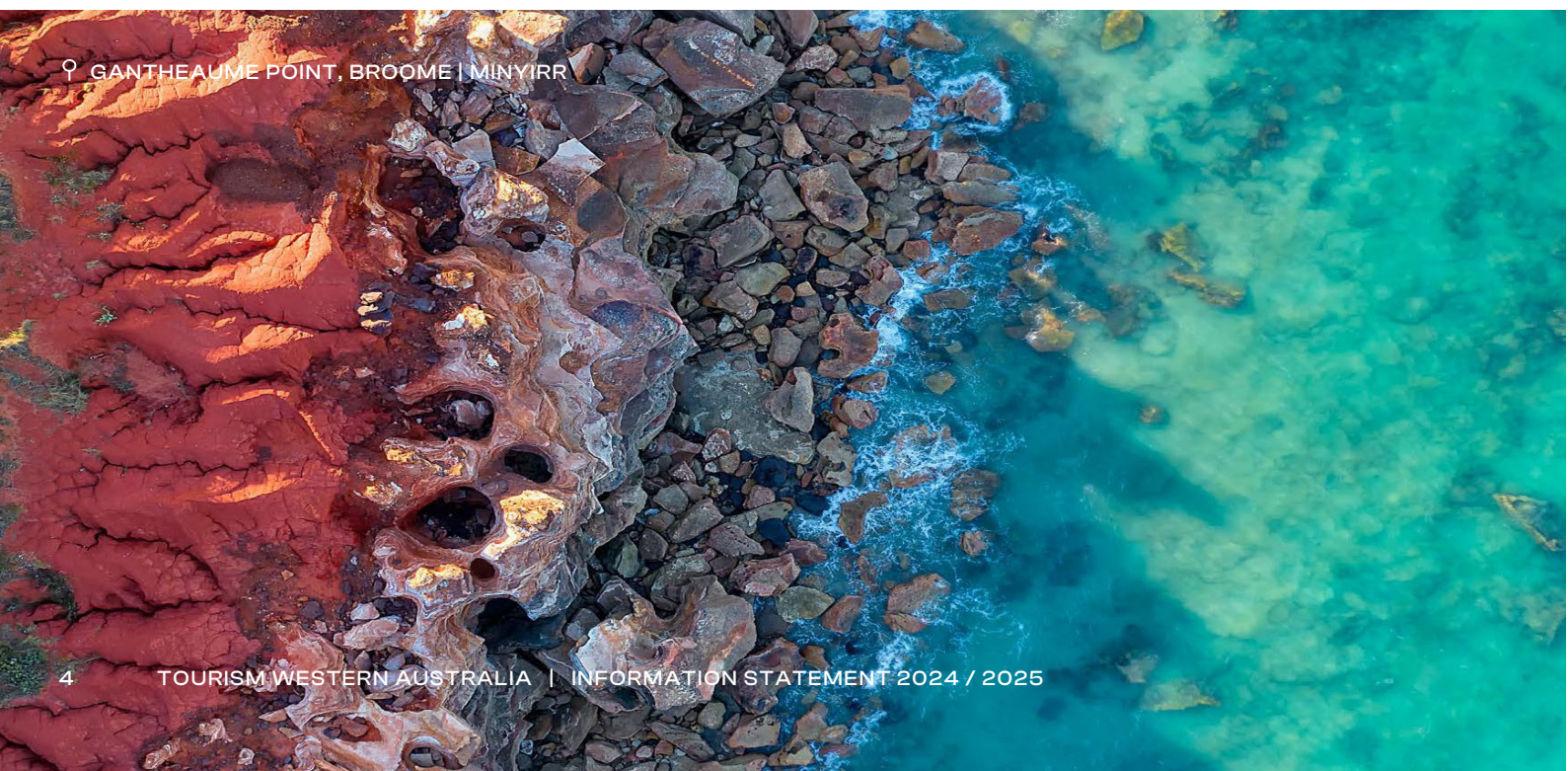
### 2.1. WHO WE ARE

Tourism WA is a State Government statutory authority and part of the broader economic development Department of Jobs, Tourism, Science, and Innovation. Tourism WA falls under the portfolio of the Deputy Premier; Minister for State Development, Jobs and Trade; Tourism; Commerce; Science. Tourism WA is governed by a Board of Commissioners.

As the State Tourism Organisation for Western Australia, Tourism WA’s goal is to grow out-of-state visitation by marketing Western Australia as an incredible holiday and business events destination; attracting and promoting world-class sporting, cultural and arts events; and improving access, accommodation and tourism experiences.

We work with a range of partners across government and the tourism industry to help grow tourism in Western Australia and ensure we are the destination of choice for visitors. We have financial agreements with key partners helping to deliver this outcome, including the five Regional Tourism Organisations, Business Events Perth, the WA Visitor Centre, the WA Indigenous Tourism Operators Council and Tourism Council WA. These organisations help with marketing and industry development initiatives.

Tourism WA focuses on four key focus areas which aim to increase the visitor numbers and the tourism industry’s contribution to the State’s economy:



- Marketing the State to the world through innovative campaigns. This includes working with partners such as airlines, travel wholesalers, retail and online travel agents, on domestic and international marketing campaigns to encourage more visitors to Western Australia. We also focus on developing and securing aviation routes to make it easier for people to travel to, and around WA.
- Developing, attracting and promoting major sporting, arts, cultural and business events. We also bid for major international events to help support WA's major infrastructure, such as Optus Stadium. Events are important because they bring people to the State, add vibrancy to a destination and attract media attention which helps promote WA.
- Working with government and the tourism industry to improve access, accommodation and tourism experiences for our visitors. Our major focus areas include Aboriginal tourism, cruise tourism, tourism and hospitality workforce development, and helping private investors in tourism product navigate government approval processes.
- Informing and empowering the WA tourism industry through sharing key insights, monitoring global trends and building strong relationships with domestic stakeholders. We promote strategic investment and tourism business development by keeping the industry updated with new research and data; responding to evolving industry needs; and providing leadership to the sector through clear and consistent communications.

## 2.2. OUR ROLE

To grow this important industry by promoting Western Australia as an incredible holiday and events destination, and inspiring more people to visit the State from around Australia and the world.

## 2.3. STRATEGIC OBJECTIVES

For the most up-to-date strategies please refer to Strategies, plans and reports located on the Tourism WA webpage.

## 3. ENABLING LEGISLATION

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

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.

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;
- Auditor General Act 2006;
- Work Health and Safety Act 2020;
- Equal Employment and Opportunity Act 1984;
- Workers Compensation and Injury Management Act 1981;
- 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.

## 4. BOARD STRUCTURE

WATC was established in 1984 under the *Western Australian Tourism Commission Act 1983* (The Act). This Act was given assent on 13 December 1983.

Tourism WA is governed by a Board of Commissioners appointed under the Act 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.

The Act provides the functions (Section 13) of the Commission and the necessary powers (Section 14) to undertake and fulfil those functions.

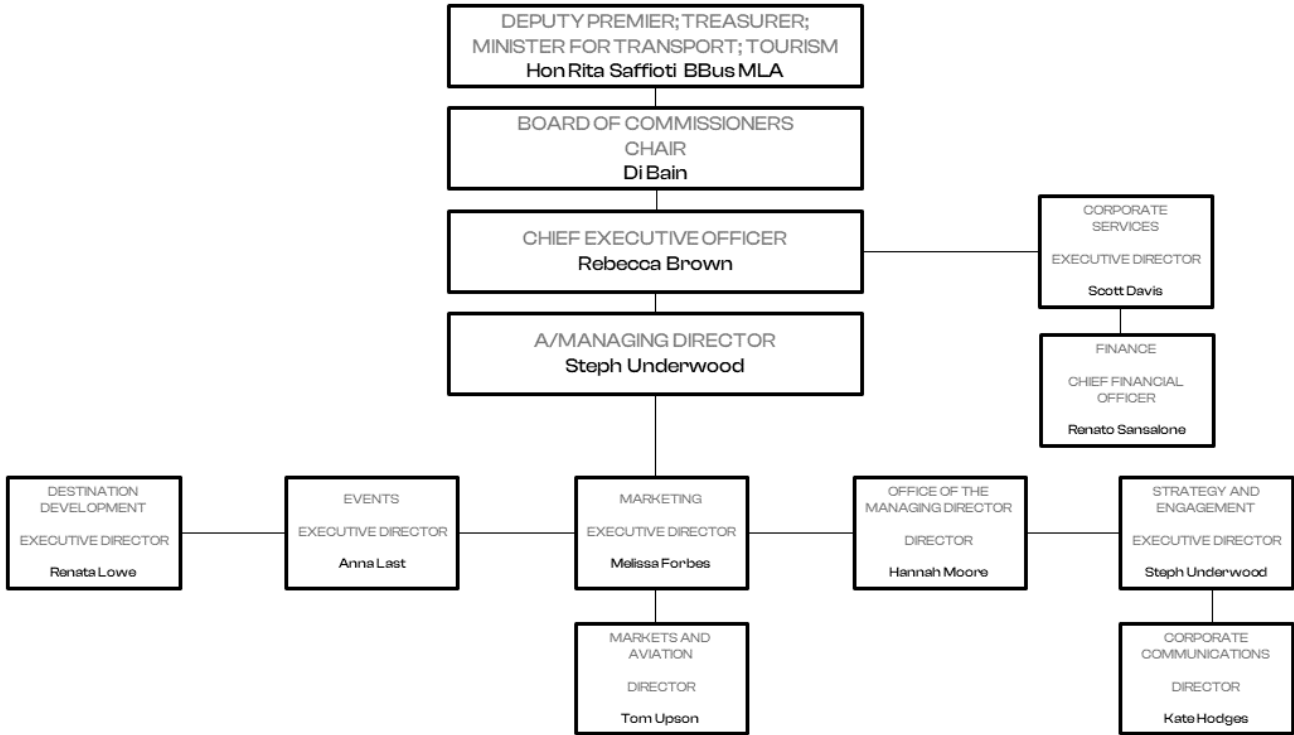
### 4.1. CORPORATE STRUCTURE AND FUNCTIONS

Tourism WA consists of the following divisions:

- Corporate Services;
- Destination Development;
- Events;
- Marketing (including Aviation); and
- Strategy and Engagement (including Corporate Communications).

## 4.2. ORGANISATIONAL CHART

For more details, please refer to Our Organisation located on the Tourism WA webpage.



♀ HUTT LAGOON, PORT GREGORY





## 5. THE ROLE OF TOURISM WESTERN AUSTRALIA

Our job at Tourism WA is to grow the tourism industry by promoting Western Australia as an incredible holiday and events destination, and inspiring more people to visit the State from around Australia and the world. 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.

### 5.1. OFFICE OF THE MANAGING DIRECTOR

The Office of the Managing Director incorporates the wider Executive Services team and provides support to the Board, Chief Executive Officer, Managing Director and Executive Management Team. The Office is responsible for Ministerial liaison, industry liaison, industry relations, research and planning, and leads the development of our corporate strategic and operational plans.

The Managing Director is responsible for the day-to-day operations of our agency including the promotion of WA as an incredible tourism destination; working with industry and government to improve access, accommodation and tourism experiences; and delivering a world-class events calendar. The Managing Director works closely with the Tourism WA Chair and Commissioners, as well as the CEO/Director General of the Department of Jobs, Tourism, Science and Innovation.



## 5.2. CORPORATE SERVICES

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

## 5.3. CORPORATE COMMUNICATIONS

Sitting within the Strategy and Engagement division, 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.

## 5.4. DESTINATION DEVELOPMENT

This division focuses on the supply-side of tourism, working with the public and private sectors to encourage the development of incredible tourism experiences and destinations that create memorable holidays. The division is responsible for Aboriginal tourism, workforce development, cruise tourism attraction, policy and planning, destination development and includes a case management team to help significant private sector developments navigate planning approvals.

## 5.5. EVENTS

The Events division develops, sponsors and promotes a diverse calendar of sporting, cultural, arts and culinary events that showcase WA as a great place to live, work and visit. This division actively bids for major international events to attract significant numbers of overseas and interstate visitors, to drive positive economic outcomes for WA and promote the State to domestic and global audiences.

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

## 5.6. MARKETING

The Marketing division focuses on implementing our marketing strategy in Australia and our key international markets, leading the Western Australia tourism brand strategy and the development and implementation of destination marketing campaigns. The division oversees trade partnerships, media buying, brand and creative, digital platforms, data strategy, social content, public relations, family and management of the 11 global marketing offices.

## 5.7. AVIATION

Sitting within the Marketing division, Aviation focuses on engagement with airlines to maintain and grow aviation access to the State in order to facilitate inbound tourism. The division is involved in prospecting and contracting marketing agreements with airlines, collecting and analysing aviation data, and following key trends in the industry to identify opportunities and risks to new or existing air routes in and out of Western Australia.

## 5.8. STRATEGY AND ENGAGEMENT

The Strategy and Engagement team is focused on working with Tourism WA's partners and stakeholders within the tourism industry as well as Tourism WA's strategic direction.

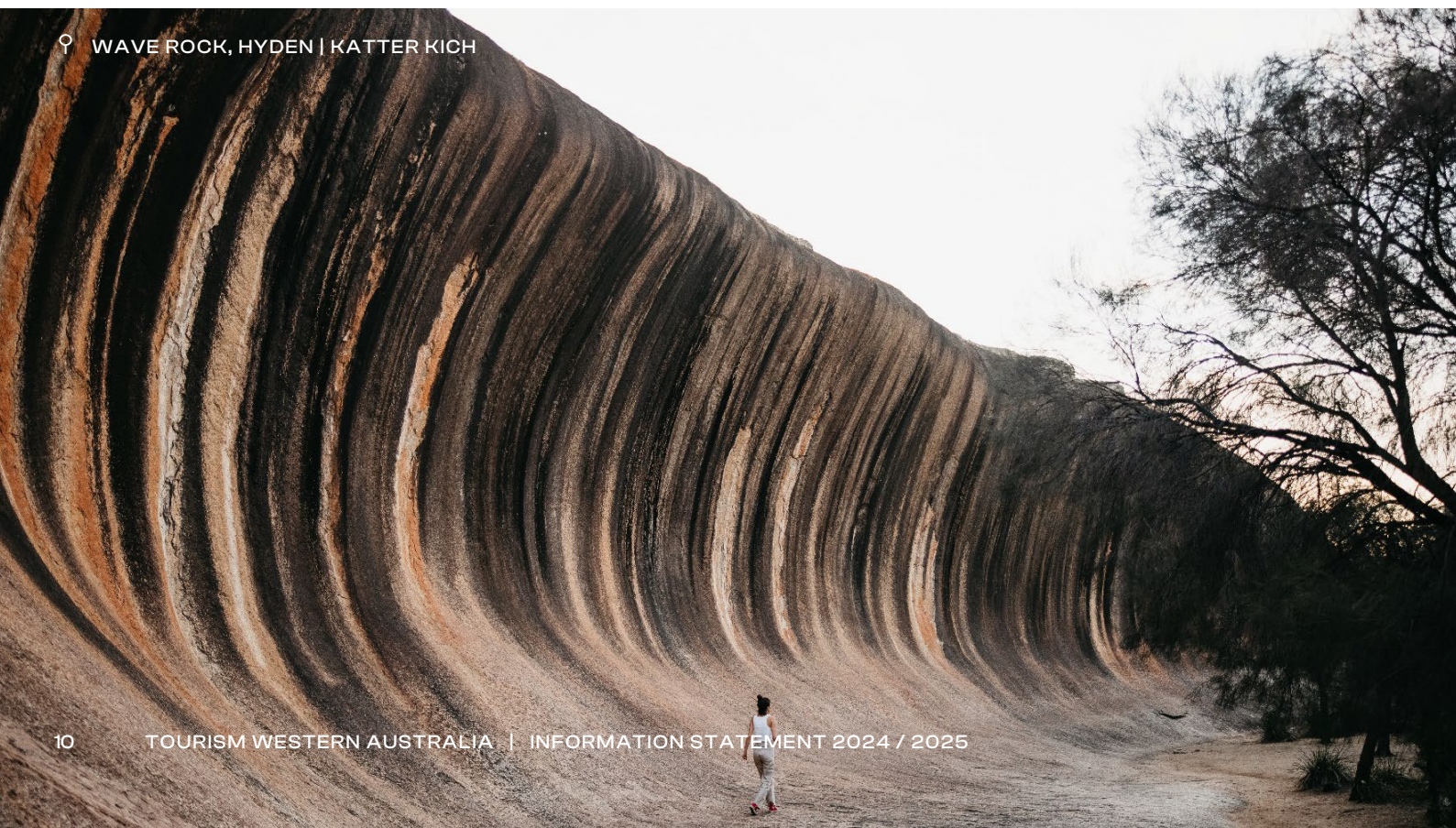
## 6. PUBLIC PARTICIPATION IN POLICY AND PERFORMANCE OF TOURISM WA FUNCTIONS

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; DevelopmentWA; 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.



♀ WAVE ROCK, HYDEN | KATTER KICH

## 7. 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 the agency.

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

### 7.1. DEFINITION OF A DOCUMENT

A document is defined as:

- 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;

### 7.2. DOCUMENTS AVAILABLE FREE OF CHARGE WITHOUT AN FOI APPLICATION

A number of documents are available to download from the [Tourism WA corporate website](#) 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 provides access to a range of publicly available tourism related information, such as copies of brochures, flyers and publications. These 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.

### 7.3. OPERATIONAL DOCUMENTS

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

- Reports, Policies and Procedures
- Email and other correspondence
- Draft documents
- Internal Memorandums, Proposals and Plans
- Presentations, Minutes and Agendas
- Financial Records, Contracts and Agreements

- Operational Manuals and Registers
- Personnel Files and Audio-Visual Material

## 7.4. INFORMATION MANAGEMENT

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



♀ LAKE BALLARD, MENZIES

## 8. FREEDOM OF INFORMATION APPLICATIONS

The *Freedom of Information Act 1992* gives members of the public a right to apply for access to government documents, subject to some limitations. 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.

### 8.1. 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.

### 8.2. APPLICATIONS AND ENQUIRIES

**Contact:** FOI Coordinator

**Telephone:** 08 9262 1700

**Email:** [foi@westernaustralia.com](mailto:foi@westernaustralia.com)

**Address:** Level 5, 1 William Street  
Perth WA 6000

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

### 8.3. 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 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 access the documents you are seeking and help the agency to deal with your application efficiently.

## 8.4. 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.

## 8.5. 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.

## 8.6. ACCESS TO YOUR PERSONAL

Applications for access to, and amendment of, personal information is 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 to 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

## 8.7. 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.

## 8.8. 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.

## 8.9. 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; and
- Your right to review and related procedure.

## 8.10. 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.

## 8.11. 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.

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)

♀ NAMBUNG NATIONAL PARK, CERVANTES



# DOCUMENT CONTROL

REVIEW INFORMATION	
Process custodian	Freedom of Information Coordinator
Date last amended	June 2024
Next review date	June 2025

