

Tourism Australia

**Information Publication
Scheme Plan**

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Introduction

1. INTRODUCTION

Tourism Australia has prepared this Information Publication Scheme Plan (**Plan**) in accordance with section 8(1) of the *Freedom of Information Act 1982* (Cth) as amended (**FOI Act**).

Part II of the FOI Act, which deals with the Information Publication Scheme (**Scheme**), came into effect on 1 May 2011.

All references to sections in this Plan are to sections of the FOI Act.

2. PURPOSE

The primary purpose of this Plan is to establish a plan that describes how Tourism Australia proposes to implement the requirements of section 8(1) of the FOI Act.

Under section 8(1), the Plan must show:

- (a) what information Tourism Australia proposes to publish for the purposes of Part II of the FOI Act;
- (b) how, and to whom, Tourism Australia proposes to publish information for the purposes of Part II of the FOI Act; and
- (c) how Tourism Australia otherwise proposes to comply with Part II of the FOI Act.

The Plan will help Tourism Australia to put appropriate procedures in place to proactively disclose its information holdings, in accordance with the objects of the FOI Act.

3. OBJECTIVES

Tourism Australia's objectives in relation to this Plan are to outline appropriate mechanisms and procedures to:

- (a) manage Tourism Australia's information holdings relevant to the Scheme;
- (b) proactively identify and publish all information required to be published, including this Plan (in accordance with section 8(2));
- (c) proactively identify and publish other information held by Tourism Australia (in accordance with section 8(4));

- (d) review and ensure on a regular basis that information published by Tourism Australia under the Scheme is accurate, up-to-date and complete (in accordance with section 8B);
- (e) ensure that information published under the Scheme can be discovered by the public, is understandable and re-useable;
- (f) ensure that the format of online content conforms with the Web Content Accessibility Guidelines Version 2.0 (available at <http://www.w3.org/TR/WCAG20>) which specifies recommendations for making online content more accessible, including to a wide range of people with disabilities (such as blindness and low vision, deafness and hearing loss, learning disabilities, and cognitive limitations); and
- (g) measure the success of Tourism Australia's implementation of the Information Publication Scheme.

Implementing the Scheme

4. ESTABLISHING THE SCHEME AT TOURISM AUSTRALIA

4.1 Who is responsible for leading Tourism Australia's work on implementing freedom of information (FOI) reforms?

The Executive General Manager Corporate Services is responsible for leading Tourism Australia's work on implementing FOI reforms generally. This includes establishing and developing the Scheme at Tourism Australia, maintaining the Scheme at Tourism Australia in accordance with any assistance or guidelines provided by the Information Commissioner, and ensuring that all requests for access to documents of Tourism Australia received from 1 November 2010 are processed in accordance with the amended FOI Act.

The Executive General Manager Corporate Services is supported by Tourism Australia's Legal & Governance Services, and Corporate Communications teams.

4.2 Existing information asset management framework and meeting the Scheme's requirements

Tourism Australia is required to publish and make publicly available a range of information. The information required to be published is specified in section 8(2).

Information published by Tourism Australia prior to the implementation of the Scheme

Tourism Australia publishes a range of a material on its public corporate website, www.tourism.australia.com, including:

- (a) a description of Tourism Australia's responsibilities;
- (b) a description of Tourism Australia's "Mission" Tourism 2020 Strategy, target markets, partnerships and current programs and campaigns;
- (c) information on Tourism Australia's Board of Directors (Board) including member profiles;
- (d) the Board and Audit & Finance Committee Charters;
- (e) information on Tourism Australia's management team, including its organisational structure, business groups, and senior management;
- (f) the 2017/2021 Corporate Plan;
- (g) Annual Reports from 2010 to present;
- (h) the 2014 Statement of Expectation and 2014 Statement of Intent;
- (i) information on Tourism Australia's funding and a link to the Department of Resources, Energy and Tourism portfolio budget statement, as well as information on budgets from past years;
- (j) media releases, "Essentials" archive and other news;
- (k) information on how Tourism Australia markets Australia, including information on Australia's tourism brand, the seven experiences, Tourism Australia's target market, Tourism Australia's campaigns and other programs;
- (l) industry tools and resources, including information on sustainable tourism, marketing opportunities, trade events and "who's who" in the industry;
- (m) information on research and insights, including visitor arrivals data, information about international consumers, information on domestic consumers, tourism fact sheets, forecasts and aviation profiles;
- (n) information on markets, including Australia, the Americas, Asia, Europe, and New Zealand;
- (o) responses to frequently asked questions; and
- (p) contact details for Tourism Australia offices in Australia and the rest of the world.

4.3 How Tourism Australia identified information that is required to be published

Paragraph 4.2 provides an overview of the key activities that are undertaken by Tourism Australia to identify what information it publishes under the Scheme.

This involves reviewing information currently in the possession of Tourism Australia in electronic and hardcopy forms, and determining what further information needs to be developed to satisfy the requirements of sections 8(2), 8A and 8D.

It is envisioned that similar exercises will be undertaken in the future to ensure that Tourism Australia continues to identify information that it is required to publish under the Scheme.

Tourism Australia's Legal & Governance, Corporate Communications teams will assist the Executive General Manager Corporate Services in undertaking this exercise.

4.4 Steps Tourism Australia will take to ensure the information is published on commencement of the Scheme and in the future

Under section 8B Tourism Australia is required to ensure that information published by Tourism Australia as required or permitted by Part II of the FOI Act is accurate, up-to-date and complete.

Tourism Australia maintains a register of documents which have been published, containing details of all documents that are published on Tourism Australia's corporate website in accordance with this Plan. This register and the documents contained therein are reviewed annually by Tourism Australia's Executive General Manager Corporate Services, Legal & Governance and Corporate Communications teams, for currency and accuracy.

Tourism Australia officers are responsible for ensuring that documents published under the Scheme are understandable, able to be easily found on the dedicated website, are useable and as much as possible, machine readable. In some circumstances it may not be possible for documents to be machine readable.

4.5 Access charges

In accordance with section 8(4) Tourism Australia will not impose a charge on a person for accessing information published under the Scheme where the person directly accesses the information by downloading from Tourism Australia's website.

In the future it is possible that, in certain circumstances, Tourism Australia may be required to provide access to information other than through its website. In those instances, Tourism Australia may impose a charge in accordance with section 8(4). Any

charge imposed would only be to reimburse Tourism Australia for specific reproduction costs, or other specific incidental costs, incurred in giving the person access to that particular information. As required under section 8(5), in such circumstances, Tourism Australia will publish details of the charge.

5. INFORMATION ARCHITECTURE

5.1 How will Tourism Australia publish information?

Tourism Australia publishes information on a dedicated webpage for the Scheme that is available to members of the public generally in accordance with sections 8D(2) and 8D(3).

In accordance with section 8D(3), Tourism Australia will publish information on the website by:

- (a) making the information available for downloading from the website;
- (b) publishing on the website a link to another website (such as Tourism Australia's corporate website www.tourism.australia.com); or
- (c) publishing on the website other details of how the information may be obtained.

5.2 Form and language in which Tourism Australia publishes information and where the information is located

Tourism Australia publishes the information in PDF format and in English.

As discussed in paragraph 5.1, the information is located on a dedicated website, on another publicly available website which can be accessed by way of a link, or in certain circumstances may be located elsewhere. If the information is located elsewhere information on how that information can be obtained will be published on the website.

5.3 Copies of information deposited in other locations

Tourism Australia does not currently deposit information in other locations. If Tourism Australia deposits information in other locations in the future, it will update this Plan accordingly.

6. INFORMATION TO BE PUBLISHED

Tourism Australia will publish information in accordance with section 8(2).

6.1 Information to be published by Tourism Australia under the Scheme

Tourism Australia will publish the following:

- (a) this Plan (as required under section 8(2)(a));

- (b) information about Tourism Australia, and links to existing publicly available information where appropriate (as required under sections 8(2)(b) and (8(2)(d)), such as:
 - (i) Tourism Australia's organisational chart;
 - (ii) Board members appointed by the Minister under the TA Act; and
 - (iii) the managing director appointed under the TA Act;
- (c) information about what Tourism Australia does including details of the functions of Tourism Australia, its decision-making powers, other powers affecting members of the public, and operational information (as required under sections 8(2)(c) and 8(2)(j)), such as:
 - (i) Tourism Australia's delegations framework;
 - (ii) the Board's Audit and Finance Committee charter;
 - (iii) Australian Tourism Exchange event policy (a link will be provided to this policy which is publically available at www.tradeevents.australia.com);
 - (iv) certain policies regarding recruitment, procurement, live animals and insurance; and
 - (v) certain procurement template documents including the template request for tender and tender evaluation plan;
- (d) reports and responses to Parliament (as required under sections 8(2)(e) and 8(2)(h)), such as:
 - (i) the Senate Order Listing on Departmental and Agency Appointments; and
 - (ii) the Continuing Senate Order Indexed File Listing; and
- (e) Contact details for a Tourism Australia officer (or officers) who can be contacted about access to Tourism Australia's information or documents under the FOI Act (as required under section 8(2)(i)).

6.2 Information that may be published by Tourism Australia in the future

Following consideration of previous responses to requests for access to documents in the possession of Tourism Australia under the FOI Act, Tourism Australia has determined that it has not routinely given access to a particular document or documents. If, in the future, Tourism Australia routinely provides access to documents in response to requests for access made under the FOI Act, Tourism Australia will publish this information in accordance with section 8(2)(g).

Policy proposals for which Tourism Australia is responsible are not presently subject to public comment. If, in the future, specific policy proposals are subject to public consideration, in accordance with section 8(2)(f), Tourism Australia will provide the details of arrangements for members of the public to comment (including how and to whom those comments may be made).

7. REVIEW OF INFORMATION PUBLICATION SCHEME

Tourism Australia will undertake, in conjunction with the Australian Information Commissioner, a first review of the operation of the Information Publication Scheme within the timeframes set out in section 9(2) of the FOI Act.

Following this first review, Tourism Australia will undertake, in conjunction with the Information Commissioner, a review of the operation of the Information Publication Scheme:

- (a) as appropriate from time to time; and
- (b) in any case – within 5 years after the last time a review was completed.