



Australian Government

National Archives of Australia

Records Authority
2011/00127083

Australian Trade Commission

International Marketing

August 2011

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INTRODUCTION

The Australian Trade Commission (Austrade) and the National Archives of Australia have developed this Records Authority to set out the requirements for keeping or destroying records for the core business area of International Marketing. It represents a significant commitment on behalf of Austrade to understand, create and manage the records of its activities.

This Authority is based on the identification and analysis of the business of Austrade. It takes into account the agency's legal and organisational records management requirements, and the interests of stakeholders, the agency and the National Archives of Australia.

The Authority sets out those records that need to be retained as national archives and specifies the minimum length of time that temporary records need to be kept. This Authority gives Austrade permission under the Archives Act 1983, for the destruction of the temporary records described after the minimum retention period has expired. Retention periods for these temporary records are based on: an assessment of business needs; broader organisational accountability requirements; and community expectations, and are approved by the National Archives of Australia on the basis of information provided by the agency.

As changes in circumstances may affect future records management requirements, the periodic review of this Authority is recommended. All amendments must be approved by the National Archives.

APPLICATION OF THIS AUTHORITY

1. This Authority is to be used to sentence records. Sentencing involves the examination of records in order to identify the individual disposal class to which they belong. This process enables sentencers to determine how long records need to be kept. Advice on sentencing is available from the National Archives.
2. This Authority should be used in conjunction with general records authorities such as:
 - the Administrative Functions Disposal Authority (AFDA) and/or AFDA Express issued by the National Archives to cover business processes and records common to Australian Government agencies;
 - encrypted records; and
 - source records that have been copied.
3. The Normal Administrative Practice (NAP) provision of the Archives Act 1983 gives agencies permission to destroy certain records without formal authorisation. This usually occurs where records are duplicated, facilitative or for short-term use only. NAP does not replace arrangements agreed to in this Authority but can be used as a tool to assist in identifying records for destruction together with an agency's Records Authority or Authorities, and with AFDA and AFDA Express. The National Archives recommends that agencies develop and implement a Normal Administrative Practice policy. Advice and guidance on destroying records as a normal administrative practice and on how to develop an agency NAP policy is available from the National Archives' website at www.naa.gov.au
4. Where the method of recording information changes (for example from a manual system to an electronic system, or when information is migrated from one system to a new system) this authority can still be applied, providing the records document the same core business. The information must be accessible for the period of time prescribed in this Authority. Austrade will need to maintain continuing access to the information, including digital information, for the periods prescribed in this records authority or until the information is transferred into the custody of the National Archives.
5. Records coming within 'Retain as national archives' classes in this Authority have been determined to be part of the archival resources of the Commonwealth under section 3C of the Archives Act. The determination of Commonwealth records as archival resources of the Commonwealth obliges agencies to transfer the records to the Archives when they cease to be current and, in any event, within 15 years of the records coming into existence, under section 27 of the Archives Act.
6. In general, retention requirements indicate a minimum period for retention. Austrade may extend minimum retention periods if it considers that there is an administrative need to do so, without further reference to the National Archives. Where Austrade believes that its accountability will be substantially compromised because a retention period or periods are not adequate, it should contact the National Archives for review of the retention period.
7. From time to time the National Archives will place a freeze on some groups of records relating to a particular topic or event which has gained prominence or provokes controversy. While the freeze is in

place no records relating to the topic or event may be destroyed. Further information about disposal freezes and whether they affect the application of this Authority is available from the National Archives website at www.naa.gov.au

8. Records that relate to any current or pending legal action, or are subject to a request for access under the Archives Act 1983 or any other relevant Act must not be destroyed until the action has been completed.
9. Records in the care of agencies should be appropriately stored, managed and preserved. Agencies need to meet this obligation to ensure that the records remain authentic and accessible over time. Under Section 31 of the Archives Act 1983, access arrangements are required for records that become available for public access including those records that remain in agency custody.
10. Appropriate arrangements should be made with the National Archives when records are to be transferred into custody. The National Archives accepts for transfer only those records designated as national archives.
11. Advice on how to use this Authority is available from the Austrade records manager. If there are problems with the application of the Authority that cannot be resolved, please contact the National Archives.

CONTACT INFORMATION

For assistance with this authority or for advice on other recordkeeping matters, please contact National Archives' Agency Service Centre.

Queen Victoria Terrace
Parkes ACT 2600
PO Box 7425
Canberra Mail Centre ACT 2610

Tel: (02) 6212 3610
Fax: (02) 6212 3989
Email: recordkeeping@naa.gov.au
Website: www.naa.gov.au

AUTHORISATION

RECORDS AUTHORITY 2011/00127083

Person to whom notice of authorisation is given:

Mr Peter Grey
Chief Executive Officer
Australian Trade Commission (Austrade)
Aon Tower, L23 201 Kent Street
Sydney NSW 2000

Purpose:

Authorises arrangements for the disposal of records in accordance with Section 24(2)(b) of the *Archives Act 1983*

Application:

All core business records relating to International Marketing.

This authority gives permission for the destruction, retention or transfer to the National Archives of Australia of the records described. This authority will apply only with the consent of the agency currently responsible for the business documented in the records described.

Authorising Officer



Margaret Chalker
Assistant Director-General
National Archives of Australia

Date of issue:

22 August 2011

INTERNATIONAL MARKETING

The core business of providing a multi-agency/ multi-partner over-arching brand position to promote Australia as a global citizen and our capabilities in such areas as business, science, global governance and the arts. Includes the development and implementation of strategic policies and programs to improve Australia's position in the international marketplace, programs to promote Australia as a global citizen, global business partner and world class destination such as the Brand Australia / Australia Unlimited program. Tasks associated with international marketing include:

- providing related addresses (presentations) at national and international fora
- providing and receiving policy advice on strategic international marketing issues
- liaising, consulting and establishing agreements with stakeholders, including other government agencies, in relation to international marketing activities;
- arranging and supporting cross-agency committees and meetings
- undertaking research
- designing developing, promoting, implementing and reviewing related policy, frameworks, strategies, programs, schemes, projects and visual identities (logos, brands).

For international marketing advisory board matters, use ADVISORY BODIES.

For media releases about programs and initiatives, use AFDA/AFDA Express COMMUNITY RELATIONS.

For publications such as brochures and newsletters, use AFDA/AFDA Express PUBLICATION

For tendering for services, including those provided by marketing agencies, use AFDA/AFDA Express PROCUREMENT.

For co-ordinating events and/or visits to promote trade and investment in Australia such as Cosmoprof, Study in Australia, etc, use EVENT AND VISIT MANAGEMENT

For specific programs to assist Australian exporters and investors such as Women in Export, Celebrate Australia, etc, use CLIENT SERVICES.

For specific programs designed to encourage overseas investment in Australia, use FOREIGN INVESTMENT ATTRACTION.

Class no	Description of records	Disposal action
21997	<p>The following significant records:</p> <ul style="list-style-type: none"> • design, development, promotion, implementation and review of strategic programs and policies for international marketing. Includes Brand Australia / Australia Unlimited recommendations and proposals, authorisations, results of stakeholder consultations, inter-agency arrangements, issues papers, research reports and final promotional designs. • final versions of addresses (presentations) made by the Minister or senior agency officers at major functions to promote international marketing of Australia, such as the presentation made by the Portfolio Minister to launch Brand Australia / Australia Unlimited internationally; • advice relating to significant matters that have far-reaching implications, or which are controversial, subject to government-level scrutiny, innovative and/or high profile with either a significant social, environmental, or economic benefit to international marketing of Australia. This includes Brand Australia / Australia Unlimited advice provided to the Portfolio Minister and government agencies and/or is used in corporate or government policy decisions; • high-level agreements with other stakeholders (eg other government agencies). 	Retain as national archives

INTERNATIONAL MARKETING

Class no	Description of records	Disposal action
(cont.)	<ul style="list-style-type: none"> • high-level inter-governmental or inter-agency committees and working groups, and/or high-level internal committees supporting international marketing of Australia where the agency is the lead agency such as Brand Australia / Unlimited Australia inter-agency committees; • liaison, consultation and meetings with regional and international peak industry bodies, international governments or non-governmental bodies, leading community interest groups, recognised influential stakeholders or individuals concerning international marketing issues of a contentious nature, which are of major significance to the agency and/or its stakeholders such as international liaison consultation and meetings for Brand Australia / Australia Unlimited; and • final research reports such as research reports for Brand Australia / Australia Unlimited. 	
21998	<p>Records documenting low level administrative tasks that are routine in nature or that are not of a major significance to the agency and/or to the community at large. Includes:</p> <ul style="list-style-type: none"> • draft designs and development records; • general administrative arrangements (eg meeting room bookings, catering arrangements, training arrangements) for committees and meetings; • routine addresses (presentations), advice and liaison such as internal staff briefings, communications and advice. 	Destroy 3 years after action completed
21999	Records documenting international marketing of Australia related tasks and activities other than those covered in classes 21997 and 21998.	Destroy 7 years after action completed