



**NATIONAL
ARCHIVES
OF AUSTRALIA**

Records Authority

2014/00032828

Tourism Australia

Tourism Industry Development

Issued 5 August 2014

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CONTENTS

INTRODUCTION	<u>3</u>
APPLICATION OF THIS AUTHORITY	<u>3</u>
CONTACT INFORMATION	<u>4</u>
AUTHORISATION	<u>5</u>
TOURISM INDUSTRY DEVELOPMENT	<u>6</u>

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INTRODUCTION

Tourism Australia 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 Tourism Industry Development. It represents a significant commitment on behalf of Tourism Australia to understand, create and manage the records of their activities.

This Authority is based on the identification and analysis of the business of Tourism Australia. 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 Tourism Australia 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. Records Authority 967 (1994, revised 1998) is superseded by this Authority and cannot be used after the date of issue of this Authority.
2. This Authority is to be used to determine how long records must be kept. Records are matched to the relevant core business and records class in the Authority;
 - Where the minimum retention period has expired and the records are not needed for agency business they should be destroyed as authorised in this Authority;
 - Records that have not reached the minimum retention period must be kept until they do; and
 - Records that are identified as Retain as National Archives (RNA) are to be transferred to the National Archives of Australia for preservation.
3. 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; and
 - General Records Authority (31) for source (including original) records that have been copied, converted or migrated.
4. 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.
5. Records that are reasonably likely to be needed as evidence in a current or future judicial proceeding or are subject to a request for access under the *Archives Act 1983*, the *Freedom of Information Act 1982* or any other relevant Act must not be destroyed until the action has been completed.

6. Records subject to a disposal freeze must not be destroyed until the freeze has been lifted. 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.
7. 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. Tourism Australia 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.
8. In general, retention requirements indicate a minimum period for retention. Tourism Australia 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 Tourism Australia 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.
9. 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 1983*. The determination of Commonwealth records as archival resources of the Commonwealth obliges agencies to transfer the records to the National 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 1983*.
10. 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.
11. 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.
12. Advice on how to use this Authority is available from Tourism Australia's 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 records management matters, please contact National Archives' Agency Service Centre.

Queen Victoria Terrace Tel: (02) 6212 3610
Parkes ACT 2600 Fax: (02) 6212 3989
PO Box 7425 Email: recordkeeping@naa.gov.au
Canberra Business Centre ACT 2610 Website: www.naa.gov.au

AUTHORISATION

RECORDS AUTHORITY 2014/00032828

Person to whom notice of authorisation is given:

John O'Sullivan
Managing Director
Tourism Australia
Level 29, 420 George Street
Sydney NSW 2000

Purpose:

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

Determines records classed as 'Retain as national archives' in this Records Authority to be part of the archival resources of the Commonwealth under Section 3C of the *Archives Act 1983*.

Application:

All core business records relating to Tourism Industry Development

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.

Authorised by

Date of issue:

David Fricker
Director-General
National Archives of Australia

5 August 2014

TOURISM INDUSTRY DEVELOPMENT

The core business of supporting the development of a sustainable Australian tourism industry. Includes the fostering of existing, newly established or emerging industry markets, and the promotion of these markets to consumers. Also includes the promotion and enhancement of industry profiles and identities, and the maintenance of the industry's brand both nationally and internationally as a tourism destination.

The **core tasks** associated with tourism industry development include:

- developing, implementing and reviewing policies, schemes, frameworks, strategies and plans, including marketing plans;
- developing, implementing and reviewing programs, projects and campaigns to support tourism industry development, including developing and commissioning campaign elements such as audiovisual productions;
- developing and delivering information sessions, training and education programs relating to tourism industry development initiatives and products;
- liaising, collaborating and entering into agreements and partnerships with industry, business and government agencies within Australia and overseas;
- providing stakeholder advice;
- developing and disseminating reports relating to tourism industry development;
- organising and attending events and conferences to promote the Australian tourism industry and liaising with media;
- undertaking tourism industry market research through focus groups, surveys, and studies;
- developing logos, trademarks and associated branding for building corporate image and enhancing the Australian tourism industry brand;
- establishing and supporting committees and working groups to support tourism industry development; and
- establishing and conferring industry awards or honours.

The performance of the core business is supported by **general activities** such as:

- developing and implementing internal operational policies and procedures;
- administering approved arrangements and agreements;
- delegating powers and authorising actions;
- managing committees, working groups and meetings;
- planning, conducting and facilitating audits;
- administrative arrangements supporting information sessions and education programs;
- preparing and presenting speeches and presentations; and
- responding to enquiries regarding the core business.

Cross references to AFDA Express Records Authority

For media releases and interviews, use *COMMUNITY RELATIONS*.

For agency submissions, use *GOVERNMENT RELATIONS*.

For legal advice, use *LEGAL SERVICES*.

For the production and distribution of agency publications, including published strategies, plans and reports, use *PUBLICATION*.

For tendering and contracting arrangements, and the acquisition of goods and services, use *PROCUREMENT*.

Cross references to other records authorities

For administration of the agency's Board meetings, use *GOVERNING BODIES*.

Class No	Class description	Disposal action
61506	Final version masters of audiovisual productions in highest technical format produced for major marketing campaigns promoting tourism industry development programs and initiatives, such as <i>There's nothing like Australia</i> . [For elements of audiovisual productions which do not constitute final version masters in highest technical format, or which relate to minor marketing campaigns use Class 61517].	Retain highest technical format as national archives in accordance with sentencing guidelines
61507	<p>Records documenting:</p> <ul style="list-style-type: none"> • developing, implementing and reviewing high-level policies, schemes, strategies, plans and frameworks, including national and international marketing plans. Excludes operational plans, which are covered by class 61517; • developing and implementing major marketing campaigns promoting tourism industry development programs and initiatives such as <i>There's nothing like Australia</i>. Includes: <ul style="list-style-type: none"> ○ final version of marketing and educational material (<i>excluding final version masters of audiovisual productions covered by class 61506</i>); ○ final designs (artwork); ○ scripts and style guides; ○ final version of market research analysis and reports; and ○ case studies used for marketing and dissemination purposes. • developing, implementing and reviewing major programs and projects, including education programs, such as the <i>Indigenous Tourism Champions Program</i>, supporting tourism industry development, where the programs and projects are of national or international significance, innovative or will have a substantial social, economic, political or environmental impact. Includes projects undertaken as joint ventures, summaries of research findings, and final project outcomes; • high-level liaison and collaboration with industry, business, Australian government agencies or overseas agencies relating to tourism industry development issues of a contentious nature, which are of major significance to the agency and its stakeholders, or which result in formal agreements or partnerships; 	Retain as national archives

	<ul style="list-style-type: none"> • high-level agreements with national and international stakeholders supporting Australian tourism industry development. Includes memoranda of understanding, bilateral agreements, cooperative arrangements and other formal agreements; • receipt and provision of high-level strategic advice, including ministerial and policy advice; • final version of industry logo and trademark designs, including co-branding. Includes registration of industry trademarks; • high-level reports relating to tourism industry development where the issue is controversial, or has significant legal, social, economic and/or international implications. Includes audit reports of nationally significant agency marketing campaigns and schemes. Includes final version, major drafts and supporting research; • high-level internal and external committees, taskforces and other bodies supporting the tourism industry development core business, where the agency provides Secretariat support, is the Australian Government's main representative, or plays a leading or prominent role; • establishment and conferring of industry awards or sponsorship to eligible recipients. [<i>For operational aspects of administering awards and sponsorship use Class 61509</i>]; • final version of speeches and presentations made by the Minister or senior agency staff relating to tourism industry development, including conference presentations; and • master version of agency publications. 	
61508	Agreements and contracts, including those executed under seal, supporting tourism industry development activities, other than those covered in class 61507.	Destroy 21 years after completed or other termination of agreement
61509	Records documenting: <ul style="list-style-type: none"> • administrative arrangements for committee or working group meetings, information sessions, forums and education seminars, awards, and sponsorship, and agency attendance at events, including invitations, registrations, venue bookings, travel and catering arrangements; • nomination and appointment of representatives to tourism industry development committees and taskforces; and • receiving and responding to low level general enquiries in relation to the core business, which require a routine/standard response. 	Destroy 3 years after action completed
61517	Records documenting: <ul style="list-style-type: none"> • routine operational administrative tasks supporting the core business, such as records relating to media hosting programs, media plans, liability release forms, and development and organisation of tourism industry events and conferences; and • tourism industry development activities, other than those covered in 	Destroy 10 years after action completed

	classes 61506 - 61509.	
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