

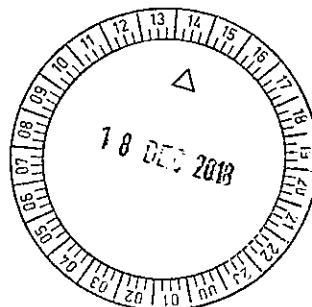
19/12/18



## Premier of Western Australia

Our Reference: 59-087762

Your Reference: A725871



Hon Alanna Clohesy MLC  
Chair  
Standing Committee on Estimates and Financial Operations  
Legislative Council Offices  
Parliament House  
4 Harvest Terrace  
WEST PERTH WA 6005

**E-MAILED**  
17/12/18

Dear Chair *Alanna*

I refer to your letter of 22 November 2018.

Please find attached answers to the additional questions submitted by Members of the Legislative Council for the Department of Jobs, Tourism, Science and Innovation as part of the Committee's examination of 2017-18 Annual Reports.

Yours sincerely

Mark McGowan MLA  
**PREMIER; MINISTER FOR STATE DEVELOPMENT, JOBS & TRADE**

13 DEC 2018

## LEGISLATIVE COUNCIL STANDING COMMITTEE ON ESTIMATES AND FINANCIAL OPERATIONS

### ADDITIONAL QUESTION

#### Department of Jobs, Tourism, Science and Innovation

#### The Committee asked:

- 1) During the hearings, Committee Members asked a number of questions to agencies affected by machinery of government changes about the process to amalgamate the various financial, human resource and administrative systems that operate within the agency. These questions arose from recent commentary from the Auditor General, who noted: 'progress with amalgamating systems of various constituent entities is slow, with most departments continuing to operate on several financial, human resource and administrative systems. This is impacting the realisation of cost savings that can be achieved by rationalising systems.' (Office of the Auditor General, *Audit Results Report – Annual 2017-18 Financial Audits of State Government Entities*, Report 7, November 2018, p 23).
- a) Which financial, human resource and administrative systems are currently being used by the Department?

Answer: The Department utilises the following core administrative systems:

System	Tourism WA	Department
Financial	Technology One	Oracle R12 provided as a Shared Service by the Department of Mines, Industry Regulation and Safety (DMIRS).
Human Resources	Ascender Pay Version 16	Ascender Pay Version 17 – provided as a Shared Service by DMIRS.
Document Management	Hewlett Packard Records Manager (HPRM)	OurDocs/Records Manager provided as a Shared Service by DMIRS.

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- b) Is there a plan to rationalise the numbers of those systems currently being used by the Department –

Answer: Yes

- i) If yes to (b), can you provide that plan?

Answer: It is planned to consolidate the Department's corporate systems into single systems using Cloud Computing software solutions consistent with the Office of Digital Government's Digital WA Strategy. An external review has been undertaken to inform decision-making on the consolidation of HR and Finance systems and project planning has commenced. Consideration of the approach to document management systems will occur in 2019-20.

- ii) If no to (b), why is there no plan?

Answer: Not applicable.

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## LEGISLATIVE COUNCIL STANDING COMMITTEE ON ESTIMATES AND FINANCIAL OPERATIONS

### ADDITIONAL QUESTION

#### Department of Jobs, Tourism, Science and Innovation

#### Hon Colin Tincknell MLC asked:

- 1) I note on page 103 that 22 companies provided media advertising to the State. What is the basis for employing such a large volume of media advertising companies?

Answer: The companies listed provide a broad range of services to Tourism WA for core marketing activities both domestically and overseas including:

- media planning, booking and buying;
- production and post-production of media assets;
- social media management;
- image library management;
- broadcast (TV) promotional activity;
- other promotional platforms; and
- advertising for recruitment.

- 2) Of the 22 companies providing services, the largest payment was \$7 295 000 paid to Carat Australia Media Services. What campaigns were they employed to provide services on?

Answer: Carat Australia Media Services was engaged for the following brand and/or tactical campaigns in 2017-18:

#### Domestic campaigns

- Margaret River
- Hotel Perth
- Kimberley
- Coral Coast
- Self-Drive
- Breath film
- Perth-Broome

#### Events campaigns

- AFL
- Hopman Cup
- Chelsea Soccer Club
- Margaret River Gourmet Escape
- Summer festivals
- Ord Valley Muster
- Truffle Kerfuffle
- Shinju Matsuri
- Cape to Cape MTB

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- 3) How does Tourism WA assess the performance of these media advertising companies in terms of value for money?

Answer: Carat and Adcorp were engaged under the Department of Finance, Government Procurement, Common Use Arrangements (CUA). Government Procurement is responsible for management and development of procurement solutions utilised across the public sector including CUAs, which are whole of government standing offers awarded to a single supplier or panel of suppliers to provide competitively priced goods or services commonly purchased by government agencies. The Department of Finance appoints these suppliers based on the standard of their services to meet Government needs as well as value for money.

Big Head Digital's media services were assessed for value for money on a quarterly basis through media performance results/reporting delivered against an agreed strategic recommendation. The assessments were made based on activity targets being met or not met. Qualitative assessments were based on response rates and ability to implement activity in a timely and effective manner.

Seven Network and Nine Network were engaged for public relations broadcast activities – i.e. production costs associated with securing particular programs for live broadcasts and/or the creation of dedicated travel and lifestyle content for broadcast to Tourism WA's target audience nationally.

Suppliers who provide services to a value of less than \$50 000 per year are assessed based on verbal quotes, availability and suitability of their services to deliver to the specific project requirements.

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