

BRAND TASMANIA

Ministerial Statement of Expectations

Issued by:

Will Hodgman MP

Premier

29 March 2019

INTRODUCTION

I am pleased to provide Brand Tasmania and its Board with this Ministerial Statement of Expectations in accordance with section 16 of the *Brand Tasmania Act 2018*.

Brand Tasmania is a State Authority in accordance with the *State Service Act 2000*. The Brand Tasmania Act provides the objectives, functions and powers of Brand Tasmania.

The Brand Tasmania Board must comply with this Ministerial Statement of Expectations in accordance with section 16(4) of the Brand Tasmania Act.

INTERPRETATION

Expressions used in this Ministerial Statement of Expectations have the same meaning as in the Brand Tasmania Act.

The following definitions are used throughout this Ministerial Statement of Expectations:

Authority means Brand Tasmania established by section 6 of the Brand Tasmania Act.

Board means the Brand Tasmania Board constituted under section 10 of the Brand Tasmania Act.

COMMENCEMENT AND TERM

This Ministerial Statement of Expectations takes effect on 29 March 2019 and remains in effect until it is amended or revoked.

POLICY EXPECTATIONS

Tasmania's unique place brand is one of our State's greatest assets. Tasmania's Brand has been built through the hard work of the former Brand Tasmania Council Inc and Tourism Tasmania, supported by a network of organisations that promote Tasmania internally and externally, together with Tasmanians and Tasmanian businesses.

The Tasmanian brand is strong, but it can be strengthened and protected by a greater collaboration across government, brand leaders, the private sector and our community. Research shows us that places with strong, positive brands are able to better differentiate themselves from competitors, attract more tourists, have greater foreign direct investment, increase exports and attract and retain talent. This means that

having a strong, recognised and admired brand and reputation can have an impact on economic indicators.

Brand Tasmania will play a leading role in ensuring that a Tasmanian Brand, which differentiates and enhances Tasmania's appeal and national and international competitiveness, is developed, maintained, protected and promoted.

In delivering on its objectives and functions, Brand Tasmania is to have a strong community focus. Brand Tasmania is responsible for managing and developing a Tasmanian Brand that is of relevance to, and representative of, Tasmania and Tasmanians; differentiates and enhances Tasmania's appeal and competitiveness locally, nationally and internationally; and continually evolves and is kept current. Furthermore, Brand Tasmania will ensure that the Tasmanian Brand is nurtured, enhanced and promoted as a key asset of the Tasmanian community.

The Authority will be responsible for communicating and promoting a deeper explanation of our unique Tasmanian attributes in a way that more clearly differentiates us from our competitors. Brand Tasmania has an important marketing focus to strengthen Tasmania's image and reputation; enhance the attractiveness of Tasmania as a place in which to live, work, study, visit, invest or trade; and maximise the profile, and the competitive position, of Tasmanian goods, services, expectations and products in local, national and international markets.

In performing and exercising its functions and objectives, Brand Tasmania must actively collaborate with industry sectors, regional bodies, government agencies and the Tasmanian community.

The Board is expected to provide advice to me on matters related to the performance and exercise of the Authority's functions and powers and the Brand Tasmania Act (or any other Act), and the extent to which the Authority is achieving its objectives under the Brand Tasmania Act.

RISK MANAGEMENT

I expect Brand Tasmania to identify business and financial risks and to have in place risk management strategies that recognise, and are commensurate with, the risk profile of the Authority.

STRATEGIC PLAN

The Board is required to prepare a Strategic Plan to cover a period of not less than three financial years in accordance with sections 18 and 19 of the Brand Tasmania Act.

CORPORATE PLAN

On or before 31 March in each financial year, the Board is to prepare a Corporate Plan for the following financial year in accordance with section 20 of the Brand Tasmania Act.

KEY PARTNERSHIPS

Premier and the Brand Tasmania Board

In addition to the responsibilities specified in section 10 of the Brand Tasmania Act, the Chairperson is to formally meet with me regularly throughout the year, and as required.

Brand Tasmania and industry sectors

Brand Tasmania will foster strong working partnerships with industry sectors to ensure that the objectives and functions of the Authority are achieved.

Brand Tasmania and the community

Brand Tasmania will develop innovative approaches to engaging with the Tasmanian community to ensure that the Tasmanian Brand is of relevance to, and is representative of, Tasmania and Tasmanians, and that the Brand is nurtured, enhanced and promoted as a key asset of the Tasmanian community.

Brand Tasmania and other Government Agencies

Brand Tasmania will build effective links with government agencies to ensure that a whole-of-government approach to strategies and initiatives that support the objectives and functions of Brand Tasmania are implemented.

Brand Tasmania will work closely with other bodies that contribute to the brand values and attributes of Tasmania.

COMPLIANCE WITH POLICIES OF GOVERNMENT

Brand Tasmania is to perform all functions and exercise all powers in accordance with the requirements of the Brand Tasmania Act, the *State Service Act 2000*, and all other State and Commonwealth laws, regulations and instructions that impact upon its operations.

I am to be kept informed of any matters of significance as described in section 13 of the Brand Tasmania Act and I also expect to be informed prior to the release of any information or public announcement relating to significant policies of the Tasmanian Government.

