



## ABOUT THE DEPARTMENT

The Department of Jobs, Tourism, Science and Innovation (JTSI) is Western Australia's lead agency for economic development, international trade and investment, and tourism. It also leads the promotion and development of the defence, international education, science, and innovation sectors in Western Australia.

Tourism WA is a State Government statutory authority and part of the broader economic development portfolio of JTSI. Tourism WA is responsible for promoting Western Australia as an extraordinary holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects.

### Marketing

We are responsible for delivering innovative marketing campaigns to raise local, national and international awareness of WA's extraordinary destinations and experiences. Tourism WA's marketing is critical for building awareness of Western Australia's diverse tourism offering and driving holiday bookings into, and around, the State. Our marketing strategy focuses on brand communications, event marketing, cooperative marketing with key airlines and distribution partners, trade education, public relations, and major business event promotion in conjunction with the Perth Convention Bureau. All programs are measured using a variety of evaluation techniques in order to further target high-yield visitors, creating a positive and robust flow-on effect for the local tourism economy.

Through our marketing divisions we are responsible for the following:

- Domestic Marketing
- International Marketing
- Partnerships
- Familiarizations
- Brand and Campaigns
- Public Relations
- Digital Marketing

### Events

Tourism WA also aims to develop, sponsor and promote a diverse range of sporting, arts, cultural and culinary events across the State that highlight Western Australia as a great place to live, work and visit.

Events are critical to tourism as they provide a time-specific reason for people to visit, and therefore drive visitation to the State. They also provide valuable media exposure in key domestic and international markets and create brand awareness opportunities for Western Australia. In addition, they utilise venue infrastructure, add social vibrancy and encourage community participation.

Tourism WA actively bids for major international events which will attract significant numbers of international and interstate visitors, have a positive economic impact for Western Australia, and showcase the State.

### Destination Development

We also focus on the supply side issues in WA tourism by working across government and industry to determine the needs of destinations in terms of access, accommodation, attractions and amenities. We seek to facilitate the filling of gaps through private and public investment.

Some of our focus areas include:

- Aviation access – facilitating the development of aviation access to Perth and key regional WA centres to encourage the growth of tourism throughout the State.



- Cruise shipping – capitalising on the growth of the cruise sector through the Western Australian Cruise Shipping Strategic Plan 2012-2020, which is being delivered in partnership with the Cruise WA Committee and industry.
- Caravan and camping – helping to position WA as the nation's preferred caravan and camping holiday destination by improving the supply, delivery and promotion of the sector through the cross government Western Australian Caravan and Camping Action Plan: 2013-2018.
- Aboriginal tourism – helping to grow Aboriginal tourism in the State by working with the Western Australian Indigenous Tourism Operators Council to deliver the Aboriginal Tourism Development Program 2015-2018.
- Visitor servicing – implementing the Regional Visitor Centre Sustainability Grant Program which provides grant funding to regional visitor centres to make them more financially sustainable.
- Food and wine tourism – establishing WA as one of the world's foremost culinary tourism destinations by working with other agencies and industry to implement the Taste 2020 - A strategy for food and wine tourism in Western Australia.
- Tourism infrastructure - supporting major infrastructure projects throughout WA which help to grow tourism. This includes delivering the Federal Government's Tourism Demand Driver Infrastructure Program.
- Tourism policies and regulations - ensuring the State's policies and regulations support tourism investment.

If you would like more information about Tourism WA and JTSI, please visit:

- Tourism WA corporate website <https://www.tourism.wa.gov.au/>
- Tourism WA consumer website <https://www.westernaustralia.com/>
- Facebook <https://www.facebook.com/ExtraordinaryWesternAustralia/>
- Instagram <https://www.instagram.com/westernaustralia/>
- Twitter <https://twitter.com/WestAustralia>
- Department of Jobs, Tourism, Science and Innovation corporate website <https://www.jtsi.wa.gov.au/>

## WORKING AT JTSI

We're keen to develop a diverse and dynamic workforce and welcome applications from Aboriginal and Torres Strait Islander people, young people, women, people with disabilities and people from culturally and linguistically diverse backgrounds.

At JTSI we recognise that the experience and skills you've developed during your life are valuable. Most jobs at JTSI don't require an essential qualification as a starting point because we understand that you can transfer your skills, abilities and knowledge into a variety of roles.

## Conditions and Benefits

The Department has appealing employment conditions, flexible working arrangements and offers a wide range of attractive benefits that support individual needs and encourages a healthy work life balance.

- Competitive gross salary.
- 9.5 per cent superannuation contribution to the fund of your choice.
- Four (4) weeks annual leave each year and 17.5 per cent annual leave loading paid the first pay period in December.
- 13 weeks long service leave (LSL) on completion of 7 years' continuous service (pro-rata for part time). LSL can be taken on double pay, half pay or cashed out (conditions apply).



- 15 days personal leave per anniversary year, to be used for sick leave, carer's leave, unplanned and planned absences.
- Two (2) public service holidays in lieu per year (conditions apply).
- Parental leave; purchased salary leave.
- Salary packaging options, including novated vehicle leases and superannuation.
- Corporate health plans offering discounted health insurance premiums with selected providers.
- Employee Assistance Program.
- An active social club offering a range of activities and events.
- Wellness Program which includes annual skin screening, flu vaccinations and access to an onsite gym.

### Learning and Development

The Department is committed to ongoing learning and development of our employees. Our supportive and encouraging environment aims to provide the training and development you need to undertake your job to the best of your abilities, and assist with your future professional career aspirations.

- Professional development, including leadership programs, attendance at conferences/seminars, and in-house and on-the job training.
- Mentoring Program.
- Paid and unpaid study leave options (conditions apply).
- Work development plans to support employee performance, encourage ongoing feedback, and identify training and development needs.

### ELIGIBILITY REQUIREMENTS & EMPLOYMENT SCREENING

To be eligible, you must have one of the following at the time of lodging your application;

- be an Australian citizen or have permanent residency status in Australia for a **permanent appointment** to the Western Australian public sector;
- a Special Category Visa with unrestricted stay and work rights for New Zealand citizens for a **permanent appointment** to the Western Australian public sector;
- documentary evidence (i.e. working visa) of your entitlement to live and work in Australia for the duration of the **fixed term employment**.

The Department of Jobs, Tourism, Science and Innovation conducts employment screening for applicants, which may include a National Criminal History Check.

### PREPARING YOUR APPLICATION

To apply for a job at JTSI you need to submit a brief **cover letter (maximum three (3) pages)** and a **CV/resume**.

#### Your cover letter



In no more than three (3) pages, describe how your skills and experience meet the *job requirements* and *capabilities* as described in the job description form.

Draw on your work experience and relevant and/or transferable skills and abilities that demonstrate you meet the criteria of the advertised position. Be clear and concise in your statements, and outline your role in the examples used, and how you contributed to the outcomes achieved.

### **Your CV/resume**

Your CV/resume – recommended to be no more than four (4) pages – should outline your relevant work experience, education, training, and outline your duties and responsibilities in positions you've held and key achievements.

You may also like to include activities that you have undertaken outside of work which demonstrate experience/skills that are relevant/transferable to the advertised position.

Your CV/resume should also include contact information for two (2) professional referees, with a current line manager preferred. Please provide referee name; work address; email address; and contact telephone number.

Please do not provide written references with your application.

### **Evidence of formal qualifications**

Please do not provide copies of tertiary or other qualifications/training certificates with your application.

While most positions do not require a formal qualification, if evidence of a degree or other relevant qualification is required you will be notified at a later stage of the recruitment and selection process.

### **LODGING YOUR APPLICATION**

All applications should be submitted online via the [WA Government Jobs Board](#). However, should you experience difficulties applying online please use one of the alternative options below to submit your application, and/or contact Human Resources on (08) 9222 0463 for further assistance.

If you are unable to apply online you may email your application to [human.resources@westernaustralia.com](mailto:human.resources@westernaustralia.com) or send your application by post or personal delivery to:

“Confidential Advertised Vacancy”  
Department of Jobs, Tourism, Science and Innovation (Tourism WA)  
Level 9, 2 Mill Street  
PERTH WA 6000

(or where applicable, the designated address in the job advertisement).

**Applications must be received by the closing date and time specified in the advertisement. We are not able to accept late applications.**

**It is the responsibility of applicants to ensure their application has been received on time and lodged correctly with all attachments.**

### **A QUICK GUIDE TO THE RECRUITMENT PROCESS**

A selection panel will be formed and may use a variety of methods to assess your suitability against the advertised job. The key steps in the recruitment process are:



- The selection panel assesses all written applications and agree on a **shortlist** of the most competitive applications.
- Shortlisted applicants are assessed further. Generally an **interview** is conducted, but other assessment methods may also be used, such as a writing exercise or presentation.
- **Referee reports** will be sought for the most competitive applicants. If you have concerns about us contacting your current employer please notify us.
- A **selection report** is prepared and recommendation endorsed.
- All applicants are notified in writing of the outcome. All applicants are encouraged to seek **feedback** on their application.
- A **breach claim** period of four (4) business days is activated, during which time applicants can lodge a claim against the process in accordance with the *Public Sector Management (Breaches of Public Sector Standards) Regulations 2005* and *Commissioner's Instruction - Employment Standard*.