

FACT SHEET

Brand Tasmania Bill 2018

The Brand Tasmania Bill 2018 (the Bill) establishes Brand Tasmania (the Authority) as a State Authority tasked with managing, developing, promoting and protecting Tasmania's place brand. The Bill also ensures the responsibility and accountability for the management and operation of the Authority is clearly established. The Authority will continue the work that has been led by the Brand Tasmania Council Incorporated but with an expanded range of functions and with a new governance structure.

The core elements of the Bill are:

- To establish the objectives of the Authority, which are to ensure the Tasmanian Brand differentiates us from our competitors, that Tasmania's image and reputation is strengthened, and that the Tasmanian Brand is nurtured, enhanced and promoted as a key asset of the Tasmanian community.
- To set out the functions of the Authority, including creating and developing promotional and marketing activities to support the Tasmanian Brand; facilitating collaboration between government, non-government and the business and community sectors; and undertaking research and evaluation into matters relevant to the Authority's functions.
- A new skills-based Board will be established, comprising of at least nine but no more than 11 members that will be appointed by the Governor on the recommendation of the Minister.
- The Board will be responsible to the Minister for the performance and exercise of the Authority's functions and powers, and for achieving the Authority's objectives.
- The Board will be able to establish Committees to provide it with advice or perform functions delegated to it by the Board.
- The Minister will be able to determine the strategic direction through a Ministerial statement of expectations and the Board will need to act in accordance with that statement. The Minister may also give the Board directions regarding the discharge of the Board's responsibilities.
- The Bill establishes a set of corporate planning and reporting requirements to ensure that the objectives of the Authority and the strategic direction of the Minister are given effect to, and delivered by, the Board.
- The general administration and management of the Authority will be led by the chief executive officer. For the purposes of the *State Service Act 2000*, the *Financial Management and Audit Act 1990* and the *Financial Management Act 2016* the chief executive officer of the Authority will be the Head of Agency / Accountable authority, and consequential amendments to those Acts are included in the relevant Schedule.