



GOVERNMENT OF  
WESTERN AUSTRALIA

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

# Strategic Plan 2021-2025





# Acknowledgement of Country

The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and community. We pay our respects to all members of Aboriginal communities and their cultures; and to Elders past and present, and emerging leaders.

# Who we are

On behalf of the Western Australian Government, the Department of Jobs, Tourism, Science and Innovation is responsible for delivering initiatives to promote Western Australia, diversify the economy, support local industry and grow jobs.

We support the Western Australian Tourism Board of Commissioners to enable WA's tourism industry to thrive.

We promote Western Australia nationally and internationally to increase trade opportunities, attract investment and visitors and position the state as a destination of choice.

Our global network of international offices located within key international markets across five regional hubs: ASEAN, China, India-Gulf, North East Asia and the United Kingdom/Europe, position Western Australia to foster new investment and trade opportunities in a diverse range of markets and industries.

As a key economic development agency, we work with industry and support priority sectors that form the foundation of the Western Australian economy, including:

- » energy; including hydrogen and battery energy storage
- » Mining, Equipment, Technology & Services (METS), robotics and advanced technology operations
- » tourism, events and creative industries
- » international education
- » agriculture and food production
- » defence industries
- » space industries
- » health and medical life sciences
- » manufacturing.

Western Australia has a comparative advantage across emerging global trends with strong Environment Social Governance credentials, a shift of economic power to our time zone, geographic proximity to economies experiencing exponential growth, demand for natural resources and a revolution in energy, robotics and automation.

The COVID-19 pandemic globally has created a number of significant impacts and opportunities, including the importance of resilient supply chains, technological advancement and changes in our ways of working.

As we emerge from the COVID-19 pandemic, recognising the changing global landscape and the relative stability of the state's economy, we are focused on positioning the state to capitalise on its unique position, assets and strengths that unlock new opportunities and drive growth and jobs.

Our unique way of life, reliability, innovation and expertise has built our global reputation for delivering outstanding quality in everything we do and produce. Our rich culture, unique biodiversity and distinct natural assets, ensure we are an incredible place to visit, live and work.

The work we do has far-reaching impact and supports the full spectrum of economic activity in Western Australia, from large-scale mining and industrial operations, to innovative startups and small to medium businesses across the state.

Our department brings together a diverse range of functions, including policy advice, project facilitation investment and visitor attraction, and the management of grants and other commercial agreements.

We strive to be highly regarded for our innovative and collaborative approach to advance our state and support a prosperous future for all Western Australians.





## Our vision

A strong, diverse and sustainable economy that delivers local jobs and advances Western Australia as a global destination.

## Our mission

To promote Western Australia and advance the diversification and growth of the State's economy.

Our strategic  
directions

# A sustainable and diversified economy

## Our focus for the next five years

- » Leverage our competitive strengths to support Western Australian industries' long-term success.
- » Advance and capitalise on industry innovation and capability to deliver a sustainable future.
- » Support existing industry and sectors to grow and diversify activities and markets.
- » Nurture emerging industries and proactively connect with export markets.
- » Foster Western Australia's supply chain sophistication and pursue domestic and global supply chain opportunities.



A large, yellow and black drilling rig stands in a vast, arid desert landscape under a sunset sky. The rig is positioned in the center-left of the frame, with its tall mast extending towards the top. The ground is a mix of brown and black soil, with several small mounds of black material scattered around. In the background, there are low, reddish-brown hills and a fence line. The sky is filled with soft, golden light from the setting sun, with some clouds catching the light.

Our strategic  
directions

# Jobs for today and tomorrow

## Our focus for the next five years

- » Advance and maintain key foundations to the Western Australian economy.
- » Capitalise on Western Australia's strengths in technology.
- » Preserve and grow quality local jobs, now and into the future.
- » Generate and maximise opportunities for the next generation of jobs.
- » Support socially inclusive economic growth.

### **Our focus for the next five years**

- » Continue to grow national and international awareness of Western Australia as an economic, study and tourism destination.
- » Strengthen Western Australia's global connections.
- » Promote and engage our natural assets, unique capabilities and Aboriginal heritage.
- » Advance Western Australia as a thriving, inclusive place to live, work, study and visit.
- » Support a continued focus on Aboriginal empowerment and opportunity.

Our strategic  
directions

**Western  
Australia's  
unique assets  
are recognised  
on the world  
stage**





### Our focus for the next five years

- » Facilitate high quality precincts to drive innovation and growth.
- » Generate a flourishing start up and scale up community.
- » Grow and empower research, innovation and STEM capabilities.

Our strategic  
directions

**A world class  
innovation  
ecosystem**



# Our values

## Foster strong relationships

**We build and nurture meaningful connections so our collective effort creates positive change.**

- » We build valuable professional networks and strategic partnerships that connect us to industry and the community.
- » We actively break down silos and initiate cross-team collaboration to achieve better outcomes.
- » We show up for each other, act with empathy, and bring our authentic selves to work.
- » We listen and evolve together, communicating openly and honestly in support of one another and our purpose.

## Make a positive difference

**We act with purpose and make things happen to deliver the right outcomes for Western Australia.**

- » We are united by a common purpose and take time to understand our collective priorities.
- » We share and leverage our knowledge, resources, information and expertise so we can support evidence-based decision making.
- » We focus on solutions that are fit-for-purpose and achievable.
- » We look at things from fresh perspectives and move quickly and decisively to capitalise on opportunities; and to anticipate and adapt to future needs.



## Act with integrity

**We build trust by infusing every action with honesty, fairness and respect.**

- » We honour our word and act with respect, thoughtfulness and kindness.
- » We take ownership for the quality of our individual work but also take pride in what we deliver as a team.
- » We communicate directly, share feedback at all levels, and engage in debate while maintaining our objectivity.
- » We are accountable and ensure our decisions consider the appropriate use of information, resources, property and finances.

## Embrace diversity

**We seek out and leverage diverse thinking, talents and ideas so we can be better and stronger.**

- » We are open minded and welcome new ideas, arguments, and information that can help us to think critically and rationally.
- » We are curious and ask questions through exploration, investigation, research, cross-team collaboration and learning.
- » We respect individuality and are committed to building an encouraging, caring, supportive and inclusive environment.
- » We seek and celebrate diverse backgrounds that can bring innovation and new perspectives so we can be resilient and have capacity to adapt to change.

# How we'll do it

## Our People

### **We value our people.**

We will invest in our people and actively embed our values and ways of working across all aspects of our business.

We will promote diversity and inclusion through all aspects of our business.

We will support our leaders to collaboratively build a culture of high performance, accountability and responsibility.

Our investment in our workforce will position us as an employer of choice.

## Our Partners

### **We work collaboratively.**

We will invest in our relationships, build partnerships and actively seek feedback on our progress.

We will work collaboratively with our stakeholders and across all levels of government to leverage and translate opportunities.

We will build connections and manage relationships to achieve the best outcomes for all Western Australians.

## Our Performance


### **We will measure our progress.**

We will set ambitious targets and strive to make real change.

We aim to be an employer of choice, achieve our diversity targets and progress to an Innovate Reconciliation Action Plan (RAP). We will deliver reporting of progress towards targets for the diversification of the Western Australian economy, ensuring our work is focused and effective.

We will monitor and measure our performance against annual plans and government accountability requirements.





Our people work in a global network of offices across ASEAN to Europe. Our central office is located beside the Derbarl Yerrigan and down the hill from Kaarta Koomba, a place of great significance for Whadjuk Noongar peoples for over 40,000 years and we are proud to work on Whadjuk Noongar Boodja (land).

Our first Reconciliation Action Plan (Reflect) will support the delivery of our Strategic Plan, ensuring we work in partnership, together to deliver outcomes and opportunities for all Western Australians.

Follow our progress or keep in contact at [www.jtsi.wa.gov.au](http://www.jtsi.wa.gov.au)





The creation of our Strategic Plan was a collaboration with our people, led by our extended leadership team. During the development, our current and emerging leaders came together to reflect on our organisation's values and the ways we work together.

We look forward to working with you. Connect with us at [www.jtsi.wa.gov.au](http://www.jtsi.wa.gov.au) to learn more about our progress and current opportunities to support a prosperous future for all Western Australians.



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and Innovation**

# Strategic Plan

## 2021-2025

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