

ADVERTISING

(Electoral Act 1907)

In accordance with section 175ZE of the *Electoral Act 1907*, FESA incurred the following expenditure in advertising, market research, polling, direct mail and media advertising.

Total expenditure for 2009/10 was \$165,384.

Expenditure was incurred in the following areas:

Advertising Agencies	\$31,058	Bitstream, Inc Britel Enterprises Colourbox Digital Key2design Pty Ltd Marketforce Advertising Marsh Agencies Pty Ltd Media Decisions WA Optimum Media Decision Fontfactory Tudor House	\$39 \$1,200 \$576 \$650 \$16,699 \$995 \$10,032 \$475 \$38 \$355
Market research organisations	\$5,630	Patterson Market Research	\$5,630
Polling organisations	Nil		Nil
Direct mail organisations	Nil		Nil
Media advertising organisations	\$128,696	Adcorp Australia Albany Advertiser Bunbury Mail Community Newspaper Dubsat Pty Ltd Google Kalgoorlie Miner Key2design Pty Ltd Macquarie Southern Cross Mandurah Mail Media Decisions WA Media Monitors Australia Pty Ltd Pilbara Echo Pindan Publishing Southwest Printing The Australian Local Government Job Directory The Sunday Times WA News West Coast Radio Pty Ltd Yellow Pages	\$26,921 \$2,774 \$656 \$742 \$180 \$7,455 \$104 \$793 \$7,895 \$644 \$60,706 \$5,004 \$120 \$382 \$3,544 \$2,120 \$455 \$674 \$4,400 \$3,129

DISABILITY ACCESS AND INCLUSION PLAN OUTCOMES

(Disability Services Act 1993, S29)

Our objective is to ensure that FESA functions, facilities and services are equally open, available and accessible to everyone, including people with disabilities, providing them with the same opportunities, rights and responsibilities as other members of the community.

We have established a Disability Access Committee to guide and monitor the development of our [Disability Access and Inclusion Plan](#) (DAIP) and improvement initiatives. In February 2010, we sought community input through The West Australian newspaper and our website.

During 2009/10, the committee has focused on reviewing the DAIP and finalising the implementation plan with timeframes, as many of the planned initiatives will require some time to implement.

Achievements over the past twelve months include:

- Auditing all buildings to identify any access barriers and including this as part of standard processes.
- Ensuring that our capital works program addresses access to buildings and facilities for people with disabilities.
- Ensuring that FESA contract documentation includes an explicit requirement for contractors to seek and consider comments on our services by people with disabilities.
- Ensuring that the FESA events policy meets the needs of people with disabilities.
- Publicising the DAIP and calling for community comment and participation.
- Ensuring that the FESA and StateAlert websites work towards meeting contemporary good practice for accessibility.
- Improving community awareness that FESA information can be made available in a range of alternative formats.
- Promoting and increasing greater use of Auslan interpreters as part of stakeholder consultation on FESA's Smoke Alarm Campaign.

Priorities for 2010/11 will include:

- Reviewing existing strategies within the DAIP and extending it to reflect all aspects of FESA's business.
- Launching a new FESA website in September 2010 that meets DAIP requirements.

COMPLIANCE WITH PUBLIC SECTOR STANDARDS AND ETHICAL CODES

(Public Sector Management Act 1994, S31(1))

In the administration of FESA during 2009/10, I have complied with the Public Sector Standards in Human Resource Management, the Western Australian Public Sector Code of Ethics and our Code of Conduct.

I have established procedures designed to ensure such compliance and conducted appropriate internal assessments to satisfy myself that the statement made in point one above is correct.

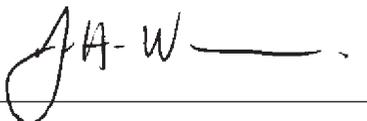
In accordance with the *Public Sector Management Act*, FESA produced its own Code of Conduct and policy, in line with the Office of the Public Sector Standards Commission (OPSSC) Conduct Guide and Code of Ethics. FESA's new Code of Conduct was launched in August 2009 and an awareness session was conducted during FESA's Senior Managers Forum.

During 2009/10, compulsory Accountable and Ethical Decision-Making training was introduced for all staff, which includes awareness sessions for the new Code of Conduct, the public sector Code of Ethics and FESA Values. To date, the training has been delivered to 362 staff members or approximately 28 per cent of FESA staff. The rollout of this training will continue during 2010/11.

FESA is meeting the requirements of its Equal Employment Opportunity Management Plan as required under the *Equal Opportunity Act 1984* with the delivery of Equal Opportunity Awareness and Training sessions to 509 staff, approximately 40 per cent of total workforce, during 2009/10. These awareness sessions will be continued in 2010/11.

The applications made for breach of standards review and the corresponding outcomes for the reporting period are:

Number lodged:	Five
Number of breaches found:	Nil
Number of multiple breaches:	Nil
Number still under review:	Three



J Harrison-Ward

Chief Executive Officer

23 August 2010

RECORD KEEPING PLANS

(State Records Act 2000 and State Records Commission Standard 2, Principle 6)

During 2009/10, two reviews were undertaken to evaluate the efficiency of FESA's Record Keeping Plan.

The first review was undertaken by an external consultant who assessed data in the Total Records and Information Management (TRIM) system to identify any recommended improvements in preparation for the implementation of an Electronic Document Management (EDM) system.

The review made a number of recommendations including:

- Upgrade TRIM training.
- Review security and caveats.
- Review thesaurus.
- Develop a new dataset using a classification system.

These findings will be incorporated in the EDM Strategy which is currently being finalised.

The second review was an internal audit focusing on the performance of our Information Resources Unit in providing records management services. The overall review was positive, however, it highlighted limitations in training and file management. As a result, a training needs analysis will be undertaken to identify and address gaps in the records management training program.

To enhance training, an online training package will be made available to all staff to reinforce good records management practice and obligations under the *Freedom of Information Act 1992*. A policy and process to ensure that all staff undertake records management training is being developed and will be incorporated in the FESA induction program.

Retention and Disposal Schedules are being developed for pre-1999 records. The Bush Fire Service 1939-1998 schedule was presented to the State Records Advisory Committee in May 2010 and approved. A disposal program is now being developed.

The Record Keeping Plan is due for review in 2011.

FREEDOM OF INFORMATION

(Freedom of Information Act 1992 (FOI Act) – Section 111)

The Freedom of Information Statistical Return for the period 2009/10 was submitted to the Information Commissioner on 14 July 2010.

A total of 82 valid applications were received in the reporting period, an increase of 13 applications from the previous year. The number of applications for the first, second and fourth quarters remained steady, however, 30 applications were received in the third quarter, an increase of 60 per cent over the previous two quarters. Some of these applications were quite complex, requiring additional time and deliberation.

Most applications sought access to non-personal information from Operational Services, including Fire Incident Reports and Fire Investigation Reports, in relation to domestic and commercial structural fires. There were also a number of requests for information regarding major incidents such as bushfires at Toodyay and Badgingarra. Six requests were received from Members of Parliament and three from the media.

During the year, 80 applications were deliberated, five had been carried over from 2008/09, and of those applications five were granted full access, edited access was applied to 65, four were withdrawn by the applicant, four were either denied or the information was unavailable, and two were deferred (investigation reports not yet completed). Seven applications were held over into the next reporting period (2010/11).

One internal review was received and the original decision was confirmed.

The average processing time for each application was 25 days and this remained constant from 2008/09. This is still well within the maximum period of 45 days permitted under the Act.

FESA's Information Statement, which is required under *Part 5 – Publication of Information about Agencies of the FOI Act*, was updated and republished on the FESA website in June 2009. The website has been upgraded to include an electronic application form together with information on how to lodge an application and the costs involved.

Freedom of Information Applications 2009/10

Applications carried over from previous reporting period	11
New valid applications received within this reporting period	4
Total applications for 2009/10	1
Applications withdrawn or invalid	54
Applications transferred in full to another Government agency	12
Applications denied access or access deferred	36
Full access granted	112
Edited access granted	123
Total applications dealt with in 2009/10	166
Applications carried over to 2010/11	0

Freedom of Information Fees and Charges

Application fees collected	\$2,430.00
Actual charges collected	\$456.00
Charges waived (when processing costs are less than \$10.00)	\$600.00