



Government of **Western Australia**
Department of **Commerce**

Commerce plan

2009-2012

Future directions

2009-2012

Future directions

Our 2009-2012 Corporate Plan provides a framework for our operations and future directions. It is intended to guide us through a period of significant and exciting change, as we implement the Government's priorities and position the department for the challenges ahead.

The plan provides a framework for the department's diverse activities and clearly sets out the values that will guide our work. It shows how our daily work contributes directly towards the growth, safety and protection of the Western Australian community.

Over the next three years, in delivering the Government's policies and programs, the department will be responsive, flexible and adaptive to the needs of Western Australian businesses and the community.

Investing in our people is vital and will enable us to work cooperatively and build constructive relationships with business,

industry and stakeholders. The success of these relationships will be underpinned by our values.

By implementing the Corporate Plan, the Department of Commerce will successfully meet the challenges, maximise opportunities and continue to provide dynamic and responsive services to the Western Australian community.



Brian Bradley
Brian Bradley
Director General

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Consumer Protection

1300 304 054

EnergySafety

9422 5200

Labour Relations

1300 655 266

WorkSafe

1300 307 877

Science, Innovation and Business

1300 136 237

Building Commission

1300 489 099

National Relay Service

13 36 77

General administration

1300 136 237

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Regional offices

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Great Southern 9842 8366

Kimberley 9169 2811

Mid-West 9964 5644

North-West 9185 0900

South-West 9722 2888

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vision

A business environment that is productive, innovative, fair and safe.

mission

To create a contemporary, diversified economy that provides for the growth, safety and protection of the community by:

- promoting innovation and science;
- enhancing capacity; and
- ensuring a world class regulatory environment.

values

Integrity and professionalism

- We are honest, open, fair and equitable in word and action.
- We practice consistent behaviours that create confidence and trust in what we do and say.
- We are respectful of the rights of individuals and the principles of natural justice.
- We strive for excellence and take pride in our work.

Making a difference

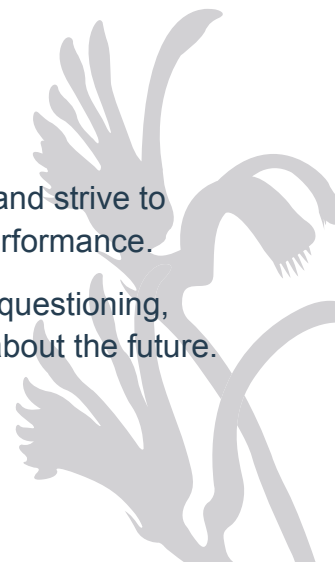
- We strive to make a positive difference by continually improving our services and stakeholder relationships.
- We recognise the strength that comes from working collaboratively and in partnership with others.

Value our people and their contribution

- We celebrate our achievements.
- We respect and value each other.
- We understand the right of every person to participate and encourage the principles of equity and diversity.
- We value team work through working positively together with unity of purpose.
- We empower, support and develop our people and engage them in discovery and life-long learning.

Innovation

- We seek better solutions and strive to improve outcomes and performance.
- We learn and improve by questioning, challenging and thinking about the future.



directions

Direction 1

Influencing and shaping our commercial environment

Behaviour and expectations that are influenced and shaped to ensure the growth, safety and protection of the community.

We will achieve this by:

- 1.1 Building and maintaining relationships to improve the quality of communication.
- 1.2 Conducting research and surveillance and facilitating responsive intervention.
- 1.3 Influencing the state, national and regional policy agenda.
- 1.4 Encouraging innovation opportunities and investment diversity to enhance the economic potential of the State.
- 1.5 Investing in a respected policy capability.
- 1.6 Understanding, influencing and responding to the changing environment.

Direction 2

Empowering business and the community

A community that is informed through access to knowledge and information so that business and individuals can exercise their rights, meet their obligations and invest in their future.

We will achieve this by:

- 2.1 Delivering high quality, advice and assistance that is innovative and promotes growth and knowledge.
- 2.2 Communicating in ways that are flexible, accessible, practical and relevant.
- 2.3 Identifying opportunities for improving our visibility in the community.
- 2.4 Exchanging and negotiating with stakeholders to achieve community benefit.
- 2.5 Identifying and encouraging strategic business opportunities.

Direction 3

Developing a world class regulatory environment

A regulatory environment that achieves outcomes that meet the community's expectations.

We will achieve this by:

- 3.1 Simplifying processes for dealing with government, through listening to the community and identifying best practice.
- 3.2 Identifying emerging issues, conducting and sharing market intelligence and developing appropriate regulatory response.
- 3.3 Developing and reviewing laws that support business efficiency without compromising community well-being.
- 3.4 Encouraging risk managed approaches to doing business.
- 3.5 Influencing the national harmonisation agenda.
- 3.6 Reviewing the State industrial relations regulatory environment.

Direction 4

Enforcing the law

A community that is protected through the effective, efficient and equitable monitoring and enforcement of compliance with regulation governing the marketplace.

We will achieve this by:

- 4.1 Undertaking proactive and targeted investigation, enforcement and education activities.
- 4.2 Providing appropriate and responsive regulatory mechanisms and services.
- 4.3 Identifying and developing new and innovative approaches to traditional regulation to provide for improved efficiency and greater consistency.

Direction 5

Strengthening organisational capacity

A credible, efficient and effective organisation that uses its skills and resources to deliver services to the community and comply with government requirements.

We will achieve this by:

- 5.1 Investing in our future through innovation, diversity and supporting and developing our people.
- 5.2 Enhancing our corporate functions, systems and services.
- 5.3 Enhancing regional service delivery.
- 5.4 Aligning our behaviours to our values.
- 5.5 Continuously improving the way we do business to identify how to deliver accessible services to the community.
- 5.6 Effectively managing change and supporting our people through transition.