



## **PRINCIPAL ACTIVITY 8 CORPORATE DEVELOPMENT AND COMMUNICATION**

### **Purpose Statement**

To provide quality strategic support and advice services to the organisation and its people in order to enable the Mission objectives to be achieved

## **PRINCIPAL ACTIVITY 8**

### **FINANCE, ADMINISTRATION AND CORPORATE MANAGEMENT**

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#### **Major Programs**

- **Information and Communications:** Improve communications to ensure that Council meets the statutory requirement in the provision of information and reports and provides a two way flow of information, both externally and internally
- **Human Resource Management:** Policy, procedures and practices to be developed and reviewed which will produce a skilled, productive, motivated, flexible and continually improving workforce

#### **The Next Five Years**



##### **Information and Communication**

The Electronic Document Management system and web-based systems will be further developed to enable the improved flow of information to all staff in order to improve Council's responsiveness and customer service to the community.

##### **Human Resource Management**

Policies and procedures to be redefined to ensure that people employed by Council are productive, motivated and committed to achieving the best possible outcomes for the people of Willoughby

## Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

<b>Council Service 8.1:</b>	<b>Information and Communication</b>	<b>EFT 4.00</b>
Responsibility:	Administrative Services Manager, Communication and Information Manager, Public Relations Coordinator	
Major Strategy Focus:	 	
Planned Outcome:	To establish trust and promote partnerships between Council and the Community we serve through open, accurate, frank and timely communications with all customers and stakeholders	

### OBJECTIVES 2007/2012

<b>STRATEGIES</b>	<b>TARGETS July 2007 to June 2008</b>	<b>PROGRESS</b>
<b>1. COMMUNICATIONS STRATEGY</b> To have professional centralised and coordinated communications activities.		
Improve perception of WCC, as a professional organisation, within local community as well as metro and north shore region communities.  Improve Council's dissemination of information and communication activities.	Streamline Council's marketing procedures.	Completed.   Completed. New City Guide completed and distributed.
<b>2. BUSINESS IMPROVEMENT</b> Corporate information is integrated across work functions in an open and accessible manner.		
Adopt new methods and improved workflow for managing corporate information.	Review business processes and implement efficient systems.  Investigate and utilise functionality of corporate software.	TPOs and building certificates completed.  Online applications now live. Document web publishing underway.
<b>3. ARCHIVE MANAGEMENT</b>		
Maximise storage efficiency to ensure the corporate information is accessible at all times.	Integration of all Council documents into Dataworks.  Develop Local Disposal Schedule.  Files located on non-compliant sites, to be processed, indexed and stored at the GRR.	Underway.  Underway.  90% completed.



**Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION**

STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
4. COMPLIANCE WITH RECORDS MANAGEMENT STANDARD OF BEST PRACTICE (ISO 15489 - 2000)		
To develop strategic frameworks for the overall management of corporate information.	Review of Records Management Program (Strategic and Operational Plans, Document Management Policy).	Completed.

## Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

<b>PRINCIPAL ACTIVITY 8</b>					
<b>COMMUNICATION</b>					
<b>Council Service 8.1</b>					
<b>Information and Communication</b>					
	<b>Original Budget 2007/2008 \$000's</b>	<b>Current Budget 2007/2008 \$000's</b>	<b>Actual June 2008 \$000's</b>	<b>Variation June 2008 \$000's</b>	<b>Revised Budget 2007/2008 \$000's</b>
<b>RECURRENT EXPENDITURE</b>					
Mayor and Council	479.8	492.2	519.7	20.0	512.2
General Management	679.8	679.8	664.3	95.0	774.8
<b>TOTAL</b>	<b>1,159.6</b>	<b>1,172.0</b>	<b>1,184.0</b>	<b>115.0</b>	<b>1,287.0</b>
<b>RECURRENT INCOME</b>					
Mayor and Council	0.0	0.0	0.3	0.0	0.0
General Management	55.5	55.5	16.1	(34.9)	20.6
<b>TOTAL</b>	<b>55.5</b>	<b>55.5</b>	<b>16.4</b>	<b>(34.9)</b>	<b>20.6</b>
<b>RECURRENT NET COST</b>	<b>1,104.1</b>	<b>1,116.5</b>	<b>1,167.6</b>	<b>149.9</b>	<b>1,266.4</b>
<b>PRIORITY / IMPROVEMENT EXPENDITURE</b>					
Mayor and Council	0.0	0.0	0.0	0.0	0.0
General Management	0.0	0.0	0.0	0.0	0.0
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>PRIORITY / IMPROVEMENT INCOME</b>					
Mayor and Council	0.0	0.0	0.0	0.0	0.0
General Management	0.0	0.0	0.0	0.0	0.0
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>PRIORITY / IMPROVEMENT NET COST</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>TOTAL NET COST</b>	<b>1,104.1</b>	<b>1,116.5</b>	<b>1,167.6</b>	<b>149.9</b>	<b>1,266.4</b>

## Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

<b>Council Service 8.2:</b>	<b>Human Resources</b>	<b>EFT 6.00</b>
Responsibility:	Human Resources Manager	
Major Strategy Focus:	 	
Planned Outcome:	A skilled, productive, motivated and flexible workforce.	

### OBJECTIVES 2007/2012

STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
1. To develop a strategic, pro-active approach to the management of all HR activities and provide a high quality advisory service for managers and staff.		
To review and maintain staff recruitment practices which enhance the attraction of WCC to quality candidates.	Successful and appropriate placements made.	High level of awareness of recruitment process. Support training provided.
To support managers in all aspects of staff recruitment.	Labour turnover monitored.	Analysis of staff movements – 5.61% for quarter.
To establish Personnel Administration practices and procedures to support effective management.	Promote Recruitment and Selection Policy.	Acceptance of the HR Recruitment & Selection Policy.
	Provide advisory service.	Advisory service in place and utilised to ensure timely recruitment.
	Conduct recruitment and selection training.	Ongoing training provided. Mandatory for relevant staff.
	All systems in place.	High level of adherence to HR systems.
	HR staff to be available to provide specialist advice.	Ongoing review of policies and procedures. Advisory service available with a constant level of HR enquiries.
To implement and maintain CHRIS HR system to optimum level.	All managers informed and knowledgeable on HR issues. CHRIS upgrade to CHRIS 21. (\$41,000 included in 7.4.1 as PIP)	Continued enhancement of CHRIS 21 HR Training and Payroll modules.
2. To promote good staff relations through fair and equitable industrial practices.		
Procedures in place to deal promptly with industrial relations issues.	Reduction in the number of industrial disputes.	Minimal industrial issues due to early intervention.
To foster good relationships and promote local level consultation.	IR advice provided as needed.	Industrial issues primarily dealt at the local level.

## Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
Promote “family friendly” work practices, where appropriate.	HR staff abreast of current issues.	“Family friendly” culture and policies promoted as appropriate.
3. To ensure Equal Employment Opportunity for all current and potential staff and the integration of EEO principles into all HR programs.		
<p>To implement EEO principles in every aspect of staff management and throughout the WCC workplace.</p> <p>Appropriate policies in place.</p>	<p>Inclusion of relevant EEO information in all training and information programs delivered.</p> <p>All staff receive appropriate information and training.</p> <p>Compliance with all legislative requirements.</p>	<p>EEO principles maintained in all areas of training and information.</p> <p>All staff trained in regard to new policy.</p> <p>Content included in all induction training.</p>
4. To provide a skilled and flexible workforce to meet WCC’s strategic direction.		
<p>To construct a training and development strategy to meet the needs of WCC staff.</p> <p>Develop and prioritise specific skills training needs and source appropriate delivery methods.</p>	<p>Document and maintain a comprehensive training plan for WCC.</p> <p>To provide a high level and timely service to training requests.</p> <p>Maintain a database of external suppliers of T &amp; D resources.</p>	<p>Training Plan maintained based on Performance Reviews and legislative requirements.</p> <p>A full range of internal and external training and development initiatives.</p> <p>CHRIS Training &amp; Skills Module recording all training and development information.</p>

## Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

PRINCIPAL ACTIVITY 8		CORPORATE DEVELOPMENT AND COMMUNICATION			
Council Service 8.2		Human Resources			
	Original Budget 2007/2008 \$000's	Current Budget 2007/2008 \$000's	Actual June 2008 \$000's	Variation June 2008 \$000's	Revised Budget 2007/2008 \$000's
<b>RECURRENT EXPENDITURE</b>					
Human Resources	602.6	602.6	571.9	(20.8)	581.8
Payroll Services	142.2	142.2	137.5	0.0	142.2
<b>TOTAL</b>	<b>744.8</b>	<b>744.8</b>	<b>709.4</b>	<b>(20.8)</b>	<b>724.0</b>
<b>RECURRENT INCOME</b>					
Human Resources	2.9	2.9	4.8	0.0	2.9
Payroll Services	0.0	0.0	0.0	0.0	0.0
<b>TOTAL</b>	<b>2.9</b>	<b>2.9</b>	<b>4.8</b>	<b>0.0</b>	<b>2.9</b>
<b>RECURRENT NET COST</b>					
	<b>741.9</b>	<b>741.9</b>	<b>704.6</b>	<b>(20.8)</b>	<b>721.1</b>
<b>PRIORITY / IMPROVEMENT EXPENDITURE</b>					
Human Resources	0.0	0.0		0.0	0.0
Payroll Services	0.0	0.0		0.0	0.0
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>PRIORITY / IMPROVEMENT INCOME</b>					
Human Resources	0.0	0.0			0.0
Payroll Services	0.0	0.0			0.0
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>PRIORITY / IMPROVEMENT NET COST</b>					
	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>TOTAL NET COST</b>					
	<b>741.9</b>	<b>741.9</b>	<b>704.6</b>	<b>(20.8)</b>	<b>721.1</b>