

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

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

Council Service 8.1:	Information and Communication	EFT 6.00
Responsibility:	Administrative Services Manager, Corporate Support & Performance Director	
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 2008/2013

STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
1. COMMUNICATION AND MARKETING STRATEGY To undertake professional, centralised, timely and coordinated communication activities.		
Enhance perception of Council as a professional organisation within the metropolitan and north shore region communities.	Streamline Council's marketing and sponsorship procedures. Improve Council's dissemination of information and communication activities.	Marketing Plans in place Reviewed sponsorship procedures in place Web site renewal underway.
2. BUSINESS IMPROVEMENT To create a culture of continuous improvement that is integrated across work functions in an open and accessible manner.		
Review and improve business processes that enable better and faster delivery of services.	Review business processes. Investigate and utilise the full functionality of corporate software inclusive of Pathway and Dataworks (Stage 2 integration). Implement Minutes Manager to improve the tracking, working flow and publication of Council's minutes and agendas. (PIP \$30,000 included in 7.4 as PIP)	Completed and ongoing Training undertaken Completed
3. ARCHIVE MANAGEMENT		
Hard copy files and electronic copies are stored and available on request in a timely manner. All records are stored in compliant conditions that meet ISO standards.		Completed Collections under review for compliance.



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STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
<p>Maximise storage efficiency to ensure information is accessible at all times and the retrieval of information is cost effective.</p>	<p>Files located on non-compliant sites, to be processed, indexed and stored at the GRR.</p> <p>Reorganise Victor Street storage.</p> <p>All physical files storage areas are indexed on Dataworks.</p>	<p>Underway</p> <p>Underway</p>
<p>4. COMPLIANCE WITH RECORDS MANAGEMENT STANDARD OF BEST PRACTICE (ISO 15489 – 2000) - ELECTRONIC DOCUMENT MANAGEMENT</p>		
<p>Maximise organisation use of Council's EDMS and ensure compliance with record keeping standards.</p>	<p>Training schedule developed for all staff to improve knowledge and compliance with corporate standards.</p> <p>Integration of all Council documents into Dataworks with Browser interface.</p> <p>(PIP \$60,000 included in 7.4 as PIP)</p> <p>Smart client integration of Dataworks in Pathway and web.</p>	<p>Completed</p> <p>Completed. Browser under review.</p> <p>Completed. Under review.</p>

Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

PRINCIPAL ACTIVITY 8					
COMMUNICATION					
Council Service 8.1					
Information and Communication					
	Original Budget 2008/2009 \$000's	Current Budget 2008/2009 \$000's	Actual June 2009 \$000's	Variation June 2009 \$000's	Revised Budget 2008/2009 \$000's
RECURRENT EXPENDITURE					
Mayor and Council	779.2	844.2	862.3	0.0	844.2
General Management	727.1	727.9	795.4	70.0	797.9
TOTAL	1,506.3	1,572.1	1,657.7	70.0	1,642.1
RECURRENT INCOME					
Mayor and Council	0.0	0.0	(0.6)	0.0	0.0
General Management	(63.4)	(63.4)	(61.2)	0.0	(63.4)
TOTAL	(63.4)	(63.4)	(61.8)	0.0	(63.4)
RECURRENT NET COST	1,442.9	1,508.7	1,595.9	70.0	1,578.7
PRIORITY / IMPROVEMENT EXPENDITURE					
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
TOTAL	0.0	0.0	0.0	0.0	0.0
PRIORITY / IMPROVEMENT INCOME					
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
TOTAL	0.0	0.0	0.0	0.0	0.0
PRIORITY / IMPROVEMENT NET COST	0.0	0.0	0.0	0.0	0.0
TOTAL NET COST	1,442.9	1,508.7	1,595.9	70.0	1,578.7

Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

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

OBJECTIVES 2008/2013

STRATEGIES	TARGETS July 2008 to June 2009	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.	<p>Successful and appropriate placements made.</p> <p>Labour turnover monitored.</p>	<p>Electronic recruitment process initiated. Support training commenced.</p> <p>Analysis of staff movements 2.14% for the quarter.</p>
To support managers in all aspects of staff recruitment.	<p>Promote Recruitment and Selection Policy.</p> <p>Provide advisory service.</p> <p>Conduct recruitment and selection training.</p>	<p>Acceptance of HR Policy.</p> <p>Advisory service in place and utilised.</p> <p>Ongoing training provided. E.recruitment training commenced.</p>
To establish Personnel Administration practices and procedures to support effective management.	<p>All systems in place.</p> <p>HR staff to be available to provide specialist advice.</p>	<p>High level of adherence to HR systems. Ongoing review of policies and procedures.</p> <p>HR advisory service available and well utilised.</p>

Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
<p>To implement and maintain CHRIS HR system to optimum level.</p> <p>To assist the implementation of sustainability throughout the organisation.</p>	<p>All managers informed and knowledgeable on HR issues.</p> <p>CHRIS upgrade to CHRIS 21 (\$20,000 included in 7.4.1 as PIP)</p> <p>Sustainability duty listed in all position descriptions.</p> <p>All induction sessions include sustainability component.</p>	<p>Continuing enhancement of CHRIS HR, training and payroll.</p> <p>Position Descriptions being updated to include sustainability.</p> <p>Inductions include sustainability content and presentation.</p>
<p>2. To promote good staff relations through fair and equitable industrial practices.</p>		
<p>Procedures in place to deal promptly with industrial relations issues.</p>	<p>Reduction in the number of industrial disputes.</p>	<p>Minimal industrial issues due to early intervention.</p>
<p>To foster good relationships and promote local level consultation.</p>	<p>IR advice provided as needed.</p>	<p>Industrial issues primarily dealt with at local level.</p>
<p>To promote the organisation as a "Council of Choice" to assist with attraction and retention strategies.</p>	<p>HR staff abreast of current issues.</p>	<p>"Family friendly" culture and issues promoted as appropriate.</p>
<p>3. To ensure Equal Employment Opportunity for all current and potential staff and the integration of EEO principles into all HR programs.</p>		
<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>
<p>4. To provide a skilled and flexible workforce to meet WCC's strategic direction.</p>		
<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 & 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 21 training and skills modules recording all training and development information.</p>

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PRINCIPAL ACTIVITY 8		CORPORATE DEVELOPMENT AND COMMUNICATION			
Council Service 8.2		Human Resources			
	Original Budget 2008/2009 \$000's	Current Budget 2008/2009 \$000's	Actual June 2009 \$000's	Variation June 2009 \$000's	Revised Budget 2008/2009 \$000's
RECURRENT EXPENDITURE					
Human Resources	656.8	656.8	631.3	(25.0)	631.8
Payroll Services	151.5	151.5	140.6	(10.0)	141.5
TOTAL	808.4	808.4	771.9	(35.0)	773.4
RECURRENT INCOME					
Human Resources	(2.9)	(2.9)	(5.9)	0.0	(2.9)
Payroll Services	0.0	0.0	0.0	0.0	0.0
TOTAL	(2.9)	(2.9)	(5.9)	0.0	(2.9)
RECURRENT NET COST					
	805.5	805.5	766.0	(35.0)	770.5
PRIORITY / IMPROVEMENT EXPENDITURE					
Human Resources	0.0	0.0	0.0	0.0	0.0
Payroll Services	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0
PRIORITY / IMPROVEMENT INCOME					
Human Resources	0.0	0.0	0.0	0.0	0.0
Payroll Services	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0
PRIORITY / IMPROVEMENT NET COST					
	0.0	0.0	0.0	0.0	0.0
TOTAL NET COST					
	805.5	805.5	766.0	(35.0)	770.5