

## **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

Council Service 8.1:	Information and Communication	EFT 6.6
Responsibility:	Administrative Services Manager, Communication and Information Manager, Public Relations Group Manager, Information Management Group Manager, Corporate Support & Planning 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 2009/2014

STRATEGIES	TARGETS July 2009 to June 2010	PROGRESS
<b>1. COMMUNICATION AND MARKETING STRATEGY</b> To undertake professional, centralised, timely and coordinated communication activities.		
Manage and disseminate communication and marketing for all council programs, activities and events and maintain Council brand awareness.	Ensure timely release of all media and marketing material.  Ensure material is easy to understand and accessible to all members of the community.  Manage and streamline sponsorship procedures.	Media plans developed for key areas and major events.  Focus on font size and colour for main Council documents. Development of introductory text explaining that the document is produced by Council - made available in 7 languages.  Assistance with sponsorship of Spring Festivals, Faces of Willoughby, Performing Arts. Management of Councils sponsorship database.

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STRATEGIES	TARGETS July 2009 to June 2010	PROGRESS
	Maintain positioning of Council's brand and manage co-branding of various council projects.	Ensuring proper Council logo is maintained Produced 'cheat sheet' to introduce The Concourse branding to the organisation.
<b>2. BUSINESS IMPROVEMENT</b> 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 paper process using Minutes Manager Review corporate templates. Investigate and utilise the full functionality of corporate software. Investigate and utilise Off Line Manager for File requests.	Off Line Manager used for file requests.
<b>3. ARCHIVE MANAGEMENT</b>		
Council documents are stored and available on request in a timely manner.	Review of offsite storage All physical files are indexed on Data works.	1950-1970 BA's currently being indexed into EDMs.
<b>4. COMPLIANCE WITH RECORDS MANAGEMENT STANDARD OF BEST PRACTICE (ISO 15489 – 2000) - ELECTRONIC DOCUMENT MANAGEMENT AND STATE RECORDS ACT</b>		
Maximise organisation use of Council's EDMS and ensure compliance with record keeping requirements.	Training schedule for all staff to improve knowledge and compliance with corporate standards. Integration of all Council documents from corporate systems. eVital records strategy developed.	Ongoing Training program continuing.



## Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

STRATEGIES	TARGETS July 2009 to June 2010	PROGRESS
<b>5. ELECTRONIC COMMUNICATIONS</b> Council's website and Intranet		
Improve Council business functions through improved electronic means Implement e-business initiatives	Review of Council's website incorporating Web 2.0 Integrate corporate systems to Council's website: <ul style="list-style-type: none"> <li>• ePathway and Pathway 3</li> <li>• Pathway to Dataworks - DA document publishing to website</li> </ul>	Social Media strategy in progress.

## Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

PRINCIPAL ACTIVITY 8					
COMMUNICATION					
Council Service 8.1 Information and Communication					
	Original Budget 2009/2010 \$000's	Current Budget 2009/2010 \$000's	Actual June 2010 \$000's	Variation June 2010 \$000's	Revised Budget 2009/2010 \$000's
<b>RECURRENT EXPENDITURE</b>					
Mayor and Council	518.0	562.0	577.2	0.0	562.0
General Management	745.8	720.1	812.4	27.4	747.5
<b>TOTAL</b>	<b>1,263.8</b>	<b>1,282.1</b>	<b>1,389.6</b>	<b>27.4</b>	<b>1,309.5</b>
<b>RECURRENT INCOME</b>					
Mayor and Council	0.0	0.0	(14.1)	0.0	0.0
General Management	(66.7)	(66.7)	(129.7)	0.0	(66.7)
<b>TOTAL</b>	<b>(66.7)</b>	<b>(66.7)</b>	<b>(143.8)</b>	<b>0.0</b>	<b>(66.7)</b>
<b>RECURRENT NET COST</b>	<b>1,197.1</b>	<b>1,215.4</b>	<b>1,245.7</b>	<b>27.4</b>	<b>1,242.8</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>1,197.1</b>	<b>1,215.4</b>	<b>1,245.7</b>	<b>27.4</b>	<b>1,242.8</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 2009/2014

STRATEGIES	TARGETS July 2009 to June 2010	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.		
<p>To review and maintain staff recruitment practices which enhance the attraction of WCC to quality candidates.</p> <p>To support managers in all aspects of staff recruitment.</p> <p>To establish Personnel Administration practices and procedures to support effective management.</p> <p>To implement and maintain CHRIS HR system to optimum level.</p> <p>To assist the implementation of sustainability throughout the organisation.</p>	<p>Successful and appropriate placements made.</p> <p>Labour turnover monitored.</p> <p>Promote Recruitment and Selection Policy.</p> <p>Provide advisory service.</p> <p>Conduct recruitment and selection training.</p> <p>All systems in place and reviewed.</p> <p>HR staff to be available to provide specialist advice.</p> <p>All managers informed and knowledgeable on HR issues.</p> <p><b>CHRIS upgrade to CHRIS 21 (\$20,000 included in 7.4.1 as PIP)</b></p> <p>Sustainability duty listed in all position descriptions.</p> <p>All induction sessions include sustainability component.</p>	<p>High level of awareness and recruitment practices. Support training provided.</p> <p>9.94% for 09/10</p> <p>Acceptance and adherence to policy.</p> <p>Advisory service well utilised.</p> <p>2 full Recruitment &amp; Selection training courses conducted plus 8 sessions on e.recruitment.</p> <p>High level of adherence to systems. Ongoing review of Policies and Procedures.</p> <p>Advisory service available and well utilised.</p> <p>High level of adherence to HR Policies and Procedures by Managers.</p> <p>Included as a responsibility in Position Descriptions for all newly advertised roles.</p> <p>All induction sessions continue to include sustainability component.</p>
2. To promote good staff relations through fair and equitable industrial practices.		
<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>

## Principal Activity 8: CORPORATE DEVELOPMENT AND COMMUNICATION

STRATEGIES	TARGETS July 2009 to June 2010	PROGRESS
To foster good relationships and promote local level consultation.	IR advice provided as required.	Industrial issues primarily resolved at local level.
To promote the organisation as a "Council of Choice" to assist with attraction and retention strategies and workforce planning.	HR staff to remain abreast of current issues.	HR continues to promote 'Family Friendly' work practices. Flexibility incorporated into Council's draft Workforce Plan.
3. To ensure Equal Employment Opportunity for all current and potential staff and the integration of EEO principles into all HR programs.		
To implement EEO principles in every aspect of staff management and throughout the WCC workplace. Appropriate policies in place.	Inclusion of relevant EEO information in all training and information programs delivered.  All staff receive appropriate information and training.  Compliance with all legislative requirements.	Included in all induction sessions.  Compliant with all legislative requirements.  Cultural diversity of workforce to be included in Workforce plan.
4. To provide a skilled and flexible workforce to meet WCC's strategic direction.		
To construct a training and development strategy to meet the needs of WCC staff.  Develop and prioritise specific skills training needs and source appropriate delivery methods.	Document and maintain a comprehensive training plan for WCC.  To provide a high level and timely service to training requests.  Maintain a database of external suppliers of T & D resources.	Training plans developed and maintained based on e.performance reviews and legislative requirements.  All requests handled in a timely and efficient manner.  Database maintained including the Training and Skills module of CHRIS 21 - used to record training & development and licences.



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

<b>PRINCIPAL ACTIVITY 8</b>		<b>CORPORATE DEVELOPMENT AND COMMUNICATION</b>			
<b>Council Service 8.2</b>		<b>Human Resources</b>			
	<b>Original Budget 2009/2010 \$000's</b>	<b>Current Budget 2009/2010 \$000's</b>	<b>Actual June 2010 \$000's</b>	<b>Variation June 2010 \$000's</b>	<b>Revised Budget 2009/2010 \$000's</b>
<b>RECURRENT EXPENDITURE</b>					
Human Resources	675.0	675.0	691.1	14.0	689.0
Payroll Services	156.7	156.7	151.9	0.0	156.7
<b>TOTAL</b>	<b>831.7</b>	<b>831.7</b>	<b>843.0</b>	<b>14.0</b>	<b>845.7</b>
<b>RECURRENT INCOME</b>					
Human Resources	(2.9)	(2.9)	(4.3)	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>(4.3)</b>	<b>0.0</b>	<b>(2.9)</b>
<b>RECURRENT NET COST</b>					
	<b>828.8</b>	<b>828.8</b>	<b>838.7</b>	<b>14.0</b>	<b>842.8</b>
<b>PRIORITY / IMPROVEMENT EXPENDITURE</b>					
Human Resources	0.0	0.0	0.0	0.0	0.0
Payroll Services	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>					
Human Resources	0.0	0.0	0.0	0.0	0.0
Payroll Services	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>828.8</b>	<b>828.8</b>	<b>838.7</b>	<b>14.0</b>	<b>842.8</b>