



# THEME FIVE **INFORMED AND ENGAGED**

GLEN EIRA CITY COUNCIL  
**ANNUAL REPORT**  
2017-2018

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST • CARNEGIE • CAULFIELD • ELSTERNWICK  
GARDENVALE • GLEN HUNTLY • MCKINNON • MURRUMBEENA • ORMOND • ST KILDA EAST



GLEN EIRA  
CITY COUNCIL

# THEME FIVE

# **INFORMED AND ENGAGED**

Long-term community goal:

**A well governed Council that is committed to transparency and engages residents in decision-making.**

Our community will be well informed and engaged. We will provide access to timely and relevant information about issues which affect them and establish a range of opportunities for them to share their views, comment on our performance and actively participate in decision-making.

We will remain contemporary and connected to our residents. Decisions made will be evidence-based, transparent and in the best interests of the whole community. We will work to build a community that is well-informed and actively participates in Council decision-making.

We will retain our reputation for good governance, ensure that Council continues to comply with the principles of sound financial management and provide full, accurate and timely disclosure of financial information relating to Council.

## **THE STRATEGIC OBJECTIVES OF THIS LONG-TERM COMMUNITY GOAL ARE:**

### **1. DEVELOP CLEAR AND OPEN COMMUNICATION CHANNELS WITH THE COMMUNITY.**

#### **WE WILL:**

- Keep you better informed by improving our regular newsletters, use of social media, direct mailouts and responses to your service requests.
- Enable you to provide your views more easily by increasing the range of ways that we engage and consult with you, including enhanced participation in our public meeting processes.
- Make sure that key Council information and publications are available in a range of formats that are accessible to those with a disability or who are from culturally and linguistically diverse communities.
- Take proactive steps to ensure that we are going out of our way to seek views and input from those who are hard to reach through traditional consultation methods.
- Encourage you to participate in our decision-making processes.
- Provide you with regular and transparent reports on key outcomes and on our performance.

### **2. ACHIEVE A REPUTATION FOR ORGANISATIONAL AND SERVICE EXCELLENCE.**

#### **WE WILL:**

- Take a strategic approach to reviewing and improving Council operations.
- Build an organisational culture that is committed to customer service and continuous improvement.
- Deliver good value-for-money services to residents and continue to have the second lowest average rates charge in Metropolitan Melbourne.
- Be a role model employer, recognising that skilled and motivated staff deliver better customer service and community outcomes.
- Build strong partnerships and good working relationships with our neighbouring councils, government peak bodies and other key stakeholders.
- Ensure our Local Law supports appropriate levels of transparency and good governance.

### **3. INVEST IN TECHNOLOGY AND PROCESS IMPROVEMENTS THAT ENHANCE THE CUSTOMER'S EXPERIENCE OF DOING BUSINESS WITH US AND IMPROVE EFFICIENCY AND TRANSPARENCY.**

#### **WE WILL:**

- Introduce new online methods and practices that enable residents to transact with us to register and track requests, update their information, and make payments at a time that suits them.
- Review customer transaction processes and digitise those processes wherever it is efficient to do so.
- Reduce unnecessary bureaucracy and streamline processes to improve turnaround timelines and responsiveness.
- Improve awareness of Council's services to ensure people can access what they need, when they need it.
- Increase the amount of information that is available and accessible to the community on Council's website.

## ON BEHALF OF THE COMMUNITY, COUNCIL WILL ADVOCATE FOR:

- Community consultation on key community projects, including state and federal government projects, such as the level crossing removals.
- Additional state and federal government funding for key community projects.

## HOW WILL WE KNOW IF WE HAVE BEEN SUCCESSFUL?

STRATEGIC INDICATOR	RESULT
Rates per assessment will remain at the second lowest level of all metropolitan municipalities.	In 2017 the average rates per assessment was \$1,361. Glen Eira City Council remains the second lowest of 21 inner metropolitan Councils.
The level of satisfaction with the 'advocacy' score in the <i>Community Satisfaction Survey</i> , will be consistent with, or better than, industry benchmarks.	Council increased its advocacy (lobbying on behalf of community) index score from 52 in 2017 to 54 in 2018. The state-wide average advocacy index score is 54.
Every major project will have a comprehensive community engagement process.	The <i>Community Engagement Strategy 2018–2021</i> endorsed by Council on 22 May 2018 requires all major projects to have an engagement plan. Commencing 2018–19 all major projects will have a comprehensive engagement plan.
The community will receive regular reporting on our performance.	<p>Council reports to the community quarterly via the Quarterly Service Performance Report (endorsed by Council and published on Council's website quarterly). Quarterly Service Performance Reports have been introduced to provide ongoing accountability and transparency to the community on our progress.</p> <p>Quarterly Service Performance Reports were tabled at the following Ordinary Meetings of Council:</p> <p>5 September 2017 — period year ending June 2017</p> <p>28 November 2017 — period July to September 2017</p> <p>27 February 2018 — October to December 2017</p> <p>22 May 2018 — January 2018 to March 2018</p>
The level of satisfaction with the 'community engagement' score in the <i>Community Satisfaction Survey</i> , will be consistent with, or better than, industry benchmarks.	Council's performance in community consultation and engagement increased one point from 54 in 2017 to 55 in 2018. The state-wide average community consultation index score is 55.

## HOW WILL WE KNOW IF WE HAVE BEEN SUCCESSFUL?

STRATEGIC INDICATOR	RESULT
The level of satisfaction with the 'customer service' score in the <i>Community Satisfaction Survey</i> , will be consistent with, or better than, industry benchmarks.	Glen Eira residents continue to rate customer service levels higher than the state average with an index score of 73 in 2017 and 73 in 2018. The state-wide average customer service index score is 70.
Staff engagement levels will be consistent with, or better than, industry benchmarks.	An independent staff engagement survey conducted in 2017 indicated that staff engagement at Glen Eira City Council is 31 per cent above relevant industry benchmarks with 60 per cent overall engagement. Across Australia, the Local Government staff engagement average is 29 per cent.

2017-18 COMMITMENT	PERFORMANCE MEASURE	RESULT
We will review and enhance our <i>Community Engagement Strategy</i> and develop a new <i>Youth Consultation Strategy</i> .	Complete/update <i>Community Engagement Strategy</i> .	✓
Comment: A Draft <i>Community Engagement Strategy</i> was released for public exhibition on 6 March 2018 and endorsed by Council on 22 May 2018.		
	Complete/update <i>Youth Consultation Strategy</i> .	✓
Comment: The <i>Connecting with Young People Strategy</i> was endorsed by Council on 12 June 2018.		
We will establish an online consultation group of approximately 400 residents who are willing to be involved and provide opinions and feedback on Council's programs and strategies.	Create a community panel of approximately 400 residents.	✓
Comment: A Community Voice online panel of 400 registered residents has now been established and is providing feedback on key Council initiatives.		
We will provide greater online options for residents by ensuring that half of our requests and payment services are available via Council's website.	Implement ePlanning online lodgement and payment module.	✓
Comment: The majority of planning applications, requests and payment options are available to be lodged online. Council is actively promoting this service.		

2017–18 COMMITMENT	PERFORMANCE MEASURE	RESULT
	Fifty per cent of requests and payment services to be available via Council's website.	✓
<p><b>Comment:</b> More than fifty per cent of requests and payment services are now available online for the community to access. Council currently receives 60 per cent of payments and about 60 per cent of applications online. Council's digital team is regularly adding more transactions onto Council's website.</p>		
<p>We will receive an unqualified audit opinion in relation to the completed 2016–17 <i>Financial Report and Performance Statement</i> and year on year thereafter.</p>	Completion on 2016–17 annual accounts with unqualified audit opinion.	✓
<p><b>Comment:</b> The 2016–17 <i>Financial Report and Performance Statement</i> was completed by 30 September 2017 with an unqualified audit opinion.</p>		
<p>We will develop an <i>Advocacy Strategy</i> which informs the community of our advocacy program and outlines our advocacy goals.</p>	Develop and endorse an <i>Advocacy Strategy</i> .	✓
<p><b>Comment:</b> An <i>Advocacy Strategy 2018–2020</i> has been developed and endorsed by Council 19 December 2017.</p>		
<p>We will demonstrate our commitment to transparency by increasing the amount of information that is available to the public via our website.</p>	Quarterly service performance report for the community; online Council Meetings (webcast).	✓
<p><b>Comment:</b> Webcasting was implemented on 19 December 2017 and quarterly performance reports are now posted on Council's website for the community to access.</p>		
<p>We will report quarterly to the community on our progress against all of our promises outlined in this <i>Plan</i>.</p>	Quarterly reporting to Council on progress against <i>Glen Eira Council and Community Plan</i> commitments 2017–18.	✓
<p><b>Comment:</b> Quarterly <i>Council and Community Plan 2017–2021</i> progress reports provided to Council in November, February and May 2018. The year-end report will be tabled at the August 2018 Council Meeting.</p>		