



Workshop Program

Tuesday 15 September 2015 commencing at 6.15pm

Reception Room, Civic Centre, 128 Prospect Road, Prospect SA 5082

**Workshop Chair: Nathan Cunningham,
Director Community Planning and Communications**

Agenda

Workshop Opening

- Apologies
- On Leave – Cr M Groote

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Meeting Close

Workshop Guidelines

The following details provide an overview of the procedures to be observed:

1. The Workshop will be held on the first and second Tuesday of each month, other than January of each year, between the hours of 6.15pm and 9.30pm (commencing with a light meal for elected members and staff), for the term of the Council or until the Council determines to discontinue the Workshop structure.
2. The need for extraordinary Workshops will be assessed and determined by the CEO.
3. The Workshops will be held in the Reception Room, Civic Centre, 128 Prospect Road, Prospect SA 5082.
4. The time, date and location may be subject to change by the CEO where necessary.
5. The Workshops will be open to the public and media. Notice of a Workshop and the program for a Workshop is to be placed on the Council's website.
6. No decisions will be made at the Workshops. There will be the opportunity for discussion and questions and answers only, and the provision of guidance to the Administration.
7. The CEO or proxy will convene and chair the Workshop to ensure the smooth running of the meeting. The proxy will be determined by the CEO on a needs basis.
8. All Elected Members will be encouraged to attend.
9. The CEO will ensure the Program and papers for the Workshop, which will include Agenda items for the following Council Meeting, will be provided to members by the Friday preceding the Workshop to allow time for members to read the reports and prepare their questions prior to the Workshop.
10. Notes will be made of the general issues and items covered by the Workshop, given that no decisions can be made, and distributed to Elected Members for information.
11. The format for the Workshop may vary on a meeting by meeting basis and could include training, planning, presentations, and discussions.
12. The format for the Workshop will be determined by the CEO.
13. External parties may make Presentations/ deputations to the Workshop, subject to prior agreement by the CEO.
14. Elected Members, employees and consultants will be required to disclose any financial and/or conflicts of interest in matters to be discussed. The disclosure of such interest and participation in the Workshop will need to be made as if the matter was considered in accordance with the Local Government Act 1999. A record of the disclosures of interest will be made and maintained by the CEO.

Workshop Protocol

The protocols are a set of guiding principles that aim to achieving enhanced, meaningful engagement of members and to facilitate an equal and equitable participation of all members.

The individual members commitment to active listening and disciplined talking, displaying both courtesy and respect to other members is paramount.

1. The Chair ensures that every members' input is heard and not overlooked or lost, and will enforce a limit on speakers' time when it is best required.
2. No rank and/or officer position of administrative or governance authority recognised within the workshop (except for the Chair), and protocols are enforced when deemed necessary.
3. Members and staff are to be addressed by their first name and not by their title of office they hold.
4. Discussion must be focussed on the issues and matters being the subject of discussion.
5. One member speaking at a time is a right, and must be enjoyed by all members.
6. Interrupting another member speaking is not desired and members are encouraged to exercise restraint for the benefit of all concerned. Equally, there should be no dialogue between members and person(s) in the gallery that interrupts the workshop discussion.
7. No ridicule, blame or shame to be expressed and/or exchanged during the workshop and care should always be taken with the words used in debate.
8. Problems and solution expressed by members are a healthy part of the discussion and may lead to positive outcomes, and should not be frowned upon but rather encouraged.
9. Although it is not a decision-making forum, it is an important part of ensuring a well-informed and enhanced decision-making process for Council.
10. The imperatives for a successful conduct of these workshops are that all members need to work together, displaying courtesy and respect to each other.

It is important that all members recognise the above list of protocols is not about rules; protocols are a set of guiding principles that are agreed on and committed to by all participating members.

Notes from previous workshop

Notes from Workshop 08/09/2015

Chair:	Nathan Cunningham, Director Community, Planning and Communications
Present:	D O'Loughlin, K Barnett, A Bowman, T Evans, M Larwood, M Lee, M Standen
On leave:	M Groote
Apologies:	Allen Harris

Notes from previous workshop 08/09/2015

- Taken as read.

Workshop Items

1 Transforming City of Prospect

- Increased development and changes are mainly due to the Urban Corridor Zones which have been introduced. This is largely due to the foresight, strategic direction and commitment of the Council for a number of years.
- Chris Newby, Manager Development Services and Communication, highlighted some of the planning applications received for apartment and mixed-use developments since the development plan amendment which introduced the Urban Corridor.
- 210 Churchill Road apartments - Chris Newby to approach developer to see if they will incorporate the candle pines on the boundaries into the new development to add an established vertical element to their landscaping.
- Welcome kits for new residents discussed as something desirable and work has already commenced in this space with the Communications Team.

2 Strategic Plan Review

- A new Strategic Plan can be the basis for the next 10 year vision despite its 4yr horizon. It takes time to deliver strategic direction and the Council is well-placed to start something new with this next Strategic Plan.
- A Strategic Plan gives direction and focus for Council and community.
- The executive management team has been listening to the Elected Members since the swearing in ceremony of 2014 and thinking of ways to incorporate each Members' goals into the strategic planning process.
- Nathan's Presentation to be made available to Elected Members following the workshop.
- Service level document to be provided to Elected Members prior to next workshop to be facilitated by Mark Booth.
- Timeline for delivering the Strategic Plan was discussed, with the current date of adoption scheduled for the March 2016 Council meeting.
- Mark Booth to facilitate the process through workshop sessions with Elected Members, starting Tuesday 15/09/2015.

3 Communication Strategy

- Chris Newby started the discussion on the development of a communications strategy.
- Current logo variations (Prospect Gallery, Prospect Road etc) need to be reviewed to get the most value from branding.
- The current City of Prospect tree could be reviewed following the development of the strategy.
- Different mediums need analysing to assess their effectiveness eg is our corporate Facebook page an effective way of reaching our target audience?
- Secondary digital input to be investigated eg having a blogger write about what council does.
- We need to understand the sort of information our audience wants to know and ideally we should find ways to cut-through and target this.
- If we choose the right attitude in everything we do and in all that we represent, that can filter down through the entire organisation. This goal can be reflected in a communication strategy eg a worthy goal is to surprise and delight our customers, or to make their day.

- Chris asked the elected members what customer service experiences they have appreciated from other organisations and responses included; the Port Adelaide Visitor Information Centre (they really listen), online purchase (immediate response advising a name of a direct contact person), Costco Member Services (as a worker it is important to choose your attitude, make it fun), Commonwealth Bank Enfield (being greeted at the door by the manager, introduced personally), Murattis (getting regular orders correct), anytime a company over delivers a service, it gets remembered.
- What doesn't come across as good service is dealing with people that are not empowered to make decisions or skilled enough to provide the required information.
- Chris summarised the discussion of desired customer experiences for Council: Engaged, responsive, interesting, fun, keep things simple, respond to individuals, caring, surprising, empower staff, engender loyalty.
- Suggestion for Council to provide YouTube videos for 'how to' information, eg the planning process, which forms to use etc.
- Chris Newby will summarise discussion and scope a document to engage a consultant to assist in drafting a Communication Strategy with key input to occur from Elected Members.

4 Other Business

- Mayor O'Loughlin updated the Members on the CEO recruitment process.
- Acting CEO Ginny Moon will call for expressions of interest from five (5) agencies that specialise in local government recruitment.
- A report will be presented at the September 2015 Council meeting to determine the recruitment panel, however in the meantime some meeting dates will be scheduled and sent to the CEO Performance Development Review Committee members.
- Following the September Council meeting the appointed Recruitment Panel will be advised of the scheduled meeting dates, and a recruitment agency will be determined.

Meeting closed at 9.40pm.

Workshop Items

1 Strategic Plan – Review

Responsible Director:

Nathan Cunningham - Director Community, Planning and Communications

Expected Duration: 90 minutes

Presented by: Nathan Cunningham & Mark Booth

Mark Booth, BRM Holdich, will facilitate workshop discussions for the review of the Strategic Plan.

EMT will provide a list of themes drawn from surveys and provide information from an evidence based approach - CRM analysis, Library stats, etc .

At this workshop we will analyse service needs – what to keep? what to reduce? what to retain?

EMT will provide a review of status of the current Strategic Plan based on the 2 page version discussed and circulated after last workshop.

Mark Booth will also work with Members to draw out additional (uncaptured ideas) from Elected Members.

Attachments: Nil

Future Workshop and Council Agenda Items

Members may seek advice as to the purpose, or intended resolutions planned for the next Council meeting. These items are subject to change.

Council Workshop 06/10/2015

- Community Halls Hire Policy
- Activity Centres Ministerial DPA

Council Workshop 13/10/2015

- Service Level Review by Department (Corporate Services first)
- Council Agenda Review – Cr T Evans
- Bin Advertising

Council Meeting 22/09/2015

- Video Conferencing Update
- Wilke Lane
- Public Facilities at Charles Cane Reserve/ Parndo Yerta
- Eastern Health Authority Charter Review
- Footpath Trading Policy Review
- City Wide Public Art Advisory Board – proposed new format
- Community Grants Recommendations
- Power to make orders Policy
- Code of Practice - Public access to meetings and documents
- Section 270 Activity
- By-Law 6
- Draft Annual Financial Statements at 30/06/2015