

Performance Strategic Reference Group

Date: Thursday 17 November 2022

Time: 4:00pm to 6:00pm

Location: Council Chambers / Boardroom (Shire Hall) or via MS Teams

<i>Members</i>	<i>Present</i>	<i>Apology</i>
Councillor Mathew Deeth (Chair)	✓	
Councillor Matt Gould (Deputy Chair)		✓
Councillor Brandstater	✓	
Councillor Hannan		✓
Councillor Banasik		✓
Caroline Argent, Director Shire Connections	✓	
Rob Seidel, Chief Financial Officer	✓	
Peter Wright, Manager Engagement and Performance	✓	
Eric Imbs, Head of Integrity and Governance	✓	
Simon Adcock, Manager Customer, Information and Technology Service	✓	
Michelle Jack, Team Leader Corporate Strategy and Performance	✓	
Karen Makins, Team Leader Strategic Communications	✓	
Philippa Rainey, Sustainability Coordinator	✓	
Michael Shaw		
Geoff O'Brien	✓	
Ian Lane	✓	
David James	✓	
David Bennett		✓
David Lazzaro	✓	
Samuel Davis	✓	
Nerida Cunneen		
Scott Grey	✓	
Lyn Bright	✓	

Item	Notes	Agreed Actions
1. Acknowledgement of country	Meeting commenced at 4:03pm Chair gave acknowledgement	

2. Attendance and apologies	As noted above	
3. Disclosure of interests	Chair asked attendees to disclose any conflicts of interest. None stated	
4. Confirmation of previous minutes and actions arising	<p>Confirmation of previous minutes - Lyn Bright and Geoff O'Brien</p> <p>Actions arising from previous minutes: Members were advised that the frequency of meeting was resolved by Council and any additional meetings are at the discretion of the chair. As such 3 meetings will continue.</p> <p>All Integrated Planning and Reporting documents were distributed to members - Complete</p> <p>Customer Survey Report was distributed to members - Complete</p> <p>Circulation of collateral developed regarding where rates are being spent – Complete.</p>	<p>Action: Financial statements and annual report will be circulated to members when loaded to website</p> <p>Action: CFO to present on Long Term Financial Plan at next meeting.</p>
5. Dashboard Style Progress Reporting	<p>Michell Jack presented on proposed use of a dashboard platform (Peclet), an open data sharing platform that Council has access to through the Western Parklands City Deal.</p> <p>A number of other Councils are also using this platform - e.g. Frankston and Blue Mountains.</p> <p>Discussion between the Performance SRG members focused around:</p> <ul style="list-style-type: none"> • Acknowledgement of great potential of this approach to track Councils performance in a more visual way. • Why Peclet? - Due to the access Council has available through the Western Parkland City. • Does it analyse data over the long term and trends over time? • Will people know when the data is being updated? • Is the data detailed enough to improve and change the way Council delivers services? • Should there be a public dataset versus an internal dataset which is more detailed? • Opportunity to provide openness and transparency in relation to community engagement • Need to be mindful of what information is provided – risk of “arming” Council detractors • Alternate view: People are more willing to participate in the solution if armed with the right information. Council should harness this. • Is integration with Council’s other systems and data sets possible? Council has had initials 	<p>Action: Michelle Jack to provide an update at next meeting.</p>

	discussions with Frankston Council and Pelet – initial indications are very positive regarding integration capabilities	
6. Sustainability Policy	<p>Philippa Rainey presented on the draft Policy</p> <p>Currently on exhibition - Feedback being taken until 16 December. Head to Your Say Wollondilly for more information.</p> <p>Policy focuses on environment, economic and social aspects of sustainability.</p> <p>Purpose is to provide a clear direction for Council in relation to sustainability and focus on influencing Council functions in relation to corporate sustainability, provision of facilities and services, sustainable growth and development and advocacy and education.</p> <p>A Sustainability Strategy (with detailed actions and implementation details) will be completed in 2023.</p> <p>Lots of synergies between sustainability and Council’s overall performance.</p> <p>Performance SRG discussion focused on:</p> <ul style="list-style-type: none"> • Sustainability costs – how can they be achieved if you don’t have a strong budget to provide? • Wollondilly aims to be carbon neutral by 2050 for the community. Waste and electronic vehicles will have the biggest impact in moving towards this target. • Do emissions from coal mining impact Wollondilly’s numbers? Distributed across further than just Wollondilly and based on consumption. • Maintaining heritage needs to be considered • Impacts of agriculture and animal keeping also need to be included • Should move to quadruple bottom line, but what is the 4th pillar? – Culture or Governance? Is culture already captured in “Social”? • Community will be part of the solution if we enable them to do so. This should be incorporated into the strategy. • Council should distinguish between Council’s carbon footprint vs Wollondilly as a whole in the strategy. • The strategy should highlight things we can control and things we can’t control. Useful for advocacy efforts into the future. 	Actions: Philippa to consider quadruple bottom line incorporation into strategy and to provide feedback to the group.
7. Engagement Strategy	<p>Karen Makins provided an overview of the recent public exhibition process including key highlights of what we heard from the community.</p> <p>Discussion focused on:</p>	

	<ul style="list-style-type: none"> • How are the comments from the recent community forum being dealt with? • Congratulations and great job to the team as it was excellent engagement on this project. • Need to embed good engagement culture across the organisation, not just your team. • Engagement will make a good topic for dashboard reporting to the community. • People need to know where an engagement project is on the IAP2 spectrum to manage expectations. • What level of oversight the engagement team has on all engagement activities? • Benchmarks/measurement/metrics etc. will be important to track how we are performing. • Specific discussion on the Wollondilly Cultural Precinct and DCP exhibition – to be discussed offline. • Did we close the loop as part of the engagement process? All participants have been kept in the loop as the project has progressed and received regular communications. • Acknowledgement of the team and the work they do in the engagement space. 	
<p>8. Salesforce Update</p>	<p>Simon Adcock presented on the achievement of Salesforce (has been in use by Council for 3 years now).</p> <p>We use the customer service aspects for the customer portal, which is just the tip of the iceberg – key point is that in the background it automates a lot of our business.</p> <p>Technological solutions for Council were previously limited. Salesforce allows you to build solutions that are customised.</p> <p>What we've done so far:</p> <ul style="list-style-type: none"> • Proof of concept on site sewage management. Reduced time cost from 55h to 3h • Implemented the customer requests system – internal system to manage requests. • Rates functionality online • Digitised building inspections • Driveway applications and approvals • Digitising environmental health inspections • Venue booking <p>High \$ accumulative savings have been achieved and will be ongoing</p> <p>Key conversation points:</p> <ul style="list-style-type: none"> • Is training staff going well? Response: based on previous systems used, it is much easier to use. • Unlimited ability to apply it to different processes. • How many requests coming through the portal. Response; Good number of requests come 	<p>Actions: Standing invite for Simon to attend future SRG meetings to provide updates</p>

	<p>through the portal but still slightly more by phone.</p> <ul style="list-style-type: none"> • Good to use this as a case study for educational syllabus for high school. • What's next for the customer experience using salesforce? Response: The phone system needs to be upgraded to work with salesforce. Can't get a vendor due to the change in market demand away from hard phones. • Need to work with Salesforce to bring in webchat, email and Facebook? • Co-browse function to help people navigate the portal. • What can salesforce do to measure customer satisfaction? • After service surveys – unlimited potential with questions etc • Could it do “moments that matter”? i.e. does it capture the full customer journey. Response: we can define when the survey is triggered. It's a process review step. • Survey CRMs – how is that working? Response: It is working ok. But we need the resources to action the feedback. • Resources are required to review feedback and then act and make improvements. • Well done to Simon and team for recent award. 	
9. Voice of the Customer –	<p>Michelle/Eric/Peter/Karen presented regarding Council currently investigating the way we capture community feedback and data more generally to develop an ecosystem of data that will help inform the way we provide services. We are currently to look to go out to open tender for a company to assist with this process.</p> <p>Discussion was had regarding the following:</p> <ul style="list-style-type: none"> • Council should consider Qualtrix • Might need to be open to not packaging this all together and identifying what different providers can provide as one provider might not be qualified or specialised to deliver everything we need and might need to get multiple suppliers on board • Council needs to consider a resource to drive this project • Be clear about the outcome that you want to achieve in the tender – pull data, pull reports, actions etc. • Utilise the group out of session as a sounding board to provide guidance as the project progresses 	<p>Actions: as the project progresses we will look for opportunities to engage with the Performance SRG so as to keep them informed and use them as a sounding board</p>
10. General Business	The group requested a demonstration of salesforce	<p>Actions: Simon to include as part of next Salesforce update</p>
Meeting close	Councillor Matthew Deeth concluded Meeting at 6:27pm	

