



**Strategic Objective :**

**1.1 Citizen and Customer Service**

**Description :**

**To foster a culture across the organisation which addresses the needs of the community through**

**Strategy: 1.1.2.01 Implement Events, Communications and Marketing Strategy**

Action	Status % Completed		Officer Comments
01.1 Residents and ratepayers - Events	Q4 Apr-Jun	100 %	The Executive Unit (EU) has built awareness of events through the implementation of community signage boards in nine locations across the Shire. These are very highly sought after by the community to promote their events (especially during the summer months). The EU has also continued to promote and enhance the events calendar online which is promoted through the Gazette, website and social media and receives high view and visitation numbers.
01.2 Residents and ratepayers - Marketing & Communications	Q4 Apr-Jun	100 %	Communications have been very active in continuing to communicate value for money, services and Council activities with a strong strategic focus on open and transparent communications. The approach this year has been to respond in a friendly and timely manner with factual, shared, coordinated communications through as many effective channels as possible.
02.2 Business - Marketing	Q4 Apr-Jun	100 %	The economic development team and communications and marketing team partner to build brand awareness through the media, publications, social media and e-newsletters. Key messages include services on offer, business and community engagement as well as efficiencies and results. For eg: over the past 12 months, Council has posted over 800 news and brand awareness items via its corporate facebook and twitter accounts.
04.1 Visitors and prospective new residents - Events	Q4 Apr-Jun	100 %	Council attends expos and events, that are considered to be of value to assist in raising awareness of Golden Plains Shire with visitors, prospective new residents and prospective employees. Eg: Victorian Agribusiness Summit, WorkCover Expo and Tourism Expo Geelong.

**Strategy: 1.1.2.03 Regularly consult with our communities**

Action	Status % Completed		Officer Comments
14 Regularly consult with our communities	Q4 Apr-Jun	100 %	While regular community consultation is aligned more specifically with the Community Engagement Strategy and the Community Engagement Officer, the Executive Unit through Communications and Marketing continuously engage with the public

**Strategy: 1.1.2.05 Develop an Advocacy and Lobbying Plan to advocate on behalf of the community with Members of Parliament and other key stakeholders**

Action	Status % Completed		Officer Comments
01 Advocacy and Lobbying Plan	Q1 Jul-Sep	100 %	The Advocacy and Lobbying Plan is a completed strategy. It is implemented through meetings with MPs and Government Departments plus the production of a priorities book that is reviewed monthly.

**Strategy: 1.1.3.01 Implement Customer Service Strategy**

Action	Status % Completed		Officer Comments
1.01 Internal Service Excellence - retain 'At Your Service' theme	Q4 Apr-Jun	100 %	Customer Service excellence training undertaken across the organisation and customised training has been delivered to specific work groups.
1.02 Internal Service Excellence - refine 'At Your Service' Program to imbed CSEF	Q4 Apr-Jun	100 %	An organisation review has not been undertaken due to lack of resources. This will be undertaken in the 2017/18 year. Decision made to include an overview of the CSEF in all PDs for vacant positions contain, rather than sending out the separate document. SCO Undertakes CS inductions for staff inductions. Performance reviews contain generic Corporate expectations regarding staff performance objectives for CS.
1.03 Internal Service Excellence - promote 'At Your Service'	Q4 Apr-Jun	100 %	Article in Plain Talking regarding 'At Your Service' & CSEF.
1.04 Internal Service Excellence - inform organisational planning and strategies	Q4 Apr-Jun	100 %	Customer Service is an integral part of all planning and strategy development
1.06 Internal Service Excellence - promote customer service excellence	Q4 Apr-Jun	100 %	Works department now sharing positive feedback received from Customers in regular toolbox meetings.
2.01 Staff Development - staff training	Q4 Apr-Jun	100 %	Biennial training in customer service fundamentals in provided to Team Leaders, Supervisors and general staff through the mandatory corporate training calendar. Ad hoc training is arranged as the need is identified and may include group sessions or one-on-one mentoring.
2.02 Staff Development - staff induction	Q4 Apr-Jun	100 %	The corporate induction program completed within the first week employment includes a one hour information session with the Senior Customer Service Officer. This provides details of services provided and expectations of new employees.
2.03 Staff Development - new front line staff	Q4 Apr-Jun	100 %	Customer service & receipting training provided by Senior Customer Service officer to all new front line staff members.

2.04 Staff Development - Shire familiarisation activities	Q4 Apr-Jun	100 %	All new employees are invited to attend a one day tour of the Shire in the company of the CEO and Directors (where available). These tours ideally take place within 6 months of appointment and are run twice yearly.
2.05 Staff Development - reinforce 'At Your Service' program	Q4 Apr-Jun	100 %	'At Your Service' theme continues to be communicated via the strategy and action plan.
2.06 Staff Development - development of CSOs	Q4 Apr-Jun	100 %	External & internal training for CS officers undertaken in 2016/2017 to develop skills in delivering customer service excellence
2.08 Staff Development - staff training about role of local government	Q4 Apr-Jun	100 %	All new employees are included in the Understanding Local Government corporate training session within 12 months of appointment. This forms part of the mandatory corporate training calendar.
2.10 Staff Development - strengthen staff's understanding about big picture	Q4 Apr-Jun	100 %	Customised training has been undertaken with workgroups.
3.01 Service Accessibility - staff to meet customers on-site	Q4 Apr-Jun	100 %	Senior Management support this initiative and enable staff to meet customers on site or at other locations as required.
3.02 Service Accessibility - expand Council's website	Q4 Apr-Jun	100 %	Council has achieved a new website that is contemporary and high functioning and providing a high level of service to the community.
3.03 Service Accessibility - customer service centre Smythesdale	Q4 Apr-Jun	100 %	Work has commenced on a review to ascertain the benefits and the process and plan for any relocation of services to Smythesdale. A detailed stakeholder engagement and communication plan will also be developed in conjunction with this review.
3.04 Service Accessibility - develop Digital Platform Strategy	Q4 Apr-Jun	100 %	This action will be ongoing. Improvements in online interaction with vendors via the new altusEPM platform the most recent enhancement.
3.05 Service Accessibility - implement All Abilities Access principles	Q4 Apr-Jun	0 %	No funds allocated in Budget 2016/2017.
4.01 Service Standards - review Customer Service Charter	Q4 Apr-Jun	100 %	Council are aware of the challenges around this issue and manage this through engagement and communication initiatives.
4.02 Service Standards - review complaints handling procedures	Q4 Apr-Jun	100 %	The procedure is due for review in May 2018 and will be updated accordingly. The current version which was reviewed in May 2016 incorporates the key elements of the guide.
4.03 Service Standards - best practice in customer service	Q4 Apr-Jun	100 %	Senior Customer Service Officer attends regular meetings of the LG Pro CS Group to network and keep up to date with best practice, innovative ideas & new technology.
4.04 Service Standards - training of telephone system	Q4 Apr-Jun	100 %	Training of the telephone system is provided as part of the induction process. Will investigate refresher sessions.

4.05 Service Standards - professional written materials	Q4 Apr-Jun	100 %	The communications and marketing team work with officers and departments across the organisation to advise, guide and support the development of professional, quality written and printed material. The team also provides 'Writing for the Bulletin/Gazette/Plain Talking/Website' fact sheets and one-on-one support for staff. A Communications Roadshow (to visit each team of the organisation) is managed and conducted by the SCMO.
4.07 Service Standards - promote dress code	Q4 Apr-Jun	100 %	Council staff are managed by Managers and Team Leaders and are accountable to them for their appearance. Some staff wear compulsory uniforms and some choose to wear them.
4.08 Service Standards - GPSC branded uniforms	Q4 Apr-Jun	100 %	Some staff wear compulsory uniforms and others chose to wear corporate attire. The advertising and marketing style guide determines colours and logo design.
4.09 Service Standards - expansion of reception area at BCSC	Q4 Apr-Jun	100 %	Investigation complete, and decision made to delay expansion and incorporate this expansion when the BCSC is built. The draft plans for new BCSC includes an expanded customer service reception area
4.10 Service Standards - telephone answering separate from front reception	Q4 Apr-Jun	100 %	Investigation complete, and decision made to delay implementation and incorporate this change when the BCSC is built. The draft plans for new BCSC includes the separation of telephone & reception
5.01 Technology - phone system	Q4 Apr-Jun	100 %	Phone system provides for use in accordance with IT policy 1.04 Communications and Mobile Devices within SOP 3042. This includes voicemail, pairing of mobile devices, hands-off and call forwarding.
5.02 Technology - improve data connections	Q4 Apr-Jun	100 %	Connections are currently maximised. Working on connecting depots and investigating kindergarten connections.
5.03 Technology - CRMS training	Q4 Apr-Jun	100 %	In future this training will be delivered by the vendor.
5.04 Technology - review CRMS protocols	Q4 Apr-Jun	100 %	Protocols reviewed and no amendment required.
5.05 Technology - on-line planning etc. software	Q1 Jul-Sep	50 %	Council officers have reviewed a number of alternative platforms. A software upgrade would require funding in a future budget.
	Q4 Apr-Jun	100 %	Investigations complete. There are multiple suitable alternative software platforms available. A significant budget allocation would be required in a future budget to allow the purchase and adoption of an alternative platform.
5.06 Technology - automated rate payment	Q4 Apr-Jun	100 %	Credit card option now provided on GPS website

5.07 Technology - review CRMS	Q4 Apr-Jun	0 %	No funding allocated in budget.
5.08 Technology - configure CRMS	Q4 Apr-Jun	100 %	Configuration for automated responses is able to be activated. Automated response text will require approval from SMT
5.09 Technology - social media	Q4 Apr-Jun	0 %	No funding allocated in Budget