



# Maintaining relevance in local government

**Oliver Simon, Deputy Chief Executive Officer, Logan City Council**



# We are the key.....

- To our communities future
- How it is shaped and planned
- In an ever changing world



# Who are the providers ?

- Incorporated funded service organisations
- Volunteer groups
- Peak bodies
- State government
- Federal government
- Developers
- Local government
- Philanthropic groups



# Local Government context

- Grass roots knowledge of community need..
- First port of call ....usually for everything
- Provide visible services to residents (3R's)
- Balancing service provision and at the same time keeping rates low



# Traditional services

- Libraries
- Parks
- Community facilities
- Sport and recreation facilities
- Graffiti removal
- Animal management
- Events
- Art gallery



# Why is 'traditional' good ?

- Councillors understand it
- Ratepayers value it (confirmed through satisfaction surveys)
- It can be measured (value for money)
- It gets supported in budget
- It's constant from one year to the next



# The 'new business'...the add ons

- Social planning
- Community development
- Community safety
- Youth development
- Seniors strategy
- Sport and recreation master planning
- Community engagement
- Federal/state government funded projects



# The triggers for Logan

- Local Government reform
- 2 new cities planned for Logan...ULDA
- Master planned communities
- Managing growth through the Regional Plan
- Changing community need, new communities
- No funding at the state government level
- Global financial crisis



# Who are the stakeholders ?

- The Councillors
- Why ? ... because .....
  - They believe they represent the community.....
  - They set the policy direction
  - They approve the budget to fund the programs.....



# Getting it formally on the radar

Through.....

- Corporate plan
- Business plan
- Annual report
- 10 Year capital program
- Community Plan



## Some further hints.....

- Keep your staffing structure simple...
- Have regular one on ones with Councillors
- Listen to their needs... after all they represent the community
- Get media involved in openings, launch of programs and events



# Get your staff culture right....

- On the bus.....or
- Off the bus
- ‘Good is the evil of Great’
- Celebrate the wins....



# Your staff

- The right staff in the right role is critical



# Who should be engaged ?

- State government
- Federal government
- State and Federal MP's
- Councillors
- Regional Managers Forum
- Regional Development Australia
- Local Employment Coordinator
- Developers



# How to engage

- By networking.....



# How to network.....

- Set in place partnership projects that respond to community need
- Establish a network of influential 'players' list
- Engage with the major community service providers
- Involve elected representatives, MP's when and where appropriate



# The 'climate' we work in

- All elected representatives have a different view of what community services we should be providing
- Decisions are usually based on Divisional need rather than city wide
- Engagement of all elected representatives in any form of 'planning' is difficult
- Relationships between politicians at the different levels government can also present challenges



# Where are 'decisions' made

- Meetings with the Mayor
- Committee meetings
- Individual Councillors
- Executive Management Team
- Manager, Program Leader, and Team Leader



# How many bosses do I have ?

- Answer = 14

..... Jane has 15



# I work in a political environment

- Need to have ‘knowledge’ at my finger tips
- Need to achieve outcomes... measure success
- A measure is .... “positive feedback received from the community directly back to Council or through elected representatives”
- Direction and strategy is required
- A source to ‘make it happen’...solve a community issue/enquiry
- I have a champion team who are responsive



# 'Political masters'..informed

- Develop a 'one on one' communication strategy that works for you and your 'political masters'
- Celebrate successes in the community
- Celebrate major milestone achievements with your team and elected representatives
- Use you formal committee processes to report wisely



# Setting the direction

- Strategies
- Master planning projects
- Involvement in the preparation of the planning scheme/master planned communities

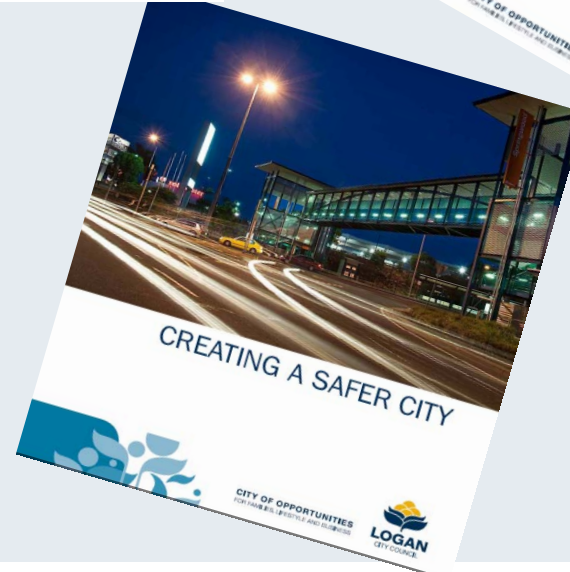
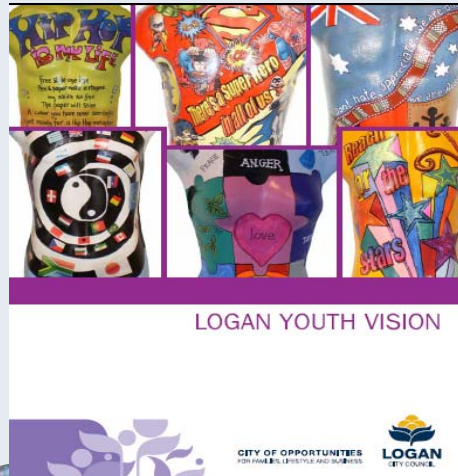


# The tools...strategies

- Connecting Communities Strategy
- Active Logan Strategy
- Creating a Safer City Strategy
- Recreation Trails Strategy
- Logan Youth Vision
  
- In production..... a Seniors Strategy



# Selling the message





# The tools...master planning

- Sport and recreation facilities
- Helps inform the 10 year capital program
- A requirement to seek external government funding



# The tools....planning uncovered

- PIP for community land
- Social planning input
- ULDA partnership for master planned communities in Yarrabilba and Flagstone
- Enables community planning to commence
- Community engagement - a legitimate necessary process



# Communicating to our residents

- Energise programs
- Club development seminars
- Seniors week
- City wide magazine to all households on a quarterly basis
- City Safe media strategy



# What sells....

**OUR LOGAN**  
 2010/2011 SPECIAL BUDGET EDITION  
 OUR CITY MAGAZINE

**FREE**

**LOGAN CITY COUNCIL**

**MEET MICHELLE BRIDGES**  
 Michelle Bridges has a reputation as being the tough, straight talking and fearless trainer of Channel 9's *Workout*. The first woman to win the *Miss Universe* title, she has the heart, courage and understanding that has won her the hearts and minds of the nation.

One of Australia's most prominent fitness experts, with more than 17 years experience in the health and fitness industry, Michelle was named *Fitnesse Leader* of the Year in 2004. Her wisdom and fitness expertise is well known for pushing herself through grueling workouts.

An accomplished author, Michelle's book *Church Time* has been featured in the *Play* magazine and is available in paperback. Michelle's second book *Church Time Cookbook* is available.

Come along to an inspiring and entertaining presentation from Michelle providing essential positive messages of physical activity, health and nutrition.

**Tuesday 5 October**  
 6 pm - 7:30 pm

**Logan Metro Indoor Sports Centre**  
 361 Stevens Rd, Crestwood

Phone: 07 3412 3444  
 Email: [community@logan.qld.gov.au](mailto:community@logan.qld.gov.au)  
 Web: [www.logan.qld.gov.au](http://www.logan.qld.gov.au)

**INDOOR/OUTDOOR WALKING GROUPS**

**Day 1**  
 08:00 - 10:00  
 Monday - Friday 8 am  
 Various locations

**Day 2**  
 08:00 - 10:00  
 Monday, Wednesday, Friday 8 am  
 Meet at Edwards Church, Ormiston Rd

**Logan Triathlon**  
 08:00 - 10:00  
 Monday and Wednesday 8 pm, Saturday 7 am  
 08:00 - 10:00  
 Monday - Friday 11 am  
 Meet at Logan Community Centre

**Logan Triathlon and Power of 10**  
 08:00 - 10:00  
 Monday - Friday 11 am  
 Meet at Logan Community Centre

**Regatta Park**  
 08:00 - 10:00  
 Monday - Thursday 4:15 pm  
 Meet at Regatta Park, near Leo's Athletics shed

**Richwood, Da Gattini**  
 08:00 - 10:00  
 Monday and Thursday 4:30 pm  
 Meet at Richwood Park, Gladstone

**Richwood South Tagging Walkers**  
 08:00 - 10:00  
 Meet at Underwood Park, Gladstone

**Richwood Parents and Prams Stride Group**  
 08:00 - 10:00  
 Thursday 9:30 am  
 Meet at Richwood Community Park

**Woolshole Walkers**  
 08:00 - 10:00  
 Monday - Thursday 7 am  
 Meet at Logan Central Plaza, inside doors near Vaux Cafe

For information on any of the Active Logan programs:  
 Phone 07 3412 3412  
 Email: [active@logan.qld.gov.au](mailto:active@logan.qld.gov.au)  
 Web: [www.logan.qld.gov.au/activelogan](http://www.logan.qld.gov.au/activelogan)

**Active Logan**  
 Activate your life!  
 4 OCTOBER - 10 DECEMBER 2010

**LOW-COST OR FREE ACTIVITIES IN LOGAN**  
 Quarterly citywide program

**MEET MICHELLE BRIDGES**  
 From Channel 9's *The Biggest Loser*  
 See her in our book.

**LOGAN CITY COUNCIL**

**OUR LOGAN**  
 OUR CITY MAGAZINE

**FREE**

Top tips for springtime gardening

Flash the one...  
 Los Entertainment Centre

What's on in spring

**WIN** a 12-month library membership

Find us on Facebook

**LOGAN CITY COUNCIL**

**Energise**  
 Building stronger, healthier and happier organisations for our community.

[www.logan.qld.gov.au/energise](http://www.logan.qld.gov.au/energise)

**FREE COMMUNITY, SPORT AND RECREATION ORGANISATION DEVELOPMENT AND CAPACITY BUILDING WORKSHOPS IN LOGAN**

JULY - DECEMBER 2010

**CITY OF OPPORTUNITIES**  
 FOR FAMILIES, LIFESTYLE AND BUSINESS

**LOGAN CITY COUNCIL**



# Annual program review

- Managers report against their business plans to Budget Committee of the Whole



# Concluding thoughts

- To remain relevant, you need to keep what you do relevant and understand how to provide a community service that is valued by residents in a political environment.
- If you get stuck...find a mentor to help you.....



**Thank you.....**

**Questions ?**