

TOP LINE RESULTS AND IMPROVEMENT STRATEGIES FOR 2011/12

Attachment 1

	06/07	07/08	08/09	09/10	10/11	11/12	Comments on 2011/12 Survey	Proposed improvement actions for 2010/11 as a result of the 2009/10 Survey	2010/11 Action Achieved	Proposed improvement actions for 2011/12 as a result of the 2010/11 Survey	2011/2012 Actions Achieved	Proposed improvement actions for 2012/13 as a result of the 2011/12 Survey
Overall Satisfaction	86.1	81.9	83.1	82.6	84.1	87.5	Increase in overall satisfaction levels.	Continue to improve service delivery and customer service to maintain high overall satisfaction levels.	A range of improvements to services implemented – increase in overall satisfaction rates indicate that these improvements have been received positively.	Continue to improve service delivery and customer service to maintain high overall satisfaction levels.	The increases in a number of service areas indicates that improvement strategies have been achieved.	Continue to improve service delivery and customer service to maintain high overall satisfaction levels.
Satisfaction with services provided	Not measured	Not measured	89.8	89.2	92	92.7	Satisfaction with City services remains high.	Continue to improve service delivery based on customer feedback to specific services.	Increases to service delivery, particularly in the area of graffiti management, has resulted in substantial improvements in satisfaction ratings.	Continue to improve service delivery based on customer feedback to specific services.	Significant increases in a number of service areas indicates that improvement strategies have been successful.	Continue to improve service delivery based on customer feedback to specific services.
Value for Money from Rates	67.3	67.5	62.3	63.4	66	66.8	Similar result to last year. Results indicate that 2 out of 3 ratepayers are satisfied with value for money for rates. Value for money from rates continues to be a priority.	Improvements to specific services should impact on satisfaction with value for money from rates. Two in three ratepayers are satisfied with value for money from rates.	Satisfaction ratings remain reasonably strong with two in three ratepayers satisfied with value for money/	Continue to look for opportunities to improve service delivery which should impact on value for money from rates satisfaction ratings.	Satisfaction ratings remain reasonably strong and similar to 2010/11 results.	Continue to look for opportunities to improve service delivery which should impact on value for money from rates satisfaction ratings.
Libraries	95.5	93.7	93.5	92.3	95.1	97.2	High level of satisfaction maintained.	Self Serve/ RFID at Woodvale and Whitford Libraries. Upgrade of Public Internet Access terminals in all libraries. Increased funding from State Government should result in greater number of library materials available to the public.	Self serve/RFID has been successfully installed at both libraries with a current usage level of 77%. Public Internet Access terminals in all libraries have been updated to allow email access. New web filtering software has also been installed. Introduction of Wi-Fi access in Joondalup Library. June 2011 – June 2012 has seen a 17% increase in funds available for resource selection. This should assist with variety in fiction resources. Streamlining of supplier assisted services to get new release titles to our customers faster.	Self serve/RFID at Duncraig Library. Will complete all four libraries. Introduction of floating collections for DVDs and CDs. Introduction of a PC booking system to all libraries. Introducing Wi-Fi access at Woodvale Library. Introduction of e-audio books for 2011-2012, with access from home. Modifying library website for increased functionality, including book walls and "Picture Joondalup". Stage 4 of the digitisation project – digitising local history records for prosperity.	Self service and RFID capability is now available in all four of the City's libraries. Floating collections introduced in March 2012. PC booking system in Joondalup Lib. Other branches in 2012/13. Not progressed due to cost and security issues. E-Audio book service introduced in October 2011. Book walls went live in August 2011 and "Picture Joondalup" in September 2011. Digitisation of oral, film and photographic histories completed and currently 27.5% of resources are publicly accessible.	Expansion of E-Audio service to include more Australian content. Implementation of state-wide initiative to enable E-Books to be available through the City's four Libraries. Continue to upload digitised local history collection onto "Picture Joondalup". Finalise implementation of the PC booking system into the remaining three Libraries.
Festivals	87.4	87.6	90.3	88.3	93.1	89.8	Satisfaction rate remains high however slight decrease from 2010/11.	No major changes scheduled for 2010/11 event program.	There were no major changes implemented in 2010/11, with the exception of returning to Mawson Park for a summer concert and the change in focus for the Valentines concert with the Whitlams and WA Youth Orchestra being the selected artists.	A slight change in focus for Valentines artist to appeal to various demographics is proposed. Returning to Mawson Park for a summer concert which will be a regular venue, and moving the Emerald Park concert to Chichester Park in Woodvale. The City has agreed to manage the night markets in house for the pre Christmas market period, while also trialling a 4 week post Christmas market season. Multi cultural themes will be introduced to the summer concert series, and the Joondalup Festival.	Valentines Concert satisfaction ratings and attendances for Valentines were slightly down from previous years. The City engaged the services of a non main-stream artist for this year's concert. The City managed the markets in-house for first time and also extended the series into a 4 week post Christmas period. The City implemented a multi cultural theme across its Music in the Parks concert series. Individual customer satisfaction undertaken directly with event customers showed a satisfaction across City events/festivals of 88.2% The Little Feet festival was held on a public holiday and attendance	A more mainstream performer will be sourced for the 2013 Valentines Concert which will be held on Valentine's Day. The City will continue to manage markets in house and will explore opportunities to alter location and timing of the markets to address lower turnout. The City will again retain a summer concert at Mawson Park and will also retain a concert at Chichester Park in Woodvale as part of the second year rotation for the three concert series. The third concert will be located in the northern section of the City at Caledonia Park. The theme for 12/13 music in the park will be blues and roots. Additional funding has been allocated as part of 12/13 budget

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											<p>numbers exceeded expectations by approximately 4000 attendees creating logistical issues as programming and budget only catered for 4500. This may have affected satisfaction ratings.</p> <p>The City held two youth music festivals during the year including Y-Fest and Snap as pilot programs.</p>	<p>for increased programming for the Little Feet Festival.</p> <p>The site plan for the Joondalup Festival will be altered in an attempt to reduce the span of the festival site and will also include a significant large scale community project.</p> <p>The opportunity to hold further Youth Festivals will be investigated in 2012/13.</p>
Sport and Recreation	91.5	88.5	90.2	90.2	95.6	94.2	<p>Satisfaction rate remains high..</p>	<p>A relaunch of the Clubs In Focus Program is scheduled for 2010/11 to re-emphasise the importance of the Program.</p> <p>A new Community Sporting Facility at Seacrest Park, Clubroom Facility at Forrest Park, Community Facility at Gibson Park and extension to the Fleur Freame Pavilion at MacDonald Park will all be constructed in 2010/11 which will give the City 1 refurbished and 3 new facilities to service sporting groups, community groups and residents.</p>	<p>The Clubs in Focus Program was not relaunched.</p> <p>The additional 4 facilities were opened and provide the residents/community groups modern facilities to occupy and hire.</p>	<p>The Clubs in Focus program will be relaunched with a slight change in focus of the team with a more concerted focus on serving sporting groups.</p>	<p>The Clubs In Focus program was successfully relaunched and well attended.</p> <p>Minor upgrades continued within Craigie and Duncraig Leisure Centres which has seen a general increase in satisfaction with the look and feel of the Centres.</p>	<p>The City will continue to run its Clubs in Focus programme and also look at including a conference style event for clubs.</p> <p>Further capital improvements are scheduled for the leisure centres that will add to the customer experience at the centres.</p> <p>The City is also exploring projects to improve floodlighting at some of its major playing reserves, along with planning for additional clubroom facilities at Bramston and Hawker Parks.</p>
Mobile Security Patrols	70.6	62.3	63.5	70.4	66.7	71.1	<p>Increase in satisfaction levels from 2010/11.</p> <p>Continued monitoring of Contract.</p>	<p>Continued promotion of the service.</p>	<p>Full year marketing program undertaken.</p> <p>Contract monitored monthly and meetings held with contractor each month to discuss results.</p>	<p>Review the current uniform and the existing vehicle livery.</p> <p>Review current marketing strategy and determine if new elements are required such as representation at all festivals and events</p> <p>Review the "standard services" offered and look for new/ added value services that could be included – undertake a benchmark of "standard services" provided by other LG's</p>	<p>The marketing program was reviewed and continued with advertisements in the local newspaper and presentations on local radio. A new "calling card" was developed to be issued to residents in relation to holiday alerts.</p> <p>The vehicle livery was slightly modified with improved presentation of the service name and telephone number to improve recognition.</p> <p>Standard services were reviewed and City Watch Officers now have the authority, once directed, to process infringements for poor parking activity.</p> <p>A benchmark survey was completed and will inform the next set of service improvements.</p>	<p>Review the benchmarking data and assess City services in relation to other LG offerings.</p> <p>Continue with the marketing program as a part of the annual Business Unit and Budget planning process.</p> <p>Continue the close cooperation between the City and WA Police on targeted patrols</p>
Graffiti Removal	74.6	75.4	78.4	82.1	92.1	89.8	<p>Satisfaction rate remains high.</p> <p>The service is now adequately resourced with skilled staff to provide both field support to the contractor and office support for the residents to</p>	<p>Continued monitoring of the Contract.</p>	<p>Weekly monitoring undertaken. Monthly reporting undertaken. Contractor achieved performance target.</p>	<p>Continued monitoring of the contract.</p> <p>Particular effort to be made with Agencies to ensure the timely removal of graffiti from their assets.</p>	<p>The graffiti removal contractor has continued to perform at very high standards. The City has made very good progress with all agencies this year on the swift and</p>	<p>Continue with the regular monitoring of the graffiti removal contract.</p> <p>Continue the City's close</p>

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							ensure the contract is well managed.			Review and revise the web site pages to better market the service and improve resident useability	effective removal of graffiti. Proposed amendments to the web pages have been finalised and will be implemented in 2012.	relationship with the WA Police and State Agencies in relation to the prompt and effective removal of graffiti from non-City controlled assets. Implement the proposed website amendments and monitor their effectiveness. Publish periodic advertising campaigns regarding graffiti services.
Ranger Services	Not measured	79.6	79.3	77.8	78.3	85	Satisfaction rate has increased significantly.	Review the new structural arrangements at the end of 2010/11. Implementation of marketing strategy for 2010/11 including: <ul style="list-style-type: none"> • Distribution of dog information flyers via Vets, Libraries, Customer Service/Leisure/ Community Centres and Community Events, • Continued development of Rangers pages on the website, and • Promotion of responsible dog ownership via Dog Doorknock program and through local newspapers, City News and Joondalup Voice. 	Revised structural arrangement implemented. Marketing strategy was undertaken as scheduled.	Continued promotion of responsible dog ownership to residents Conduct a "dog day" event in the City with suppliers and service providers having stalls Review and simplify the Ranger website pages	The City continued to provide information to residents about responsible dog ownership. Improved signage and increased Ranger presence on A "door knock" program was undertaken during the late summer to visit properties including those where previous registrations were not renewed. There has been some initial planning for a "dog day". Proposed amendments to the web pages have been finalised and will be implemented in 2012/13.	A project plan to ensure the smooth implementation of the Cat Act 2012 has been prepared. Actions from the plan will be undertaken during the year. The annual Dog Door Knock program will be undertaken during the year to assist with the City's continuing efforts to promote responsible dog ownership. Publish periodic advertising campaigns regarding ranger services to the community. Implement web page improvements. Undertake bush fire mitigation activities as required.
Weekly Rubbish Collection	98	96.3	97.2	97	98.5	97.4	Satisfaction rate remain consistently high.	New domestic and recycling tender (joint tender) Enhancement of Internet site.	New domestic and recycling contract was awarded to Cleanaway commencing 1 July 2011. Internet site has been reviewed and enhanced including interactive elements associated with bin collection days and the Wangara MRF.	Develop Business case to offer the option of 120 litre and 140 litre rubbish bins when current is due for replacement.	This project is subject to the MRC bin survey to be completed in 2012/13.	The City will develop a bin format strategy for consideration by Council in 2013/14 following receipt of results of the MRC bin survey.
Fortnightly Recycling	95.0	91.1	92.6	92	89.9	91.4	Satisfaction ratings remain high.	New strategy for recycling calendars. Recycling education in schools – Implementing full program (from trial). The waste management component of the internet to be reviewed.	New strategy has been adopted. Trial of recycling education in schools completed. Internet site has been reviewed and enhanced including interactive elements associated with bin collection days and the Wangara MRF.	Introduce glass cleaning process into the Wangara MRF to reduce the current volume of recyclable residue to landfill.	Glass cleaning has been successfully installed and the glass is now being diverted from the Tamala Park Landfill	Project is complete

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Parks and POS	Not Measured	91.9	91.5	91.7	90.8	93	Satisfaction rate has increased.	Implementation of annual maintenance programs will be undertaken. In addition to this there will be a continuation of the review and improvement of services including a review of natural areas service delivery approach. The reduced irrigation regime will also be continued.	Annual parks maintenance programs were completed. The review and improvement of service delivery was undertaken. Capacity was increased within the Natural Areas maintenance team. A trial restructure of Natural Areas was also undertaken Ground water consumption levels were maintained within allocation.	Continue the implementation of parks annual maintenance programs. Implement the restructure of parks crews, and review the trial of the Natural Areas restructure. Continue with ground water consumption monitoring in order to ensure levels are maintained within allocation. Develop the City Water Plan. Undertaken a service level review of Irrigation Maintenance. Implement Kingsley Park hydro-zoning project.	Annual parks maintenance programs were completed Ground water consumption levels were maintained within allocation. City Water Plan adopted by Council in May 2012. Service level review of irrigation maintenance has commenced but not yet completed. Kingsley Park hydro-zoning project was not completed in 2011/12.	Revise service levels in all park areas to maximise outputs ensuring parks infrastructure is maintained at optimum levels Continue with ground water consumption monitoring in order to ensure levels are maintained within allocation. Implement actions from the City Water Plan. Completed service level review of irrigation maintenance. Completed Kingsley Park hydro-zoning project. Kingsley Park hydro-zoning project will be completed between sporting seasons in October 2012
Street Appearance	82.1	84.2	84.1	83.5	83.4	88	Satisfaction rate has increased.	Annual maintenance program to be implemented. Review of services and service levels to continue including drainage and road resurfacing. Revised street tree guidelines to be produced. Streetscape Working Group to examine: <ul style="list-style-type: none"> • Street tree marketing and promotion. • Suburban entry statements. • Pedestrian Access Ways. • Street tree strategy. 	Annual maintenance programs were completed. Service level review undertaken for road resurfacing. Revised street tree guidelines were produced. Streetscape Working Group examined: <ul style="list-style-type: none"> • Street tree marketing and promotion. • Suburban entry statements. • Pedestrian Access Ways. • Street tree strategy. 	Continue the implementation of the annual streetscape maintenance programs. Review of services and service levels to continue including drainage. Review the Street Verge Guidelines. Undertake the road resurfacing program. Implement the annual street tree planting program.	Annual maintenance programs were completed inclusive of street tree planting and road resurfacing Drainage service levels were not completed - will be progressed in 20-12/13. Street Verge Guidelines were not reviewed – will be progressed in 2012/13. Road resurfacing program delivered. Annual street tree planting program delivered.	Continue the implementation of the annual streetscape maintenance programs. Review drainage service levels. Review street sweeping service levels Ensure street tree planting orders are placed 6 months prior to the planting season. Continue to deliver road surfacing program. Continue to deliver annual street tree planting program.
Building	61.6	54.8	89.7%	87%	94.7	84	Satisfaction ratings are high however here has been a significant decrease from 2010/11. The City also undertakes a customer satisfaction survey monthly to track the following:	Continuation of the correspondence review covering all areas within Planning, Approvals and Environmental Services.	High satisfaction ratings continue as a result of: Correspondence review completed for Building and Health and Compliance	Establishment of two Business Units – Planning Services and Compliance and Regulatory Services.	The establishment of two Business Units – Planning Services and Compliance and Regulatory Services was finalised.	Continue to review, improve and update correspondence, forms and information sheets for Building, Health and Compliance teams.

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							<ul style="list-style-type: none"> Information on process Information on Application Timeliness of pending information. Options for modifications. Explanation of decision. Ease of understanding forms. Ease of understanding. information requested Timeliness of returned calls and correspondence. Overall satisfaction. 	<p>Development of an improved customer service approach covering areas of provision of advice and viewing of plans. Also looking at:</p> <ul style="list-style-type: none"> Developing and clearly communicate the service offer – thereby not creating unrealistic expectations and disappointment. Targets for turnaround times based on complexity Dedicated administrative support to the Building and Planning teams to ensure quicker responses to customers and to free specialists up to concentrate on assessments. 	<p>teams.</p> <p>Introduction of fast tracking building licence applications for minor construction works because of their simplistic nature (patios, sheds and other outbuildings etc) to improve turnaround times.</p> <p>Introduction of dedicated administrative support to assist building surveyors with improving turnaround times.</p>	<p>Maintain the customer satisfaction survey monthly to track progress and make adjustments to process and procedures as needed.</p> <p>Continue to review and update correspondence, forms and information sheets for Building, Heath and Compliance teams.</p> <p>Introduce standard Q&A sheets for administration to aid with quick responses to enquiries.</p> <p>Continue the fast tracking of building licence applications for minor works to improve turnaround times.</p> <p>Continue with dedicated administrative support to assist building surveyors with improving turnaround times</p>	<p>The customer satisfaction survey was undertaken monthly to track progress. As a result adjustments to process and procedures were made as needed.</p> <p>A complete review and update was undertaken of all correspondence, forms and information sheets for the new Compliance sub-unit and Building following the introduction of the new Building Act.</p> <p>Standard Q&A sheets for administration staff was created and are now being used to aid with quick responses to enquiries.</p> <p>The fast tracking of building licence applications for minor works to improve turnaround times continues.</p> <p>Continuation of dedicated administrative support to assist building surveyors with improving turnaround times.</p>	<p>Maintain the customer satisfaction survey monthly to track progress and make adjustments to process and procedures as needed.</p> <p>Update and improve upon the standard Q&A sheets for administration to aid with quick responses to enquiries.</p> <p>Continue with the fast tracking of building licence applications for minor works to improve turnaround times.</p> <p>Continue with dedicated administrative support to assist building surveyors with improving turnaround times.</p>
Planning	61.6	54.8	80%	85.1%	95.2	84	<p>Satisfaction ratings are high however there has been a significant decrease from 2010/11.</p> <p>The City also undertakes a customer satisfaction survey monthly to track the following:</p> <ul style="list-style-type: none"> Information on process. Information on Application. Timeliness of pending information. Options for modifications. Explanation of decision. Ease of understanding forms. Ease of understanding information requested. Timeliness of returned calls and correspondence. Overall satisfaction. 	<p>Continuation of the correspondence review covering all areas within Planning, Approvals and Environmental Services.</p> <p>Development of an improved customer service approach covering areas of provision of advice and viewing of plans. Also looking at:</p> <ul style="list-style-type: none"> Developing and clearly communicate the service offer – thereby not creating unrealistic expectations and disappointment. Targets for turnaround times based on complexity Dedicated administrative support to the Building and Planning teams to ensure quicker responses to customers and to free specialists up to concentrate on assessments. 	<p>High satisfaction ratings continue as a result of:</p> <p>Correspondence review completed for Planning and Urban Development teams.</p> <p>Dedicated Administration Officer appointed to Planning Approvals team.</p>	<p>Establishment of two Business Units – Planning Services and Compliance and Regulatory Services.</p> <p>Maintain the customer satisfaction survey monthly to track progress and make adjustments to process and procedures as needed.</p> <p>Continue to review and update correspondence, forms and information sheets for Planning and Urban Development teams.</p> <p>Introduce standard Q&A sheets for administration to aid with quick responses to enquiries.</p> <p>Continue with the investigation of introducing an online application and tracking system for Planning Services business unit.</p>	<p>The establishment of two Business Units – Planning Services and Compliance and Regulatory Services was finalised.</p> <p>The customer satisfaction survey was undertaken monthly to track progress. As a result adjustments to process and procedures were made as needed.</p> <p>Review and update of correspondence, forms and information sheets for Planning and Urban Development teams continued</p> <p>Planning Approvals Admin Officer collating and progressing the introduction of Q&A info sheets</p> <p>Investigation of introducing online applications was put on hold awaiting outcome of building licence tracking system</p>	<p>Maintain the customer satisfaction survey monthly to track progress and make adjustments to process and procedures as needed.</p> <p>Continue to review, improve and update correspondence, forms and information sheets for Planning and Urban Development teams.</p> <p>Continue with dedicated administrative officer to assist Planning and Urban Development teams with improving turnaround times and finalising Q&A info sheets to aid with quick response to enquiries</p> <p>Continue with the investigation of introducing an online application and tracking system for Planning</p>
Local Traffic	77.3	72.9	77.4	79.5	73.5	81.8	Satisfaction Ratings have increased significantly	Road Safety Plan to be presented to Council in October 2010	Road Safety Action Plan 2011-2015 approved by Council in March 2011.	Implement Road Safety Action Plan actions.	Implement Road Safety Action Plan actions scheduled for 2011/12.	Implement Road Safety Action Plan actions.

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								<p>Introduction of new Key Performance Indicator for correspondence turnaround timeframe (5 working days)</p> <p>2 working days for Elected Member requests</p> <p>Development of 5 year Capital Works Program – identified list of projects.</p> <p>40km/hour trial currently being investigated.</p>	<p>Key Performance Indicator of 5 working days turnaround for general correspondence and 2 working days for Elected Member requests introduced successfully.</p> <p>5 Year Capital Works Program for Traffic and Blackspot projects completed.</p> <p>Main Roads WA rejected City's request for 40km/hour trial however have since invited City to re-apply.</p>	<p>Introduce 40km/hour speed zone trial in Oceanside Promenade, Mullaloo.</p> <p>Complete Traffic Management and Blackspot projects as part of 2011/2012 Capital Works Program.</p>	<p>The Oceanside Promenade Blackspot project is currently in the development stage. The 40km/h trial is subject to Main Roads WA approval. .</p> <p>All 2011/12 Blackspot projects that required construction are completed.</p>	<p>Complete Traffic Management and Blackspot projects as part of 2012/2013 Capital Works Program.</p>
Parking	72.4	69.4	58.2	54.4	<p>City Centre 45.4</p> <p>Schools and Train Stations 43.2</p> <p>Resident 76.8</p>	<p>City Centre 55</p> <p>Schools and Train Stations 42.7</p> <p>Resident 83.9</p>	<p>City Centre parking ratings are influenced by the introduction of paid parking in 2008 however satisfaction ratings have increased significantly in 2011/12.</p> <p>Satisfaction levels for Parking adjacent to train stations remains low however is a matter for the Passenger Transport Authority and school parking on school grounds is the responsibility of the individual school or the Department for Education.</p> <p>Satisfaction Ratings for Residential Parking remains high with a significant increase in satisfaction levels in 2011/12.</p>	<p>Continued monitoring and fine tuning of parking arrangements.</p> <p>Increased focus on School and Train Station parking enforcement.</p> <p>Marketing of City Centre parking through:</p> <ul style="list-style-type: none"> Continued distribution of parking flyers via Parking Officers, Libraries, Customer Service/Leisure Centres and Community Events, Continued development of Parking pages on the website, and Promotion of community benefits of parking through local newspapers, City News and Joondalup Voice. 	<p>The City introduced a number of parking scheme amendments (PSA's) in locations related to school parking, station parking and suburban parking during the year to counter residents concerns about hazardous parking. Ranger patrols were stepped up following each approved PSA whilst drivers became accustomed to the changes.</p> <p>The parking flyer was reviewed during the year and the website was updated with changes to parking enforcement.</p> <p>A dedicated school parking roster was implemented for use during term time with Rangers attending schools on a planned basis in liaison with the school administration. This was in addition to responding to school parking complaints which were referred to Rangers as Action Requests.</p>	<p>All Continue to support and deliver staff with appropriate conflict resolution and customer service skills.</p> <p>City Centre Review the available on-line content of the parking pages for ease of use.</p> <p>Introduce "interactive maps" that show parking availability in City locations</p> <p>Review and recommend improvements to City Centre directional signage for off street parking. This includes utilising the recognised standard of blue P on a white background and providing information on signage as to direction and proximity of other parking locations to assist when the current location is fully utilised.</p> <p>Develop community interactive strategies and techniques (festivals, events, flyers, give-aways etc)</p> <p>Schools and Train Stations Review the existing school monthly parking patrol program and liaise with School Liaison Officer on service delivery.</p> <p>Continue to review and recommend minor parking scheme amendments for the Chief Executive Officer where appropriate.</p> <p>Continue to liaise with the PTA on train station parking and develop a strategy for the expiry in 2012 of the existing agreement for commuter parking adjacent to Joondalup train stations.</p> <p>Residential Continue to review and recommend minor parking scheme amendments where appropriate.</p> <p>Continue to provide enforcement activities in permitted and prohibited areas of residential suburbs.</p>	<p>Proposed amendments to the web pages have been finalised and await formal approval.</p> <p>The "interactive maps" proposal is still being developed.</p> <p>New City Centre directional signage was not developed during the period as other City Centre revitalisation activities are already underway.</p> <p>Parking Services provided information to residents and visitors during the Joondalup Festival.</p> <p>The School Parking patrol regime undertaken by Rangers was amended to improve the coverage given to schools to support safe driver behaviour. Information was issued to all schools at the start of Semester 1 to assist them with parking management</p> <p>A number of Parking Scheme amendments were introduced within the City on safety grounds.</p> <p>The City met with senior officers of the Public Transport Authority in relation to planned changes to parking provided at train stations</p> <p>Parking enforcement activity continued in suburban areas particularly in relation to resident complains, Abalone Season parking and train station parking.</p>	<p>City Centre Review and recommend improvements to City Centre directional signage for off street parking.</p> <p>Continue to market the Parking Services that are provided by the City through media opportunities, festivals and events.</p> <p>Recommend parking scheme amendments where relevant and implement them once approved.</p> <p>Parking near Schools and Train stations Continue to liaise with the PTA on train station parking and develop a strategy for the expiry in 2012 of the existing agreement for commuter parking adjacent to Joondalup train stations.</p> <p>Continue to liaise with schools and deliver the School Parking program to encourage better parking practice amongst parents</p> <p>Carry out periodic marketing as described in the Marketing Plan.</p> <p>Parking Residential Areas Continue to provide parking enforcement activity to enhance community safety and amenity.</p> <p>Recommend parking scheme amendments where relevant and implement them once approved.</p>

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Community Consultation - The extent to which the City consults the community about local issues	Not measured	Not measured	69.7	74.8	67.4	71.3	Increase in satisfaction ratings.	Continued review of Public Participation and Consultation Projects and approaches.	Community Consultation and Engagement Policy reviewed (CJ174-10/10 refers). Processes for consultation and informing for discrete City programs requiring community engagement completed.	Training program established to ensure the City's expectations and processes for community consultation and engagement are understood and adhered to. Finalise: <ul style="list-style-type: none">Requirements for trial of 'active citizenship' (CJ174-10/10 refers).Social media policy/strategy.Youth website.	Training continued in relation to the City's community consultation and engagement processes. <ul style="list-style-type: none">Active Citizenship Program is underway with the development of the Active Citizens Network.Social Media Strategy has been drafted.Y-Lounge went live on 21 May 2012.	Continue to review City's community engagement and consultation processes and deliver in-house training program. Active Citizens Network will be fully developed and operational. Social Media Strategy to be presented to Elected Members for consideration.
								Working Groups and Community Forums Terms of Reference to be endorsed and commenced.	Terms of Reference for Working Groups and Forums endorsed (CJ119-07/10 refers). Community Forums conducted on Baby Boomers, Youth and Conservation. Working Group meetings conducted during 2011.	Review Working Groups following 2011 election. Conduct Strategic Planning Forum in 2011. Review Community Forums for 2012.	Review of Working Groups undertaken with the recommendation for the formation of a Strategic Community Reference Group to provide advice and assistance to the Council on matters of significant community interest and strategic initiatives. A Work Plan was also developed for the Reference Group.	Strategic Community Reference Group will be convened on matters of strategic importance to be determined by the Council following advertising for Reference Group members.
								Implementation of Customer Service Strategy through Project Teams.	Review commenced of the City's customer service standards, communication methods, and fact sheets.	Continue implementation of Customer Service Strategy through Project Teams.	Review of Community Forums undertaken – Community Forums to be conducted on an 'as needs' basis.	Community Forums will be convened as determined by Council on matters of strategic interest.
								Further enhancements to the website to be examined including enhanced online consultation.	Online consultation available to the community for all significant consultation matters, including: <ul style="list-style-type: none">Local Housing StrategyBeach Management PlanMirror Skate ParkCurrambine Community CentreTom Simpson Playground Redevelopment and Upgrade of Oceanside PromenadePositive Ageing Plan	Continue to provide opportunities for community engagement on specific programs and projects in accordance with Community Consultation and Engagement Policy.	The following strategies were achieved: <ul style="list-style-type: none">Complaint Management review to ensure processes meet Australian standards;Fact Sheet reviews;Customer Service training program;All customer service procedures reviewed and updated.	The following customer service projects will be undertaken: <ul style="list-style-type: none">Educate staff on any changes to customer complaint management;Review customer service charter;Review Employee Excellence Awards;Review Voicemail and telephone protocol;Telephone etiquette guidelines.
Community Information - The extent to which the City informs the community about local issues	Not measured	Not measured	72.0	78.3	72.9	76	Increase in satisfaction ratings..	Introduction of alternative communication media where appropriate.	e-newsletters for leisure on line and business developed.	Finalise: <ul style="list-style-type: none">Social media policy/strategy.Youth website.	Social Media Strategy has been drafted and will be presented to Elected Members at an upcoming Strategy Session.	The City will launch its Social Media Strategy allowing the City to use new mediums to communicate and engage with its residents.
									Commenced examination/ development of: <ul style="list-style-type: none">Social media policy/ strategy.Youth website.		The youth website, Y-Lounge went live on 21 May 2012.	Assistance and advice will be provided to keep The Y-Lounge website relevant and informative for the youth population.

TOP LINE RESULTS AND IMPROVEMENT STRATEGIES FOR 2011/12

Attachment 1

	06/07	07/08	08/09	09/10	10/11	11/12	Comments on 2011/12 Survey	Proposed improvement actions for 2010/11 as a result of the 2009/10 Survey	2010/11 Action Achieved	Proposed improvement actions for 2011/12 as a result of the 2010/11 Survey	2011/2012 Actions Achieved	Proposed improvement actions for 2012/13 as a result of the 2011/12 Survey
								<p>Website - New media and news section, which is designed to ensure that interested local residents can easily access current and important information and news about what's happening in the City and how it may affect the wider community.</p> <p>Priority to be given to formalising roles and relationships with Friends Groups and development of Protocols.</p> <p>Continued emphasis on relationships with JLP, Business Community, and Environmental Groups.</p> <p>Implementation of Customer Service Strategy – Project Teams.</p> <p>Review of corporate communications.</p> <p>Establish an awareness campaign for regional activities, such as the Special Trading Precinct changes.</p>	<p>Website enhancements in 2010/11 included:</p> <ul style="list-style-type: none"> Media and news section. Online payments for infringements. Building Applications online. Website feedback tool. <p>Website statistics indicate significant increase in usage from 2009/10 including:</p> <ul style="list-style-type: none"> 29.53% increase in visits. 12.71% increase in new visits. 23.64% increase in page views. <p>Friends Group Manual reviewed and protocols established to enhance relationships.</p> <p>During the 2010/11 period:</p> <ul style="list-style-type: none"> Five Business Forums were conducted or hosted by the City. City represented on JLP Board. Friends Groups and environmental groups engaged with in the production of environmental literature including weeds in the City and Birds in the City. ECU/City partnership to survey local small business on environmental impacts and initiatives. <p>Review commenced of the City's customer service standards, communication methods, and fact sheets.</p> <p>Market research undertaken on effectiveness of City communications.</p> <p>Fact sheets review commenced.</p> <p>Production of two media inserts in major newspapers:</p> <ul style="list-style-type: none"> Special Trading Precinct (Sunday 	<p>Website enhancements to be examined:</p> <ul style="list-style-type: none"> Ability for stakeholders to select targeted newsletters and information. Mobile-friendly technologies. Online business capabilities. <p>Implementation of protocols and agreed actions in the Friends Group Manual aimed at enhancing the relationship between Friends Groups and the City.</p> <p>Continued emphasis on relationships with JLP, Business Community, and Environmental Groups.</p> <p>Continue implementation of Customer Service Strategy through Project Teams.</p> <p>Review:</p> <ul style="list-style-type: none"> Communications based on research results. Corporate branding guidelines. Requirements for a specialist publication for events. 	<p>Several Business Units have improved their capabilities online, including the secure pay section of the website and the successful launch of Y-Lounge.</p> <p>The City provided funding of \$2,500 to Friends Groups, assisted with the development of Work Plans, and continued to promote the Friends Group Manual</p> <ul style="list-style-type: none"> During 2011/12 three Business Forums were hosted by the City including <i>Harnessing the Power of the Digital Economy</i> and a <i>Buy Local Forum</i>; City continued to attend the JLP Board meetings; The City continued to work with, and support the activities of, Friends Groups; The City continued to work with ECU on surveying small business on environmental impacts and initiatives – this is a three year project. <p>The following strategies were achieved:</p> <p>Complaint Management review to ensure processes meet Australian standards;</p> <ul style="list-style-type: none"> Fact Sheet reviews; Customer Service training program; All customer service procedures reviewed and updated. 	<p>Project plans are being developed to ensure Marketing and IT progress specific website enhancement including Events Booking feature and HR improvements in a timely manner.</p> <p>Continue to support the activities of Friends Groups including development of a Quarterly Friends Group Newsletter.</p> <ul style="list-style-type: none"> Continue to deliver a Program of Business Forums; Continue to participate in JLP Board Meetings; Continue to work with Friends Groups and deliver environmental programs in partnership with environmental groups; Deliver a mentoring program (through ECU) to small businesses to assist with improving energy efficiency. <p>The following customer service projects will be undertaken:</p> <ul style="list-style-type: none"> Educate staff on any changes to customer complaint management; Review customer service charter; Review Employee Excellence Awards; Review Voicemail and telephone protocol; Telephone etiquette guidelines.

TOP LINE RESULTS AND IMPROVEMENT STRATEGIES FOR 2011/12

Attachment 1

	06/07	07/08	08/09	09/10	10/11	11/12	Comments on 2011/12 Survey	Proposed improvement actions for 2010/11 as a result of the 2009/10 Survey	2010/11 Action Achieved	Proposed improvement actions for 2011/12 as a result of the 2010/11 Survey	2011/2012 Actions Achieved	Proposed improvement actions for 2012/13 as a result of the 2011/12 Survey
									<p>Times).</p> <ul style="list-style-type: none"> Invest Joondalup (West Australian). <p>Participation in WALGA funded local government media opportunities.</p>	Develop an action plan for regional/State/National opportunities to market the City.	The Joondalup Festival lift-out featured in the West Australian Newspaper on 23 March 2012 promoting the festival and the region.	Funds allocated for regional marketing campaigns and promotion of Joondalup in State and National publications.
Understands community needs	Not measured	Not measured	73.5	72.6	68.8	74.5	Increase in satisfaction ratings.	<p>Implementation of Customer Service Strategy – Project Teams.</p> <p>Establish and conduct Working Groups.</p> <p>Establish and conduct Community Forums on:</p> <ul style="list-style-type: none"> Sustainability Conservation Seniors Youth <p>New Strategic Plans – seek community input in their development.</p>	<p>Review commenced of the City's customer service standards, communication methods, and fact sheets.</p> <p>Terms of Reference for Working Groups and Forums endorsed (CJ119-07/10 refers). Community Forums conducted on Baby Boomers, Youth and Conservation. Working Group meetings conducted during 2011.</p> <p>Input from Community Forums will be used to inform the City's Strategic Plan and informing plans.</p>	<p>Continue implementation of Customer Service Strategy through Project Teams.</p> <p>Review Working Groups following 2011 election.</p> <p>Review Community Forums for 2012.</p> <p>Community input to be sought in the development of the City's Strategic Plan and informing plans.</p>	<p>The following strategies were achieved:</p> <p>Complaint Management review to ensure processes meet Australian standards;</p> <ul style="list-style-type: none"> Fact Sheet reviews; Customer Service training program; All customer service procedures reviewed and updated. <p>Review of Working Groups completed – reported to Council on 26 June 2012.</p> <p>Review of Community Forums completed – reported to Council on 26 June 2012.</p> <p>Three Stakeholder Roundtables conducted in Ward locations to seek community input into the Strategic Community Plan 2012 – 2022. Extensive consultation also occurred via surveys.</p>	<p>The following customer service projects will be undertaken:</p> <ul style="list-style-type: none"> Educate staff on any changes to customer complaint management; Review customer service charter; Review Employee Excellence Awards; Review Voicemail and telephone protocol; Telephone etiquette guidelines. <p>Convene Strategic Community Reference Group.</p> <p>Provide participants from the Stakeholder Roundtable Sessions with the opportunity to comment on the draft Strategic Community Plan 2012 – 2022.</p> <p>Strategic Reference Group to be utilised to seek input into a number of City Plans in accordance with the Work Plan.</p> <p>Community Forums to be conducted on strategic issues as determined by Council.</p> <p>Extensive consultation on Draft Strategic Community Plan 2012-2022 to be conducted via online survey and mail- outs to community.</p>

Attachment 2

Service	Joondalup 2011/12	Melville 2011/12	Fremantle 2011/12	South Perth 2011/12	Cockburn 2011	Subiaco 2011/12	City of Joondalup Ranking
Overall Satisfaction	87.5	85	67	81	83	84	1
Satisfaction with Services Provided	92.7	Not measured	Not measured	Not measured	Not measured	Not measured	Not measured by other LGs
Value for Money from Rates	66.8	71	53	67	68	80	5
Libraries	97.2	91	84	91	90	96	1
Festivals	89.8	76	85	78	77	88	1
Sport and Recreation	94.2	88	71	Not measured	79	85	1
Mobile Security Patrols	71.1	Not measured	Not measured	Not measured	Not measured	Not measured	Not measured by other LGs
Graffiti Removal	89.8	88	52	Not measured	79	87	1
Ranger Services	85.0	Not measured	Not measured	Not measured	Not measured	Not measured	Not measured by other LGs
Weekly Rubbish Collection	97.4	95	Not measured	97	97	97	1
Fortnightly Recycling	91.4	88	80	92	93	89	3
Parks and Public Open Space	93	90	71	88	86	93	1
Street Appearance	88.0	80	71	88	71	87	1
Planning	84.1	Not measured	38	46	58	52	Different methodology used by City.
Building	84.1	Not measured	38	46	58	52	Different methodology used by City.
Local Traffic	81.8	61	63	Not measured	63	71	1
Parking City Centre	55.0	Not measured	38 – City Centre	Overall measure – 63	Not measured	Overall measure - 58	Difficult to compare – other than with City of Fremantle.
Parking Residential Areas	83.9	Not measured	Not measured				Not measured by other LGs
Parking Near Schools and Stations	42.7	Not measured	Not measured				Not measured by other LGs
Community Consultation	71.3	51	53	56	53	64	1
<ul style="list-style-type: none"> City Information 	76.0	62	59	65	64	71	1
<ul style="list-style-type: none"> Understand Community Needs 	74.5	47	47	47	58	57	1