

CEO PERFORMANCE AGREEMENT 2024 – 2025

This performance agreement represents year one of a four-year program aimed towards the outcomes listed in relation to identified key focus areas of:

- Communication
- Customer service
- Organisation culture
- Sport and recreation
- Airport development
- Service efficiency.

It is acknowledged that the desired outcomes, to be delivered on sustainably, will be achieved over multiple years, with 2024/2025 focused on developing and establishing the platform for future growth. For 2024/2025 the focus is on achievement of the performance criteria as detailed in the measure of achievement column.

Key Focus Area	Towards the Outcome of:	Performance Criteria Deliverable	Measure of Achievement
1. <u>Communication</u>	Improved community perception of the City’s communication measured through an increased performance index score for ‘communication’ within the scorecard survey (as per the Council Plan).	Review the City’s Community Engagement Framework to ensure it clearly and simply sets out how the City will engage with the community and keep them informed of decisions, including outlining the roles and responsibilities of all parties including elected members.	Framework reviewed and presented for Council adoption by the end of February 2025. Framework sets out: <ul style="list-style-type: none"> • principles of engagement • types of engagement • mechanisms for how the City (from elected member down) will engage and communicate • communication standards • how the City will measure the effectiveness of engagement
	A broader and deeper understanding across the organisation about how to engage effectively Establishment of the City’s clear advocacy position in relation to strategic priorities.	Develop a stakeholder advocacy plan that sets out the Council’s position in	A plan developed and presented to the Council for adoption by the end

		relation to strategic priorities where assistance is sought from other stakeholders such as state and federal government.	of December 2024, which is then easily referenced (on City website) outlining position of the City in its advocacy.
<u>Customer Service</u>	<p>Improved community perception of the City’s customer service measured through an increase in the score for ‘customer service’ within the scorecard survey (as per the Council Plan).</p> <p>Improved general customer service feedback.</p>	Establish and implement customer service protocols that clearly set expectations (including timeframes) in relation to responsive, informative customer service.	<p>Evidence of customer service protocols rolled out across organisation by end of December 2024.</p> <p>Trial of a customer experience survey / feedback form implemented by end of December 2024, with results provided to the CEO Performance Review Committee / the Council six monthly thereafter.</p>
<u>Organisation Culture</u>	<p>A high performing and healthy workplace culture that embraces a customer focused approach, transparency, and continuous improvement.</p> <p>An organisation aware of its current culture and continually striving to meet its desired culture objectives.</p>	<p>Undertake a cultural diagnostic tool to understand the current organisational culture and its impacts on performance.</p> <p>Present to elected members a review of the status of the organisational review recommendations (received by the Council in May 2023 - C2305/098) and a revised action plan informed by the results of the cultural diagnostic tool.</p>	<p>Undertake cultural diagnostic survey by the end of October 2024 and present results as early as practicable to the Council.</p> <p>Workshop with elected members the organisational review recommendations, their status and revised action plan and present action plan to the Council by the end of February 2025.</p> <p>Following endorsement provide six monthly report to the CEO Performance Review Committee / the Council on progress against the action plan.</p>

<u>Sport and Recreation</u>	Increased sport and recreation options within the district	Develop and present to the Council for approval a funding strategy which contains a range of funding sources for the future provision of a District sport and recreation facility.	Funding strategy presented to the Council for adoption by the end of June 2025.
<u>Airport</u>	The airport is an asset which provides positive cash flow and investment opportunity for broader economic development	Develop a strategy for the short, mid and long term future development of the Busselton Margaret River Regional Airport which maximises the benefits and opportunities of the Airport.	Strategy presented to the Council for adoption by the end of June 2025.
<u>Service Efficiency</u>	Decisions regarding service delivery and resourcing are aligned to strategic direction, provide value for money and are sustainable	Presentation of a stage 1 City service portfolio that outlines, by service, service outcomes, outputs and service delivery costs, and helps to inform elected members in the budget process for 2025/2026.	Service Portfolio presented to elected members by 30 June 2025