

THE CHALLENGE

Develop strategic and operational plans for the largest Local Government Authority in the world, encompassing the Shires of Ashburton, Roebourne, East Pilbara and the Town of Port Hedland

THE PILBARA REGIONAL COUNCIL



"Blue Zoo's approach to strategic and operational planning is amazingly sensible and pragmatic. The plans were developed in a friendly and inclusive manner, and the results are perfectly aligned to the needs of our organisation. We are now in a much better position to set about achieving the vision for the Pilbara Regional Council; with clear linkages between strategy and operations, and a set of CEO KPIs that tie it all together."

[Shelley Pike, Chief Executive Officer]

A NEW BEGINNING

Local Government authorities are a vital and vibrant component of the Australian political system. Public confidence in the discharge of their duties is essential to their effective operation. Good governance is the lynchpin for public confidence; supporting sound management practices, robust policy suites, and efficient performance in serving citizen stakeholders.

Public sector governance arrangements are under strict scrutiny from a broad range of stakeholders. Good Governance implies honesty, integrity, transparency, accountability, and an underlying principle of fairness in business dealings. The same traditional values apply – it's just that governing them in a contemporary public sector environment has become much more complex.

Local Government's that are well-governed understand what needs to be done, know how to do it, know how to measure it, and know how to tell the right people about it. These disciplines enable a Local Government to work towards achievement of vision and mission whilst remaining true to values and appropriately managing risk.

After a lengthy period of stagnation, the Pilbara Regional Council approached Blue Zoo to assist them with strategic and operational planning. The purpose of the activity was to instill a renewed sense of purpose in the Council and its Executive, to provide some clear and measurable value to the constituent Local Government Authorities, and to become a voice for the Pilbara in the State and Federal Governments as well as the corporate sector.

STRATEGIC PLAN

Blue Zoo consulted with a broad stakeholder group to gather a diverse data set regarding the history, perception, and potential of the Council.

This information was distilled into a new purpose for the Council, one that was consistent with its enabling Legislation and that addressed the needs of the constituent Local Government Agencies.

OPERATING PLAN

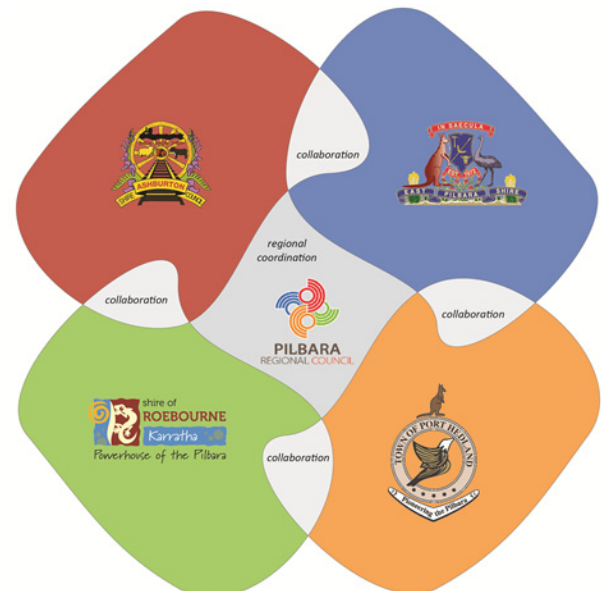
In conjunction with the CEO, Blue Zoo developed a pragmatic operating plan and budget for the first year that addressed key initiatives of the strategic plan.

The operating plan established clear and measurable outcomes, with both lead and lag indicators to allow the Council to continuously gauge the success of the plan and its execution.

CEO KPIs

In conjunction with the Council President, Blue Zoo developed a set of CEO KPI's that represent the communication forum between the CEO and the Council.

With clear and unambiguous objectives, and a set of specific, measurable, and realistic performance targets – both the Council and the CEO are aligned in terms of their performance expectations.



THE OUTCOME

A comprehensive governance structure that will support the Pilbara Regional Council as it strives to achieve its vision and purpose in this economically important region of Australia.

THE PILBARA REGIONAL COUNCIL

The Pilbara Regional Council is a Local Government Authority that delivers a voice and attracts a financial return commensurate with the Region's contribution to the Australian economy. It represents the peak Local Government Authority for the Town of Port Hedland and the Shires of Ashburton, East Pilbara and Roebourne. By geography, this makes the Pilbara Regional Council the largest Local Government Authority in the world.