

Revised Strategic Priorities

Strategic Alignment - Enabling Priorities

Public

Thursday, 3 March 2022
CEO Performance Review
Committee

Program Contact:
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Approving Officer:
Amanda McIlroy - Chief
Operating Officer

EXECUTIVE SUMMARY

At its meeting on 30 November 2021, the CEO Performance Review Committee (the CEOPRC) approved that the Chief Executive Officer's (CEO) performance would be measured in part against the achievement of identified strategic priorities. While the strategic priorities were approved by the CEOPRC, feedback was provided that language should be refined to improve clarity of outcomes and measures. The priorities have now been revised to take account of this feedback and are presented for approval.

RECOMMENDATION

That the CEO Performance Review Committee:

1. Approves the revised wording for the strategic priorities, as provided below.
 2. Notes that the revised strategic priorities will be used as a component to measure the CEO's performance as agreed at the meeting of the CEO Performance Review Committee held on 30 November 2021.
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IMPLICATIONS AND FINANCIALS

CEO Contract	This report contributes to the Performance Review requirements set out in Section 16 of the CEO's contract.
Consultation	Consultation has been undertaken with the CEO.
21/22 Budget Allocation	Not as a result of this report.

DISCUSSION

1. At its meeting on 30 November 2021, the CEOPRC approved that the CEO's performance would be measured in part against the achievement of identified strategic priorities. While the strategic priorities were approved by the CEOPRC, feedback was provided that language should be refined to improve clarity of outcomes and measures.
2. Following consultation with the CEO, the Lord Mayor and the Strategy, Insights and Performance team, the strategic priorities have been revised and refined to ensure they are targeted, measurable, and achievable within the 12 month time frame. Neither the commitment to nor the intent of the priorities have changed, rather language has been clarified to ensure a clear and consistent understanding of outcomes to be achieved and how success will be measured.
3. The revised wording for the strategic priorities is provided below:

Demonstrate value for money in what we deliver across our services

- Undertake service reviews in 2 areas and identify opportunities for efficiency and improved service
- Ensure Asset Management Plans deliver value for money, now and in the long term
- Undertake a review of the Procurement function to identify opportunities to improve commercial outcomes

Build partnerships to enable new opportunities

- Progress the City Deal initiatives in line with established plans (Visitor Centre, Wi-Fi and CCTV) and define the City Deal 2.0
- Advance residential growth - in the CBD and North Adelaide through delivery of the Strategic Property Review and AEDA's residential growth Action Plan
- Work with Council to resolve the future for the Aquatic Centre
- Progress to establish the Adelaide Park Lands Foundation

Ensure there is a consistent culture across the organisation

- Deliver the business case for an organisational wide CRM system
- Establish and communicate the City of Adelaide employer brand
- Develop and implement a workforce strategy

Robust financial management

- Improve the process for developing business cases to ensure all options are canvassed, and a thorough analysis of benefits and costs undertaken
- A minimum of 2 new revenue streams identified
- Bring to market 2 underperforming city shaping sites
- Develop and implement Future Fund Investment policy

Support the elected body in effective governance for the City of Adelaide

- Continue to streamline the responses to Council Member enquiries i.e. responding in a timely manner to CEO undertakings and requests via the SRS system
- Improve transparency to enable sound decision making i.e. aim for majority of reports to be discussed in public
- Review the *City of Adelaide Act 1998* to identify opportunities for legislative change
- Investigate the opportunity for Kaurna representation on Council

ATTACHMENTS

Nil

- END OF REPORT -