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Committee Policy, Finance and Strategy
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Corporate Advisory Services : Proposed Business Plan 2004-2013

1. Purpose

To seek approval of the proposed Business Plan for the Corporate Advisory Services division, including any amendments approved by the Committee.

2. Overview

The Corporate Advisory Services division includes the following departments:

- Employment Relations
- Communications
- Corporate Policy Manager

Employment Relations provides the human resources, payroll and training functions for the Council and acts as the Chief Executive's advisors in these areas, noting that the Chief Executive is legally the Employer on behalf of the Council.

Communications encompasses the more traditional functions of looking after the Council's day-to-day communications requirements such as press releases, advising the divisions on their publications, and producing Coast to Coast and Elements. Increasingly, the aim has been to orient these functions towards more directly supporting the Council's overall aim of sustainability. Accordingly, the *Be the Difference* campaign is a major element of strategic communications. It should be noted that while the continuation of the campaign is included in the proposed Operating Plan, a review will take place before the adoption of the Annual Plan.

The Corporate Policy Manager area looks after many aspects of longer-term planning (and associated policies) and also is the “home” for matters that arise that don’t fit within the normal business of Council.

Copies of the business plan have already been provided to Councillors and will be tabled at the meeting on 4 March 2004.

3. Changes from the LTCCP – 2004/05 Year

- 3.1 Across the area there is an increase in budgeted expenditure of \$55,000, principally covering expected movements in salary, which were not allowed for in the LTCCP, and increased rent.
- 3.2 While it does not affect this area, there is also a recommended change in the distribution of the *Be the Difference* costs so that the Utility Services area will contribute only when there is a programme that directly effects water conservation in the four cities. There is a consequential increase of the order of \$12,000 in the budgets for the other four divisions.
- 3.3 Similarly, whilst the Operating Plan is not affected, it is expected that the economic publication, *Regional Outlook*, will be delivered via Positively Wellington Business, subject to suitable safeguards with respect to co-branding, coverage of the whole region and style and content.
- 3.4 A key assumption in the planning is that the community outcomes process will be conducted in conjunction with the Territorial Authorities.

4. Financial Implications across the remaining eight years

Funding required is relatively flat over the period.

5. Changes to the proposed business plan recommended by officers

Officers are not recommending any changes to the prepared business plan.

6. Communications

Any communications opportunities will be dealt with as part of the overall communication of the Annual Plan.

7. Recommendations

That the Committee recommend to Council that it:

- (1) **receive** the report and notes its contents*
- (2) **note** that the proposed Business Plan for the Corporate Advisory Services division includes proposed Operating Plans for the following departments:*
 - Employment Relations*
 - Communications*
 - Corporate Policy Manager*
- (3) **note** that a councillor review of the “Be the Difference” project will take place prior to the finalisation of the Annual Plan 2004/05.*
- (4) **approve** the proposed Business Plan for the Corporate Advisory Services division (including any amendments approved by the Committee) for inclusion in the Council’s proposed 2004/05 Annual Plan.*

Report prepared by:

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