



Strategic Plan 2003-2008

**ANNUAL PERFORMANCE REPORT – 2004/05
(Detailed)**

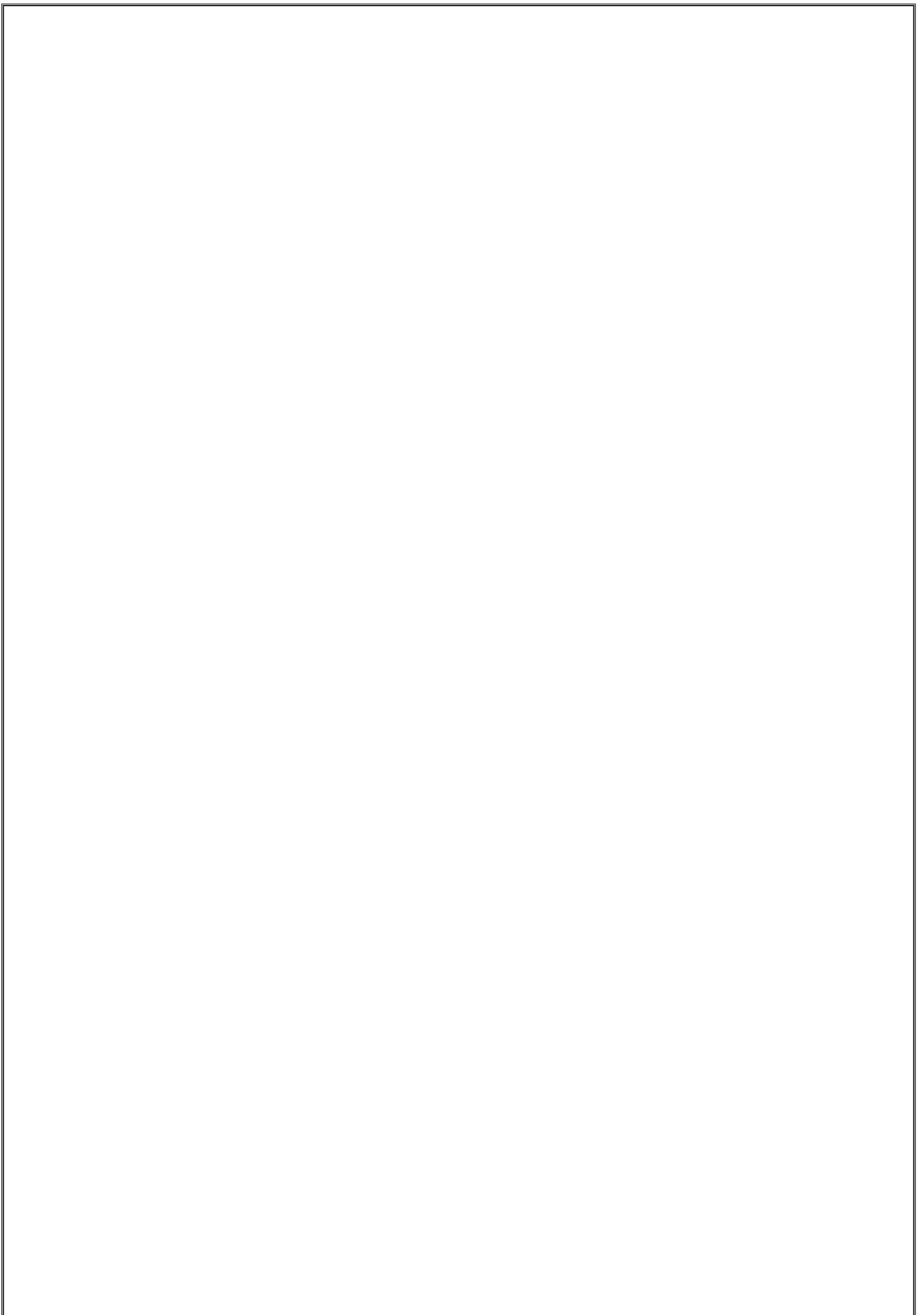


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Introduction

To realise its strategic vision to be a *“Sustainable City and community that are recognised as innovative, unique and diverse”* the City has developed a set of Key Performance Indicators, which allow us to measure progress against the Strategic Plan 2003-2008 annually.

A 'Triple Bottom Line' approach to performance reporting has been applied and Key Performance Indicators have been set as social, economic or environmental indicators that the City will monitor over the longer term.

This report details progress against the Strategic Plan for 2003/04 & 2004/05. The report is provided to ensure that the City is measuring its activities and using information to improve future performance and at the same time fulfilling its commitment, to both Council and community, to be open and transparent in all activities.

The following symbols have been used to depict the indicator type:



Economic measure



Environmental measure



Social measure

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

The number of Tertiary Students in the City according to the Institution in which they are enrolled

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised globally as a community that values and facilitates Lifelong Learning”.</i></p> <p>By reporting against this indicator, the City is able to monitor strategies for planning for student growth</p> <p>The information is useful in evaluating the effectiveness of the City’s partnership with its Learning City Partners, and the success of City and the Learning City Project in attracting students to reside in the City of Joondalup.</p>						
Collection Methodology	Data has been sourced from Edith Cowan University, West Coast College of TAFE, WA Police Academy and the Australian Institute of University Studies (AIUS).						
Frequency of Collection	Annual						
Performance	<div style="display: flex; align-items: flex-start;"> <table border="1" style="margin-right: 20px;"> <thead> <tr style="background-color: #FFD700;"> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>24,388</td> </tr> <tr> <td>04/05</td> <td>25,974</td> </tr> </tbody> </table> <div style="text-align: center;"> <p>2008 Target: MONITOR</p> </div> </div>	Year	Performance	03/04	24,388	04/05	25,974
Year	Performance						
03/04	24,388						
04/05	25,974						
Comment	Police Academy enrolments reflect officer training programs and does not take into account temporary/once-off visits. The KPI shows that student growth is increasing in line with projections and the City will take this into account in its strategies.						

KEY FOCUS AREA 1- COMMUNITY WELLBEING

INDICATOR

Number of learning events conducted by the City (including those in partnership with Learning City partners)

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised globally as a community that values and facilitates Lifelong Learning”.</i></p> <p>Participation in ‘learning events’ provides a measure for adult learning activity occurring in the City of Joondalup. Participation in learning events also promotes access to knowledge and skills as well as participation in the community.</p> <p>The information can be used to:</p> <ul style="list-style-type: none"> • Measure level of participation • Collect information on community satisfaction with type and number of events • Gauge demand for future programs • Tailor programs to suit community interest/need 																		
<p>Collection Methodology</p>	<p>The learning events conducted by the City of Joondalup through the Strategic and Sustainable Development Business Unit and Libraries and Information Services have been considered for this indicator.</p>																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #FFD700;">Year</th> <th style="background-color: #FFD700;">No of Events</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>747</td> </tr> <tr> <td>04/05</td> <td>1173</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 10%</p>	Year	No of Events	03/04	747	04/05	1173	<table border="1" style="display: none;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>No of Events</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>747</td> </tr> <tr> <td>04/05</td> <td>1173</td> </tr> <tr> <td>05/06</td> <td>0</td> </tr> <tr> <td>06/07</td> <td>0</td> </tr> <tr> <td>07/08</td> <td>0</td> </tr> </tbody> </table>	Year	No of Events	03/04	747	04/05	1173	05/06	0	06/07	0	07/08	0
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07/08	0																		
<p>Comment</p>	<p>The number of <i>Learning Events</i> conducted by the City, including the levels of participation in these, has risen in 2004/05. Events conducted included Food & Nutrition Sessions, Seniors Circle, Baby Information Sessions, Green-Skills Energy Efficiency Workshops and the Great Gardens Workshops.</p>																		

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

Level of participation in community education programs provided by the City

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised globally as a community that values and facilitates Lifelong Learning”.</i></p> <p>Participation in community education programs’ provides a measure for adult learning activity occurring in the City of Joondalup. Participation in community education activities also serves to promote access to knowledge and skills as well as participation in the community.</p> <p>The information can be used to:</p> <ul style="list-style-type: none"> • Measure level of participation • Gauge demand for future programs • Tailor programs to suit community interest/need 																		
<p>Collection Methodology</p>	<p>Participation levels in community education events conducted by the City.</p>																		
<p>Performance</p> <table border="1" data-bbox="245 1458 529 1585"> <thead> <tr> <th style="background-color: #FFD700;">Year</th> <th style="background-color: #FFD700;">Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>5800</td> </tr> <tr> <td>04/05</td> <td>7555</td> </tr> </tbody> </table> <p>2008 Target: MAINTAIN</p>	Year	Performance	03/04	5800	04/05	7555	<table border="1" data-bbox="638 1299 1308 1724"> <caption>Participation Levels in Community Education Events</caption> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>5800</td> </tr> <tr> <td>04/05</td> <td>7555</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Performance	03/04	5800	04/05	7555	05/06	-	06/07	-	07/08	-
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<p>Comment</p>	<p>The participation levels has risen significantly in 2004/05 and is in line with the increase in the number of events conducted by the City</p>																		

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

% Community satisfied with the City’s community education activities

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised globally as a community that values and facilitates Lifelong Learning”.</i></p> <p>This indicator provides information on the level of satisfaction with the City’s community education activities.</p> <p>The information can be used to identify</p> <ul style="list-style-type: none"> • The level of overall satisfaction with Council services • Levels of awareness of Council’s community education services • Community’s satisfaction with Council’s performance in delivering community education activities. • Performance “gaps” 																		
Collection Methodology	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #FFD700;">Year</th> <th style="background-color: #FFD700;">Satisfied</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>90%</td> </tr> <tr> <td>04/05</td> <td>86%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 5%</p>	Year	Satisfied	03/04	90%	04/05	86%	<table border="1" style="display: none;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Satisfaction Level</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>90%</td> </tr> <tr> <td>04/05</td> <td>86%</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Satisfaction Level	03/04	90%	04/05	86%	05/06	-	06/07	-	07/08	-
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Comment	<p>The satisfaction levels have dropped marginally and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved. Satisfaction levels are still at a high level.</p>																		

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

Total registered library members

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised globally as a community that values and facilitates Lifelong Learning”.</i></p> <p>Libraries are one of the major avenues for learning and knowledge. By reporting against this indicator, the City’s progress in supporting whole-of-life learning and creation of knowledge opportunities can be monitored.</p> <p>The information can be used to monitor membership numbers by the Libraries and put strategies in place, if necessary, to promote Library services and activities and attract increased membership.</p>								
<p>Collection Methodology</p>	<p>Libraries and Information Services statistics</p>								
<table border="1" style="width: 100%;"> <tr> <td colspan="2" style="text-align: center;">Performance</td> </tr> <tr> <td style="text-align: center;">Year</td> <td style="text-align: center;">Number</td> </tr> <tr> <td style="text-align: center;">03/04</td> <td style="text-align: center;">87,429</td> </tr> <tr> <td style="text-align: center;">04/05</td> <td style="text-align: center;">85,938</td> </tr> </table> <p>2008 Target: INCREASE \geq 3%</p> <div style="text-align: right;"> </div>		Performance		Year	Number	03/04	87,429	04/05	85,938
Performance									
Year	Number								
03/04	87,429								
04/05	85,938								
<p>Comment</p>	<p>Membership levels have dropped by 1491. This can be partially attributed to the opening of the Clarkson Library in the City of Wanneroo. The City also removed people from the database who had not used the Library Service for more than 5 years in 04/05. In 2004/05 11,506 new enrollments were registered and the City will continue to promote Library Services and activities to attract membership.</p>								

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

% Community satisfied with Library and Information Services

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised globally as a community that values and facilitates Lifelong Learning”.</i></p> <p>The information can be used to identify</p> <ul style="list-style-type: none"> • The level of overall satisfaction with Council’s Libraries • Levels of awareness of library services provided by Council. • Community’s satisfaction with Council’s performance in delivering library services • Performance “gaps” 																		
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>																		
<p>Performance</p> <table border="1" data-bbox="245 1368 531 1496"> <thead> <tr> <th>Year</th> <th>Satisfied</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>97%</td> </tr> <tr> <td>04/05</td> <td>95%</td> </tr> </tbody> </table> <p>2008 Target: MAINTAIN</p>	Year	Satisfied	03/04	97%	04/05	95%	<table border="1" data-bbox="651 1193 1294 1653"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Satisfied (%)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>97%</td> </tr> <tr> <td>04/05</td> <td>95%</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Satisfied (%)	03/04	97%	04/05	95%	05/06	-	06/07	-	07/08	-
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03/04	97%																		
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<p>Comment</p>	<p>The satisfaction levels have remained fairly constant at a very high level and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>																		

KEY FOCUS AREA 1- COMMUNITY WELLBEING

INDICATOR

Level of participation in City of Joondalup funded community and cultural events and activities

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a cultural centre recognised as a great place to visit”</i></p> <p>Cultural events are an indicator of pride in the community and recognition of local heritage and artistic endeavour. They also indicate respect and tolerance for the different cultural backgrounds of members of the community. Cultural events are also related to tourism activity.</p> <p>The City fosters cultural development in order to meet the needs and values of the community through the provision of cultural activities and events This indicator provides information on the numbers of people participating in such events.</p> <p>The information can be used to identify levels of interest in and demand for future programs</p>																		
Collection Methodology	Community Development Business Unit statistics																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #FFD700;"> <th>Year</th> <th>Participants</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>112,100</td> </tr> <tr> <td>04/05</td> <td>88,681</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 10%</p>	Year	Participants	03/04	112,100	04/05	88,681	<table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <caption>Participation Data (Thousands)</caption> <thead> <tr> <th>Year</th> <th>Participants (Thousands)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>112.1</td> </tr> <tr> <td>04/05</td> <td>88.7</td> </tr> <tr> <td>05/06</td> <td>0</td> </tr> <tr> <td>06/07</td> <td>0</td> </tr> <tr> <td>07/08</td> <td>0</td> </tr> </tbody> </table>	Year	Participants (Thousands)	03/04	112.1	04/05	88.7	05/06	0	06/07	0	07/08	0
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03/04	112.1																		
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07/08	0																		
Comment	<p>The City conducts a number of annual events such as the Joondalup Festival, Little Feet Festival, Summer Concert Series and the Invitation Art Award. The Joondalup Festival attracted over 70,000 people in 2003/04. In 2004/05 this dropped by over 20,000 due to unprecedented heat during the Festival weekend. The City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>																		

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

% of community satisfied with the City’s provision of cultural activities, festivals and events

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a cultural centre recognised as a great place to visit”</i></p> <p>This performance indicator provides a community perspective on the City’s provision of cultural activities, festivals and events.</p> <p>Cultural events are an indicator of pride in the community and recognition of local heritage and artistic endeavors. They also indicate respect and tolerance for the different cultural backgrounds of members of the community. Cultural events are also related to tourism activity.</p> <p>The information can be used to:</p> <ul style="list-style-type: none"> • Identify the level of overall satisfaction with Council’s Cultural activities, festivals and events • Gauge Community’s satisfaction with activities, events and festivals • Plan future activities, events and festival based on community interest 												
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>												
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<p>Comment</p>	<p>The satisfaction levels have remained fairly constant and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>												

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

% of community who feel that the City provides social opportunities to meet community needs

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup provides social opportunities that meet community needs”</i></p> <p>The City provides a range of leisure and recreational programs as well as support and information and this indicator will provide the City with information on the level of community satisfaction with such programmes and activities.</p> <p>The information can be used to identify</p> <ul style="list-style-type: none"> • The level of overall satisfaction with social opportunities provided by Council • Levels of awareness for social opportunities provided by Council. • Community’s satisfaction with Council’s performance in delivering social opportunities to meet community needs. • Performance “gaps” 						
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>						
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #FFD700;"> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>N/A</td> </tr> <tr> <td>04/05</td> <td>86%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 5%</p>	Year	Percentage	03/04	N/A	04/05	86%	<p>The bar chart displays the performance percentage for the year 04/05, which is 86%. The y-axis represents the percentage from 0% to 100% in 20% increments. The x-axis shows the years from 03/04 to 07/08. The bar for 04/05 is orange and reaches the 86% mark.</p>
Year	Percentage						
03/04	N/A						
04/05	86%						
<p>Comment</p>	<p>Data for this indicator was collected for the first time in 2004/05. The City will monitor performance over the longer term to ensure that the target for 2008 is achieved.</p>						

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

Level of community satisfaction with the City’s provision of outdoor recreational facilities and activities

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup provides social opportunities that meet community needs”</i></p> <p>The information can be used to:</p> <ul style="list-style-type: none"> • Identify the level of overall satisfaction with Council’s recreation activities and facilities • Gauge Community’s satisfaction with recreational activities and facilities • Identify “gaps” that exist with the services and facilities provided • Plan future activities and facilities based on community interest 						
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>						
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p style="text-align: center;">Performance</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #f4a460;"> <th>Year</th> <th>Satisfied</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>86%</td> </tr> <tr> <td>04/05</td> <td>88%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 5%</p> </div> <div style="width: 50%; text-align: center;"> </div> </div>		Year	Satisfied	03/04	86%	04/05	88%
Year	Satisfied						
03/04	86%						
04/05	88%						
<p>Comment</p>	<p>The satisfaction levels have increased and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved. The City is currently on track with an increase in satisfaction levels.</p>						

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

Level of community satisfaction with the City’s Leisure Centres.

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup provides social opportunities that meet community needs”</i></p> <p>The City’s Leisure Centres promote healthy lifestyles through the provision of a range of recreation opportunities. By reporting against this indicator, the City can monitor the community’s satisfaction with such programmes.</p> <p>The information can be used to identify</p> <ul style="list-style-type: none"> • The level of overall satisfaction with the City’s Leisure Centres • Levels of awareness for the City’s Leisure Centres • Community’s satisfaction with Council’s performance in delivering various services and programs at the Leisure Centres • Performance “gaps” 																		
Collection Methodology	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>																		
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06/07	-																		
07/08	-																		
Comment	<p>The satisfaction levels have remained fairly constant and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>																		

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

City Watch Responsiveness to Callouts

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a safe and healthy City”</i></p> <p>This indicator provides information on the levels of responsiveness of City Watch to customer call outs in a variety of ways. Methods for responding include additional targeted patrolling, utility checks and security alert (raising awareness of City Watch officers of safety concerns by residents), operational attendance (immediate response). By reporting against this indicator, the City will be able to monitor City Watch’s adherence to callout response times.</p> <p>The information can be used to monitor call out response and the number of calls.</p>																		
<p>Collection Methodology</p>	<p>Data is collated by the contractor, NGS Guards and Patrols and City of Joondalup administration staff and reported on monthly basis.</p>																		
<p>Performance</p> <table border="1" data-bbox="245 1335 531 1480"> <thead> <tr> <th style="background-color: #FFD700;">Year</th> <th style="background-color: #FFD700;">Av. Response Time*</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>6.7</td> </tr> <tr> <td>04/05</td> <td>6</td> </tr> </tbody> </table> <p>* Minutes</p> <p>2008 Target: MAINTAIN</p>	Year	Av. Response Time*	03/04	6.7	04/05	6	<table border="1" data-bbox="676 1211 1268 1653"> <caption>Bar Chart Data: Average Response Time (Minutes)</caption> <thead> <tr> <th>Year</th> <th>Average Response Time (Minutes)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>6.7</td> </tr> <tr> <td>04/05</td> <td>6.0</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Average Response Time (Minutes)	03/04	6.7	04/05	6.0	05/06	-	06/07	-	07/08	-
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04/05	6.0																		
05/06	-																		
06/07	-																		
07/08	-																		
<p>Comment</p>	<p>The average response time to requests from the Joondalup community for attendance or an action by a security officer has improved. The City will continue to monitor levels over the longer term to ensure that the quick response times are maintained.</p>																		

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

Level of community satisfaction with the City’s mobile security patrols.

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup provides social opportunities that meet community needs”</i></p> <p>The City’s mobile security patrols were instigated to give the community a greater sense of security.</p> <p>This performance indicator will provide information on the level of community satisfaction with the City’s mobile security patrols</p>																		
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis..</p>																		
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07/08	-																		
<p>Comment</p>	<p>Satisfaction levels with this service have dropped significantly. The City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved, and put in place strategies to raise awareness of the City Watch Patrolling Service.</p>																		

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

Level of community satisfaction with the City’s performance in providing a safe and secure place to live

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a safe and healthy City”</i></p> <p>The City continues to develop and implement policies and strategies, including urban design solutions that create and maintain an environment that maximises personal safety.</p> <p>By reporting against this indicator, the City will be able to monitor the success of strategies to make Joondalup a safe place to live, work and visit.</p> <p>The information can be used to monitor strategies implemented by the City to make the City a safe and secure place to live.</p>																		
Collection Methodology	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>																		
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Year	Satisfied																		
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06/07	0%																		
07/08	0%																		
Comment	<p>Satisfaction levels with this service have dropped significantly. The City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved, and put in place strategies to address safety and security issues in the community.</p>																		

KEY FOCUS AREA 1- COMMUNITY WELLBEING

INDICATOR

Number of residents using the City's immunisation service

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a safe and healthy City”</i></p> <p>By reporting against this indicator, the City will be able to monitor the success of strategies to make Joondalup a safe place to live, work and visit. Local governments have no direct control over the extent of community immunisation. At best it can influence outcomes by promoting and supplementing other services and providing alternatives to increase convenience of public access.</p> <p>The information can also be used to monitor strategies implemented by the City to make the City a safe and healthy place to live.</p>																		
<p>Collection Methodology</p>	<p>Data is collected from the City's immunisation records.</p>																		
<p>Performance</p> <table border="1" data-bbox="245 1346 531 1473"> <thead> <tr> <th>Year</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>20,000</td> </tr> <tr> <td>04/05</td> <td>7,939</td> </tr> </tbody> </table> <p>2008 Target: MONITOR</p>	Year	Number	03/04	20,000	04/05	7,939	<table border="1" data-bbox="639 1196 1305 1606"> <caption>Immunisation Service Usage Data</caption> <thead> <tr> <th>Year</th> <th>Number of Residents</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>20,000</td> </tr> <tr> <td>04/05</td> <td>7,939</td> </tr> <tr> <td>05/06</td> <td>0</td> </tr> <tr> <td>06/07</td> <td>0</td> </tr> <tr> <td>07/08</td> <td>0</td> </tr> </tbody> </table>	Year	Number of Residents	03/04	20,000	04/05	7,939	05/06	0	06/07	0	07/08	0
Year	Number																		
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04/05	7,939																		
05/06	0																		
06/07	0																		
07/08	0																		
<p>Comment</p>	<p>The number of residents using the immunisation service has dropped to sustainable levels in 2004/05 due to the cessation of the Meningococcal C Program, which ran from 2002 to 2004 and substantially inflated the numbers for that year.</p>																		

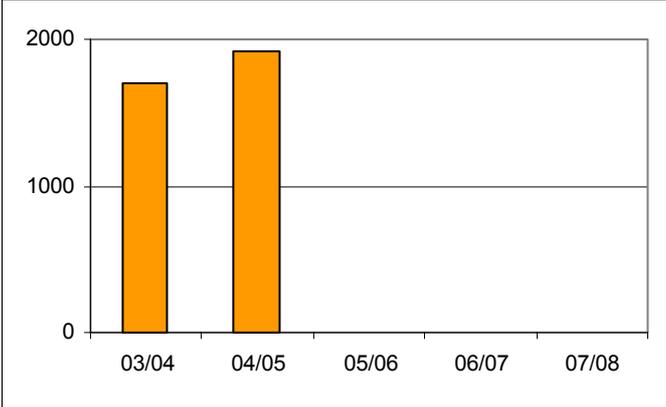
KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

Number of health assessments of specified local businesses conducted to reduce risk to human health

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a safe and healthy City”</i></p> <p>The City continues to develop and implement policies and strategies that creates and maintain an environment that maximises human health</p> <p>By reporting against this indicator, the City will be able to monitor the success of strategies to make Joondalup a safe place to live, work and visit.</p> <p>The information can be used to monitor strategies implemented by the City to make the City a safe and healthy place to live.</p>																		
<p>Collection Methodology</p>	<p>Regular assessments of food premises, pools (public & private), accommodations (eg caravan parks, B&Bs) events (eg Joondalup Festival) and other businesses have been undertaken.</p>																		
<p>Performance</p> <table border="1" data-bbox="245 1424 531 1552"> <thead> <tr> <th>Year</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>1700</td> </tr> <tr> <td>04/05</td> <td>1923</td> </tr> </tbody> </table> <p>2008 Target: MONITOR</p>	Year	Number	03/04	1700	04/05	1923	 <table border="1" data-bbox="639 1290 1305 1697"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Number of Assessments</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>1700</td> </tr> <tr> <td>04/05</td> <td>1923</td> </tr> <tr> <td>05/06</td> <td>0</td> </tr> <tr> <td>06/07</td> <td>0</td> </tr> <tr> <td>07/08</td> <td>0</td> </tr> </tbody> </table>	Year	Number of Assessments	03/04	1700	04/05	1923	05/06	0	06/07	0	07/08	0
Year	Number																		
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03/04	1700																		
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07/08	0																		
<p>Comment</p>	<p>The number of assessments conducted by the City has increased. The City will continue inspections to ensure that businesses are compliant with health standards.</p>																		

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

Number of new businesses compliant with health standards

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a safe and healthy City”</i></p> <p>The City continues to develop and implement policies and strategies that creates and maintain an environment that maximises human health</p> <p>By reporting against this indicator, the City will be able to monitor the success of strategies to make Joondalup a safe place to live, work and visit.</p> <p>The information can be used to monitor strategies implemented by the City to make the City a safe and healthy place to live.</p>						
Collection Methodology	City data						
Performance							
<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #FFD700;"> <th>Year</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>N/A</td> </tr> <tr> <td>04/05</td> <td>N/A</td> </tr> </tbody> </table> <p style="text-align: center;">Information currently not available</p>		Year	Number	03/04	N/A	04/05	N/A
Year	Number						
03/04	N/A						
04/05	N/A						
2008 Target: MONITOR							
Comment	At this stage City systems do not support generation of this information. A number of Development Applications (DA's) are processed each year, but there is no guarantee that these approved DA's go ahead to fit out stage. When the City approves the plans, they are compliant, but the City does not have information on whether the development has been completed. Further work will be undertaken to report on this indicator.						

KEY FOCUS AREA 1– COMMUNITY WELLBEING

INDICATOR

Level of community satisfaction with the City’s immunisation clinics

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a safe and healthy City”</i></p> <p>The City continues to develop and implement policies and strategies that creates and maintain an environment that maximises human health</p> <p>By reporting against this indicator, the City will be able to monitor the success of strategies to make Joondalup a safe place to live, work and visit.</p> <p>The information can be used to monitor strategies implemented by the City to make the City a safe and healthy place to live.</p>												
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>												
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04/05	94%												
Year	Satisfaction Level												
03/04	92%												
04/05	94%												
<p>Comment</p>	<p>Satisfaction levels remain at a very high level. The satisfaction levels have increased and the City will continue to monitor levels over the longer term.</p>												

KEY FOCUS AREA 2 – CARING FOR THE ENVIRONMENT

INDICATOR

Level of consumer satisfaction with the City's performance on conservation and environmental management

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is environmentally responsible in its activities”</i></p> <p>The City has a key role in helping to protect the environment by adopting sound management practices to safeguard and improve their environmental performance. This indicator reports the community's satisfaction with the City's programmes and activities in relation to conservation and environmental management.</p>												
Collection Methodology	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>												
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Year	Satisfied												
03/04	88%												
04/05	82%												
Year	Satisfaction Level												
03/04	88%												
04/05	82%												
Comment	<p>The satisfaction levels have decreased slightly and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved. Community Satisfaction remains at a high level.</p>												

KEY FOCUS AREA 2 – CARING FOR THE ENVIRONMENT

INDICATOR

Level of satisfaction with the City’s pollution control services.

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is environmentally responsible in its activities”</i></p> <p>Petrochemical smog and haze are the two most important air pollution issues facing the City.</p> <p>The purpose of this indicator is to monitor the City’s policy aim of reducing air and pollution and improving air quality management.</p> <p>The information can also be used to monitor strategies implemented by the City to reduce pollution.</p>								
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>								
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%; text-align: center; vertical-align: top;"> <p>Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #92d050;"> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>88%</td> </tr> <tr> <td>04/05</td> <td>91%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 5%</p> </td> <td style="width: 60%; text-align: center; vertical-align: top;"> </td> </tr> </table>		<p>Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #92d050;"> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>88%</td> </tr> <tr> <td>04/05</td> <td>91%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 5%</p>	Year	Performance	03/04	88%	04/05	91%	
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Year	Performance								
03/04	88%								
04/05	91%								
<p>Comment</p>	<p>The satisfaction levels have increased and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>								

KEY FOCUS AREA 2 – CARING FOR THE ENVIRONMENT

INDICATOR

Total tonnes of greenhouse gas emissions abated by Council programs and operations

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is environmentally responsible in its activities”</i></p> <p>The City of Joondalup is a member of the Cities for Climate Protection program, a national program to assist Local Authorities become leaders in the area of greenhouse gas reduction. The CCP program has led the City to introduce specific policies and actions to reduce greenhouse gases.</p> <p>By reporting against this indicator, the success of the City’s policies and strategies to reduce greenhouse gas emissions can be monitored.</p>																		
Collection Methodology	<p>CCP software - The City uses software, which converts multiple sources of greenhouse gas to carbon dioxide equivalent (eCO₂). This allows for meaningful comparisons to be made.</p>																		
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 45%;"> <p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #92d050;"> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>N/A</td> </tr> <tr> <td>04/05</td> <td>212(eCO₂)</td> </tr> </tbody> </table> <p>2008 Target: 4000 tons abated</p> </div> <div style="width: 50%; text-align: center;"> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Tons Abated</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>0</td> </tr> <tr> <td>04/05</td> <td>212</td> </tr> <tr> <td>05/06</td> <td>0</td> </tr> <tr> <td>06/07</td> <td>0</td> </tr> <tr> <td>07/08</td> <td>0</td> </tr> </tbody> </table> </div> </div>		Year	Performance	03/04	N/A	04/05	212(eCO ₂)	Year	Tons Abated	03/04	0	04/05	212	05/06	0	06/07	0	07/08	0
Year	Performance																		
03/04	N/A																		
04/05	212(eCO ₂)																		
Year	Tons Abated																		
03/04	0																		
04/05	212																		
05/06	0																		
06/07	0																		
07/08	0																		
Comment	<p>Data for this indicator has been collected for the first time in 2004/05. The City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p> <p>This figure represents the gas emissions recorded from all City of Joondalup owned properties (including street lighting). It is anticipated that programs such as the Joondalup Energy Team, CCP and Travelsmart (Green Transport Plan) will contribute to a reduction in greenhouse gas emissions over the next 3-5 years.</p>																		

KEY FOCUS AREA 2 – CARING FOR THE ENVIRONMENT

INDICATOR

Level of community satisfaction with the City’s performance in creating and maintaining parks, gardens and open spaces

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is environmentally responsible in its activities”</i></p> <p>The City has a large number of parklands that ranging from small local recreation and play areas through to large conservation orientated areas such as Yellagonga park. It also contains a number of areas that, while not designated as conservation areas, do have considerable amenity and/or conservation value. The coastal strip also provides a considerable benefit for the community and contains areas of remnant coastal heath and bush land.</p> <p>The Council has a program for enhancing the quality of these reserves, particularly irrigating recreational parks, installing play equipment and in areas of high use, eg the coastal strip, undertaking landscaping to make the area more useable while reducing the impact of people. The information can be used to community satisfaction with Council programs to create and maintain parks, gardens and open spaces.</p>																		
Collection Methodology	Data is collected through the annual <i>Customer Satisfaction Monitor</i> . Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #92d050;"> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>83%</td> </tr> <tr> <td>04/05</td> <td>85%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 5%</p>	Year	Performance	03/04	83%	04/05	85%	<table border="1" style="display: none;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>83%</td> </tr> <tr> <td>04/05</td> <td>85%</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Performance (%)	03/04	83%	04/05	85%	05/06	-	06/07	-	07/08	-
Year	Performance																		
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05/06	-																		
06/07	-																		
07/08	-																		
Comment	The satisfaction levels have increased and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.																		

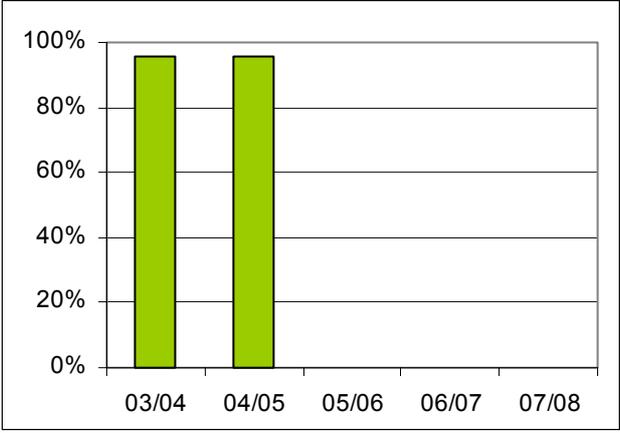
KEY FOCUS AREA 2 – CARING FOR THE ENVIRONMENT

Indicator

Level of customer satisfaction with weekly rubbish collections

Type of Indicator



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup efficiently and effectively manages waste”</i></p> <p>This performance indicator provides a community satisfaction levels on the City’s performance with providing weekly rubbish collections.</p> <p>The information can be used to monitor Community satisfaction.</p>						
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>						
<p>Performance</p> <table border="1" data-bbox="245 1263 531 1391"> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>96%</td> </tr> <tr> <td>04/05</td> <td>96%</td> </tr> </tbody> </table> <p>2008 Target: MAINTAIN</p>	Year	Performance	03/04	96%	04/05	96%	 <p>The bar chart displays performance percentages for five financial years: 03/04, 04/05, 05/06, 06/07, and 07/08. The y-axis ranges from 0% to 100% in 20% increments. The bars for 03/04 and 04/05 are green and reach the 96% mark. The bars for 05/06, 06/07, and 07/08 are not visible, indicating 0% performance.</p>
Year	Performance						
03/04	96%						
04/05	96%						
<p>Comment</p>	<p>The satisfaction levels have remained constant at a very high level and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is met.</p>						

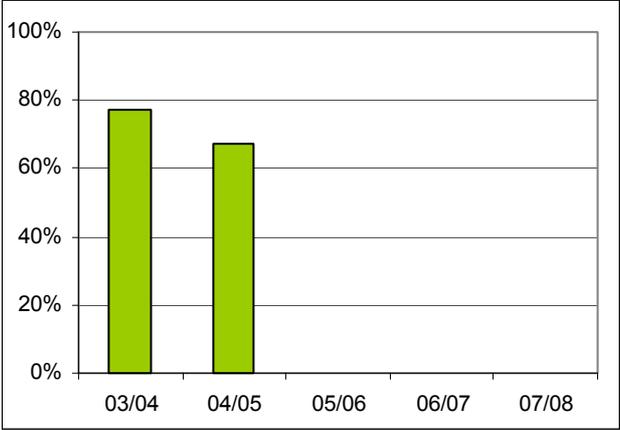
KEY FOCUS AREA 2 – CARING FOR THE ENVIRONMENT

INDICATOR

Level of customer satisfaction with fortnightly recycling

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup efficiently and effectively manages waste”</i></p> <p>This performance indicator provides community satisfaction levels on the City’s performance with providing weekly rubbish collections.</p> <p>The information can be used to monitor Community satisfaction with the recycling service.</p>						
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>						
<p>Performance</p> <table border="1" data-bbox="245 1294 531 1422"> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>77%</td> </tr> <tr> <td>04/05</td> <td>67%</td> </tr> </tbody> </table> <p>2008 Target: MAINTAIN</p>	Year	Performance	03/04	77%	04/05	67%	
Year	Performance						
03/04	77%						
04/05	67%						
<p>Comment</p>	<p>The satisfaction levels have decreased significantly. The City is currently reviewing its Waste Management Strategy and will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>						

KEY FOCUS AREA 2 – CARING FOR THE ENVIRONMENT

INDICATOR

Level of satisfaction with verge side bulk rubbish collection

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup efficiently and effectively manages waste”</i></p> <p>This performance indicator provides community satisfaction levels on the City’s performance with providing verge side collections.</p> <p>The information can be used to monitor Community satisfaction with the verge side collection service.</p>												
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>												
<p>Performance</p> <table border="1" data-bbox="245 1323 531 1451"> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>87%</td> </tr> <tr> <td>04/05</td> <td>81%</td> </tr> </tbody> </table> <p>2008 Target: MAINTAIN</p>	Year	Performance	03/04	87%	04/05	81%	<table border="1" data-bbox="663 1167 1281 1588"> <caption>Performance Data from Chart</caption> <thead> <tr> <th>Year</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>87%</td> </tr> <tr> <td>04/05</td> <td>81%</td> </tr> </tbody> </table>	Year	Performance (%)	03/04	87%	04/05	81%
Year	Performance												
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04/05	81%												
<p>Comment</p>	<p>The satisfaction levels have decreased. The City is currently reviewing its Waste Management Strategy and will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>												

KEY FOCUS AREA 2 – CARING FOR THE ENVIRONMENT

INDICATOR

Total reduction of residential waste to landfill generated by the municipality

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup efficiently and effectively manages waste”</i></p> <p>Sustainability requires efficient reuse of resources. Waste recycling is one measure of this. When this is taken in the context of the overall amount of waste being generated it presents an overall assessment of how well resources are being used.</p> <p>The information can be used to monitor City strategies to reduce the volume of waste and increase rates of recycling and reuse.</p>																		
<p>Collection Methodology</p>	<p>Waste Management Services statistics</p>																		
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #92d050;">Year</th> <th style="background-color: #92d050;">Diversion</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>14%</td> </tr> <tr> <td>04/05</td> <td>18%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 40% Diversion</p> </div> <div style="width: 50%; text-align: center;"> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Diversion (%)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>14%</td> </tr> <tr> <td>04/05</td> <td>18%</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table> </div> </div>		Year	Diversion	03/04	14%	04/05	18%	Year	Diversion (%)	03/04	14%	04/05	18%	05/06	-	06/07	-	07/08	-
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07/08	-																		
<p>Comment</p>	<p>Diversion levels have increased significantly showing the City is on track to achieving the 2008 target. The City is currently reviewing its Waste Management Strategy and will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>																		

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Level of community satisfaction with the City’s planning and building approvals service

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup has well-maintained assets and built environment”</i></p> <p>The City’s planning and building approvals service facilitate the safe design, construction and approval of all buildings and facilities within the City. By reporting against this indicator, the City can monitor the community’s satisfaction with the planning and building approvals services. The information can be used to identify</p> <ul style="list-style-type: none"> • The level of overall satisfaction with the City’s planning and building approvals services • Levels of awareness for the planning and building approvals services • Community’s satisfaction with Council’s performance in delivering planning and building approvals services • Performance “gaps” 												
Collection Methodology	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>												
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Year	Performance												
03/04	75%												
04/05	70%												
Year	Performance (%)												
03/04	75%												
04/05	70%												
Comment	<p>The satisfaction levels have decreased significantly. The City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved. The City has also targeted this area for process improvement.</p>												

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Level of community satisfaction with the City’s provision and maintenance of footpaths and cycle ways

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup has well-maintained assets and built environment”</i></p> <p>Having a City where walking and cycling is easy is desirable for improving the community cohesion and reducing car usage. Footpaths and cycle ways that are plentiful and well maintained help make walking and cycling easier.</p> <p>The data on this specific service has been extracted from the annual Community Satisfaction Benchmarking Survey commissioned by the City.</p> <p>The survey is used to identify:</p> <ul style="list-style-type: none"> • Community satisfaction with Council’s provision and maintenance of footpaths and cycleways • Performance “gaps” that exist with the services and facilities provided in context with the level of perceived importance. • How perceptions vary by ward. <p>The information can be used to monitor community satisfaction with footpaths and cycle ways.</p>																		
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>																		
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07/08	-																		
<p>Comment</p>	<p>The satisfaction levels have remained fairly constant. The City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>																		

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

No. of public liability claims – total claims and successful claims

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup has well-maintained assets and built environment”</i></p> <p>By reporting against this indicator, the City’s strategies to maintain assets and built environment to an acceptable community standard can be monitored against public liability claims.</p>																		
Collection Methodology	Public Liability Data																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #f08080;"> <th>Year</th> <th>No.</th> <th>Successful</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>36</td> <td>7</td> </tr> <tr> <td>04/05</td> <td>41</td> <td>3</td> </tr> </tbody> </table> <p>2008 Target: DECREASE \geq 20%</p>	Year	No.	Successful	03/04	36	7	04/05	41	3	<table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <caption>Public Liability Claims Data</caption> <thead> <tr> <th>Year</th> <th>Total Claims</th> <th>Successful Claims</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>36</td> <td>7</td> </tr> <tr> <td>04/05</td> <td>41</td> <td>3</td> </tr> </tbody> </table>	Year	Total Claims	Successful Claims	03/04	36	7	04/05	41	3
Year	No.	Successful																	
03/04	36	7																	
04/05	41	3																	
Year	Total Claims	Successful Claims																	
03/04	36	7																	
04/05	41	3																	
Comment	<p>Although the number of claims increased in 2004/05, only 3 were successful. The City is on track to meet the target set for 2008.</p>																		

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Level of community satisfaction with the City’s road maintenance services

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup has well-maintained assets and built environment”</i></p> <p>This performance indicator provides community satisfaction levels on the City’s maintenance of roads. The data on this specific service has been extracted from the annual Community Satisfaction Benchmarking Survey commissioned by the City.</p> <p>The survey is used to identify:</p> <ul style="list-style-type: none"> • Community satisfaction with Council’s maintenance of roads • Performance “gaps” that exist with the City’s maintenance of roads provided in context with the level of perceived importance. • How perceptions vary by ward. <p>The information can be used to monitor community satisfaction with the City’s maintenance of roads.</p>																		
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>																		
<p>Performance</p> <table border="1" data-bbox="233 1554 517 1682"> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>89%</td> </tr> <tr> <td>04/05</td> <td>86%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 5%</p>	Year	Performance	03/04	89%	04/05	86%	<table border="1" data-bbox="708 1384 1299 1827"> <caption>Performance Data from Chart</caption> <thead> <tr> <th>Year</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>89%</td> </tr> <tr> <td>04/05</td> <td>86%</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Performance (%)	03/04	89%	04/05	86%	05/06	-	06/07	-	07/08	-
Year	Performance																		
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04/05	86%																		
05/06	-																		
06/07	-																		
07/08	-																		
<p>Comment</p>	<p>The satisfaction levels have remained fairly constant. The City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>																		

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Total overnight visitors to City of Joondalup (domestic and international)

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised as a great place to visit”</i></p> <p>The number of visitors to the area (in addition to resident population) provides information on additional pressures on capital (built, natural and social) by non-residents. It also signals the value of tourism to the local economy.</p>						
Collection Methodology	Western Australian Tourism Commission Statistics						
<p>Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #f00;"> <th>Year</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>46,500</td> </tr> <tr> <td>04/05</td> <td>N/A</td> </tr> </tbody> </table> <p>2008 Target: MONITOR</p>	Year	Number	03/04	46,500	04/05	N/A	
Year	Number						
03/04	46,500						
04/05	N/A						
Comment	The data for 2004/05 will be updated once available from the Western Australian Tourism Commission.						

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Purpose for visit

- Holiday
- Pleasure
- Visiting friends and relatives
- Other (including education, employment, medical reasons, in transit, not stated)

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised as a great place to visit”</i></p> <p>The numbers of people visiting for holiday and pleasure will provide an indication of the success of the City’s strategies for tourism development.</p> <p>This KPI should be read in conjunction with the number of visitors to the City of Joondalup.</p>															
Collection Methodology	Western Australian Tourism Commission Statistics															
<p style="text-align: center;">Performance</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #f0f0f0;"> <th>Year</th> <th>Holiday</th> <th>Business</th> <th>VFR*</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>79.35%</td> <td>7.55%</td> <td>44.80%</td> <td>22.35%</td> </tr> <tr> <td>04/05</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> </tr> </tbody> </table> <p>* Visiting friends & relatives</p> <p>2008 Target: MONITOR</p>	Year	Holiday	Business	VFR*	Other	03/04	79.35%	7.55%	44.80%	22.35%	04/05	-	-	-	-	
Year	Holiday	Business	VFR*	Other												
03/04	79.35%	7.55%	44.80%	22.35%												
04/05	-	-	-	-												
Comment	<p>The figures do not add up to 100% as visitors may have more than one purpose for travel. The data for 2004/05 will be updated once available from the Western Australian Tourism Commission</p>															

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Leisure Activities undertaken by Visitors to City of Joondalup

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised as a great place to visit”</i></p> <p>By reporting against this indicator, the City can monitor the type of leisure activities undertaken by visitors and develop strategies to improve and enhance the more popular or work with businesses and tourism associations to market other leisure activities available in the City</p>
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Collection Methodology	Western Australian Tourism Commission Statistics
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Performance	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #ff0000; color: white;"> <th>Year</th> <th>Social</th> <th>Nature</th> <th>Local</th> <th>Active</th> <th>Arts</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>95%</td> <td>57%</td> <td>44%</td> <td>30%</td> <td>18%</td> </tr> <tr> <td>04/05</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> </tr> </tbody> </table> <p style="text-align: center;">2008 Target: MONITOR</p>	Year	Social	Nature	Local	Active	Arts	03/04	95%	57%	44%	30%	18%	04/05	-	-	-	-	-
Year	Social	Nature	Local	Active	Arts														
03/04	95%	57%	44%	30%	18%														
04/05	-	-	-	-	-														

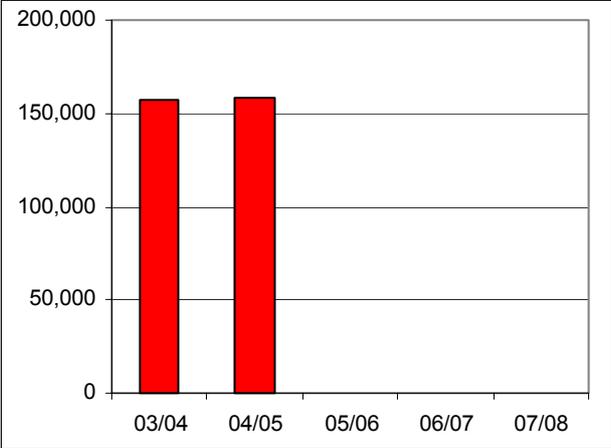
Comment	<p>The figures do not add up to 100% as visitors may have more than one purpose for travel. The data for 2004/05 will be updated once available from the Western Australian Tourism Commission. This KPI should be read in conjunction with number of visitors and reasons for visits.</p>
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KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Estimated population of the municipality



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup recognises the changing demographic needs of the community”</i></p> <p>Approximately 24% of households are single person households and a further 52% are families with only one dependent child. It has been projected that by 2016, 26% of Joondalup’s population will be teenagers, youths or young adults and one third will be over 55 years of age and a quarter will be over 60 years old. The City will be able to use this information in planning programs and services for the community. Information collected through this indicator will also be useful for potential investors or existing businesses and government and non government agencies</p>												
<p>Collection Methodology</p>	<p>Australian Bureau of Statistics data</p>												
<p>Performance</p> <table border="1" data-bbox="245 1312 529 1442"> <thead> <tr> <th style="background-color: #ff0000; color: white;">Year</th> <th style="background-color: #ff0000; color: white;">Population</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>157,477</td> </tr> <tr> <td>04/05</td> <td>158,216</td> </tr> </tbody> </table> <p>2008 Target: MONITOR</p>	Year	Population	03/04	157,477	04/05	158,216	 <table border="1" data-bbox="667 1155 1278 1603"> <caption>Population Data from Chart</caption> <thead> <tr> <th>Year</th> <th>Population</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>157,477</td> </tr> <tr> <td>04/05</td> <td>158,216</td> </tr> </tbody> </table>	Year	Population	03/04	157,477	04/05	158,216
Year	Population												
03/04	157,477												
04/05	158,216												
Year	Population												
03/04	157,477												
04/05	158,216												
<p>Comment</p>	<p>The City’s population is expected to stabilise over the next few years. However there will be increases in the regional population as the City of Wanneroo is expected to grow rapidly and it is likely that this will bring economic benefits into the City of Joondalup.</p>												

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Mix of housing styles

TYPE OF INDICATOR

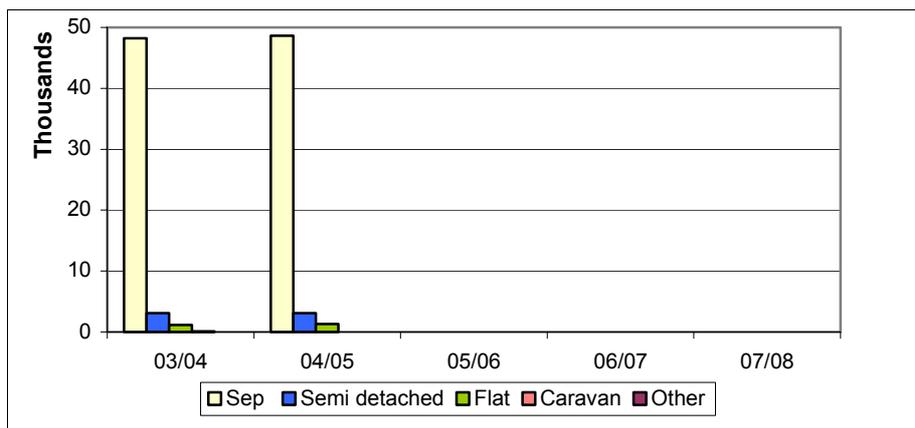


Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup recognises the changing demographic needs of the community”</i></p> <p>In a sustainable community a wide variety of people and family styles should be accommodated in houses that reflect their needs. Aged and low-income households should have easy access to services, thereby reducing the need for cars to access shops and services and support. In addition shops and workplaces should, where possible, be integrated with housing, reducing car dependence and increasing local economic self-sufficiency.</p>
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Collection Methodology	Australian Bureau of Statistics data
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Performance

Year	House	Semi detached	Flat	Caravan	Other
03/04	48,237	3,087	1,150	94	20
04/05	48,644	3,107	1,336	N/A*	N/A*



* Data unavailable

2008 Target: MONITOR

Comment	The number of persons aged 65 and over in the City of Joondalup is increasing. The City will continue to monitor population trends to ensure that housing needs are met.
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KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Cycling facilities

- Dual use (shared) paths
- On-road cycle lanes

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup has an effective integrated transport system”</i></p> <p>Appropriate transport networks enable access to central services, employment and education, and reduce locational disadvantage. Alternative transport systems (such as public transport and cycle ways) are also associated with air quality and greenhouse emissions. Increased take-up of cycling implies there is less use of motor vehicles, and subsequently less environmental impact.</p> <p>By reporting against this indicator, the City’s provision of cycling facilities can be monitored which will contribute to a reduction in greenhouse gas emissions.</p>									
Collection Methodology	Infrastructure Management, Rangers and City Watch Services statistics									
Performance	<div style="display: flex; align-items: flex-start;"> <table border="1" style="margin-right: 20px;"> <thead> <tr> <th style="background-color: #ff0000; color: white;">Year</th> <th style="background-color: #ff0000; color: white;">Shared Paths</th> <th style="background-color: #ff0000; color: white;">Cycle Lanes</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>133</td> <td>N/A</td> </tr> <tr> <td>04/05</td> <td>139</td> <td>127</td> </tr> </tbody> </table> <div style="margin-top: 20px;"> <p>2008 Target: MONITOR</p> </div> </div>	Year	Shared Paths	Cycle Lanes	03/04	133	N/A	04/05	139	127
Year	Shared Paths	Cycle Lanes								
03/04	133	N/A								
04/05	139	127								
Comment	The City supports the implementation of a cycle friendly environment and aims to achieve this through the development of numerous cycle paths for residents and visitors to enjoy. The City will continue to encourage safe cycling and enhance public safety awareness of cyclists.									

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

No of vehicles accessing the city centre

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup has an effective integrated transport system”</i></p> <p>This indicator measures the volume of traffic on principal roads within the City’s area. Over time this can provide an indication of the impact of any efforts to reduce car use reporting against this indicator, the City’s</p>						
Collection Methodology	City engages external consultant						
Performance							
<table border="1" style="width: 100%;"> <thead> <tr style="background-color: #ff0000; color: white;"> <th style="text-align: center;">Year</th> <th style="text-align: center;">Number</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">03/04</td> <td style="text-align: center;">N/A</td> </tr> <tr> <td style="text-align: center;">04/05</td> <td style="text-align: center;">N/A</td> </tr> </tbody> </table>	Year	Number	03/04	N/A	04/05	N/A	Data for this indicator is not available
Year	Number						
03/04	N/A						
04/05	N/A						
2008 Target: MONITOR							
Comment	Data for this indicator is not available. Further work will be undertaken to obtain and report on data.						

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Total City of Joondalup investment in Sustainable Development Funding Program

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised for investment and business development opportunities”</i></p> <p>By reporting against this indicator, the City’s investment in the promotion and encouragement of sustainable development can be monitored via investment in the Sustainable Development Funding Program.</p>																		
<p>Collection Methodology</p>	<p>Sustainable Development Funding statistics</p>																		
<p>Performance</p> <table border="1" data-bbox="245 1330 529 1458"> <thead> <tr> <th style="background-color: #ff0000; color: white;">Year</th> <th style="background-color: #ff0000; color: white;">Funding</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>\$33,686</td> </tr> <tr> <td>04/05</td> <td>\$36,050</td> </tr> </tbody> </table> <p>2008 Target: MAINTAIN</p>	Year	Funding	03/04	\$33,686	04/05	\$36,050	<table border="1" data-bbox="632 1137 1313 1628"> <caption>Sustainable Development Funding Statistics</caption> <thead> <tr> <th>Year</th> <th>Funding (\$)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>\$33,686</td> </tr> <tr> <td>04/05</td> <td>\$36,050</td> </tr> <tr> <td>05/06</td> <td>\$0</td> </tr> <tr> <td>06/07</td> <td>\$0</td> </tr> <tr> <td>07/08</td> <td>\$0</td> </tr> </tbody> </table>	Year	Funding (\$)	03/04	\$33,686	04/05	\$36,050	05/06	\$0	06/07	\$0	07/08	\$0
Year	Funding																		
03/04	\$33,686																		
04/05	\$36,050																		
Year	Funding (\$)																		
03/04	\$33,686																		
04/05	\$36,050																		
05/06	\$0																		
06/07	\$0																		
07/08	\$0																		
<p>Comment</p>	<p>The City provides up to \$40,000 in grants to community based not-for-profit organisations annually. In 2004/05 the City provided grants for projects such as production of a Tourism Booklet, an Indigenous Consultation project, a Sustainable Transport Project and a Sustainable Waste Project. The City on track to achieving the 2008 target.</p>																		

KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Number of new clients with Joondalup Business Incubator Program

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised for investment and business development opportunities”</i></p> <p>Net business start-ups provide a signal of durability of the local market and the health of the local economy. Local business helps to keep money within the area and create employment opportunities.</p> <p>By reporting against this indicator, the success of the Joondalup Business Incubator Program can be monitored.</p>																		
<p>Collection Methodology</p>	<p>Joondalup Business Incubator Program statistics</p>																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #ff0000; color: white;"> <th>Year</th> <th>Clients</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>13</td> </tr> <tr> <td>04/05</td> <td>24</td> </tr> </tbody> </table> <p>2008 Target: INCREASE to 80% of capacity</p> <p>Source: Joondalup Business Incubator</p>	Year	Clients	03/04	13	04/05	24	<table border="1" style="display: none;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Clients</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>13</td> </tr> <tr> <td>04/05</td> <td>24</td> </tr> <tr> <td>05/06</td> <td>0</td> </tr> <tr> <td>06/07</td> <td>0</td> </tr> <tr> <td>07/08</td> <td>0</td> </tr> </tbody> </table>	Year	Clients	03/04	13	04/05	24	05/06	0	06/07	0	07/08	0
Year	Clients																		
03/04	13																		
04/05	24																		
Year	Clients																		
03/04	13																		
04/05	24																		
05/06	0																		
06/07	0																		
07/08	0																		
<p>Comment</p>	<p>The City of Joondalup, Edith Cowan University and the Joondalup Business Association jointly manage the Joondalup Business Incubator. 80% of available space has been tenanted and the City will continue to work with its partners to ensure that occupancy rates remain at high levels.</p>																		

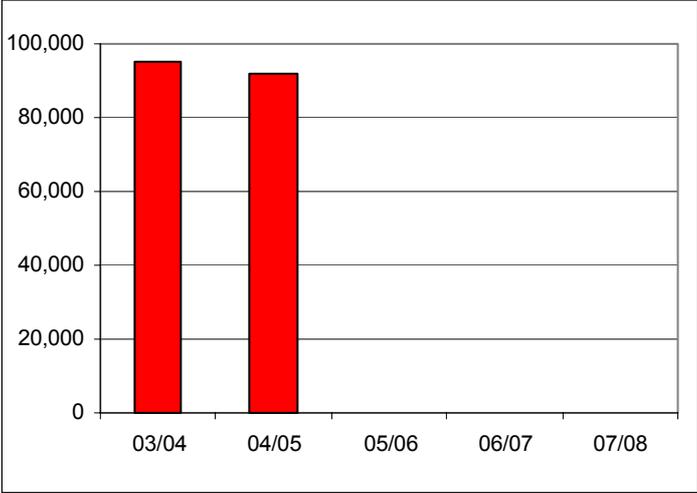
KEY FOCUS AREA 3 – CITY DEVELOPMENT

INDICATOR

Total no of persons in the Joondalup workforce

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised for investment and business development opportunities”</i></p> <p>By reporting against this indicator, the City’s strategies to assist the facilitation of local employment opportunities can be assessed.</p>						
<p>Collection Methodology</p>	<p>Labour Economics Office - Western Australia, Department of Employment, Workplace Relations and Small Business.</p>						
<p>Performance</p> <table border="1" data-bbox="245 1229 531 1357"> <thead> <tr> <th style="background-color: #ff0000; color: white;">Year</th> <th style="background-color: #ff0000; color: white;">Persons</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>94,985</td> </tr> <tr> <td>04/05</td> <td>92,100</td> </tr> </tbody> </table> <p>Source: Australian Bureau of Statistics</p> <p>2008 Target: MONITOR</p>	Year	Persons	03/04	94,985	04/05	92,100	
Year	Persons						
03/04	94,985						
04/05	92,100						
<p>Comment</p>	<p>The employment levels have dropped marginally. The City will continue to monitor levels over the longer term, and put in place strategies for the facilitation of local employment.</p>						

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Autonomy Ratio

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a sustainable and accountable business”</i></p> <p>This KPI demonstrates the extent to which Council is capable of financing its operations without dependence on Government grants.</p> <p>The closer the number is to 1, the less reliance there has been on grant funds. The level of capital grants received in any one year can influence this figure.</p>												
Collection Methodology	Financial Statements												
Performance													
<table border="1" style="margin: auto; border-collapse: collapse;"> <thead> <tr style="background-color: #008080; color: white;"> <th>Year</th> <th>Operating Revenue*</th> <th>Grants Assistance</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">03/04</td> <td style="text-align: right;">\$72,740,908</td> <td style="text-align: right;">\$7,077,265</td> <td style="text-align: center;">0.90</td> </tr> <tr> <td style="text-align: center;">04/05</td> <td style="text-align: right;">\$72,078,873</td> <td style="text-align: right;">\$7,264,972</td> <td style="text-align: center;">0.90</td> </tr> </tbody> </table>		Year	Operating Revenue*	Grants Assistance	Ratio	03/04	\$72,740,908	\$7,077,265	0.90	04/05	\$72,078,873	\$7,264,972	0.90
Year	Operating Revenue*	Grants Assistance	Ratio										
03/04	\$72,740,908	\$7,077,265	0.90										
04/05	\$72,078,873	\$7,264,972	0.90										
<table border="1" style="margin: auto; border-collapse: collapse;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>0.90</td> </tr> <tr> <td>04/05</td> <td>0.90</td> </tr> </tbody> </table>		Year	Ratio	03/04	0.90	04/05	0.90						
Year	Ratio												
03/04	0.90												
04/05	0.90												
2008 Target: MONITOR													
Comment	<p>The 2004/05 figures are preliminary and have not been audited. The autonomy ratio is determined by dividing the operating revenue (minus total grants assistance) by the operating revenue.</p>												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Fees and charges as a % of operating revenue

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a sustainable and accountable business”</i></p> <p>The information collected through this indicator can be used to assess the effectiveness of the City’s financial policies.</p>												
Collection Methodology	Financial Statements												
Performance													
<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #008080; color: white;">Year</th> <th style="background-color: #008080; color: white;">Revenue</th> <th style="background-color: #008080; color: white;">Fees & Charges</th> <th style="background-color: #008080; color: white;">%</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">03/04</td> <td style="text-align: center;">\$72,740,908</td> <td style="text-align: center;">\$12,550,948</td> <td style="text-align: center;">17.25%</td> </tr> <tr> <td style="text-align: center;">04/05</td> <td style="text-align: center;">\$72,078,873</td> <td style="text-align: center;">\$13,169,620</td> <td style="text-align: center;">18.27%</td> </tr> </tbody> </table>		Year	Revenue	Fees & Charges	%	03/04	\$72,740,908	\$12,550,948	17.25%	04/05	\$72,078,873	\$13,169,620	18.27%
Year	Revenue	Fees & Charges	%										
03/04	\$72,740,908	\$12,550,948	17.25%										
04/05	\$72,078,873	\$13,169,620	18.27%										
<p>The chart displays two data series: Revenue (teal bars) and Fees & Charges (yellow bars). For 03/04, Revenue is approximately \$72.7 million and Fees & Charges is approximately \$12.6 million, representing 17.25%. For 04/05, Revenue is approximately \$72.1 million and Fees & Charges is approximately \$13.2 million, representing 18.27%. The X-axis shows years from 03/04 to 08/09. The left Y-axis is labeled 'Millions' and ranges from \$0 to \$80. The right Y-axis is labeled 'Percentage' and ranges from 0% to 20%.</p>													
2008 Target: MONITOR													
Comment	<p>The 2004/05 figures are preliminary and have not been audited</p> <p>This KPI provides an indication of the proportion of the total revenue that is received from fees and charges. Arguably, the higher this figure is, the closer the City is to a "user pays" system.</p>												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Operating Expenditure budget compared to previous years (CPI indexed)

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a sustainable and accountable business”</i></p> <p>This KPI provides a measure of the increase in the cost of operations from one year to the next. Care should be taken in forming any conclusions using this figure as it can be distorted by operating cost increases resulting from additional revenues received through grants and loan borrowings, and changes in depreciation methodologies.</p>												
Collection Methodology	Financial Statements												
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #008080; color: white;">Year</th> <th style="background-color: #008080; color: white;">Expenditure</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>\$67,731,206</td> </tr> <tr> <td>04/05</td> <td>\$69,337,791</td> </tr> </tbody> </table> <p>2008 Target: MONITOR</p>	Year	Expenditure	03/04	\$67,731,206	04/05	\$69,337,791	<table border="1" style="display: none;"> <caption>Operating Expenditure (Millions)</caption> <thead> <tr> <th>Year</th> <th>Expenditure (Millions)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>67.731206</td> </tr> <tr> <td>04/05</td> <td>69.337791</td> </tr> </tbody> </table>	Year	Expenditure (Millions)	03/04	67.731206	04/05	69.337791
Year	Expenditure												
03/04	\$67,731,206												
04/05	\$69,337,791												
Year	Expenditure (Millions)												
03/04	67.731206												
04/05	69.337791												
Comment	The 2004/05 figures are preliminary and have not been audited although the figures indicate that operational costs have not grown from 2003/04.												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Rates coverage ratio

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a sustainable and accountable business”</i></p> <p>This indicator measures the extent to which the City’s revenue is derived from rates.</p>												
Collection Methodology	Financial Statements												
<p>Performance</p> <table border="1" style="margin: auto;"> <thead> <tr> <th style="background-color: #008080; color: white;">Year</th> <th style="background-color: #008080; color: white;">Rates Revenue</th> <th style="background-color: #008080; color: white;">Operating Revenue</th> <th style="background-color: #008080; color: white;">Ratio</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>\$42,560,649</td> <td>\$72,740,908</td> <td>0.59</td> </tr> <tr> <td>04/05</td> <td>45,848,540</td> <td>72,078,873</td> <td>0.59</td> </tr> </tbody> </table> <div style="text-align: center; margin-top: 10px;"> <p>The bar chart displays the Rates Coverage Ratio for the years 03/04 and 04/05. The vertical axis represents the ratio, ranging from 0.00 to 1.00 in increments of 0.20. The horizontal axis lists the years from 03/04 to 08/09. Two bars are shown: one for 03/04 and one for 04/05, both reaching a height of 0.59. The bars for 05/06, 06/07, 07/08, and 08/09 are not present, indicating no data for those years.</p> </div> <p>2008 Target: MONITOR</p>		Year	Rates Revenue	Operating Revenue	Ratio	03/04	\$42,560,649	\$72,740,908	0.59	04/05	45,848,540	72,078,873	0.59
Year	Rates Revenue	Operating Revenue	Ratio										
03/04	\$42,560,649	\$72,740,908	0.59										
04/05	45,848,540	72,078,873	0.59										
Comment	<p>The 2004/05 figures are preliminary and have not been audited. The rates coverage ratio is determined by dividing the net rates revenue by the operating revenue. The ratio has been consistent at 0.59 indicating that there is no significant change in the rate base.</p>												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Debt ratio.

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a sustainable and accountable business”</i></p> <p>This indicator measures the relationship between total assets and liabilities. It is designed to show the financial strength of the organisation.</p> <p>The information can be used to assess the effect of Council borrowing policies on the net worth of the local government.</p>												
Collection Methodology	Financial Statements												
Performance													
<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #008080; color: white;">Year</th> <th style="background-color: #008080; color: white;">Assets</th> <th style="background-color: #008080; color: white;">Liabilities</th> <th style="background-color: #008080; color: white;">Ratio</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>\$533,992,270</td> <td>\$10,704,773</td> <td>0.020</td> </tr> <tr> <td>04/05</td> <td>\$542,139,400</td> <td>\$16,104,557</td> <td>0.030</td> </tr> </tbody> </table>		Year	Assets	Liabilities	Ratio	03/04	\$533,992,270	\$10,704,773	0.020	04/05	\$542,139,400	\$16,104,557	0.030
Year	Assets	Liabilities	Ratio										
03/04	\$533,992,270	\$10,704,773	0.020										
04/05	\$542,139,400	\$16,104,557	0.030										
<table border="1" style="margin-left: auto; margin-right: auto; margin-top: 10px;"> <caption>Debt Ratio Data</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>0.020</td> </tr> <tr> <td>04/05</td> <td>0.030</td> </tr> </tbody> </table>		Year	Ratio	03/04	0.020	04/05	0.030						
Year	Ratio												
03/04	0.020												
04/05	0.030												
2008 Target: MONITOR													
Comment	<p>The 2004/05 figures are preliminary and have not been audited. The debt ratio is determined by dividing the total liabilities by the total assets. It is designed to show the financial strength of the organisation. Care should be taken in comparing this ratio with other industry sectors as many local government assets (infrastructure) are not realisable assets.</p>												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Current ratio

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a sustainable and accountable business”</i></p> <p>This indicator measures the extent to which liquid assets are available to cover immediate liabilities and can be used to assess the effectiveness of financial management. It is designed to show the capacity of the organisation to meet its current commitments. Care should be taken when comparing this ratio with other industry sectors, particularly those with profit objectives, because local governments operate with balanced budgets.</p> <p>A current ratio of 1.00 indicates that all current liabilities can be immediately met from current (liquid) assets.</p>												
Collection Methodology	Financial Statements												
Performance													
<table border="1" style="margin: auto; border-collapse: collapse;"> <thead> <tr style="background-color: #008080; color: white;"> <th>Year</th> <th>Assets</th> <th>Liabilities</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>\$39,127,774</td> <td>\$9,996,703</td> <td>3.91</td> </tr> <tr> <td>04/05</td> <td>\$42,818,974</td> <td>\$12,544,207</td> <td>3.41</td> </tr> </tbody> </table>		Year	Assets	Liabilities	Ratio	03/04	\$39,127,774	\$9,996,703	3.91	04/05	\$42,818,974	\$12,544,207	3.41
Year	Assets	Liabilities	Ratio										
03/04	\$39,127,774	\$9,996,703	3.91										
04/05	\$42,818,974	\$12,544,207	3.41										
2008 Target: MONITOR													
Comment	The 2004/05 figures are preliminary and have not been audited The current ratio is determined by dividing the current assets by the current liabilities after removing any restricted assets and liabilities												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Growth (or decline) in Net Assets

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a sustainable and accountable business”</i></p> <p>By reporting against this indicator, the City’s annual net increase or decrease in net assets can be measured.</p> <p>The information can be used to assess the effect of financial policies on the growth or decline in net assets.</p>												
Collection Methodology	Financial Statements												
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #008080; color: white;"> <th>Year</th> <th>Value of Assets</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>\$533,992,270</td> </tr> <tr> <td>04/05</td> <td>\$542,139,400</td> </tr> </tbody> </table> <p>2008 Target: MONITOR</p>	Year	Value of Assets	03/04	\$533,992,270	04/05	\$542,139,400	<table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Net Assets (Millions)</caption> <thead> <tr> <th>Year</th> <th>Value (Millions)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>533.992270</td> </tr> <tr> <td>04/05</td> <td>542.139400</td> </tr> </tbody> </table>	Year	Value (Millions)	03/04	533.992270	04/05	542.139400
Year	Value of Assets												
03/04	\$533,992,270												
04/05	\$542,139,400												
Year	Value (Millions)												
03/04	533.992270												
04/05	542.139400												
Comment	The 2004/05 figures are preliminary and have not been audited however the figures indicate that the City’s net assets have increased in value.												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

% of KPIs reported according to approved plan

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is a sustainable and accountable business”</i></p> <p>By reporting against this indicator, the City’s success in reporting against all KPIs can be monitored.</p> <p>The information can be used to ensure that all KPIs are regularly reported to Council and the community.</p>																		
Collection Methodology	Organisational Policy and Planning statistical information																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #008080; color: white;"> <th>Year</th> <th>Reported</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>N/A</td> </tr> <tr> <td>04/05</td> <td>95.24%</td> </tr> </tbody> </table> <p>2008 Target: 100%</p>	Year	Reported	03/04	N/A	04/05	95.24%	<table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <caption>Performance Data</caption> <thead> <tr> <th>Year</th> <th>Reported</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>N/A</td> </tr> <tr> <td>04/05</td> <td>95.24%</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Reported	03/04	N/A	04/05	95.24%	05/06	-	06/07	-	07/08	-
Year	Reported																		
03/04	N/A																		
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Year	Reported																		
03/04	N/A																		
04/05	95.24%																		
05/06	-																		
06/07	-																		
07/08	-																		
Comment	<p>There are sixty-three Key Performance (KPIs) Indicators to measure progress against the Strategic Plan. This is the first year of reporting the Strategic Plan KPIs and it is expected that through regular annual reporting the City will be able to:</p> <ul style="list-style-type: none"> Examine trends on a particular KPI over a number of years Compare performance on the same KPI Analyse trends between indicators to show how one affects the other Put in place strategies for improvement where required. <p>Some information is not yet available and will be reported as soon as it becomes available. Those KPI’s without a source will be reviewed as part of the Strategic Plan review.</p>																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Number of Non compliance issues in statutory compliance report

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup provides quality value-adding services”</i></p> <p>By reporting against this indicator, the City’s adherence to statutory and legal requirements can be monitored.</p> <p>This KPI is determined in an annual compliance check. It involves approximately 220 compliance checks.</p>																		
<p>Collection Methodology</p>	<p>Annual Compliance Audit</p>																		
<p>Performance</p> <table border="1" data-bbox="245 1200 529 1330"> <thead> <tr> <th>Year</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>2004</td> <td>6</td> </tr> <tr> <td>2005</td> <td>-</td> </tr> </tbody> </table> <p>Note: 2005 compliance return will be completed after December 31 2005</p> <p>2008 Target: MONITOR</p>	Year	Number	2004	6	2005	-	<table border="1" data-bbox="663 1077 1281 1568"> <caption>Performance Data (from chart)</caption> <thead> <tr> <th>Year</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>6</td> </tr> <tr> <td>04/05</td> <td>0</td> </tr> <tr> <td>05/06</td> <td>0</td> </tr> <tr> <td>06/07</td> <td>0</td> </tr> <tr> <td>07/08</td> <td>0</td> </tr> </tbody> </table>	Year	Number	03/04	6	04/05	0	05/06	0	06/07	0	07/08	0
Year	Number																		
2004	6																		
2005	-																		
Year	Number																		
03/04	6																		
04/05	0																		
05/06	0																		
06/07	0																		
07/08	0																		
<p>Comment</p>	<p>The City completed the Department of Local Government’s compliance audit return for 2004 in March 2005. At that point in time, the City was non-compliant in six areas (out of a total of approximately 220 items) including Tenders, Disclosure of Interest, Finance, and Local Government Grants Commission. A full report was presented to Council (Cj043-03/05). Since then, the City has taken steps to become compliant with the requirements of the Department.</p>																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Overall customer satisfaction with the City of Joondalup

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup provides quality value-adding services”</i></p> <p>Local Authorities are one of the most effective vehicles for delivering services to the community and providing leadership in community directions. If a local authority is seen as being a credible and service orientated organisation it is likely to be effective in its leadership</p> <p>The data on this specific service has been extracted from the annual Community Satisfaction Benchmarking Survey commissioned by the City.</p>																		
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #008080; color: white;">Year</th> <th style="background-color: #008080; color: white;">Satisfied</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>73%</td> </tr> <tr> <td>04/05</td> <td>75%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 10%</p>	Year	Satisfied	03/04	73%	04/05	75%	<table border="1" style="display: none;"> <caption>Customer Satisfaction Data</caption> <thead> <tr> <th>Year</th> <th>Satisfied (%)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>73%</td> </tr> <tr> <td>04/05</td> <td>75%</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Satisfied (%)	03/04	73%	04/05	75%	05/06	-	06/07	-	07/08	-
Year	Satisfied																		
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04/05	75%																		
05/06	-																		
06/07	-																		
07/08	-																		
<p>Comment</p>	<p>The satisfaction levels have increased and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Overall customer satisfaction with contact with Council (phone, in-person, writing)

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup provides quality value-adding services”</i></p> <p>This performance indicator provides a community perspective on the City’s performance with contact with the community. The data on this specific service has been extracted from the annual Community Satisfaction Benchmarking Survey commissioned by the City.</p> <p>The survey is used to identify:</p> <ul style="list-style-type: none"> • The level of overall satisfaction with the Council’s contact with the community • Community’s satisfaction with Council’s performance in community contact. • How perceptions vary by ward. <p>The information can be used to improve Council contact with the community.</p>												
Collection Methodology	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>												
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Satisfied	2003/04	2004/05											
Phone	75%	77%											
Person	89%	82%											
Writing	59%	64%											
Comment	<p>The satisfaction levels with contact by phone and in writing have increased, whilst levels of satisfaction with contact in person has decreased. The City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Customer satisfaction with complaint handling by the City

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup provides quality value-adding services”</i></p> <p>This performance indicator provides information on the level of community satisfaction with the City’s handling of complaints.</p> <p>The survey is used to identify:</p> <ul style="list-style-type: none"> • The level of overall satisfaction with Council • Hot topics • Levels of awareness for various services and facilities provided by Council. • Community’s satisfaction with Council’s performance in delivering various services and facilities. • Performance “gaps” that exist with the services and facilities provided in context with the level of perceived importance. • How perceptions vary by ward. 												
Collection Methodology	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>												
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Year	Satisfied												
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Comment	<p>The satisfaction levels have increased and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Combined scores from team Mystery Shopper Audits

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup provides quality value-adding services”</i></p> <p>The City engages an external consultant, Mystery Shop International, to conduct a rolling monthly program of mystery shops. The mystery shops measure the level of external customer service by phone, in person, and in writing.</p> <p>By reporting against this indicator, the City’s adherence to the Customer Service Charter can be measured.</p> <p>The information can be used to monitor levels of customer service.</p>																		
Collection Methodology	Reports from Mystery Shop International																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #008080; color: white;">Year</th> <th style="background-color: #008080; color: white;">Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>91%</td> </tr> <tr> <td>04/05</td> <td>91%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 5%</p>	Year	Performance	03/04	91%	04/05	91%	<table border="1" style="display: none;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>91%</td> </tr> <tr> <td>04/05</td> <td>91%</td> </tr> <tr> <td>05/06</td> <td>0%</td> </tr> <tr> <td>06/07</td> <td>0%</td> </tr> <tr> <td>07/08</td> <td>0%</td> </tr> </tbody> </table>	Year	Performance (%)	03/04	91%	04/05	91%	05/06	0%	06/07	0%	07/08	0%
Year	Performance																		
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Comment	Staff Performance has remained constant and at a very high level and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

% of residents who feel they have the opportunity to comment on Council business

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is an interactive community”</i></p> <p>This performance indicator provides a community perspective on the City’s performance in providing residents with opportunities to comment on Council business. Through this the City can assess:</p> <ul style="list-style-type: none"> • The level of overall satisfaction with the opportunities Council provides for the community to comment on Council business. • Community’s satisfaction with Council’s performance in providing opportunities for residents to comment on Council business. • How perceptions vary by ward. <p>The information can be used to improve opportunities for residents to comment on Council business.</p>																				
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>																				
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<p>Comment</p>	<p>The community perception levels have decreased and the City will put in place strategies to improve community perceptions and continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>																				

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

% of community satisfied with the way Council makes information available on its services and business

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is an interactive community”</i></p> <p>This performance indicator provides a community perspective on the way Council makes information available on its services and products. Through this the City can identify:</p> <ul style="list-style-type: none"> • The level of overall satisfaction with the way Council make information available on its services and businesses. • Community’s satisfaction with Council’s performance in leadership and decision-making processes • How perceptions vary by ward. <p>The information can be used to improve the way Council make information available to the community.</p>																				
<p>Collection Methodology</p>	<p>Data is collected through the annual <i>Customer Satisfaction Monitor</i>. Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.</p>																				
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04/05	73%																				
05/06	-																				
06/07	-																				
07/08	-																				
08/09	-																				
<p>Comment</p>	<p>The satisfaction levels have decreased marginally and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.</p>																				

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Level of community satisfaction with the City’s leadership and decision-making processes of Council

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is an interactive community”</i></p> <p>This performance indicator provides a community perspective on the City’s performance with leadership and the decision-making processes of Council.</p> <p>The data on this specific service has been extracted from the annual Community Satisfaction Benchmarking Survey commissioned by the City.</p> <p>The survey is used to identify:</p> <ul style="list-style-type: none"> • The level of overall satisfaction with the Council’s leadership and decision-making processes • Community’s satisfaction with Council’s performance in leadership and decision-making processes • How perceptions vary by ward. <p>The information can be used to improve leadership and decision making processes.</p>																		
Collection Methodology	Data is collected through the annual <i>Customer Satisfaction Monitor</i> . Randomly selected residents of the City are surveyed over the telephone. The data is then analysed to provide specific information on discrete areas of service that can be used to compare performance on a year-to-year basis.																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #008080; color: white;">Year</th> <th style="background-color: #008080; color: white;">Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>70%</td> </tr> <tr> <td>04/05</td> <td>78%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 10%</p>	Year	Performance	03/04	70%	04/05	78%	<table border="1" style="display: none;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>70</td> </tr> <tr> <td>04/05</td> <td>78</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Performance (%)	03/04	70	04/05	78	05/06	-	06/07	-	07/08	-
Year	Performance																		
03/04	70%																		
04/05	78%																		
Year	Performance (%)																		
03/04	70																		
04/05	78																		
05/06	-																		
06/07	-																		
07/08	-																		
Comment	The satisfaction levels have increased significantly and the City will continue to monitor levels over the longer term to ensure that the target for 2008 is achieved.																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

% of FOI applications processed to schedule

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is an interactive community”</i></p> <p>By reporting against this indicator, the City will be able to monitor the extent to which it responds to the community’s request for information according to Freedom of Information legislation within set timeframes.</p> <p>The information can be used to monitor adherence to legislative requirements and to put in place corrective strategies if required. The information can also be used to monitor the number of FOI requests.</p>																		
<p>Collection Methodology</p>	<p>Records Services maintain statistics and report to FOI Commissioner</p>																		
<p>Performance</p> <table border="1" data-bbox="242 1294 539 1429"> <thead> <tr> <th>Year</th> <th>% Processed to schedule</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>93%</td> </tr> <tr> <td>04/05</td> <td>95%</td> </tr> </tbody> </table> <p>2008 Target: MAINTAIN</p>	Year	% Processed to schedule	03/04	93%	04/05	95%	<table border="1" data-bbox="632 1160 1315 1563"> <caption>Performance Data</caption> <thead> <tr> <th>Year</th> <th>% Processed to schedule</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>93%</td> </tr> <tr> <td>04/05</td> <td>95%</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	% Processed to schedule	03/04	93%	04/05	95%	05/06	-	06/07	-	07/08	-
Year	% Processed to schedule																		
03/04	93%																		
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05/06	-																		
06/07	-																		
07/08	-																		
<p>Comment</p>	<p>The percentage of FOI applications processed to schedule has increased and the City will continue to monitor levels over the longer term to meet legislative requirements.</p>																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Voter participation in Council Elections

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is an interactive community”</i></p> <p>Voter turnout to local government elections is a key measure of democratic engagement. By reporting against this indicator, the City will be able to monitor the percentage of the community participating in local government elections.</p> <p>This KPI provides information about the sense of ownership and pride in the area and the degree to which the community participates in local government elections. The information will be used by Council Support to implement strategies to increase voter participation.</p>																		
<p>Collection Methodology</p>	<p>Western Australian Electoral Commission conducts postal elections and maintains statistics on voter turnout.</p>																		
<p style="text-align: center;">Performance</p> <table border="1" data-bbox="233 1305 517 1431"> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>27,023</td> </tr> <tr> <td>04/05</td> <td>-</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 8%</p>	Year	Performance	03/04	27,023	04/05	-	<table border="1" data-bbox="627 1160 1378 1588"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>27,023</td> </tr> <tr> <td>04/05</td> <td>-</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Performance	03/04	27,023	04/05	-	05/06	-	06/07	-	07/08	-
Year	Performance																		
03/04	27,023																		
04/05	-																		
Year	Performance																		
03/04	27,023																		
04/05	-																		
05/06	-																		
06/07	-																		
07/08	-																		
<p>Comment</p>	<p>The election for 2004/05 has not been held due to the Inquiry .</p>																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Number positive media items

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised as a unique City”</i></p> <p>By reporting against this indicator, the City’s ability to develop and promote community pride and identity can be partially measured. The number of positive (and negative) media items is a good gauge of the success of City strategies and activities to promote the City.</p> <p>The information can be used by Marketing and Communications to monitor the success of marketing strategies and implement new strategies where appropriate.</p>																		
<p>Collection Methodology</p>	<p>Media Monitor statistics</p>																		
<p style="text-align: center;">Performance</p> <table border="1" data-bbox="231 1272 518 1402"> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>265</td> </tr> <tr> <td>04/05</td> <td>218</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq 10%</p>	Year	Performance	03/04	265	04/05	218	<table border="1" data-bbox="614 1124 1332 1563"> <caption>Performance Data from Chart</caption> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>265</td> </tr> <tr> <td>04/05</td> <td>218</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Performance	03/04	265	04/05	218	05/06	-	06/07	-	07/08	-
Year	Performance																		
03/04	265																		
04/05	218																		
Year	Performance																		
03/04	265																		
04/05	218																		
05/06	-																		
06/07	-																		
07/08	-																		
<p>Comment</p>	<p>The number of positive media items has decreased however the City this is due to the suspension of the Council and the Inquiry.</p>																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Staff turnover

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised as an Employer of Choice”</i></p> <p>By reporting against this indicator, the City will be able to monitor the number and frequency that staff are leaving the organisation. The high level objectives of the Employer of Choice Project are about attracting and retaining employees. This is one indicator of a workplace that is an Employer of Choice. There are also substantial costs attached to staff turnover and decreasing staff turnover will result in substantial cost efficiencies for the organisation.</p> <p>The information can be used by Human Resources to monitor staff turnover and put in place strategies to reduce high staff turnover.</p>												
Collection Methodology	Human Resource Services statistical data.												
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #008080; color: white;"> <th>Year</th> <th>Turnover</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>15.9%</td> </tr> <tr> <td>04/05</td> <td>11.8%</td> </tr> </tbody> </table> <p>2008 Target: DECREASE \geq13%</p>	Year	Turnover	03/04	15.9%	04/05	11.8%	<table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <caption>Staff Turnover Data</caption> <thead> <tr> <th>Year</th> <th>Turnover (%)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>15.9%</td> </tr> <tr> <td>04/05</td> <td>11.8%</td> </tr> </tbody> </table>	Year	Turnover (%)	03/04	15.9%	04/05	11.8%
Year	Turnover												
03/04	15.9%												
04/05	11.8%												
Year	Turnover (%)												
03/04	15.9%												
04/05	11.8%												
Comment	<p>Staff turnover has decreased and the City is looking at strategies to further decrease staff turnover. Strategies such as the training and development program along with flexibility of working hours, health assessments, flu immunizations, safe working practices, on the spot rewards, and service excellence awards have contributed to an decrease in staff turnover.</p>												

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Lost Time Injuries (annual average)

TYPE OF INDICATOR



<p>Rationale</p>	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised as an Employer of Choice”</i></p> <p>By reporting against this indicator, the City’s will be able to monitor the number of injuries in the workplace. Workplace injuries have a considerable impact and cost on injured workers and the organisation. .</p> <p>The information can be used to monitor the number of injuries in the workplace so that Human Resources can implement appropriate strategies to reduce injuries and therefore organisational costs.</p>																		
<p>Collection Methodology</p>	<p>Human Resource Services statistical data.</p>																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #008080; color: white;">Year</th> <th style="background-color: #008080; color: white;">Duration</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>8 days</td> </tr> <tr> <td>04/05</td> <td>6 days</td> </tr> </tbody> </table> <p>2008 Target: DECREASE \geq20%</p>	Year	Duration	03/04	8 days	04/05	6 days	<table border="1" style="display: none;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Duration (Days)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>8</td> </tr> <tr> <td>04/05</td> <td>6</td> </tr> <tr> <td>05/06</td> <td>0</td> </tr> <tr> <td>06/07</td> <td>0</td> </tr> <tr> <td>07/08</td> <td>0</td> </tr> </tbody> </table>	Year	Duration (Days)	03/04	8	04/05	6	05/06	0	06/07	0	07/08	0
Year	Duration																		
03/04	8 days																		
04/05	6 days																		
Year	Duration (Days)																		
03/04	8																		
04/05	6																		
05/06	0																		
06/07	0																		
07/08	0																		
<p>Comment</p>	<p>Lost time injuries have decreased. Occupational Safety and Health Training, health assessments, and flu immunizations are some of the programs implemented by the City that have contributed to the decrease.</p>																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Duration rate of injuries (annual average)

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised as an Employer of Choice”</i></p> <p>By reporting against this indicator, the City’s will be able to monitor the number and rate of long duration injuries in the workplace. Long duration injuries have a considerable impact and cost on injured workers and the organisation. Long duration injuries also have significant impact on the workers compensation system.</p> <p>The information can be used to monitor the number and duration rate of injuries in the workplace so that Human Resources can implement appropriate strategies to reduce injuries and therefore organisational costs.</p>																		
Collection Methodology	Human Resource Services statistical data.																		
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #008080; color: white;"> <th>Year</th> <th>Duration</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>19 days</td> </tr> <tr> <td>04/05</td> <td>8.3 days</td> </tr> </tbody> </table> <p>2008 Target: DECREASE \geq20%</p>	Year	Duration	03/04	19 days	04/05	8.3 days	<table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <caption>Duration Rate of Injuries (Annual Average)</caption> <thead> <tr> <th>Year</th> <th>Duration (Days)</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>19</td> </tr> <tr> <td>04/05</td> <td>8.3</td> </tr> <tr> <td>05/06</td> <td>-</td> </tr> <tr> <td>06/07</td> <td>-</td> </tr> <tr> <td>07/08</td> <td>-</td> </tr> </tbody> </table>	Year	Duration (Days)	03/04	19	04/05	8.3	05/06	-	06/07	-	07/08	-
Year	Duration																		
03/04	19 days																		
04/05	8.3 days																		
Year	Duration (Days)																		
03/04	19																		
04/05	8.3																		
05/06	-																		
06/07	-																		
07/08	-																		
Comment	<p>The duration rate of injuries has decreased. Early intervention by the injury management coordinator provides the opportunity for staff to return to work as soon as possible ensuring that lost time is kept to a minimum. The decrease in the duration rate has been achieved due to regular liaison with medical professionals, supervisors and injured staff.</p>																		

KEY FOCUS AREA 4 – ORGANISATIONAL DEVELOPMENT

INDICATOR

Employee satisfaction as measured in Cultural Survey Results

TYPE OF INDICATOR



Rationale	<p>This performance indicator demonstrates progress towards achievement of the following outcome in the Strategic Plan 2003-08</p> <p style="text-align: center;"><i>“The City of Joondalup is recognised as an Employer of Choice”</i></p> <p>By reporting against this indicator, it can be seen whether levels of staff satisfaction, motivation and commitment to the organisation have increased/decreased over the period of one year.</p> <p>The information can be used to evaluate the effectiveness of the Employer of Choice Project. The information will assist Human Resource Services in making any necessary adjustments to both programs and in prioritising actions.</p>												
Collection Methodology	<p>Cultural Survey conducted for three years (2002/2003/2004)</p> <p>An alternative methodology will need to be developed for subsequent years.</p>												
<p style="text-align: center;">Performance</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="background-color: #008080; color: white;">Year</th> <th style="background-color: #008080; color: white;">Satisfied</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>72%</td> </tr> <tr> <td>04/05</td> <td>71%</td> </tr> </tbody> </table> <p>2008 Target: INCREASE \geq5%</p>	Year	Satisfied	03/04	72%	04/05	71%	<table border="1" style="display: none;"> <caption>Bar Chart Data</caption> <thead> <tr> <th>Year</th> <th>Satisfaction Level</th> </tr> </thead> <tbody> <tr> <td>03/04</td> <td>72%</td> </tr> <tr> <td>04/05</td> <td>71%</td> </tr> </tbody> </table>	Year	Satisfaction Level	03/04	72%	04/05	71%
Year	Satisfied												
03/04	72%												
04/05	71%												
Year	Satisfaction Level												
03/04	72%												
04/05	71%												
Comment	<p>Employee Satisfaction levels remain consistent with 2003/04 levels. The City is reviewing the Cultural Change Program and will look at implementing strategies to increase staff satisfaction.</p>												

Please contact the Organisational Policy and Planning sub unit for further information on 9400 4564.

August 2005