



## **2012/13 Operational Plan Performance Report**

## Operational Plan

### 1 - Infrastructure & Community Facilities

#### OP PLAN 1.1 - Infrastructure Planning & Maintenance

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.1a	Road Infrastructure Design	Develop a prioritised set of trunk road and stormwater infrastructure - five year program	June 2013	0	0	On Track

Interpretation & Response:

No project milestones due this quarter.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.1b	Road Infrastructure Assets Management	Implement the timber bridge refurbishment program	June 2013	2	2	On Track

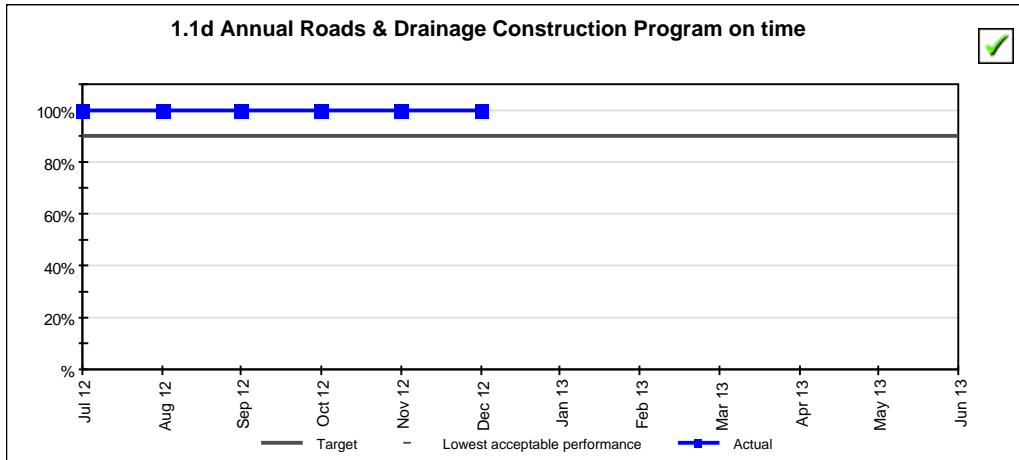
Interpretation & Response:

Timber bridge inspections and rehabilitation works as identified have been carried out.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.1c	Road Maintenance	Provision of the ongoing proactive road maintenance inspection program across the city	Road maintenance inspection program delivered to schedule	2	2	On Track

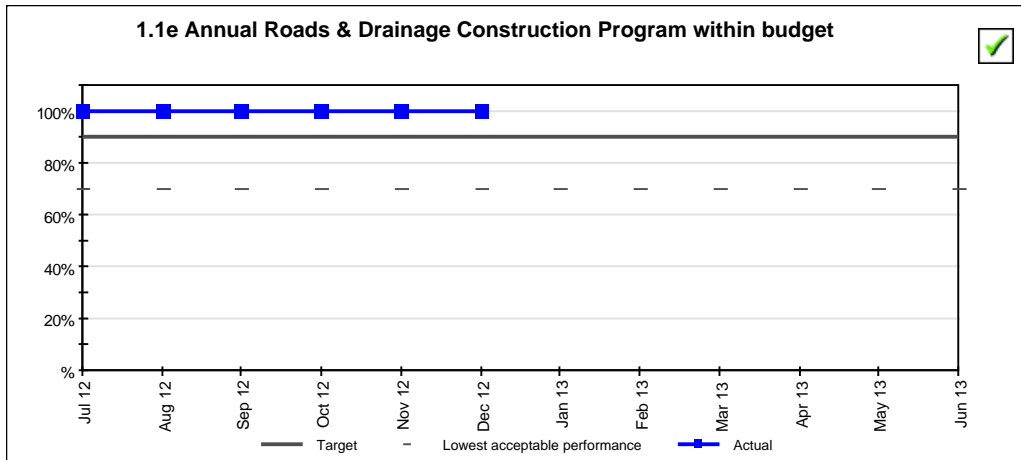
Interpretation & Response:

Proactive road maintenance inspection program across the city was carried out according to schedule.

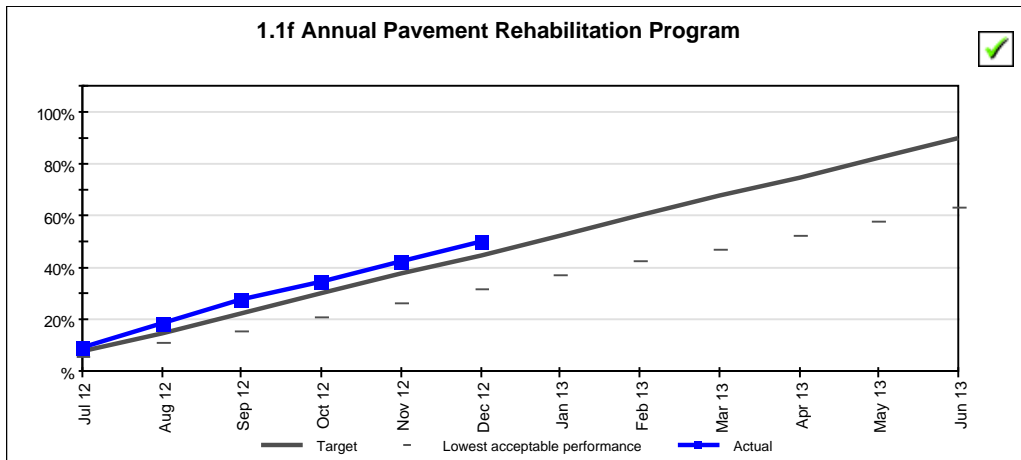


Interpretation & Response:

All projects to be completed by 30 June 2012 under this performance measure are progressing on time and will be completed prior to this date.



Interpretation & Response:  
 At the end of December all projects reported as complete within the quarter have been within agreed resource based estimate or contract price plus approved variations.



Interpretation & Response:  
 At the end of December some \$9.05 Million of the total \$18.1 million is complete and the program is slightly ahead of target. Straight pavement resurfacing works have progressed particularly well. Larger more complicated pavement reconstructions have been in project planning phases.

## OP PLAN 1.2 - Community Facilities Planning & Maintenance

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.2a	Construction & Maintenance / Construction Coordination	Design and construct the Beenleigh Community and Youth Hub	December 2012	3	3	On Track

**Interpretation & Response:**

Project nearing completion. Original scope of works complete with additional works being finalised using cost savings and interest earned on grant funding.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.2b	Construction & Maintenance / Construction Coordination	Logan Central Respite Centre Development	May 2013	4	4	On Track

**Interpretation & Response:**

Project currently on target for completion on time and within budget.

To date, the funding agreement with HACC has been signed, the design has been completed and the tender phase for construction has been completed.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.2c	Maintenance & Construction / Maintenance Coordination	Implement the Sporting Field Maintenance Strategy	June 2013	2	0	Monitor

**Interpretation & Response:**

This project is subject to Council determining levels of service and responsibilities pertaining to sporting field maintenance across the city. Investigation of options being progressed in conjunction with Community Services Branch.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.2d	Community Infrastructure Planning	Progress the Community Infrastructure Strategy - Complete Public Consultation	June 2013	3	3	On Track

**Interpretation & Response:**

Preparation for community engagement processes relating to the draft Community Infrastructure Strategy (CIS) is on track. Community Engagement will be undertaken as a part of Council's broader engagement of the new planning scheme. The Social Planning team are a member of Council's internal working group for the Planning Scheme community engagement process. The Social Planning team held a workshop with all key stakeholders to identify key community stakeholders whom will be targeted through the engagement process.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.2e	Sport & Recreation	Leasing Policy (community facilities) - Review for community facilities developed and implementation commenced- PROJECT CARRIED FORWARD 2011/12	December 2012	2	2	On Track

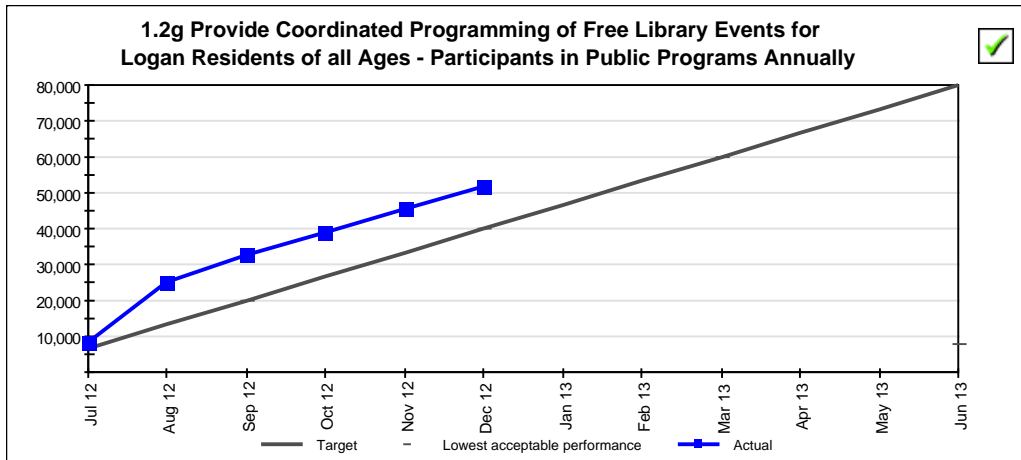
**Interpretation & Response:**

Initial consultation with sub-committee to discuss parameters of leasing policy review.  
Final leasing policy review is now scheduled to be completed during the 4th quarter.

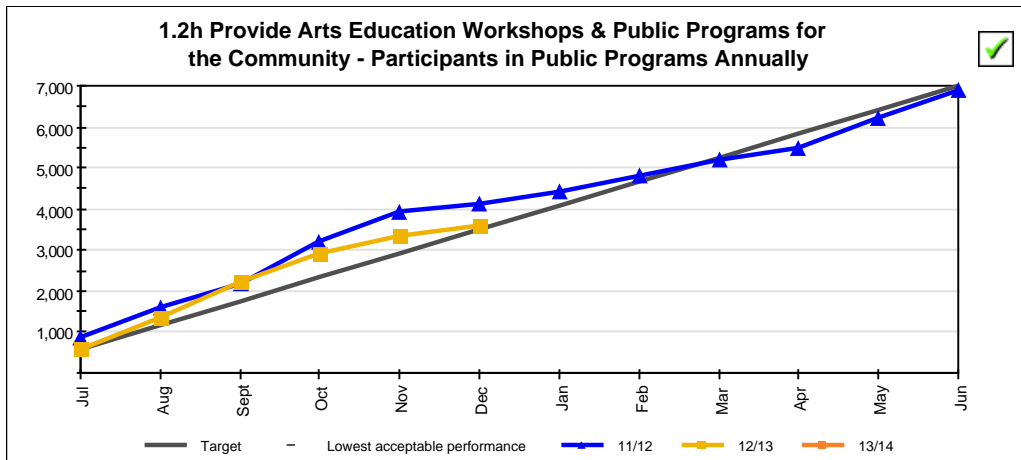
Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.2f	Indoor Sports Centres	Prepare Beenleigh Arena Master Plan for endorsement by Council PROJECT CARRIED FORWARD 2011/12	Mar 2013	3	3	On Track

**Interpretation & Response:**

Full report presented to council and approval obtained for MVF to operate Beenleigh Arena WEF from Jan 13



Interpretation & Response:  
51,796 participants in public programs as at 31 Dec 2012.



Interpretation & Response:  
3616 people participated in public programs to December 2012, which is on track to meet target of 7000.

## OP PLAN 1.3 - Asset Management

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.3a	Road & Water Infrastructure	Continue to enhance the Asset & Services Management Plans for all major infrastructure classes	June 2013	1	1	On Track

Interpretation & Response:  
Completed gap analysis for maturity of Service & Asset Management Plans

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.3b	Road & Water Infrastructure Directorate	Asset & Services Management Plans for all major infrastructure classes adopted in conjunction with the Annual Budget	June 2013	0	0	On Track

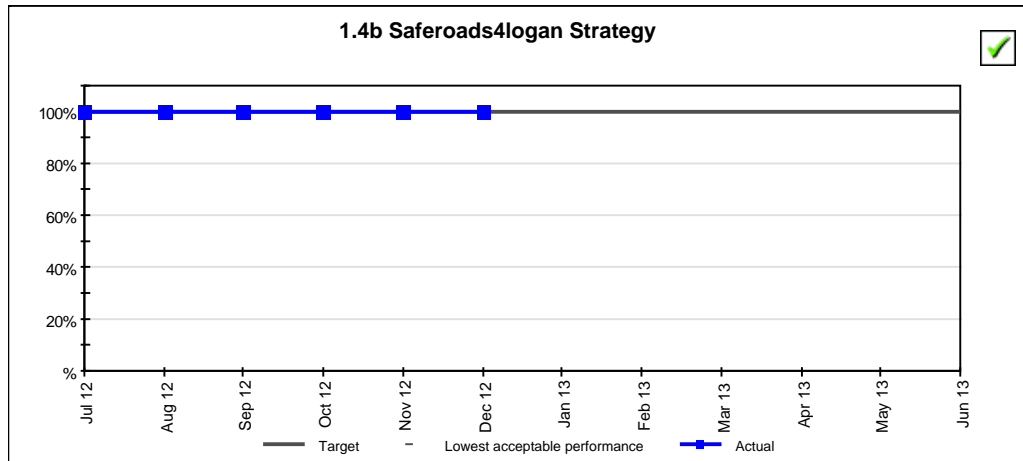
Interpretation & Response:  
Draft plans not due to be presented to Council until 3rd Qtr.



## OP PLAN 1.4 - Transport

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.4a	Transport & Infrastructure Planning	Provide Council contribution to South East Busway extension to Springwood feasibility study	June 2013	0	0	On Track

Interpretation & Response:  
Under review by State Government, no actions required this quarter.



Interpretation & Response:  
Current strategy is being delivered through partnership, mainly by Qld Police and Department of Transport and Main Roads. Council plays a strong coordination role in this partnership to facilitate desired outcomes. There has been improved information sharing in the partnership which has allowed Council to better plan road safety initiatives and road infrastructure. Some of these initiatives have been incorporated into localised traffic improvements and Blackspot program. Community engagement - regular media articles by Council and Police. Council officers have taken part in Police enforcement operations as observers to better understand the needs to operate effectively. New strategy (2013-2015) is currently being developed to be adopted by Council early 2013. Evaluation of current strategy is underway.

## OP PLAN 1.5 - Disaster Management

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.5a	Plant Management	Upgrade of Council's radio communication network to enhance operational and emergency coverage	June 2013	1	0	Monitor

**Interpretation & Response:**

This project was delayed pending the recruitment of a Fleet Program Leader. There is reasonable expectation that it will still be able to be completed on time.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
1.5b	Disaster Management	Complete the review of the Local Disaster Management Plan in accordance with Emergency Management Queensland Guidelines	June 2013	2	2	On Track

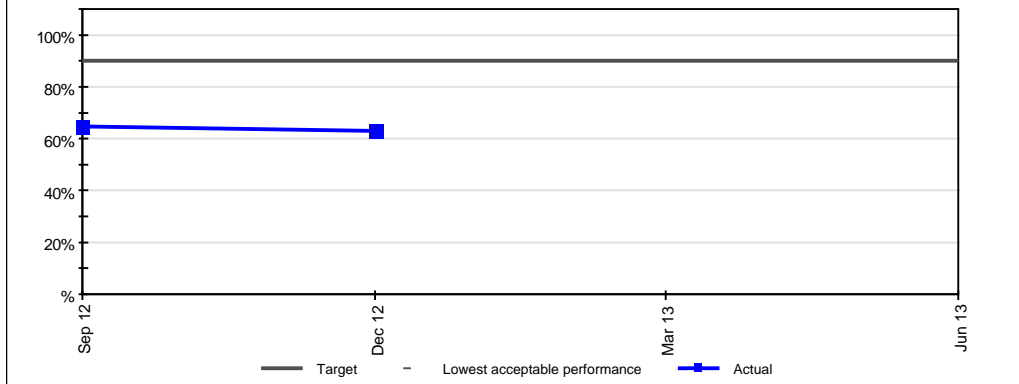
**Interpretation & Response:**

**Local Disaster Management Plan (LDMP):**

We discussed with the consultant the new LDMP assessment tool, the revised state guidelines and our requirements. Some work had already been completed on the LDMP but this had to be reassessed based on the new assessment tool.

The draft LDMP has been received by the consultant and is currently being reviewed by staff

### 1.5c Implement Actions from the Disaster Management Improvement Plan



#### Interpretation & Response:

Work load approx 63% completed.

The emphasis in the last quarter was staff training. Courses were run to train council staff in the Qld Disaster Management Arrangements, Guardian software and incident management. A full day course was run in conjunction with Red Cross to train 20 staff in managing an evacuation centre. Significant time was also spent in finalising the 2 risk management studies.

## 2 - A Sustainable Economy and Employment

### OP PLAN 2.1 - Business Support

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
2.1a	Business Attraction & Support	Implement Logan Business Retention & Expansion Program	June 2013	2	2	On Track

**Interpretation & Response:**

Although delivery of the Business Retention and Expansion Program remains on track for the year at \$74.385M YTD, no additional investment was achieved in the December quarter.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
2.1b	Economic Policy & Projects	Implement the 2012-2016 Digital Economy Strategy	June 2013	1	1	On Track

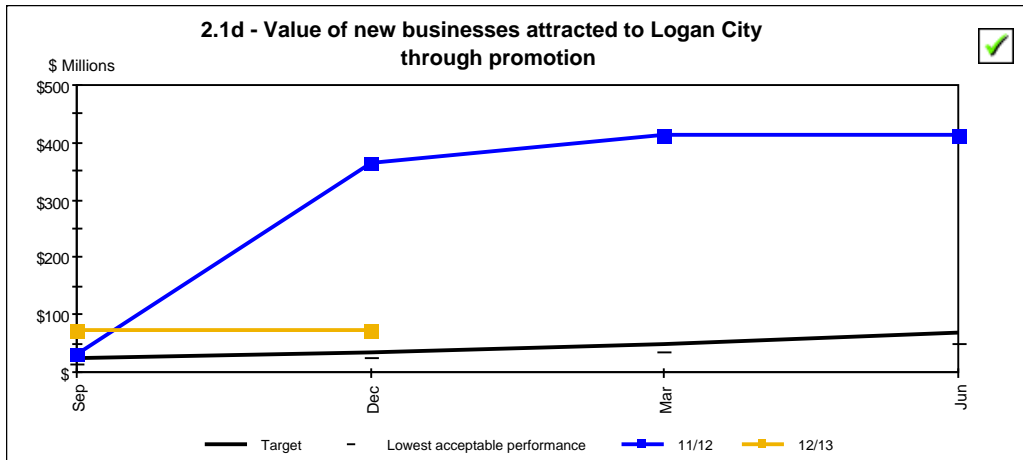
**Interpretation & Response:**

A SDCT has been set up to establish a working group to drive the strategy across council.

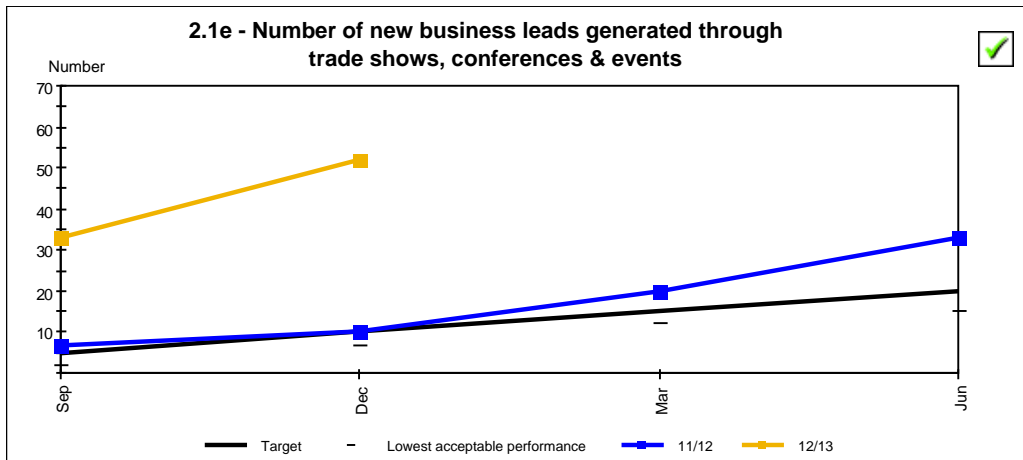
Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
2.1c	Business Attraction & Support	Implement Global Connections Strategy	June 2013	2	1	Monitor

**Interpretation & Response:**

Business Development Executive - International Relations has been recruited on a temporary contract during the quarter to deliver the Global Connections Strategy. Initial tasks have included making contact with Trade representatives and local industry to introduce the position and program. Work has commenced to develop a program for an overseas mission during the fourth quarter. A report to Committee will be provided in Quarter 3 outlining an action plan for the rest of the Financial Year and beyond.



Interpretation & Response:  
Whilst there were no new investments announced in Quarter 2, the annual target is on track.



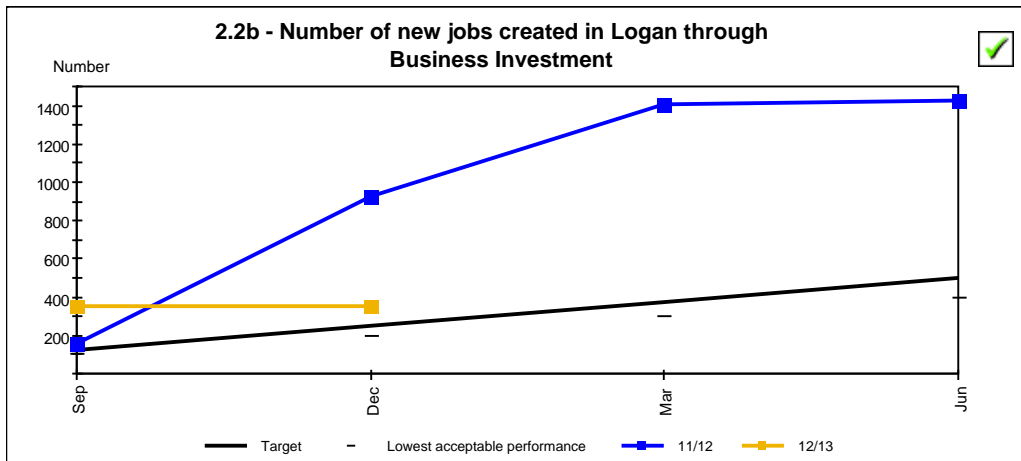
Interpretation & Response:  
The number of business leads achieved in Quarter 2 exceeds the quarterly target.

## OP PLAN 2.2 - Employment

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
2.2a	Workforce Development	Host the 2012 Logan Youth Jobs and Career Expo to provide a range of possible employment opportunities for the community of Logan	August 2012	1	1	Completed

**Interpretation & Response:**

Logan Youth Jobs and Career Expo successfully held in August.



**Interpretation & Response:**

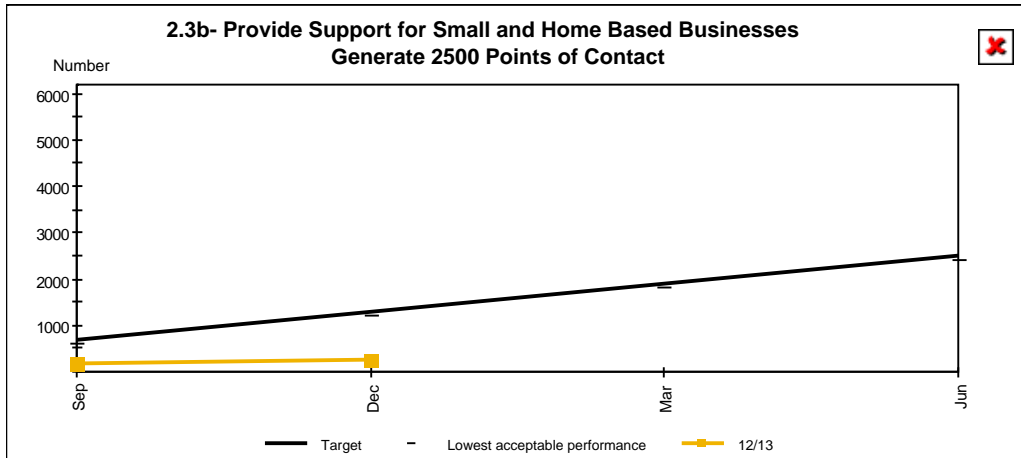
Whilst there were no new jobs announced in Quarter 2, the annual target is on track.

## OP PLAN 2.3 - City Promotion

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
2.3a	Strategy & Sustainability Directorate	Develop the "Loganholme Tourism Precinct" - Progress negotiations with Logan Alma Park Zoo. PROJECT CARRIED FORWARD 2011/12	June 2013	2	2	On Track

### Interpretation & Response:

A new lease was signed between Logan's Alma Park Zoo and Council in October 2012. It is anticipated that Logan's Alma Park Zoo will lodge their Development Application by the end of January 2013. At this stage an opening date is unknown.



### Interpretation & Response:

The initial target numbers for this KPI were based on 2011/12 figures. At the beginning of the current financial year the definition of a 'point of contact' was redefined to better reflect actual value adding contacts and eliminating duplications. This has resulted in a more meaningful measure although it has resulted in a dramatic reduction of measurable contact. It is recommended that a revised KPI be developed and approved by the next quarter to better reflect meaningful contacts made.

**OP PLAN 2.4 - Business Relationships**

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
2.4a	Economic Policy & Projects	Implement the 2012-2016 Economic Development Strategy action plan	June 2013	0	0	On Track

Interpretation & Response:  
 No milestones due this quarter.  
 Development of action plans is the next phase of project.



### 3 - Growth Management

#### OP PLAN 3.1 - Land Use Planning

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.1a	Parks Planning & Design	Develop the Logan City Street Landscape Strategy Implementation Plan	June 2013	1	1	On Track

**Interpretation & Response:**

The criteria to identify suitable locations for street planting across the city have been developed. A cost benefit analysis associated with a city wide tree audit is currently underway. Project currently on track for achieving future milestones.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.1b	Parks Planning & design / Development Assessment	Develop a Business Improvement Plan to guide development assessment processes within the Parks Branch	June 2013	2	2	On Track

**Interpretation & Response:**

A number of workshops have been held with relevant Park Branch representatives to develop the issues and responding actions to inform the Business Improvement Plan for Park Branch Development Assessment processes. The project is on-track to be completed by 30 June 2013.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.1c	Statutory Planning	Progress the new Logan Planning Scheme - Complete public consultation	June 2013	4	4	On Track

**Interpretation & Response:**

It will not be possible to have the new Scheme out for public consultation by the end of June 2013. Our target for June 2013 has therefore been revised to submit the amended draft Plan back to the State for further consideration. It is recommended that this project be amended accordingly.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.1d	Infrastructure Planning & Finance / Infrastructure Planning and Modelling	Progress the Priority Infrastructure Planning 2 - Complete public consultation	June 2013	3	3	On Track

Interpretation & Response:

PIP2 has been amended to mitigate identified risks and is now called PIP2A. PIP2A documents, schedules and maps have been prepared and included in Phase 11 of the new planning scheme. The PIP2A is dependent on the finalisation of the new Planning Scheme.

It will not be possible to have the new Scheme out for public consultation by the end of June 2013. Our target for June 2013 has therefore been revised to submit the amended draft Plan, including PIP2A, back to the State for further consideration. It is recommended that this project be amended accordingly.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.1e	Strategic Land Use / Strategic Land Use Planning	Progress structure plans for Bahrs Scrub - Complete draft Land Use Plan	February 2013	3	3	Completed

Interpretation & Response:

Project complete - Land use plan has been adopted.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.1f	Major Urban Developments	Complete Yarrabilba and Flagstone Transition Plans - Transition from Urban Development Areas back to Council.	June 2013	0	0	On Track

Interpretation & Response:

Currently drafting a report to SLPT February meeting and we will be proposing a range of recommendations in consultation with DA Branch.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.1g	Centres Planning / Master Plan Delivery	Finalise Master Plan for Meadowbrook and Implementation Plans for Logan Central, Beenleigh and Springwood	June 2013	1	1	On Track

Interpretation & Response:

1. Meadowbrook Draft Master Plan should be rescheduled to be finalised around September 2013. This is to ensure the Draft Master Plan aligns with the Meadowbrook Economic Development Strategy being prepared by the State Government for major Government sites and Education Institutions in the Meadowbrook precinct. We can not complete the draft master plan until the key recommendations from this document are received.

2. Logan Central Master Plan and implementation program are on schedule for delivery by the end of June 2013. Background studies were completed as planned.

3. Beenleigh Implementation Program has not advanced as the focus has been on the RDAF application seeking Federal Government Grant to fund the construction of the new town square. This is well advanced, and it is proposed to amend the target stage for this project to reflect the submission of the RDAF application by June 2013. The Plan is expected to be finalised in September 2013.

4. Springwood Implementation Plan draft will be completed by June, the Plan is not expected to be finalised until December 2013.

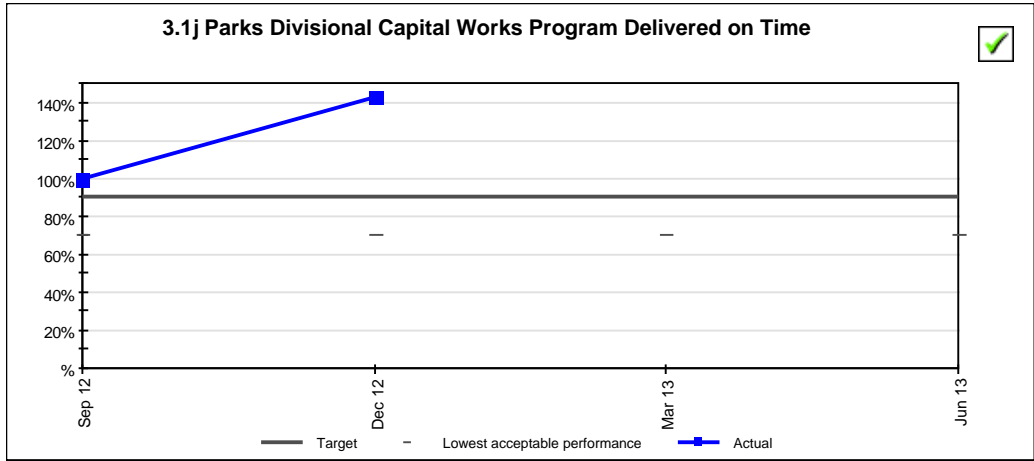
Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.1h	Environmental Planning	Develop the Ecological Assessment Tool - a tool to assist development assessment, environmental offset calculations and land use planning in the city	February 2013	2	1	Monitor

Interpretation & Response: Due to change in GIS project and reprioritisation of workload, the Property Reporter roll out will be completed Q4.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.1i	Parks Planning & Design	Review the Parks Priority Infrastructure Plan - Priorities and projected revenues	December 2012	2	2	Completed

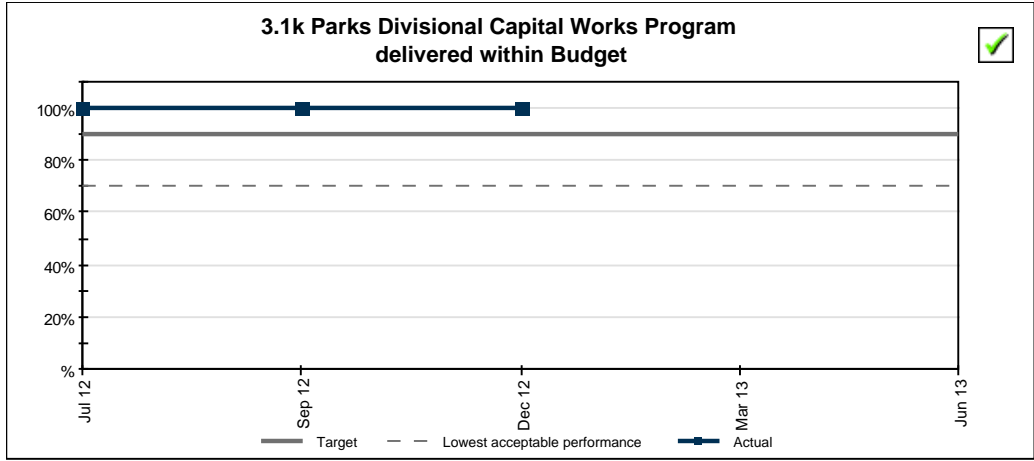
Interpretation & Response:

PIP2A Schedule of Works for the Parks Network was developed with the support of Strategy and Planning Branch covering a 10 year period.



**Interpretation & Response:**

The 2012/13 Parks Divisional Capital Works Program originally comprised of 98 projects. At the 31 December 2012, an additional 27 projects had been added bringing the total number of projects to 125. At 31 December 2012, 57 projects were completed out of a planned 40 projects.



**Interpretation & Response:**

Parks Branch planned to complete 40 projects by 31 December 2012. At this date, 57 projects were completed, well ahead of schedule. All projects were delivered within the allocated budget.

## OP PLAN 3.2 - Housing & Lifestyle

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.2a	Centres Planning / Master Plan Delivery	Delivery of the Logan Central affordable housing demonstration project, a Commonwealth funded project (\$689k) - deliver a small affordable housing development including site acquisition and completion of project construction	Jun 2013	11	11	On Track

**Interpretation & Response:**

Building Contract Awarded and Building Approval completed in December 2012.

### OP PLAN 3.3 - Environmental Sustainability

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3a	Environmental Planning	Logan Eco-Action Festival (LEAF) - conduct the fourth LEAF community green event on World Environment Day 2013	Attract more than 5,000 attendees to the event	1	1	On Track

Interpretation & Response:  
Report submitted to council for endorsement of selected date.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3b	Environmental Planning	World Environment Day Calendar - coordinate and produce the 2013 World Environment Day calendar showcasing primary school student art works	Increase number of participating schools to over 17	2	2	On Track

Interpretation & Response:  
Calendar has been designed and distributed.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3c	Environmental Planning	Implementation of Council's Offset Strategy - Achieve offset outcomes by identifying priority offset sites and implementing offset plantings according to Council's offset policy	June 2013	5	5	On Track

Interpretation & Response: City Wide Environmental Offset policy and framework developed. This has been included into the new Planning Scheme and final adoption will be subject to the Planning Scheme SPA adoption process.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3d	Environmental Planning	Melaleuca Irbyana Recovery Program - a project to study and develop guidelines and a strategy to protect this critically endangered species	March 2013	1	1	On Track

Interpretation & Response:

Draft Melaleuca irbyana buffer zone guidelines have been developed in preparation for endorsement.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3e	Environmental Planning	ClimateSmart business cluster program - a state government funded business improvement program to improve energy efficiency for local businesses	Cluster 1 - Sept 2012 Cluster 2 - June 2013	1	1	On Track

Interpretation & Response:

The development of the first cluster has been completed.

However, the State Government have scrapped the program and Council will now develop their own cluster program. This may impact on the planned timeframe for delivering the project.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3f	Environmental Planning	Logan Eco Awards - coordinate an annual award ceremony celebrating the top environmental and sustainable businesses in the city	June 2013	1	1	On Track

Interpretation & Response:

2013 Award Categories have been developed.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3g	Environmental Planning	Rebuilding the Rivers and Wetlands launch - develop and implement key projects of the Rebuilding the Rivers program	June 2013	1	1	On Track

Interpretation & Response:

Have received Council endorsement of Logan Rivers and Wetlands Recovery Program.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3h	Environmental Planning	Slacks Creek Eco Project - implement key actions of the Slacks Creek Eco Project	June 2013	2	2	On Track

Interpretation & Response:

Council has endorsed the Slacks Creek Initiatives Report and Activation Plan. Communications and Engagement Plan developed and implemented

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3i	Environmental Planning	Waterways Knowledge System - develop and implement an interactive online tool to present and inform Logan's water cycle story to an internal and external audience	June 2013	1	1	On Track

Interpretation & Response:

Prototype tool and user interface trialled.



Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3j	Environmental Planning	Total Water Cycle Management - develop and implement the TWCM plan including the integration of Logan Water services into a holistic TWCM process	June 2013	5	5	On Track

Interpretation & Response:

Project well on track with Workshop 2 - TWCM Vision and Objectives - developed and undertaken.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3k	Environmental Planning	Blackwell Street Regional Stormwater Quality System - implementation and construction of stage 1 of this significant regional stormwater treatment and detention system	June 2013	1	1	On Track

Interpretation & Response:

Stage 1 operational, including establishment of wetland and detention facilities.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3l	Environmental Planning	Logan Koala Conservation Plan - Plan completed and considered by Council PROJECT CARRIED FORWARD 2011/12	June 2013	2	2	On Track

Interpretation & Response:

The draft plan is well advanced, however we are awaiting vital responses from the State Government concerning koala conservation. The final plan will be able to be released following completion of the State Government State Interests Check process on the draft new Logan Planning Scheme, which is not expected to occur before the end of this financial year. Once that process is completed, Environment and Sustainability Branch will submit the Strategy to Council. It is recommended that the target stage for this project for 2013 be amended to completing the draft Plan and responding to State Interest Check issues.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.3m	Sustainability	Council Energy Reductions - air conditioning upgrade in LCC Administration building installed PROJECT CARRIED FORWARD 2011/12	November 2012	5	5	Completed

Interpretation & Response:

Retrofitting of Council's administration centre air conditioning with energy conservation technologies has now been completed and project review has been undertaken.

## OP PLAN 3.4 - Waste Management

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.4a	Waste Services Branch Management	Investigate options for waste disposal after the closure of the Browns Plains Landfill	November 2012	3	3	Completed

**Interpretation & Response:**

Options paper submitted to SLPT and SDCT in late 2012. Negotiations have commenced with Scenic Rim Regional Council regarding a joint equity arrangement for the Bromelton Landfill. Project completed no further action required.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.4b	Waste Services Branch Management	Review Logan City Council Waste Strategy	April 2013	2	2	On Track

**Interpretation & Response:**

The draft has been approved by SLPT and Council in late 2012. It is envisaged that public consultation will occur in February 2013 with an updated final strategy to be submitted for Council endorsement by April 2013.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.4c	Waste Operations / Capital Works	Design and excavate cell 2D of Browns Plains Landfill	June 2013	3	2	Monitor

**Interpretation & Response:**

The site survey and design for excavation has been completed (including the liner design). The call for tender for cell excavation and clay lining will be advertised W/E - 20/01/13.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.4d	Waste Operations / Capital Works	Upgrade the Browns Plains entry with additional gatehouse and weighbridge	March 2013	3	1	Monitor

Interpretation & Response:

Minor amendments to the design and delay in contract and procurement has delayed this project by two months. Project should be completed by Q4.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.4e	Waste Operations / Capital Works	Replace dilapidated Recycling Market shed to provide a fit for purpose work and shopping environment	September 2012	2	2	Completed

Interpretation & Response:

The Recycling Market shed construction has been completed in accordance to timelines. Project completed Q1, No further action required.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.4f	Waste Operations / Capital Works	Increase the capacity of the Beenleigh Transfer Station through the construction of a green waste pad and queuing lane	December 2012	4	4	Completed

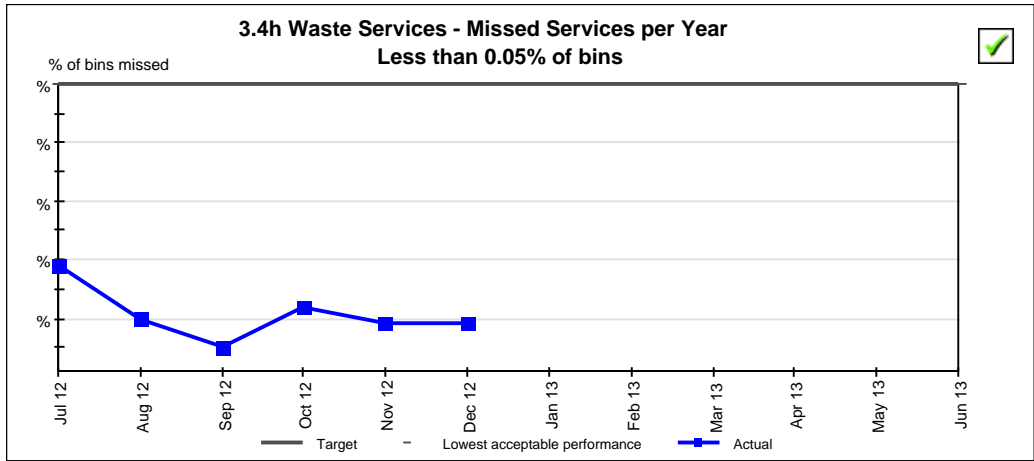
Interpretation & Response:

The project was delayed by two weeks but was completed prior to the busy xmas period. Project completed, no further action required.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.4g	Waste Administration	Conduct a review of the Kerbside clean up program	December 2012	2	2	Completed

**Interpretation & Response:**

The report on the review was considered by Council at its meeting of 17 July 2012. No further action required. Project complete.

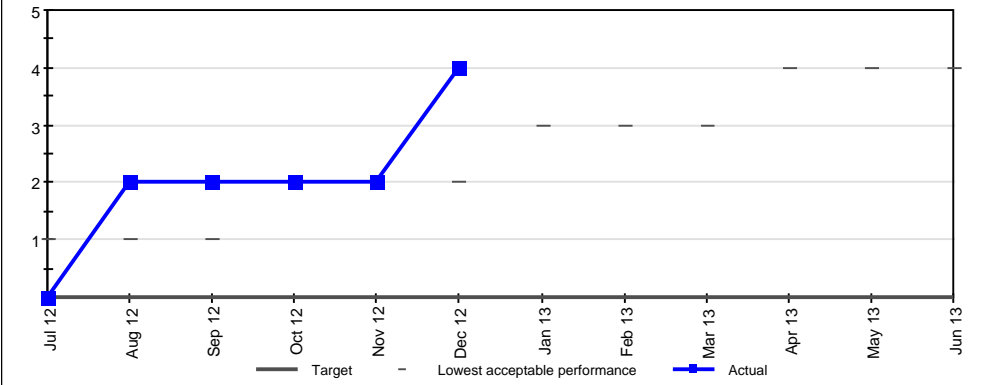


**Interpretation & Response:**

Target: 0.05%  
Actual: 0.009%

Missed Services project is ahead of target for Q2. No further action is required.

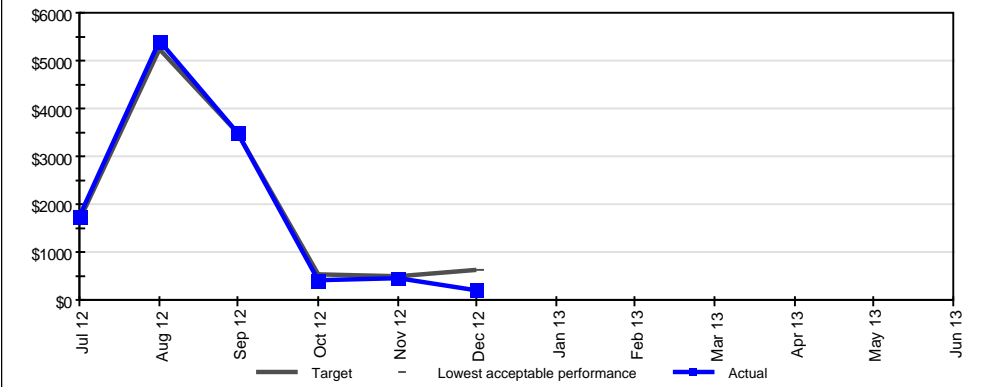
**3.4i Environmental Performance - Compliance with the Mission Standards  
No More than 1 Exceedance**



**Interpretation & Response:**

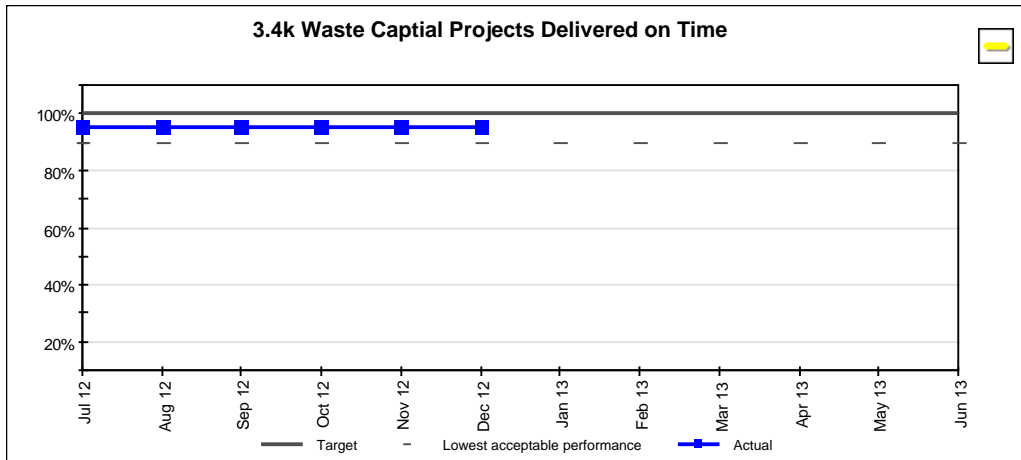
Environmental Performance - The results of environmental monitoring conducted in July were received in August 2012. The results indicated exceedances in both release waters (suspended solids) and particulates (dust). October sampling results were received in December and revealed two further particulate exceedances. Operational controls are being implemented to avoid a repeat of the exceedances.

**3.4j Cost of Delivering Waste Services - Operating Contribution Margin Met  
(Operating Revenue less Expenses)**

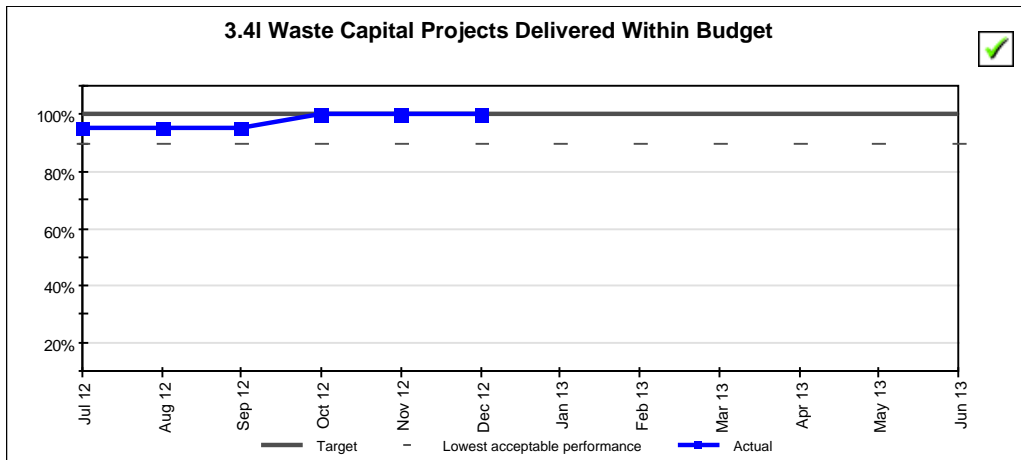


**Interpretation & Response:**

Year to date margin is 16% down against budget. This is largely due to increase costs of green waste management. No further action required.



**Interpretation & Response:**  
 Savings from some capital projects have been transferred to others where there were unexpected cost increases. Overall capital budget remains on track. A couple of the capital projects have been delayed due to amendments to the design and procurement issues. However the projects will be completed by Q4.



**Interpretation & Response:**  
 All waste capital projects were delivered within the set budget.

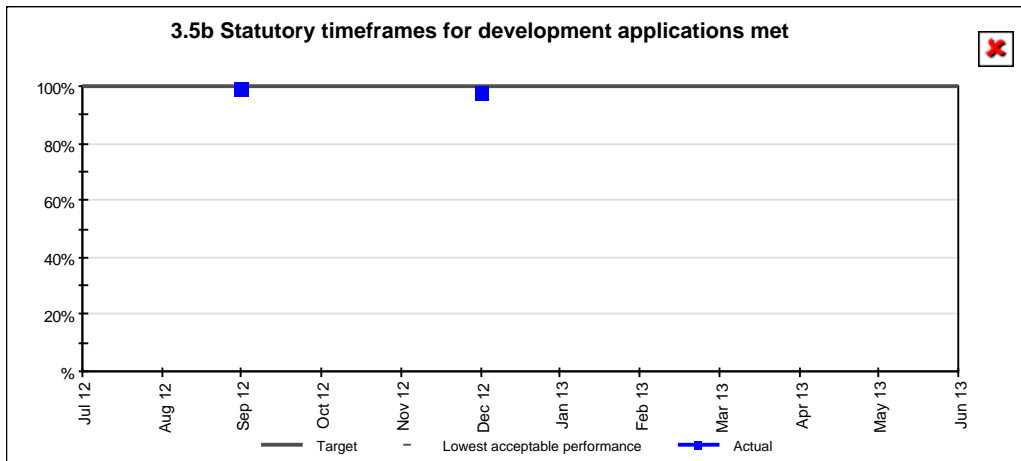
## OP PLAN 3.5 - Development

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.5a	Development Appeals and Assessment Systems	Review planning appeals process to identify and implement improvement opportunities.	June 2013	2	2	On Track

Interpretation & Response:

The Appeals PMP is approved and on The Buzz.

It is noted that the Appeals Team is undertaking projects and completing from the PMP. The project is on track.



Interpretation & Response:

For the December 2012 quarter, 163 or 98.19% of applications were decided before the due date compared with 213 or 99.07% in the previous quarter. There were three (3) applications in the December 2012 quarter decided after the due date compared with two (2) in the previous quarter. Review of the applications has revealed that one was incorrectly entered into Pathway and was actually decided within timeframes. The remaining two applications fell slightly outside timeframes due to significant project complexities. The applicants did not agree to extend the decision making period.



Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
3.5c	Building and Plumbing	Develop and implement an accurate, robust reporting framework for plumbing and drainage applications and enforcement procedures	Framework implemented by December 2012	2	2	Completed

**Interpretation & Response:**

During December feedback was provided on the reporting framework from the September Quarterly Report. This has been incorporated into the upcoming December Quarterly Report. This action has finalised the project.

## 4 - Council Systems & Services

### OP PLAN 4.1 - Corporate Governance

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.1a	Corporate and Business Planning	Develop a Long Term Community Plan	Position Paper and Community Engagement Strategy developed by June 2013	7	4	Monitor

#### Interpretation & Response:

The new Local Government Act has removed the need for Council's to develop a Community Plan, placing the focus of strategic direction setting and prioritising of services back on to the Corporate Plan. SLPT has supported a recommendation that Council endorse the cancellation of this Community Plan project and that attention now be placed on the development of a new Corporate Plan in accordance with the new legislative requirements.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.1b	Organisational Performance	Conduct Residents Survey on satisfaction level and priorities of Council's services	February 2013	9	9	On Track

#### Interpretation & Response:

The 2012 Community Survey was completed on schedule by IRIS Research, and the results were presented to Council in December. A media briefing was held where IRIS Director Simon Pomfret joined CEO Chris Rose and Cr Luke Smith to present the results publicly. Overall the survey results showed high satisfaction with Council services has been maintained and customer service again was rated highly by residents. The results of the survey will be a key input to Council's strategic planning process in early 2013 and will inform Branch business planning.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.1c	Organisational Performance	Development and implementation of new performance reporting regime through the State of the Organisation performance report by the CEO to Council	New quarterly reports to commence October 2012	6	4	Monitor

#### Interpretation & Response:

A workshop was held with Councillors in October to give a broad outline of the intentions for future reporting and of the plans for an improved quarterly State of the Organisation (SOO) report to be delivered quarterly by the CEO. Subsequently, individual meetings have been held with Councillors to fully brief them on the proposals and to obtain feedback. Overall there was very positive response to the proposals, which will ensure Council and the community are informed in a more timely and meaningful way in future.

The revised SOO report structure will be implemented for the March quarter report to Council, which is expected to be delivered to Council in late April or early May, depending on Committee schedules. It is proposed to amend the target for this project to be implemented by June 2013.



## OP PLAN 4.2 - Financial Management

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.2a	Corporate Accounting	Develop a long term financial plan for Logan City Council incorporating Council's anticipated growth and infrastructure delivery targets	Dec 2012	2	2	On Track

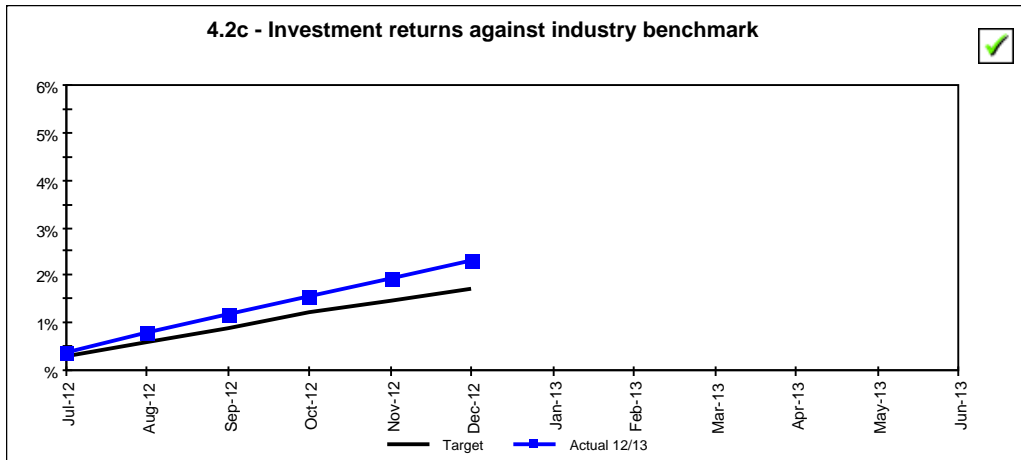
**Interpretation & Response:**

Drafting of long term plan has commenced with modelling of future growth and infrastructure delivery targets.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.2b	Financial Accounting	Implement policies and procedures for the management of the Federal Government's Carbon Tax implications on Council's budget	June 2013	2	2	On Track

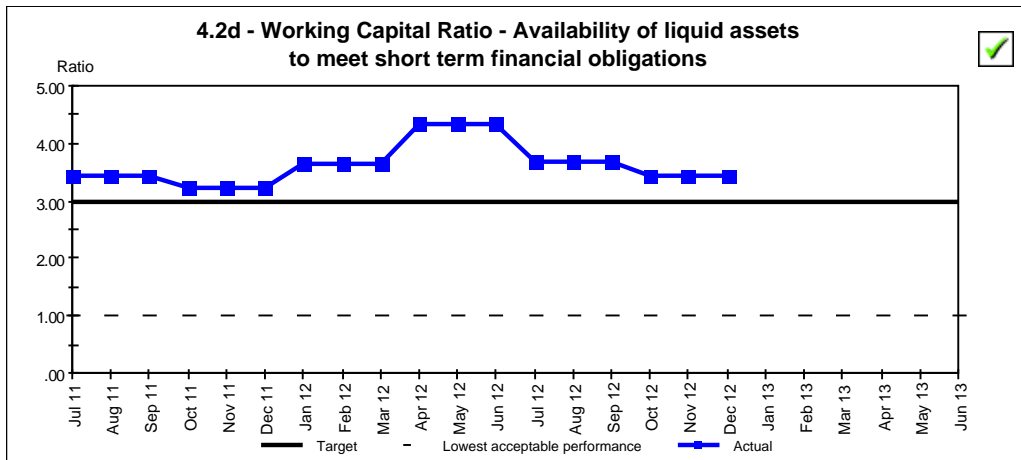
**Interpretation & Response:**

Draft policy has been formulated. We have undertaken modelling to estimate the liability that will arise from Council's facilities. However uncertainty exists due to the following factors, greenhouse gas is emitted from waste over a very long period (40 years); and the price/tonne of emissions, after the initial fixed price period has expired, is currently unknown.



Interpretation & Response:  
 Target YTD: 1.7%  
 Actual YTD: 2.29%

The cumulative result for the year is above target with council's return on investment (2.29%) exceeding the benchmark UBS Bank Bill Index.(1.7%), this is mainly through the term deposit investments.



Interpretation & Response:  
 Target: 3:1  
 Actual: 3.45:1

Council's ratio of 3.45:1 indicates that we are in a very strong financial position to meet our commitments as an ongoing entity. A ratio of greater than 1:1 reflects a strong ability by an organisation to have sufficient funds to maintain cash flows and meet commitments.

## OP PLAN 4.3 - Workforce Development

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.3a	Workforce Planning	Implement Council's Trainee Program with the recruitment of 18 trainees	December 2012	4	4	Completed

**Interpretation & Response:**

Traineeship intake completed for 13/14. Funding available for those to complete that are currently undertaking traineeship or starting one in the above FY.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.3b	Workforce Planning	Implement Council's School Based Trainee Program with the recruitment of 8 trainees	December 2012	3	3	Completed

**Interpretation & Response:**

Recruitment process for 2013 new trainees has begun.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.3c	Workshop	Implement Council's apprenticeship program with the recruitment of 2 apprentices	December 2012	1	0	Monitor

**Interpretation & Response:**

It was planned for 2 apprentices to commence before January.

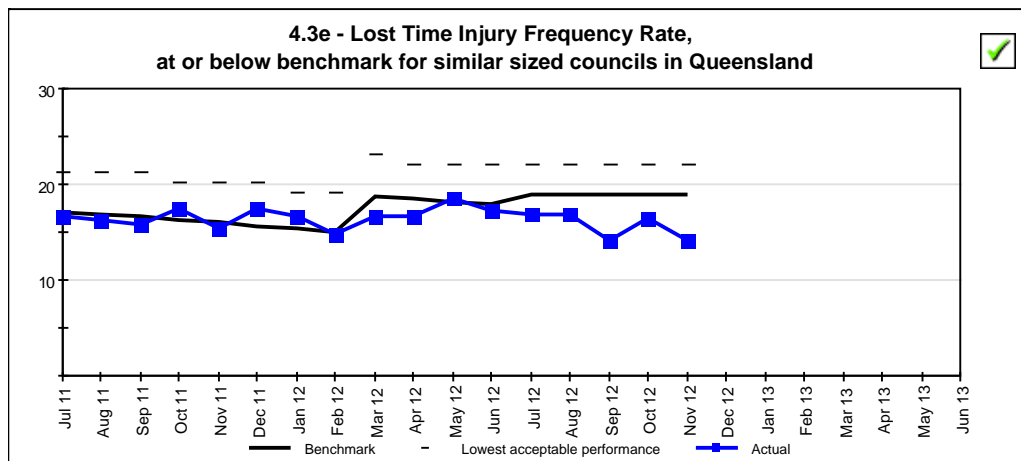
One apprentice started in December and the second will now commence work in January.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.3d	Health & Safety / Injury Prevention	Develop and implement a program to improve engagement of staff at all levels to help minimise risk of injury	Program developed and submitted to Strategic, Leadership and Performance Team by September 2012	2	2	Completed

**Interpretation & Response:**

The program was developed and submitted to SLPT as scheduled. Implementation has commenced.

In the early stages it became clear that Branches did not fully understand the concept of Hazardous Manual Tasks. This led to a revised program of activities being developed, including information and training sessions which are scheduled for mid January, with further actions planned for the rest of the year. The project will be piloted in "high risk" areas first.



**Interpretation & Response:**

LGW data issues appear to have been resolved. Following the recommendations of the internal auditors (PWC), a subsequent comparison will be undertaken next quarter to determine what impact that using nominal versus real hours will have.

## OP PLAN 4.4 - Customer Service

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.4a	Cultural Services	Progress the implementation of a collections database for management of the Logan Art Collection and other city cultural collection assets	Project implemented by Jun 2013	6	6	On Track

**Interpretation & Response:**

System purchase and training completed. Data being entered by staff into Vernon.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.4b	Performance and Improvement	Conduct a post-implementation review of front-end (contact centre and counter) water services	Jun 2013	0	0	On Track

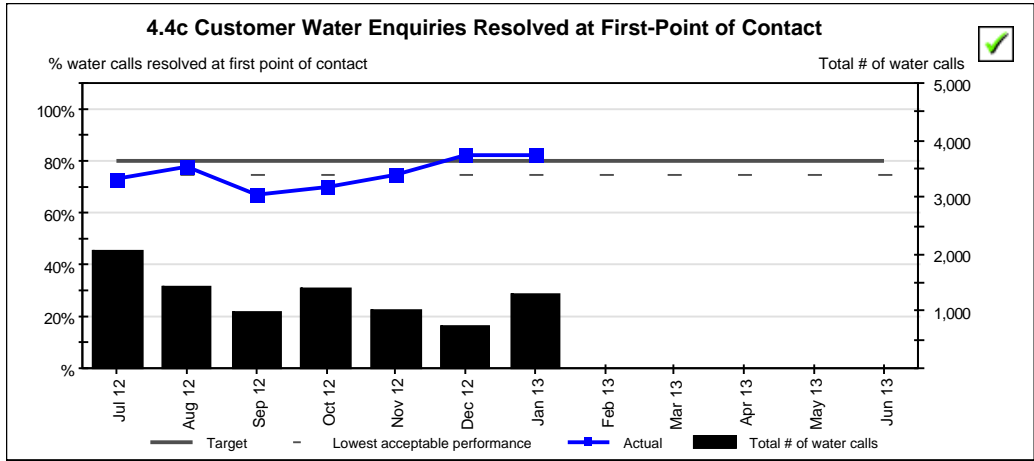
**Interpretation & Response:**

Although no project milestones are due as yet, preparatory work is underway.

Firstly, feedback between Logan Water Branch and the Customer Service Branch is continuing to improve processes and efficiencies in the delivery of front end customer service to the community for water and wastewater services. This preliminary work has positioned us well to complete this project on schedule.



#### 4.4c Customer Water Enquiries Resolved at First-Point of Contact



#### Interpretation & Response:

Resolution rate on track for the month of December (Target = 80%, Actual = 82%).

Performance result against target over the last 3 months has fallen below target, averaging 74%.

However, of the total number of water enquiries received for this period (3166), only 10% were transferred outside of the branch for assistance with the remaining 16% transferred to a specific officer at the request of the caller. As anticipated on completion of bedding down the knowledge management for the integration of the water business, we have seen an improvement in the 'month on month' results.

## OP PLAN 4.5 - Corporate Services

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.5a	Corporate Procurement	Host biennial local suppliers information session to inform the community on how to supply goods and services to Council and other levels of government	November 2012	2	1	Monitor

### Interpretation & Response:

Supplier's Night forwarded to February 2013. Due to the Christmas break approaching not many responses were received for the November date.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
4.5c	Organisational Services Stream	Reintegration of the Logan Water business into Logan City Council's organisational structure including the reintegration of all systems and processes within a Logan City Council framework	Dec 2012	2	2	Completed

### Interpretation & Response:

The re-establishment of Council's water and wastewater services has been successful with the commencement of the Water Business, Water Infrastructure and Water Operations Branch operations on 1 July 2012. Ongoing efforts are being made at all levels of the organisation to continue the business creation and re-establishment activities for the three Water Branches. The completion of the Annual Performance Plan for Water and Wastewater Services and the development of individual Branch Business Plans for each Water Branch has occurred in the first three months since re-establishment. The Water Branches have also commenced the roll out of the PP&R and Role Statement initiative to returned and new employees of the Water Branches. The Water Reform Project Team has now officially wound up and has handed all business re-establishment activities over to the individual responsibility of the Water Branches.

## 5 - Healthy & Safe Environments

### OP PLAN 5.1 - Community Health & Wellbeing

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1a	Indoor Sports Centres / Venue Operations	Finalise management arrangements for the Beenleigh Arena	June 2013	4	4	On Track

**Interpretation & Response:**

Council approval obtained with MVF assuming operational management of the venue WEF from Jan 13.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1b	Environmental Health Compliance	Implement and further enhance the Voluntary Display of Food Business Scores "Eat Safe Logan"	June 2013	1	1	On Track

**Interpretation & Response:**

The "Eat Safe Logan" project has now been expanded to include mobile food vehicles in the food safety rating scheme.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1c	Development Compliance	Implement E-lodgement of Private Certifier Approval Documents (subject to confirmation of new software release capability)	June 2013	0	0	On Track

**Interpretation & Response:**

No milestones due this quarter.

Further progress dependent upon the software capability of the recent Pathway 3.07 upgrade.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1d	Local Laws	Implement Phase two, in-field computing "MIFI"	June 2013	1	1	On Track

Interpretation & Response:

Implementation of Phase 2(a) of the Project continued in November and December 2012, which includes the Development Compliance Program's Pool Safety Standard Unit. Additional enhancements/changes to the Pool inspection forms were completed.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1e	Sport and Recreation Planning	Develop the Sports Infrastructure Strategy to promote a well resourced community	June 2013	4	4	On Track

Interpretation & Response:

Consultant engaged and project is underway.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1f	Sport and Recreation Planning	Deliver the Sports and Recreation Infrastructure Program Projects to encourage active lifestyles	June 2013	2	1	Monitor

Interpretation & Response:

Approval gained from State Government to change the scope of the project from the delivery of one playing surface to the entire sports park. COMPES funding also approved by Council.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1g	Sport and Recreation Programming	Complete a review of the Active Logan Program to enhance the range of physical activities available to the community	June 2013	0	0	On Track

Interpretation & Response:  
Consultant engaged and review is underway.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1h	Environmental Planning	Free food safety training workshops for community events - delivered to non-profit organisations, providing basic training on how to operate safe & successful food stalls	Delivery of at least 12 food safety workshops	2	2	On Track

Interpretation & Response:  
The food safety training workshop program content has been developed, and delivery to non-profit organisations is underway. From now on, quarterly reviews of the program's delivery will be completed so that further improvements can be made based on feedback from participants and presenters.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1i	Environmental Planning	Co-host planning support for the 5th Global Alliance of Healthy Cities Conference in Brisbane	October 2012	2	2	On Track

Interpretation & Response:  
Co-hosted planning support for the Healthy Cities Conference in Brisbane. Report will be presented to Council next quarter.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1j	Health Operations	Investigate and implement chemical free treatments of weeds	June 2013	1	1	On Track

**Interpretation & Response:**

Health Operations receives requests/complaints from residents regarding the spraying of chemical as part of Council's roadside weed treatment, particularly in the vicinity of their residence. This is because some people are more medically sensitive to airborne chemical particles or are less tolerant of chemical use. Residents are also concerned about a possible accumulation of chemicals in waterways and the environment generally due to prolonged use.

Health Operations staff have conducted desktop research into alternative control measures including the use of steam to control weeds on roads. Regardless of the brand or method of heat treatment, changing will produce the following outcomes:

- significantly reduce the amount of chemical applied to the hard-scaped environment and potentially Logan's storm water system;
- reduce costs of that chemical no longer used;
- remove the effects and concerns to chemically sensitive people;
- reduce the potential for chemical contamination of staff; and
- improve Council's reputation of consideration for residents and the environment.

The steam wand has been ordered, pending delivery of unit by Plant Fleet Services.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1k	Health Operations	Review and update the Pest Management Plan for 2014-18	June 2013	2	2	On Track

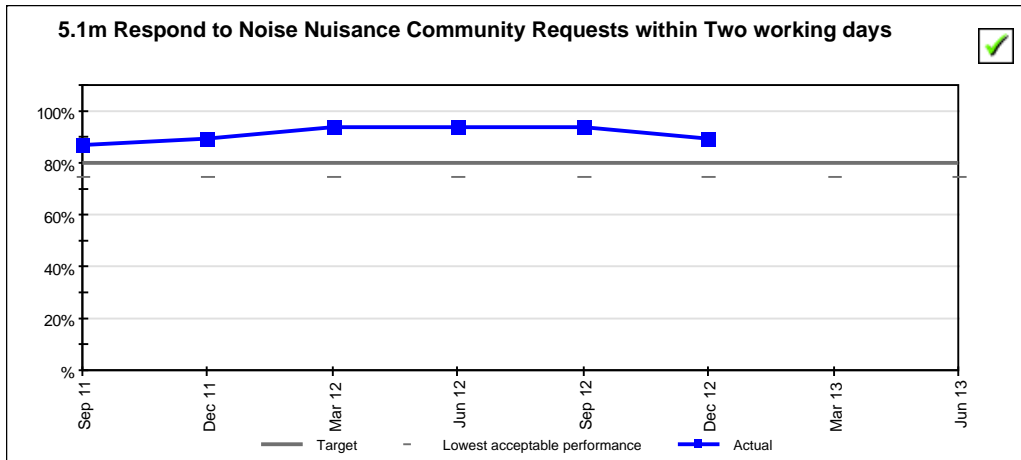
**Interpretation & Response:**

The annual review of the 2009-13 Pest Management Plan is complete. The preparation of the 2014-18 plan will be based on feedback on the 2009-13 plan.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.1l	Sport and Recreation	Secure funding for sport and recreation development projects and programs (eg. Healthy Communities Grant, Sport and Recreation Infrastructure Program)	June 2013	0	0	On Track

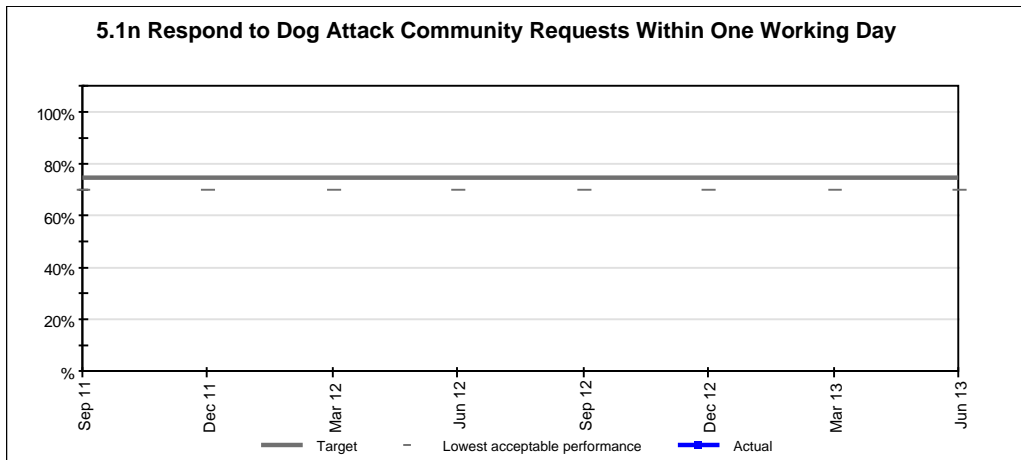
**Interpretation & Response:**

Currently no State Government funding available to Councils.



**Interpretation & Response:**

From October to December there have been 385 requests received of which 342 (88.8%) were acknowledged within two working days.

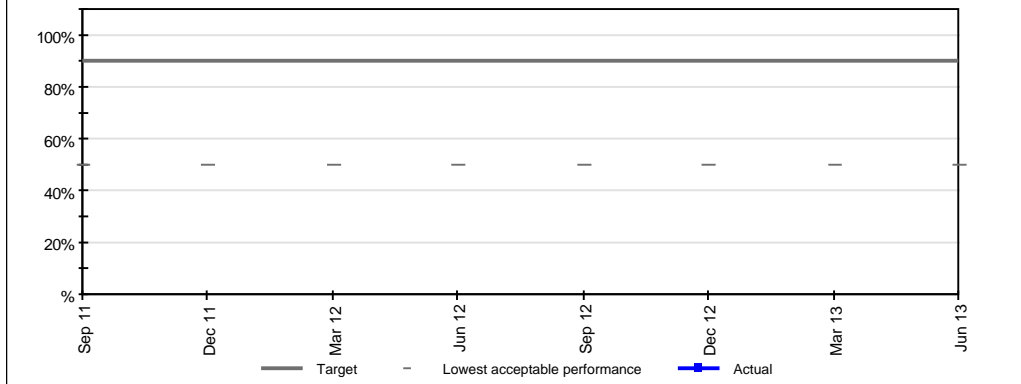


**Interpretation & Response:**

Until the Pathway Upgrade is completed, statistics on response times are not available. We are currently working with IS to obtain this data.

Animal Management responds to all dog attacks immediately. As soon as the customer request arrives in the Pound Inbox, it is immediately allocated to an Animal Management Inspector. Outside of business hours, the On Call Officer is required to respond. Response times are within 10 minutes.

### 5.1o Respond to Wandering Animal Requests within Four Hours



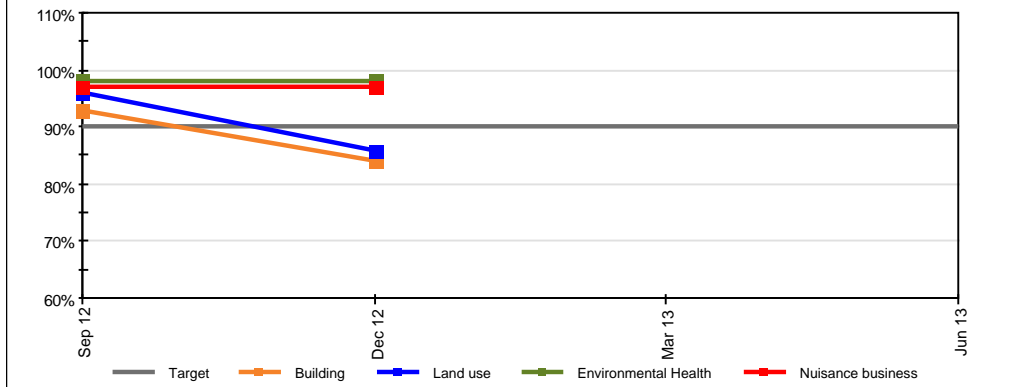
#### Interpretation & Response:

Until the Pathway Upgrade is completed, statistics on response times are not available. We are currently working with IS to obtain this data and increase APS staff technical knowledge to develop associated workflows.

Animal Management responds to all Wandering Now requests immediately. As soon as the customer request arrives in the Pound Inbox, it is immediately allocated to an Animal Management Officer. Outside of business hours, the On Call Officer is required to respond.

For the October - December 2012 period, Animal Management impounded 1,062 dogs. 789 (74%) of these were collections on private property or roadside seizures. 273 (26%) were impounded via the acceptance pens or were surrendered animals.

### 5.1p Percentage of People who comply with voluntary compliance requests

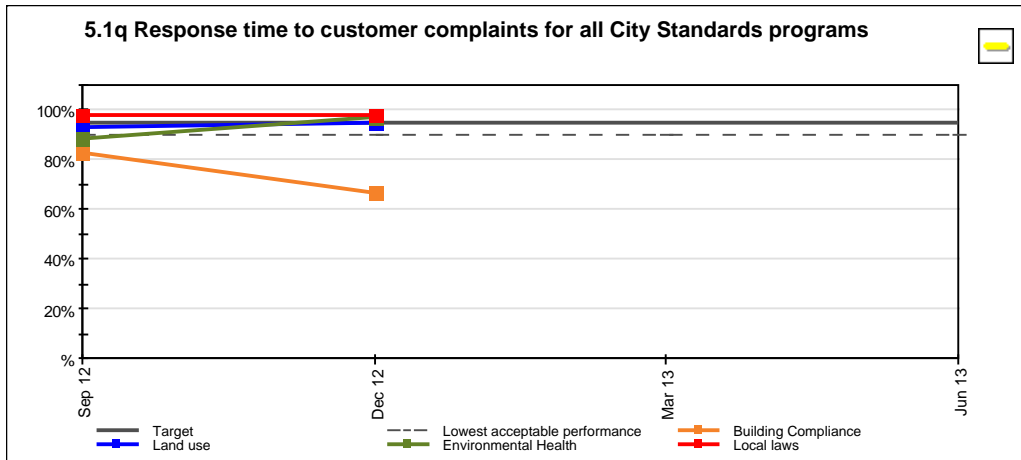


#### Interpretation & Response:

Combined total of 94% across all areas exceeds the target for the period.

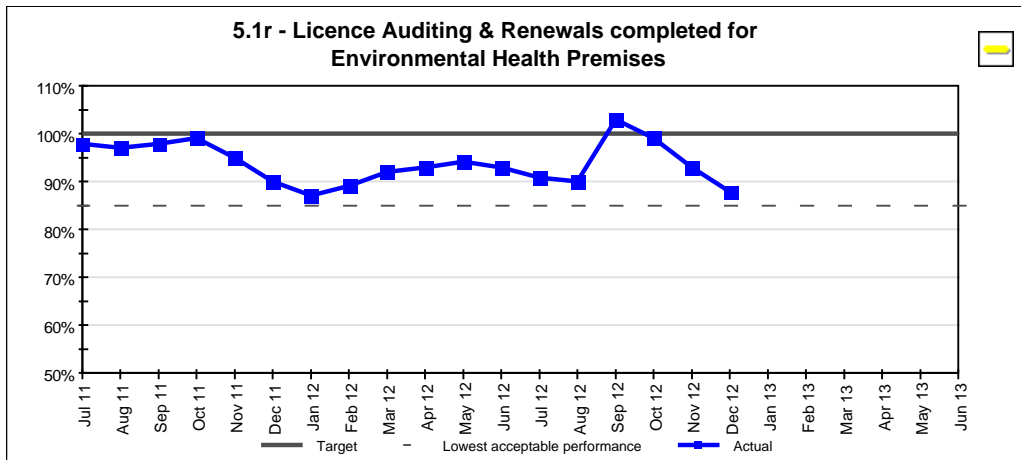
Land use & building voluntary compliance has dropped below the target level.



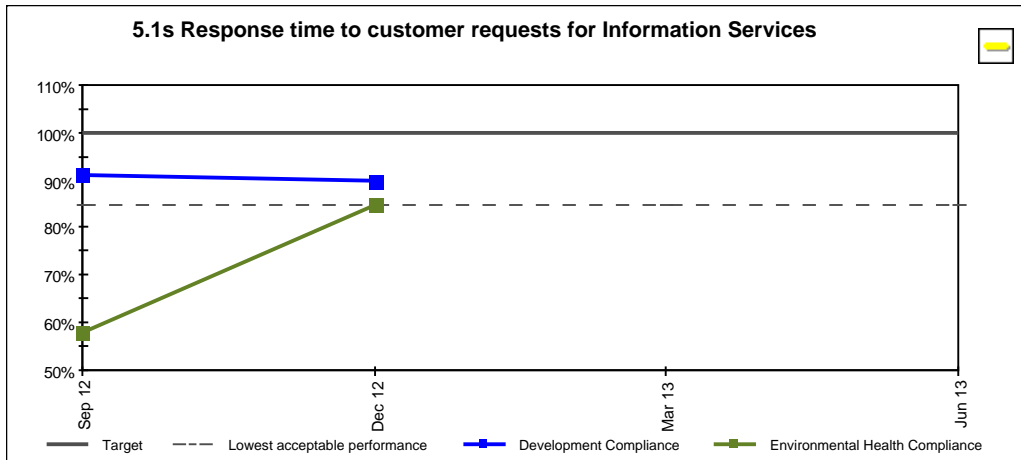


Target: 95%  
 Combined Actual YTD: 88%

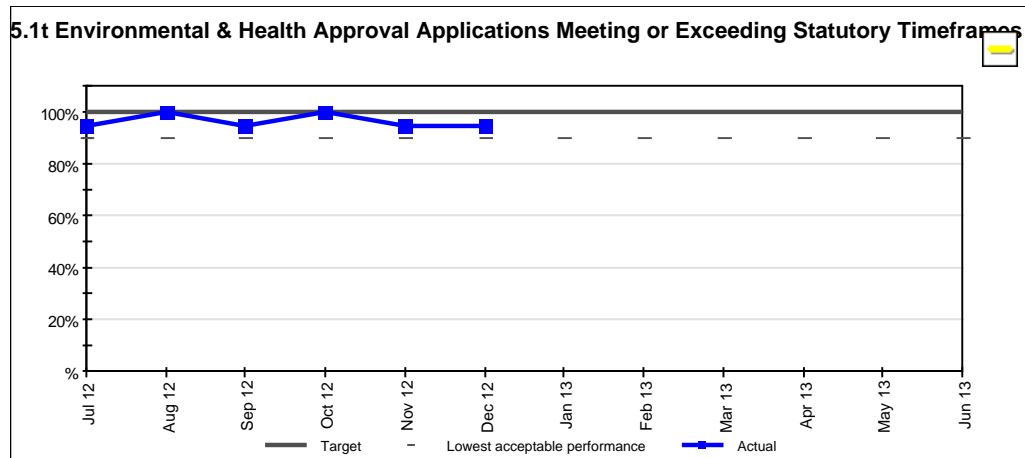
Interpretation & Response: Combined total = 88%, which is slightly down from last quarter (91%) but still within the lowest acceptable performance range. High activity levels in certain areas continues to pressure resourcing and initial customer response times, in particular the Building Compliance area.



Interpretation & Response: A total of 678 audits have carried out as at the end of the second quarter, lower than the projection of 768. This is still above the lowest acceptable performance level of 85% completed. There are about 100 inspections carried over from last year.



Interpretation & Response:  
 Combined result is 88% for the period.  
 Both programs are now within the acceptable performance range, with an significant improvement from Environmental Health since the last quarter.



Interpretation & Response:  
 The measure is tracking well above the acceptable level (90%) for the year to date, with the target level of 100% achieved on 2 occasions and 95% for the other periods.

## OP PLAN 5.2 - Community Safety

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.2a	Community Development and Safety/ Creating a Safer Community	Implement the Safe City Strategy to promote a safe and liveable community	June 2013	5	3	Monitor

### Interpretation & Response:

A whole of Council investigation of Council management CCTV systems is being prepared for presentation to a future Council meeting.

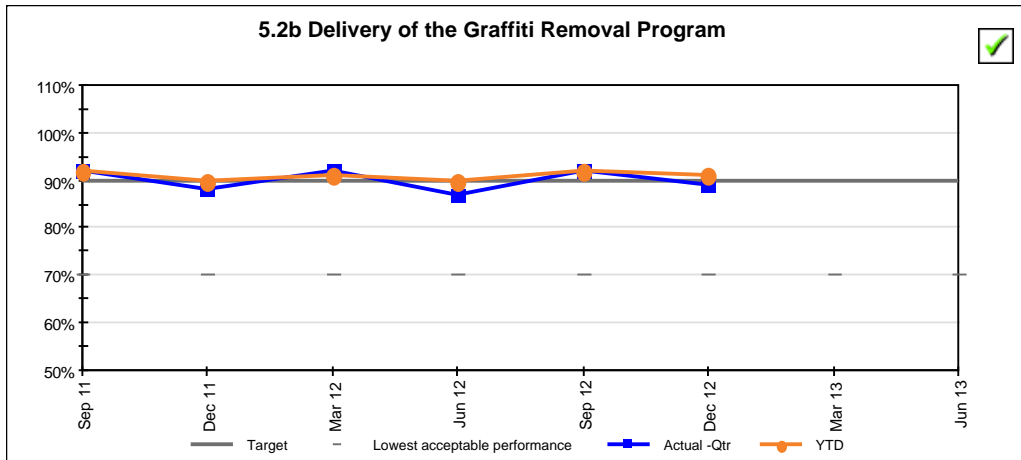
A series of meetings were commenced in late 2012 involving senior management and Deputy Mayor regarding the high level planning of the Safety Camera Network.

A number of new capital infrastructure projects have been identified that require further investigation. Very preliminary investigations have been completed for:

- Beenleigh CBD Expansion of existing new network; and
- Flagstone, Jimboomba & Greenbank.

An investigation has been commenced regarding the level of maintenance/upgrading required on the existing networks wireless communication links. Council is awaiting receipt of the result of this investigation from external contractors.

A draft Media and Communication Plans have been completed and received by Council. This document has been circulated to internal and external stakeholders and feedback provided to the authors with requested changes. Council is currently awaiting receipt of a final version.



**Interpretation & Response:**

From October to December there were 1,595 requests received of which 1,419 (88.97%) were actioned within two days. Although this percentage is only marginally under the 90% target, the overall year to date figure is on track (90.5%).

## OP PLAN 5.3 - Heritage & Culture

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.3a	Logan Entertainment Centre & Community Venues / Marketing, Promotions and Program Development	Establish partnership with Queensland Music Festival (QMF) in delivery of events in Logan	June 2013	3	1	Monitor

**Interpretation & Response:**

Negotiations continued during the quarter. The date has been set for the event and awaiting confirmation from QMF regarding the performer before contracts will be entered into.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
5.3b	Community Development & Safety	Cultural Diversity Strategy - strategy developed and considered by Council PROJECT CARRIED FORWARD 2011/12	Dec 2012	4	4	On Track

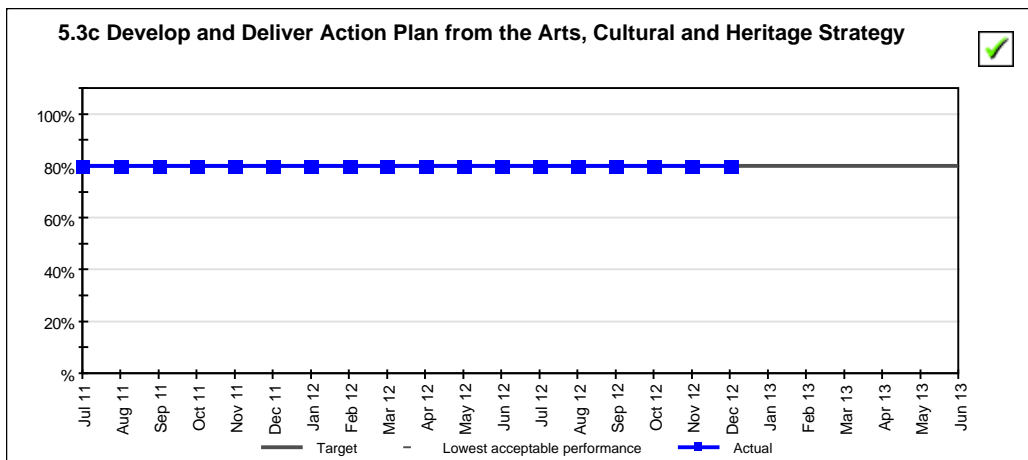
**Interpretation & Response:**

A final draft of the Cultural Diversity Strategy 2013-2016 was presented to Parks, Sport & Community Services Committee on 12 November 2012. Council at its meeting of 4 Dec 2012, MInute No 317/2012, adopted the Final Draft of the Cultural Diversity Strategy. Currently we are finalising the formatting and typesetting in preparation for public distribution.

### 5.3c Develop and Deliver Action Plan from the Arts, Cultural and Heritage Strategy



Interpretation & Response:  
 Projects planned for 2012/13 are progressing well. Community Engagement Plan for revised Strategy is drafted.



## 6 - Strong & Supportive Communities

### OP PLAN 6.1 - Community Development

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.1a	Library Technical Services	Progress the implementation of a new library management system.	Process completed March 2013	4	4	On Track

Interpretation & Response:

Product testing completed and installation scheduled for March 2013.

## OP PLAN 6.2 - Community Engagement

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2a	Community Engagement	Develop Culturally and Linguistically Diverse (CALD) engagement guidelines	Developed by December 2012	2	1	Monitor

**Interpretation & Response:**

Staff movements have delayed achievement of this milestone; internal review still in progress.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2b	Community Engagement	Ongoing management of Logan City's Community Pulse, Council's online Community Reference Group (CRG)	CRG membership is diverse with regards to number of participants, demographics and geographical spread by December 2012	2	1	Monitor

**Interpretation & Response:**

The planned recruitment drive for the Pulse has been delayed and will occur later this financial year when the stakeholder management system is finalised. Initial assessment of diversity of membership (n=72) indicates significant proportion (approx 30%) identify as culturally diverse or having a disability but most speak English at home; good spread of age ranges from 18 - 84; even gender distribution; there also appears to be a good geographical spread across the city, including rural and urban. This data requires closer analysis and spatial representation will also be explored, but current indications are that we are achieving satisfactory diversity of membership.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2c	Events	Implement Events Strategy	Implemented by June 2013	2	2	On Track

**Interpretation & Response:**

Following the Events Strategy presentation to Council, an Events Advisory Group was established and is meeting regularly and working well as a cross-Council body overseeing implementation of the strategy. All other milestones are on track.



Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2d	Marketing	City Image Campaign implemented	Campaign created and launched into market by June 2013	4	2	Monitor

Interpretation & Response:

Finalisation and release of the campaign brief to quote was postponed in order to consult with brand consultant Dan Gregory. Following meetings and discussions with Dan a workshop was held with the Councillors and facilitated by Dan to further develop Logan's Unique Selling Proposition (USP). A further workshop is being held on 27 January with Councillors to provide more visioning data for the brief.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2e	Marketing	Implement Tourism Strategy	Actions for 2012/13 implemented by June 2013	2	1	Monitor

Interpretation & Response:

The Tourism Strategy was passed through Council as a confidential report. It cannot be released publicly until the official launch, which will be tied into the interim city image campaign.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2f	Marketing	Implement Marketing Plan	Actions for 2012/13 implemented June 2013	4	4	On Track

Interpretation & Response:

Printed copies of the Marketing Plan were produced for internal use. Printed copies for external use will be produced following the public launch of the Marketing Plan.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2 g	Marketing	Destination brand created	Report submitted to Council by June 2013	2	2	On Track

Interpretation & Response:

Rollout of the interim destination brand continues; agency has been appointed for the development of the destination website and design is underway.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2h	Media	Review all media and communications related strategies annually to ensure they are up to date and relevant	All strategies reviewed by June 2013	1	1	On Track

Interpretation & Response:

The Media Team will continue a further review of the media protocols and policies as part of the City Magazine review which will involve engagement with relevant stakeholders.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2i	Media	Develop and distribute City Magazine to inform residents of Council news and events	Four issues distributed annually	3	3	On Track

Interpretation & Response:

Issue 3 was produced and distributed the week beginning 10 December.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2j	Media	New strategies and design for Budget Media communications.  - New model and form of publication using Our Logan magazine and other appropriate digital and print mediums	Distributed by September 2012	2	1	Monitor

Interpretation & Response:

Review of 2012-13 budget media completed.

Informal report provided to Councillors, SLPT and Finance.

The formal report will be provided to Committees as soon as further feedback is received from internal stakeholders.

Corp Plan Link	Program / Service	Project / Measure	Target	Milestones Planned	Milestones Completed	Status
6.2k	Community Engagement	Redevelop the Community Engagement Strategy to integrate and coordinate Council's ongoing community engagement activities PROJECT CARRIED FORWARD 2011/12	June 2013	1	1	On Track

Interpretation & Response:

The previous strategy has been reviewed. As community plan no longer required, consultation on new strategy will need to be reconsidered.