

NOTICE OF COUNCIL MEETING

PUBLIC SUPPLEMENTARY

AGENDA-A

An Ordinary Meeting of City of Parramatta Council will be held in PHIVE (COUNCIL CHAMBER) AT 5 PARRAMATTA SQUARE, PARRAMATTA on Monday, 24 July 2023 at 6:30PM.

Gail Connolly PSM
CHIEF EXECUTIVE OFFICER

TABLE OF CONTENTS

ITEM	SUBJECT	PAGE NO
15	QUESTIONS WITH NOTICE	
15.1	Questions With Notice - 10 July 2023 Council Meeting	3
15.2	Questions With Notice - Council's Customer Service Charter and Service Standards.....	7

***After the conclusion of the Council Meeting, and if time permits, Councillors
will be provided an opportunity to ask questions of staff.***

QUESTIONS WITH NOTICE

ITEM NUMBER	15.1
SUBJECT	Questions With Notice - 10 July 2023 Council Meeting
REFERENCE	F2022/03176 - D09054123
REPORT OF	Governance Manager

1. Item 13.6 – Endorsement of City Events and Festival FY24 Program

Councillor Garrard

- a. *What is the financial implication on how much Council is spending in relation to sponsorship and should that be a part of the Events and Festival Plans?*
- b. *Could staff provide a breakdown of the total budget for the consumables [material and contracts] for the activities for the events (approximately \$7.5million)?*

Executive Director City Engagement and Experience response:

- a. The value of sponsorships within the CEE Events and Festivals budget includes \$400,000 for the Sydney Festival and \$65,000 for the Science Festival. (An additional \$75,000 is also made available for the Community Grants program).

However, the total value of sponsorships across the organisation is yet to be calculated and will be reported separately to Council in August-September 2023.

- b. The table below relates to the total budget, split between consumables/activity and staffing for FY24, noting it is subject to change.

Employee Costs	1,870,899	Employee Costs	1,870,899
Materials & Contracts	4,279,360	Materials & Contracts	4,279,360
Total Expenses	6,150,259	Total Expenses	6,150,259
Less Revenue*	-120,000	Less Revenue*	-120,000
Net Cost to Council	6,030,259	Net Cost to Council	6,030,259

*Grant funding

2. Item 13.6 – Endorsement of City Events and Festival FY24 Program

Councillor Wearne

- a. *Could staff provide an update on Council's Economic Development section?*
- b. *Could there be a workshop on the economic development in the City?*

Executive Director City Strategy response:

- a. Between 2017 and 2021, Council was guided by the City of Parramatta's Economic Development Plan (EDP). The plan set the blueprint to harness

growth and investment in our City to grow our local economy and provide benefit to our community.

Under the EDP, Council delivered a number of strategic projects, advocacy campaigns, and programs. These projects aimed to address issues in our City which hindered economic growth and sustainability. These projects included:

- Launching a comprehensive program of workshops and initiatives to support small businesses, start-ups, and aspiring business owners. Programs provided foundational skills and aimed to build the capacity of businesses to thrive and grow
- Established Parramatta Legal & Justice Coalition to advocate for the expansion of the Legal and Justice Precinct in Parramatta and transform the CBD into one of Australia's key legal hubs
- Advocated for improved public transport infrastructure and the delivery of key rail routes connecting Parramatta to Greater Sydney, with the delivery of the Central City Rail Economic Impact Study
- Delivered the Night City Framework 2020-2024 which sets the foundation for Parramatta to be a thriving night city through the prioritisation of the night time economy
- Council approved the COVID-19 Community Resilience and Economic Relief Packages which included the COVID-19 Business Response Grants program providing \$150,000 in funding for businesses to adapt and diversify to keep trading during the COVID-19 pandemic
- Council provided frequent and targeted communication during COVID 19 to keep businesses updated on the changing trading conditions; pivoted our business workshops and programs online; introduced gift cards for local businesses; and championed an online networking platform.

Other achievements include:

- Parramatta Start Up Forum event in 2020 with over 170 attendees as well as a series of business workshops for our start up community
- Piloted a skills building program for start ups and partnered with Launchpad to deliver masterclasses for start ups
- Monthly Parramatta E-newsletter
- Hosted an online Business Conference with the NSW Small Business Commissioner as keynote speaker
- Joined the NSW Government's Small Business Friendly Councils Program/Easy to Do Business
- Launched the Celebrating Women in Business series of programs and network
- Completed the Parramatta CBD Retail Study 2020
- Commissioned Future Directions of Industrial Lands Study

- Delivered 3 rounds of Night Time Economy Diversification Grants
 - Delivered in partnership with the AFR the Western Sydney Workplace Report as a key investment attraction initiative for the City
 - Delivered in partnership with the Property Council site tours of two commercial buildings in Parramatta to promote the City to new tenants and agents
 - Achieve internationally recognised Purple Flag Accreditation for Parramatta CBD in recognition for our vibrant, diverse and safe nightlife
 - Participated in the NSW Government's Westmead Alliance Meetups and contributed to the Draft Westmead Economic Development Plan
 - Progressed development of the Late Night Trading Development Control Plan
 - Supported the NSW 24 Hour Commissioner's Parramatta Street Party events to support our communities post-COVID
 - Contribute to events and programs by our strategic partners, including Parramatta Chamber of Commerce and Western Sydney Leadership Dialogue
 - Supported Western Sydney Leadership Dialogue's events including Boomtown and the inaugural Ignite event
 - Supported the inaugural Sound West event in Parramatta to promote artists, innovators, creators and entrepreneurs
 - Conducted annual Business Sentiment Surveys
 - Deliver the Perceptions Tracker Survey with our Research and Insights team
 - Worked with key business stakeholders and the community in the development of the Draft Economic Development Strategy
- b. Councillors have attended five workshops in the last 12 months on the refresh of Council's strategies, including the Economic Development Strategy. A further workshop scheduled for 31 July 2023 will provide an opportunity for Councillors to be briefed on the Economic Development Strategy.
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3. Item 13.6 – Endorsement of City Events and Festival FY24 Program

Councillor Siviero

Could staff provide a list of events that are provided by other Directorates and funded by other Directors which are not part of the events and festivals budget mentioned in the report?

Chief Executive Officer response:

The information requires additional resources from across all directorates and it will be made available to Councillors via email and uploaded on the Councillor Portal once ready.

4. Item 13.6 – Endorsement of City Events and Festival FY24 Program

Councillor Valjak

*What is the KPI measurement for what was successful event experiences last year?
Could staff provide the details of the KPI measurement to Councillors?*

Executive Director City Engagement and Experience response:

A response will be provided to the Council Meeting on 14 August 2023.

ATTACHMENTS:

QUESTIONS WITH NOTICE

ITEM NUMBER	15.2
SUBJECT	Questions With Notice - Council's Customer Service Charter and Service Standards
REFERENCE	F2022/03176 - D09054191
REPORT OF	Councillor Kellie Darley

Questions with Notice

Please provide an update on the status of executing the following resolution made by Council on 11th July 2022?

- (a) That Council note a review of how Council's Customer Service Policy (the Policy), Customer Service Charter (Charter) and standard Service Level Agreements (SLAs) are communicated to the community is being undertaken by Council officers;*
- (b) That Council note the review of how the Policy, Charter and SLAs are communicated will include:*
- a. How the Policy, Charter and SLAs are currently communicated and how the communication could be improved;*
 - b. How Council communicates the steps taken by Council following the lodgement of a Service Request;*
 - c. Viability of Customer Service FAQs detailing Council's standard SLAs and response times on common Service Request categories;*
 - d. How Council's Customer Service Dashboards and supporting SLAs data are currently communicated on Council's website;*
 - e. Advice on the escalation process for Service Requests and complaints, and how this is communicated; and*
 - f. A desktop review of how peer councils in NSW communicate their Policies, Charters and SLAs.*
- (c) That, as part of this review, a workshop will be held to seek the input and feedback of Councillors;*
- (d) Further, that a report be brought back to Council within six months on the implementation of opportunities identified in the review, including financial implications for Council on proposed actions.*

Executive Director City Engagement and Experience Response:

1. Staff have commenced the review of how Council's Customer Service Policy, Customer Service Charter and standard Service Level Agreements (SLAs) are communicated to customers. Council currently has more than 100 SLAs and the review is examining the potential to consolidate the existing SLAs into three or four common SLAs that can easily be published and understood by the community, staff and other key stakeholders.
2. Whilst work on the review continues, the CEO has recently discussed and agreed with Councillors that an organisation-wide Customer Experience Transformation Project will be commenced to transformation all aspects of customer service within the Council to better serve the community.

3. The Executive Director, City Engagement and Experience is the senior staff member responsible for the delivery of high quality customer service to internal and external customers. Recruitment of a permanent Executive Director is currently underway. Following the appointment of a permanent staff member, their immediate priority will be the scoping of the Customer Service Transformation Project and a workshop with Councillors to ensure that the scope of the project is consistent with organisational needs and community expectations for the delivery of high quality customer service.
4. At this time it is intended to hold the Councillor workshop in October-November 2023 followed by a report to Council before the end of 2023.

Kellie Darley
Councillor

Gail Connolly
Chief Executive Officer

ATTACHMENTS:

There are no attachments for this report.