

OUTCOMES OF COMPLETED SERVICE REVIEW – LEISURE SERVICES

MAROONDAH CITY COUNCIL 2001 – 2002 BEST VALUE ANNUAL REPORT

OUTCOMES OF COMPLETED SERVICE REVIEW – LEISURE SERVICES

DETAILS OF SERVICE

Leisure Services is a service unit within the Leisure Culture and Youth Service Area, Community and Organisational Development Directorate.

SCOPE OF SERVICES

- Allocation of Council's sporting reserves and facilities
- Community events and special activities
- Advocacy and support
- Capital works and project management
- Grant administration
- Community Centre liaison and support
- Occupancy agreements
- Promotion of health, well being and physical activityLeisure planning and policy development

RANGE OF ACTIVITIES

- Event Management
- Community Grants
- Seasonal Allocation of Council's sporting reserves and facilities

SERVICE REVIEW OUTCOMES

EVENT MANAGEMENT

Best Value Principle	Key Performance Indicator	Performance Result
Cost Standard	Compliance with annual operating budget. Budget target \$183,000	Service delivered within budget.
Quality Standard	Community Satisfaction, with event outcomes Target 80%	Avg 84%
	Community participation, (would support /participate in event next year) Target 75%	Avg 90.95%

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Best Value Service Review Principles	Action taken
Service Scope	Nine current community events were identified within the Event management review.
Benchmarking	The team benchmarked the key elements in effective event management against research and technical data sources and as a result developed a project management template which encompassed the strategic planning, consultation, delivery and community satisfaction. The template was applied to the nine current events and will be used as the process tool when identifying and developing new community events.
Consultation	In addition to the customer satisfaction data collected as part of the Annual Community Satisfaction Survey the team undertook sample interviews of event participants attending each of the major events against an established questionnaire format.
Reporting	Best Value Annual Community Report. Council Web Site.

COMMUNITY GRANTS

Best Value Principle	Key Performance Indicator	Performance Result
Cost Standard	Compliance with annual operating budget. Budget target \$280,000	Service delivered within budget.
Quality Standard	Percentage of applications received which meet the eligibility criteria for evaluation. Target 75%	82% of applications received met the criteria for evaluation.
	Applications of a high standard, questions answered in full. <ul style="list-style-type: none"> • User rating of application form and selection criteria (good to excellent). • User rating of Council assistance and support (good to excellent). 	76% of those survey responded good to excellent. 88% of those surveyed responded good to excellent.

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Best Value Service Review Principles	Action taken
Service Scope	Grant funding is offered on an annual basis to incorporated, not for profit community groups to assist in enhancing lifestyle choices for Maroondah residents/ratepayers and contributing to the well being of the Maroondah Community.
Benchmarking	Council joined the VLGA's reference group. The group has been formed to determine models of best practice and to raise awareness of the importance of community grants programs as a tool for community building and strengthening.
Consultation	Undertook comprehensive review of grants process using customer feedback, bench marking, Grants Panel feedback and an internal working party.
Continuous Improvement	Introduced three year agreements for recurrent projects. Application process increased from 4 to 8 weeks and selection process reduced from 8 weeks to 3 1/2 weeks as a result of community consultation feedback and service standard improvements.
Reporting	Best Value Annual Community Report. Council Web site.

SEASONAL ALLOCATION OF COUNCIL RESERVES & FACILITIES

Best Value Principle	Key Performance Indicator	Performance Result
Cost Standard	Assessment of income from operating clubs evaluated against value for money and added benefits for the community.	Selection process based on best on offer.
Quality Standard	Percentage of allocations that have clearly met the aim and objectives of the scheme. Target 90%	100%

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Best Value Service Review Principles	Action taken
Service Scope	<p>The allocation of Council reserves and facilities to community groups is based on an annual submission program in which clubs nominate the financial and non-financial return to Council and the community.</p> <p>The number of reserves and facilities is:</p> <ul style="list-style-type: none"> • 30 sporting fields; • 10 tennis facilities; • 3 bowling / croquet facilities.
Benchmarking	Networking within industry meetings and liaising with other Council Officers at other Local Government Authorities.
Consultation	The review included consultation with all sporting clubs that utilise Council facilities, Leisure and Cultural Panel, local associations and Committees of Management.
Reporting	Best Value Annual Community Report. Council Web site.