



GENERAL MANAGER'S REPORT

8th August 2006.

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| GM5 | CORPORATE IMAGE, COMMUNICATION AND CUSTOMER SERVICE STRATEGY FILE: 670 |
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SUMMARY:

Reporting that the Corporate Image, Communication and Customer Service Strategy has been reviewed, updated and has a new format.



The Corporate Image, Communication and Customer Service Strategy has been reviewed and updated and an Action Plan for the year prepared.

For the first time, the Strategy has been broken into segments according to subject matter under the three major themes included in the title.

The strategy is indexed and also has an easy to follow flow chart which divides the information contained in the report into user friendly: -

- Sub strategies and plans
- Related Policies
- Procedures and Tasks
- Action Plans

By presenting the Strategy in this format, staff will be able to quickly access pertinent and consistent information relating to Corporate Image, Communication and Customer Service.

A copy of this Strategy has been issued to the Councillors, General Manager and Directors. Once endorsed by Council, a complete copy will be posted on Council's website and a copy broken down into the various subjects will be posted on the Intranet for ease of use by staff.

REPORT IMPLICATIONS:

- *Environmental*

Nil

- *Social*

The Strategy provides communication and consultation opportunities for the community and Council to interact in a positive way.

- *Economic (Financial)*

Activities to be undertaken within the Strategy and Action Plan have been budgeted for in the Estimates.

- *Policy or Statutory*

Nil

RECOMMENDATION:

That Council endorses the Corporate Image, Communication and Customer Service Strategy and action Plan for 1006/07.

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A V Burgess
GENERAL MANAGER