

Position Title	Team Leader Creative City Promotions
Directorate	Community Strengthening
Department/Business Unit	Creative and Engaged City
Team	Creative City Promotions
Classification	Band 7
Date	September 2024

<b>Reports to:</b>	Manager - Creative and Engaged City
<b>Supervises:</b>	Senior Creative City Promotions Officer and Creative City Promotions Officer
<b>Internal Liaison:</b>	Creative and Engaged City, Community Strengthening, Communication and Marketing and other Council's departments.
<b>External Liaison:</b>	Theatrical producers and hirers, Media representatives, Contracted designers, Service Providers, Sponsors, Artists and other creative producers, Residents, and businesses, other Local Govt professionals.

## Position Objectives

The Creative City Promotion Team Leader plays a pivotal role in promoting the city's arts, cultural and community hubs and facilities, creative experiences, along with programs and venue hire offers. This role is integral to enhancing the city's cultural, community, and creative profile while driving business development and audience engagement through strategic marketing initiatives. The position focuses on leading the creation of a cohesive vision across the Creative and Engaged City Department, ensuring that all marketing efforts align with the department's strategic objectives. It aims to deliver a unified promotion of the city's cultural, community, and creative experiences, enhancing Greater Dandenong's status as a vibrant Creative City.

- Drive business growth by crafting and executing strategic marketing efforts that increase facility and hub utilisation, grow audiences and participation, and elevate the city's profile as a vibrant cultural and community destination.
- Promote a diverse range of cultural, creative, and heritage experiences, along with community hub programs, across all venues.
- Develop a coordinated approach to promoting Council's cultural venues, community hubs, and activities to attract new participants and grow audiences.
- Engage stakeholders strategically, ensuring the department's programs and facilities resonate with a broad audience and support overall business development objectives.
- Contribute to business development and sales growth by implementing targeted marketing strategies that support the department's goals.

## Key Selection Criteria

You need these essential qualifications (or experience), knowledge and skills to carry out this position

- Degree or Diploma of Marketing, Journalism, Arts Management or equivalent with at least 4 years relevant experience, or alternatively lesser formal qualifications along with substantial relevant experience.

**Relevant skills, knowledge and experience should include:**

- Demonstrated knowledge of a range of marketing techniques, including advertising, direct marketing, publicity, online/e-marketing, social networking, and other tools to effectively promote sales and increase utilisation of facilities.
- Proficiency in relevant software applications, including the Microsoft Office suite and design software, to create compelling marketing materials.
- Ability to work effectively within deadlines in a small, busy team, with high attention to detail and experience working with culturally and linguistically diverse communities.
- Well-developed communication skills, including the ability to write in various styles depending on the medium and audience, to craft persuasive marketing content.
- A creative and innovative approach to marketing, with strong communication skills and the ability to engage a broad range of stakeholders, ensuring that programs and facilities resonate with diverse audiences and drive sales.

As part of the Key Selection Criteria, you must hold and supply these licences, registrations, certificates, etc., prior to offer of employment and commencement and continue to maintain them throughout your employment in this role with Council:

- satisfactory (and ongoing) Working with Children’s Check
- satisfactory (and ongoing) Police Check
- current valid (and ongoing) Victorian Driver’s Licence

**Position Specific Responsibilities & Skills**

In this position, you are responsible for

<p><b>Strategy and Vision</b></p>	<ul style="list-style-type: none"> <li>• Develop and lead the implementation of strategic marketing plans that align with the Creative and Engaged City’s vision and objectives for cultural facilities and community hubs.</li> <li>• Create and refine a cohesive vision for the department’s marketing and promotional activities, ensuring that all strategies support overarching business and growth objectives, including for community hubs.</li> <li>• Collaborate with the leadership team to ensure that the department’s marketing strategies are forward-thinking, dynamic, and integrated with broader organisational objectives.</li> <li>• Drive the alignment of marketing efforts across the department to ensure a unified approach to promoting the city’s arts, cultural offerings, and community hubs.</li> </ul>
<p><b>Marketing and Promotions:</b></p>	<ul style="list-style-type: none"> <li>• Lead the promotion of Council’s cultural and community venues and programming, strategically managing the Creative and Engaged City’s online presence in collaboration with the leadership team to ensure it remains dynamic and up-to-date.</li> <li>• Drive participation initiatives by networking with regional marketing stakeholders and implementing audience development strategies to enhance community engagement in cultural venues and events.</li> <li>• Analyse statistical data to monitor and improve visitor satisfaction, brand awareness, and cultural participation, guiding promotional and program decisions alongside relevant staff and clients.</li> <li>• Oversee the development of promotional materials for exhibitions, events, community facilities, and arts programs, ensuring effective messaging and outreach.</li> <li>• Collaborate with stakeholders to develop integrated marketing strategies, maximising opportunities with Council’s Media and Communications Unit for impactful joint promotions.</li> </ul>

	<ul style="list-style-type: none"> <li>• Manage the design of marketing materials, including digital and print media, and coordinate social media efforts, ensuring timely responses to customer inquiries in collaboration with the Media and Communications Unit.</li> <li>• Identify and leverage joint promotional opportunities across Creative and Engaged City, facilitating effective and cost-efficient marketing resources.</li> <li>• Cultivate strategic partnerships with media, sponsors, arts organisations, and other stakeholders to enhance communication and promotional strategies for the department.</li> <li>• Foster a positive team environment by participating in regular meetings, delegating tasks to the Senior City Promotions Lead and Creative City Promotions Officer and monitoring the delivery of outcomes.</li> </ul>
<b>Business growth promotion</b>	<ul style="list-style-type: none"> <li>• Lead the development and implementation of strategies to drive sales and business growth, utilising marketing techniques to attract new clients while enhancing retention of existing ones.</li> <li>• Analyse market trends and customer data to identify opportunities for increasing facility utilisation and optimising sales strategies across the team.</li> <li>• Oversee the creation and execution of targeted marketing campaigns aimed at boosting ticket sales, enhancing revenue, and expanding the customer base, ensuring alignment with overall business goals.</li> <li>• Evaluate the effectiveness of marketing efforts and guide the team in adjusting strategies to improve performance and achieve business objectives.</li> </ul>
<b>Planning/Budgeting and Reporting:</b>	<ul style="list-style-type: none"> <li>• Lead the drafting of marketing budgets and targets, overseeing project costs and reporting on expenditures to ensure adherence to designated budgets.</li> <li>• Provide regular reports and analyses on team activities to the Manager of Creative and Engaged City, facilitating informed decision-making and strategic planning.</li> <li>• Coordinate the preparation of Council briefings, reports, presentations, and correspondence as directed, ensuring clarity and alignment with organisational goals.</li> </ul>
<b>Supervision:</b>	<ul style="list-style-type: none"> <li>• Encourage and facilitate enhanced staff performance within Council guidelines and requirements</li> <li>• Undertake performance reviews for all supervised staff within agreed timeframes</li> <li>• Under direction from the Manager Creative and Engaged City follow all corporate requirements in relation to the recruitment and development of staff</li> <li>• Ensure proactive, practical approach to the professional development of staff.</li> <li>• Direct the day-to-day activities of staff and oversee workplans for each staff members</li> </ul>

## Core Organisational Capabilities

We have a Core Capability framework to help everyone succeed and develop for their current and future positions. The relevant capabilities for this position are at the back.

## REACH Values

Our REACH values define who we are and how we interact with others. They define how each of us should aim to operate in the workplace regardless of the role we hold. Our REACH values are at the back.

## Organisational Responsibilities

Everyone at Council has the following responsibilities and obligations:

<b>Emergency Management</b>	<ul style="list-style-type: none"> <li>• Help Council fulfil its emergency management obligations by assisting in emergency management activities as required</li> </ul>
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<b>Child Safety</b>	<ul style="list-style-type: none"> <li>Understand obligations and act in an appropriate manner with and around children</li> <li>Promote positive work practices with children</li> <li>Establish boundaries around acceptable and unacceptable behaviour in relation to children</li> <li>Adhere to reporting obligations where there is suspected or discovered child abuse</li> </ul>
<b>Climate Change &amp; Sustainability</b>	<ul style="list-style-type: none"> <li>Help support Council's response to the climate emergency by helping facilitate a whole-of-organisation approach where climate change mitigation and adaptation is embedded into all Council services, assets, operational and decision-making processes.</li> </ul>
<b>Compliance</b>	<ul style="list-style-type: none"> <li>Remain mindful of the requirements of the Victorian Charter of Human Rights at all times</li> <li>Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information.</li> <li>Perform other duties as directed within the limits of acquired skills, knowledge, and training.</li> <li>At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers, and employees.</li> <li>At all times, comply with Council's Code of Conduct - Staff.</li> </ul>
<b>Diversity, inclusion and equity</b>	<ul style="list-style-type: none"> <li>Demonstrate an understanding of and the ability to work with, diversity in the workplace, including: <ul style="list-style-type: none"> <li>zero tolerance of racism and expectations that staff will act on incidents of racism</li> <li>supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.</li> </ul> </li> </ul>
<b>Gender Equality</b>	<ul style="list-style-type: none"> <li>Support Council's response to the prevention of violence against women and workplace sexual harassment, including by modelling acceptable behaviour, and reporting improper conduct in a timely manner.</li> </ul>

## Inherent requirements of the position

These are the essential requirements of this position:

Council has a Flexible Work Policy. All staff are required to attend the workplace for the minimum number of days specified in the Policy.

### Vision and Hearing Requirements

- This position requires a vision test
- This position requires a hearing test

On a typical day, approximately this much time would be spent on the following activities:

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<b>Working independently</b> – ability to utilise autonomy with respect to the processes by which tasks are completed. Little to no autonomy with respect to the work allocated to them by the supervisor		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Team based work</b> – works in a team of people and not exposed to isolation		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<b>Communicating with others –</b> Verbally					
<b>Communicating with others -</b> Written		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Focused Attention to task –</b> <i>high levels of attention required to minimise errors and ensure accuracy</i>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Concentrating –</b> <i>high levels of concentration required while completing required tasks</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Planning and sequencing tasks and activities</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Decision making –</b> <i>required to exercise sound decision making while completing all aspects of the position</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Problem solving –</b> <i>requirement to develop sound solutions to novel or unusual problems arising during the course of the day</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Reasoning –</b> <i>required to exercise sound reasoning while completing all aspects of the position within defined scope</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Judgement –</b> <i>required to exercise sound judgement while completing all aspects of the position within defined scope</i>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Short and long-term memory recall –</b> <i>ready access to documented procedures or precedents to perform requirements of the position</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Emotional resilience –</b> <i>exposure to stressful or distressing situations including meeting specified deadlines and production demands, dealing with aggressive or upset customers/clients, high conflict situations, general workload demands, change beyond individual's personal control</i>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Interruptions –</b> <i>frequency of interruptions to daily work plans and requirement to change work plans at short notice</i>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Physical Requirements

This position does not require more than 10-15% manual handling/physical exertion

A task analysis exists because this position requires more than 10-15% manual handling/physical exertion

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare / Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<b>Mobility/Postures</b>					
<b>Sitting</b> – stay in a seated position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Standing</b> – standing in an upright position, moving less than 3 steps		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Walking</b> – In an upright position, moving more than 3 steps		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Crawling</b> – Move on the hands & knees or by dragging the body close to the ground		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Non-manual handling</b>					
<b>Crouch/squat</b> – To lower the body by bending forward from legs and spine, buttocks on or near the heels		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Kneeling</b> – To lower the body		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Bending</b> – To bend forward and down from the waist or the middle of the back, rounding the shoulders and back for more than 3 seconds		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reaching</b> – Extending arms out in any direction		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Twisting/trunk rotation</b> – Rotating the body to one side or the other without moving the feet		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Fine manipulation/pinch grip</b> – Fingers are on one side of the object and thumb on the other, typically without the object touching the palm		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Power/open hand grip</b> – Using the whole hand to grasp an object, typically used to handle large or wide objects where the fingers are extended		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Writing/typing</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Climb ladders</b>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Climb or descend stairs</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Low level work</b> – Performing manual handling actions at or near ground level		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Manual Handling</b>					

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare / Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<b>Lift/Carry/Hold</b> – Raising or lowering an object from one level to another and holding/transporting the object using the hands, arms or on the shoulders		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Pushing/Pulling</b> – Applying force to move something away or closer to one's self, including static positions		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Kilograms of force (kg.f)</b> – Amount of force or effort required to perform a specific task or part of a task		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Weight requirements – lift, carry, push, pull or hold</b>					
1-5kg		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5.1 – 10kg		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.1 – 15kg		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.1 – 20kg		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift floor to hip		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift waist to shoulder		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lift overhead		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/pulling		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Band descriptors (as defined in Council's Enterprise Agreement)

These descriptors help to classify the position:

### Accountability and Extent of Authority

- May manage resources or participate in the development of policy.
- Where prime responsibility is for resource management, the freedom to act is governed by policies, objectives and budgets with a regular reporting mechanism to ensure achievement of goals and objectives. Decisions and actions taken at this level may have a significant effect on the programs or projects being managed or on the public perception of the wider organisation.
- Where prime responsibility is to provide specialist advice to or regulate clients, the freedom to act is subject to professional and regulatory review. The impact of decisions made, or advice given may have a substantial impact on individual clients or classes of clients.
- Where the prime responsibility is in policy formulation, the work may be of an investigative, analytical or creative nature, with the freedom to act generally prescribed by a more senior position. The quality of the work of these positions can have a significant effect on the policies which are developed.
- All positions in this Band would have an input into policy development within their area of expertise and/or management.

### Judgement and Decision Making

- These positions are essentially problem solving in nature. The nature of the work is specialised with methods, procedures and processes generally developed from theory or precedent. The problem-solving process comes from the application of these established techniques to new situations. Guidance is not always available within the organisation.
- Where the prime responsibility is in policy formulation, the primary challenge will be intellectual and will typically require the identification and analysis of an unspecified range of options before a recommendation can be made.

### Specialist Knowledge and Skills

- These positions require proficiency in the application of a theoretical or scientific discipline in the search for solutions to new problems and opportunities.
- Where the prime responsibility is in policy formulation, analytical and investigative skills are required to enable the formulation of policy options from within a broad organisation-wide framework.
- An understanding is required of the long-term goals of the wider organisation and of its values and aspirations and of the legal and political context in which it operates.
- Knowledge of and familiarity with the principles and practices of budgeting and relevant accounting and financial procedures may be required.

### Management Skills

- These positions require skills in managing time, setting priorities and planning and organising one's own work and where appropriate that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable despite conflicting pressures.
- The position requires an understanding and an ability to implement personnel policies and practices including awards, equal opportunity and occupational health and safety policies, recruitment and selection procedures and techniques, position descriptions and employee's development schemes. They would be also expected to contribute to the development and implementation of long-term staffing strategies.

### Interpersonal Skills

- These positions require the ability to gain co-operation and assistance from clients, members of the public and other employees in the administration of broadly defined activities and to motivate and develop employees. Employees in this Band must also be able to liaise with their counterparts in other organisations to discuss and resolve specialist problems and with other employees within their own organisation to resolve intra organisational problems.

### Qualifications and Experience

- The skills and knowledge needed for entry to this Band are beyond those normally acquired through tertiary education alone. Typically, they would be gained through completion of a degree or diploma course with several years of subsequent relevant experience.
- They might also be acquired through higher formal qualifications either in the field of specialist expertise or in management, together with a shorter period of experience, or they might be acquired through lesser formal qualifications with extensive relevant experience.

### Verification & Approvals

I certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

	Name	Signature	Date
Occupant			

# Appendix

## Core Capability Framework – People Leaders

### Relationship Management

Develops and maintains strong and enduring relationships with colleagues and/or external stakeholders which are built on mutual respect and commitment. Ensures that all people are treated with dignity and respect regardless of gender, ethnicity, religion or sexual orientation.

- Ensures a wide range of views and opinions are encouraged and valued
- Builds strong and trusting relationships with team members and across the directorate
- Seeks to achieve outcomes that are beneficial to all stakeholders
- Demonstrates high levels of integrity and teamwork in all relationships

### Planning & Organising

Thinks from a wholistic perspective and sees the patterns in the complex relationships that exist between the different parts of the organisation. Uses these insights to ensure that the organisation's human, physical and financial resources are effectively used in the achievement of the organisation's, team's or the role's agreed priorities.

- Ensures that team members are able to see the connections between the work of the team and the broader organisational context
- Actively engages team members in the development of realistic plans to deliver work unit priorities
- Allocates work unit resources to achieve desired results
- Takes corrective action as required when concerns have been identified

### People Development

Demonstrates a deep commitment to ongoing learning and development as fundamental to the organisation's sustained success and to the realisation of the potential of its people.

- Encourages people to undertake ongoing professional and personal development
- Uses reflection as a key tool for ongoing development and organisational improvement
- Uses transformational leadership practices to engage and grow the capabilities of team members
- Regularly gives and receives constructive feedback
- Communicates with staff in a positive and proactive manner

### Future focused organisation

Is keenly aware of the social, political, economic and technological trends that impact the global and local environments and ensures these are factored into the work of individuals, teams or the organisation to deliver on the needs and expectations of the Council and the community it serves

- Monitors the broader environment to understand the impact of emerging trends on the work of the team
- Identifies changes to systems and processes that will lead to the effective implementation of organisational change initiatives
- Encourages others to recognise and value the inevitability of change in organisations
- Assists the team to adapt to a constantly changing environment by communicating change information honestly, empathetically and in a timely manner

### Outcome orientation

Demonstrates a strong commitment to a high-performance culture by constantly striving for high quality customer service outcomes and accepting responsibility for outcomes within their control

- Creates opportunities for people to come together to creatively address issues facing the team and the clients they serve
- Sets short-term goals with the team for the team to achieve agreed objectives
- Tracks progress against job expectations and makes adjustments as required
- Sets challenging goals that will deliver superior results

### Service focus

Ensures there is a focus on delivering work priorities to agreed quality and timeliness standards

- Demonstrates commitment to quality client/customer service
- Maintains regular customer communication to ensure mutual expectations are clear

- Responds appropriately to client/customer requests and/or complaints

### Self-management

Demonstrates self-awareness through understanding own responses to a range of situations as well as understanding the impact their behaviour has on others

- Accepts personal responsibility for outcomes within her/his control
- Demonstrates the ability to regulate and adapt behaviour according to the circumstances and the audience
- Seeks out feedback with the purpose of reflecting on work performance with a view to self-improvement
- Models Greater Dandenong’s ethical and organisational standards
- Acts decisively during times of ambiguity and pressure

### Safety, health and wellbeing

Ensures that the safety, health and wellbeing of employees, contractors, service users and councillors is at the heart of the organisation’s culture and the way work is organised and services delivered

- Aligns team/unit work plans with Council’s vision and objectives for employee safety, health and wellbeing
- Allocates adequate resources to achieve safety, health and wellbeing initiatives and objectives
- Monitors departmental performance indicators for the continuous improvement of safety, health and wellbeing practices and culture

## Council’s REACH Values

### Respectful

We respect and care about our community, each other and ourselves.  
 We act with integrity at all times and in all matters.  
 We take time to listen to and seek to understand the other point of view.  
 We strive to understand and respect the diversity of our community and our workplace.  
 We understand our role in the community and respect the responsibility that comes with

### Creative

We care about getting the best outcomes.  
 We constantly ask: What’s the future and what’s possible?  
 We have the courage to try new ideas.  
 We strive for excellence in everything we do.

### Engaged

We listen to our community and respond.  
 We work together with our community and each other, to achieve the best outcome.  
 We have the confidence to challenge the status quo, to reach for better outcomes.  
 We are action-oriented in identifying and responding to new challenges.

### Honest

We tell the truth, even when we know people may not want to hear it.  
 We form our opinions and give advice from sound, evidence based research.  
 We act with humility and apply the highest standards of ethical behaviour to everything we do.

### Accountable

We are proud of our city, our community and our achievements.  
 We spend our time and effort on solutions rather than looking for someone to blame.  
 We take responsibility for our actions.

