



Special State Council Meeting

Agenda

2 November 2020

NOTICE OF MEETING

Special Meeting of the WALGA State Council to be held on Monday 2 November 2020 at WALGA, 170 Railway Parade West Leederville, commencing at 4:00pm.

1. ATTENDANCE, APOLOGIES & ANNOUNCEMENTS

1.1 Attendance

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|-------------|---|-------------------------------|
| Members | President of WALGA, Chair | Mayor Tracey Roberts JP |
| | Deputy President of WALGA, Northern Country Zone | President Cr Karen Chappel JP |
| | Avon-Midland Country Zone | President Cr Ken Seymour |
| | Central Country Zone | President Cr Phillip Blight |
| | Central Metropolitan Zone | Cr Paul Kelly |
| | East Metropolitan Zone | Cr Catherine Ehrhardt |
| | East Metropolitan Zone | Cr Cate McCullough |
| | Goldfields Esperance Country Zone | President Cr Malcolm Cullen |
| | Gascoyne Country Zone | President Cr Cheryl Cowell |
| | Great Eastern Country Zone | President Cr Stephen Strange |
| | Great Southern Country Zone | Cr Ronnie Fleay |
| | Kimberley Country Zone | Cr Chris Mitchell JP |
| | Murchison Country Zone | Cr Les Price |
| | North Metropolitan Zone | Mayor Mark Irwin |
| | North Metropolitan Zone | Cr Frank Cvitan |
| | North Metropolitan Zone | Cr Russ Fishwick JP |
| | Peel Country Zone | President Cr Michelle Rich |
| | Pilbara Country Zone | Mayor Peter Long |
| | South East Metropolitan Zone | Cr Julie Brown |
| | South East Metropolitan Zone | Mayor Ruth Butterfield |
| | South Metropolitan Zone | Mayor Carol Adams OAM |
| | South Metropolitan Zone | Cr Doug Thompson |
| Ex Offiiios | Local Government Professionals WA | Mr Jamie Parry |
| Secretariat | Chief Executive Officer | Mr Nick Sloan |
| | EM Strategy, Policy & Planning | Mr Mark Batty |
| | EM Governance & Organisational Services | Mr Tony Brown |
| | EM Commercial & Communications | Mr Zac Donovan |
| | EM Infrastructure | Mr Ian Duncan |
| | Manager Strategy & Association Governance | Mr Tim Lane |
| | Manager Governance | Mr James McGovern |
| | Intergovernmental Relations and Risk Senior Advisor | Ms Joanne Burges |
| | Economics Policy Manager | Ms Dana Mason |
| | Chief Financial Officer | Mr Rick Murray |
| | Manager Commercial Development | Mr Andrew Blitz |
| | Executive Officer Governance | Ms Margaret Degebrodt |

1.2 Apologies

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|---------------------------|------------------------|
| South Metropolitan Zone | Mayor Logan Howlett JP |
| Central Metropolitan Zone | Cr Jenna Ledgerwood |

1.3 Announcements

1.3.1 WALGA acknowledges the Whadjuk Nyoongar people who are the Traditional Custodians of this land we meet on today and pays respects to their Elders past, present and future.

2. DECLARATIONS OF INTEREST

Pursuant to our Code of Conduct, State Councillors must declare to the Chair any potential conflict of interest they have in a matter before State Council as soon as they become aware of it.

3. MATTERS FOR DECISION

- 3.1 Strategic Plan Endorsement
- 3.2 LGIS Re-Branding

4. CLOSURE

3. MATTERS FOR DECISION

3.1 WALGA Corporate Strategy 2020-2025

By Tim Lane, Manager Strategy and Association Governance

Recommendation

That WALGA's Corporate Strategy 2020-2025 be endorsed.

Attachment

Corporate Strategy

Background

WALGA's Corporate Strategy 2020-2025 is presented for State Council consideration and endorsement.

Development of the Corporate Strategy has been an involved and significant process throughout this calendar year. Working with our external strategist the following have been key inputs into the development of the Strategy:

- State Council commencement workshop – March 2020
- Workshops with the Executive Team
- Participation in a workshop by all WALGA staff – one manager level workshop and three workshops for other staff
- Targeted consultation with a sample of WALGA's members at the CEO and Mayor / President level
- Individual engagement with external stakeholders including Directors General, senior public sector decision makers and the editor of the West Australian
- State Council consideration of draft workshop – September 2020
- State Council Board Effect discussion – September/October 2020

The Corporate Strategy outlines 'Who We Are', 'Our Purpose', 'Our Vision', 'Our Focus', and 'Our Vision', as well as five key strategic themes:

- Advocating and facilitating sector policy and solutions
- Delivering member-centric, quality services
- Financial sustainability
- Contemporary systems
- Agile workforce

Following endorsement of the Corporate Strategy, a body of work will be undertaken at the executive level to develop goals, KPIs, metrics and initiatives to underpin the Strategy. This will involve the development of a balanced scorecard, reporting framework and business plans at the operational level. In addition, the Corporate Strategy will be produced as a WALGA style document for the website and distribution to members.

Comment

The Corporate Strategy is included as an attachment for State Council consideration and endorsement.

3.2 LGIS Re-Branding

By Zac Donovan, Executive Manager Commercial and Communications

Recommendation

That State Council endorse:

1. The rebrand of LGIS to align with WALGA with the addition of the WALGA triangle and palette and to include the descriptor sub text “Mutual Services”.
2. The LGIS logo as revised to exclude the sub text “Member Services” when applied to JLT/Marsh broking services offered through agreement with WALGA to the Local Government sector in WA.

Executive Summary

- State Council has previously (September 2 meeting) been presented options to realign the LGIS branding with WALGA.
- As established at that time, the need to align the LGIS branding was to enhance understanding within the sector that the Scheme was offered as a WALGA service.
- At the September 2 Strategic Forum State Council was presented with three logo versions: the existing LGIS logo; a transition logo which encompassed a WALGA triangle and palette; and a WALGA insurance logo which applied descriptive text below the existing WALGA logo.
- State Council supported a combination of the transition logo and the WALGA insurance logo options – in having the LGIS/WALGA triangle option with the text WALGA Insurance as sub text.
- However as a consequence of directions from the recent banking royal commission in regard to the structure of the LGIS Scheme, it is not appropriate to use the term “insurance”.
- The subtle but critical distinction between commercial insurance and the cover offered through the Scheme is that LGIS is defined as a “self-indemnified mutual service”.
- Consequently the logo proposed for the LGIS branding realignment features the option previously endorsed by State Council but with the sub text “Mutual Services”.
- In addition in regard to the brokering services provided by JLT/Marsh to the sector the logo as preferred by State Council is proposed to be used without the sub text.
- Examples of both proposed logos are depicted within the item as follows

Policy Implications

The Local Government Insurance Service is enabled to be established by the WA Local Government Association under a Trust Deed that provides for WALGA as Trustee of the Scheme and to carry out the objects and purposes of the Trust and Scheme.

As such WALGA has a Management Agreement for the provision of LGIS WA with Jardine Lloyd Thompson Marsh insurance providers to manage the Scheme to “the best advantage of WALGA and the Members” in accordance with the directions of the LGIS Board and WALGA (State Council).

WALGA is governed by State Council and as such State Council has authority and responsibility for endorsing or otherwise agreements binding the Association.

Budgetary Implications

Nil direct costs to WALGA as the costs of transitioning to the new logo and style guide will form part of the LGIS marketing budget.

Background

In 2013 JLT/Marsh undertook a rebranding of LGIS with the brief to position the Scheme apart from WALGA. It should be therefore unsurprising that WALGA Member surveys and feedback from the sector have exposed a low level of awareness of the Scheme as a WALGA service under the ultimate authority of State Council.

However more than simply not providing acknowledgement provision of the Scheme by WALGA, the lack of understanding by Members as to the governance and structure has manifest in ill-informed perceptions of LGIS in regard to the benefits of the mutual model and tender exemption.

Consequently as part of the process of enhancing Member awareness of LGIS as a WALGA service, the decision was made by State Council on September 6, 2019 (as part of ten LGIS review options) to transition the LGIS branding to better align with WALGA.

The State Council Strategic Forum of September 2, 2020 was presented with three options in regard to the branding of LGIS – these being: the status quo; integration of the WALGA triangle and palette; and a WALGA insurance services options to align with other existing WALGA business units.

State Council supported a combination of the latter two options being the transition of the LGIS logo to include the WALGA triangle and palette with the addition of “WALGA insurance” sub text.

However it has since been established that as a consequence of the Royal Commission into Misconduct in the Banking Superannuation and Finance Services Industry the capacity to use the term “insurance” has been severely restricted and no longer appropriate to the LGIS Scheme.

Royal Commission Recommendation 4.2, provides for: *a strict liability offence for a business to describe a product or service that they offer as insurance, if the product or service is not insurance, in circumstances where it is likely that the product or service could mistakenly be believed to be insurance.*

It is a subtle but critical distinction that while the LGIS Scheme provides risk mitigation and cover for Local Governments – which on the surface has similarities to commercial insurance – it is specifically identified by regulators as a self-indemnified mutual scheme. That is it requires participants (Local Governments) to contribute as is necessary to ensure cover for all Members during the period with excess requirements retained for Members benefits or returned to Members.

As such the rebranding of the LGIS cannot use the term insurance as previously proposed and instead it is proposed the more appropriate term “mutual services” is applied. There is also the circumstance in which JLT/Marsh provide broking services to the sector which are outside the Scheme and mutual arrangement. Consequently the additional proposal that the revised LGIS logo without the “mutual services” sub text be applied for broking services.

Both proposed logos are presented below for consideration by State Council.

Comment

The proposed logo to be applied to align LGIS with WALGA branding is as follows:



The modified version of the proposed logo to accommodate the JLT/Marsh broking services provided to the sector is as follows:

