



Government of **Western Australia**
Pilbara Development Commission



CUSTOMER SERVICE CHARTER



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FOREWARD

The Pilbara Development Commission (the 'Commission') is *committed* to providing quality service for its customers. With this goal in mind, the Commission has embraced the concept of promoting *customer focus* and has now published its second '*Customer Service Charter*'.

The process has been accompanied by a corporate planning exercise. This has proved to be a valuable undertaking resulting in a clear understanding of *our mission, our customers and our commitment to continued standards of good service*.

Achieving continuous improvement in customer service requires an ongoing commitment from each member of the organisation. It also requires the organisation to seek out and value feedback on its performance. To this end, a range of feedback mechanisms have been built into the Commission's activities which will be used as a basis for measuring performance and adopting strategies for improvement. Our performance will be measured against our established standards of good service and the results will be published in our Annual Report.

Our customers are important to us. They are the reason for our existence and play an integral role in the development of our objectives and strategies. *The Customer Service Charter*, in conjunction with the Corporate Plan, provides a workable framework within which we can continue to achieve useful outcomes and high levels of customer satisfaction.

MR STAN MARTIN
CHAIRMAN

June 2006



OUR VISION IS FOR THE PILBARA TO BE A PLACE WHERE PEOPLE CHOOSE TO LIVE

OUR MISSION

Our Mission is to help achieve regional growth and prosperity in the Pilbara. We seek to add to the economic opportunities, quality of life and the natural environment of Australia's Pilbara region.

The Commission is a network service for government, business and community exchange. Thus, the Commission strives to develop the Pilbara region's communities, resources and infrastructure in the vision of sustainable growth and prosperity.

Management recently developed an Economic Strategy which identified nine key objectives.

These are:

- 1 diversify the economy;
- 2 create opportunities for Aboriginal people;
- 3 remove impediments to development;
- 4 normalise housing;
- 5 improve and enhance the service provision of education, health and other social issues;
- 6 improve the general public's perception of the Pilbara;
- 7 exploit the Pilbara's competitive advantage;
- 8 advocate multiple land use in the Pilbara, based on the principle of ecologically sustainable development; and
- 9 improve infrastructure.

SERVICES OF THE COMMISSION

The Legislation base for the Commission is the 'Regional Development Commission's Act 1993'. For the purposes of achieving the objects of the Act, undertaking project work further to our economic strategy and achieving our mission, the Commission is committed to providing high quality services in the following areas:

- Promotion of the region.
- Facilitation and coordination between relevant statutory bodies and State government agencies.
- Cooperation with representatives of the industry and commerce, employer and employee organizations, education and training institutions and other sections of the community in the Pilbara region.



- Identification of opportunities for investment in the region and encouragement of that investment.
- Identification of the infrastructure needs of the Pilbara region and encouragement of the provision of that infrastructure in the Pilbara.
- Cooperation with departments of the Public Service of the State and the Commonwealth, and other agencies, instrumentalities and statutory bodies of the State and Commonwealth, and local government authorities,

in order to promote equitable delivery of services within the Pilbara.

MANAGEMENT INITIATIVES

Management and staff have identified methods of operation to provide the services of the Commission. They are:

- network with government and the community;
- facilitate and coordinate development initiatives;
- work with representatives of community, industry, commerce, employee, employer, education and training organisation and institutions; and
- continuously review and reposition the Commission's Economic Development Strategy.

OUR CUSTOMERS

Individuals, groups and organisations that engage the services of the Commission to achieve economic and social development outcomes in the Pilbara.

OUR COMMITMENT

- Customers will be provided with professional service in a friendly, responsive environment.
- Customers will have access to well trained staff skilled in quality service provision.
- Customer feedback is valued as part of the process of improving customer service.

STANDARDS OF GOOD SERVICE

The Commission has established the following standards of good service. These standards identify practical ways in which the Commission's staff endeavour to provide quality service to their customers.

- **Customers will be provided with professional service in a friendly, responsive environment.**

Customers can expect:

- Commission staff to adopt a courteous and sensitive approach at all times.



- Telephones to be answered in a friendly manner.
- Prompt responses to their enquiries, with correspondence to be answered within 14 days. Interim replies will be provided if a final response is not available within this timeframe.
- Accounts to be paid within 30 days of receipt.

■ **Customers will have access to well trained staff skilled in quality service provision.**

Customers can expect:

- To be able to readily identify front office staff through the use of name badges.
- Referral to a staff member who will take responsibility for the enquiry.
- Access to capable staff who are appropriately recruited and trained to address the needs of their customers.
- Staff to readily identify themselves and wear name badges when representing the Commission at meetings or other forums.

■ **Customer feedback is valued as part of the process of improving customer service.**

Customers can expect:

- To be consulted in an open and informative manner on how their needs might best be met.
- To be given the opportunity to provide feedback to the Commission on its standard of service.
- That the Commission will react positively if mistakes are made or services do not meet the standard customers expect, and that customers will be advised in writing of the outcome if required.

THE COMMISSION'S VALUES

Staff have identified core values:

1. Respect our people and all the people the Commission comes into contact with.
2. Set and maintain high standards of professional service and ethics.
3. Productive partnerships – success is reliant upon teamwork, input and assistance from others.
4. Seek to ensure the absence of discrimination in work practices.
5. Promote equal employment opportunity for all people.



6. Strive for continuous improvement.

The Commission's staff will strive to remain focused on the needs of our customers, and display these values in our day to day operations, to ensure that our focus is where it should be.

PUTTING THINGS RIGHT

The Commission places great value on customer feedback. Customers who have views on how the Commission might improve its services, or who feel dissatisfied with the level of service they have received, are encouraged to come forward with their concerns. The Commission is committed to creating opportunities for feedback to be provided in a constructive and timely manner.

Any views or complaints will be forwarded to the Acting Chief Executive Officer in our Port Hedland office. The issues in correspondence received, will be raised by the Acting Chief Executive Officer with the relevant staff member's or the Board of the Commission, with a positive view to bettering our provision of service.

VALUE FOR MONEY

The Commission's performance will be regularly assessed against the above standards, along with other established performance indicators. This will indicate the extent to which the Commission meets the expectations of its customers and whether it delivers services in an efficient and effective manner. Details of these assessments will be published in our Annual Report.

WHERE TO FIND US

Recognising that Pilbara communities are diverse and separated by long distances, the Commission has established offices in Port Hedland and Karratha as part of its commitment to delivering an accessible, high quality service.

Port Hedland Office:

Shop 2
6 Wedge Street
Port Hedland WA 6721

Postal Address:

PO Box 544
Port Hedland WA 6721

Telephone: (08) 9173 8400

Facsimile: (08) 9173 1881

Karratha Office:

State Government Office Building
Cnr Searipple and Welcome Roads
Karratha WA 6714

Postal Address:

PO Box 294
Karratha WA 6714

Telephone: (08) 9185 0188

Facsimile: (08) 9185 0189

The offices of the Commission will be open between 8:00 am and 5:00 pm, Monday to Friday, except for gazetted Public Holidays.