



## **EXPRESSION OF INTEREST**

### **Proposal To Facilitate The City of Marion Representation Review**

**February 2009**

**BRM HOLDICH  
BUSINESS RESOURCE MANAGEMENT**

**Level 10 185 Victoria Square, Adelaide SA 5000  
Tel 08 8168 8400 Fax: 08 8168 8499**

79 392 957 230

**1. OUR UNDERSTANDING OF THE PROJECT BRIEF**

- 1.1 Section 12 of the Local Government Act 1999, requires a council to conduct a review of its representation at least once in every eight (8) years. The SA State Electoral Office has advised that the City of Marion's last review was finalised on 4 October 2002 and that the next representation review must be forwarded to the State Electoral Commissioner for certification by October 2009.
- 1.2 In keeping with Council's vision to be recognised for excellence in governance the City of Marion is seeking external assistance to undertake this review.
- 1.3 A representation review involves a number of steps including the preparation of two significant papers: the first exploring options for changes to the Council's representative structure and the implications of these options for representation and governance; and the second is the representation review report itself setting out the proposal Council considers should be implemented for submission to the State Electoral Office.
- 1.4 We understand the consultant is expected to:
- Facilitate a number of workshops with Elected Members;
  - Prepare a Representations Options Paper that will form the basis of community consultation;
  - Lead a program of Council and community consultation about the options explored in the Representations Options Paper;
  - Receive and review comments and submissions from community members and prepare a report for Council consideration on the outcomes of the community consultation; and
  - Finalise the Representation Review Report for adoption by Council and submission to the State Electoral Office.

## 2. ABOUT BRM HOLDICH

2.1 BRM Holdich is a chartered accounting and commercial advisory practice. Our philosophy is to maintain a "hands-on" approach in working with clients to develop and implement workable solutions. We provide high quality commercial advisory services to private and public sector clients.

2.2 Our approach is to assist our clients to:

- Plan for the future;
- Address commercial challenges and opportunities;
- Be internationally oriented in their operations and outlook;
- Use information technology for competitive advantage; and
- Maintain a commitment to staff training and development.

2.3 The BRM Holdich team brings the following credentials to this project:

- **Extensive experience in facilitation, planning and analysis;**
- **Knowledge of contemporary approaches to governance;**
- **Broad knowledge of the local government environment;**
- **Extensive experience in report preparation; and**
- **Ability to create methodologies that meet project requirements.**

2.4 The hallmarks of our methodological approach to this type of project are:

- Intellectual and technical rigour and precision;
- Down to earth communications with the stakeholders for the project;
- High quality analytical and written output; and
- Practical outcomes.

### 3. **PROPOSED METHODOLOGY**

The methodology for the consultancy has been broadly specified by the City of Marion. We believe that the broad specification is appropriate and see our work as comprising the following steps.

#### **Step 1 (20 hours)**

- Meeting with Project Manager
- Prepare Survey of Elected Members to ascertain views on the current structure and it's effectiveness
- Review and analyse Survey responses
- Prepare for and facilitate Council Workshop One (early March)

#### **Step 2 (55 hours)**

- Collate and analyse outcomes from Workshop One
- Meeting with Project Manager to discuss Workshop 1 and Representation paper
- Research Representation Options including:
  - Analysis of External Data on demographic profile, population projections
  - Representation Issues e.g. numbers, wards
  - Governance Issues using LeBlanc, Tricker model etc.
- Prepare Draft Representation Options Paper
- Discuss draft paper with Project Manager and amend as required

#### **Step 3 (12 hours)**

- Prepare for and facilitate Council Workshop Two
- Amend Draft Representation Options Paper
- Meeting with Project Manager
- Council adopts Representation Options Paper

#### **Step 4 (6 hours)**

- Community Consultation
- Review Consultation received
- Meeting with Project Manager
- Prepare summary of community submissions

#### **Step 5 (30 hours)**

- Prepare Representation Review Report
- Prepare for and facilitate Council Workshop 3
- Meeting with Project Manager
- Finalise Report

## 4. BRM HOLDICH TEAM

### 4.1 Overview

BRM Holdich has extensive experience in consulting to government, industry and private organisations in the fields of local government, professional services, economic development, industry development, strategic and business planning and organisational review. We have the qualifications, experience and track record to successfully meet the requirements for this important project.

Mark Booth is the prime contact and principal consultant for this project with support from the nominated team members as indicated in this proposal.

### 4.2 Key Personnel

#### **Mr Mark Booth, Director**

Mark Booth founded BRM in July 1995. Mark has an extensive background in senior management in local government and the private sector. He is also currently Chairman of the Southern Region Waste Management Authority, established under Section 43 of the Local Government Act.

#### **Core Expertise**

- Strategic and business planning;
- Commercial, and joint venture negotiations;
- Facilitation and consultation;
- Organisational review and restructure; and
- Report compilation.

Mark's management and industry analysis skills are founded on a Bachelors degree of Business from the University of South Australia and a Masters degree in Business Administration at the same institution. These skills have been honed as a consultant to private and public sector organisations, specialising in local government, the legal industry, waste management, regional economic development and the introduction of a customer-focused culture.

#### **Qualifications**

- Bachelor of Business, University of South Australia 1992
- Master of Business Administration, University of South Australia 1996

#### **Professional Associations**

- Member of the Institute of Company Directors
- Member of the Law Council of Australia
- Affiliate of the Institute of Chartered Accountants in Australia

### **Mr Geoff Holdich, Consultant**

Geoff has an extensive financial background in both accounting public practice and business consulting. For many years Geoff was a partner in PKF Accounting in Alice Springs and Adelaide. As Managing Partner of PKF he was responsible for five offices in SA & NT. He remains associated with PKF by providing them with practice management advice on a regular basis.

#### **Core Expertise**

- Financial strategy development for business enterprises;
- Operational studies and forecasting for proposed enterprises; and
- Consulting on organisational structure and management framework

#### **Qualifications**

- Chartered Accountant, Institute of Chartered Accountants in Australia
- Diploma of Financial Planning
- Registered Company Auditor
- Registered Tax Agent

#### **Professional Associations**

- Fellow of the Institute of Chartered Accountants in Australia

### **Ms Nicola Cowley, Consultant**

Nicola Cowley joined BRM as a Consultant in April 2007. Nicola has considerable experience in technology, communications, marketing and service delivery.

#### **Core Expertise**

- Project coordination and management;
- Research and data analysis;
- Leading, motivating and directing people; and
- Developing and implementing communications and marketing plans.

Nicola is a talented communicator with recent local government research and data analysis experience. She has considerable experience in the United Kingdom where she successfully managed corporate IT communication and training projects for 10,000 engineers. A customer and business focused professional who always strives to provide excellent service to customers and employees.

#### **Qualifications:**

- Bachelor of Arts (Hons) Culture & Society, University of Leeds 2000

#### **Professional Associations:**

- Member, British Computer Society
- Vice President of Women in Innovation and Technology of South Australia

## 5. FEES, QUALITY ASSURANCE AND INSURANCE

### 5.1 Fees and Rates

We have estimated there are 123 hours of professional time involved in the project and have developed our fee of \$26,000 based on our normal hourly rates:

Mark Booth                      \$250 per hour

Geoff Holdich                      \$200 per hour

Nicola Cowley                      \$150 per hour

We would be pleased to discuss the time allocated to each step in our methodology if you believe it appears inappropriate for the step specified.

### 5.2 Quality Assurance

BRM Holdich has a successful track record in the provision of consultancy services to both public and private sector organisations over a long period of time. Although no formal quality assurance programmes are in place multiple projects have been undertaken for various clients indicating a degree of satisfaction with the services provided.

With all clients, we adopt a quality approach that ensures the production and delivery of high quality tailored products and services. The key to this approach is the provision of feedback at each stage of the project.

### 5.3 Insurances

BRM Holdich maintains the following insurances:

Professional Indemnity - \$5 million

Public Liability - \$10 million

### 5.4 Ability to Deliver within Timeframe

BRM Holdich is able to commence the project in early March 2009.

We will be able to comply with the timetable outlined in the project brief subject to the availability of the City of Marion's Project Manager, the availability of Elected Members and the community consultation program being undertaken as outlined in the project brief.