

## STATEMENT

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This policy provides guidelines for best practice business development strategies for Resource Recovery Group.

## SCOPE

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The Policy applies to regional councillors and employees responsible for business development, marketing and sales.

## OBJECTIVE

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- To provide guidelines for establishing and managing plans, strategies and objectives
- To maintain a clear linkage between the relevant goals and strategies detailed in the RRG Strategic Plan.

## DEFINITIONS

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## ROLES & RESPONSIBILITIES

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### Council

The Regional Council is to set strategic direction for the existing and future development. It may delegate powers and duties associated with business activity to the Chief Executive Officer.

### Chief Executive Officer

The Chief Executive Officer is to ensure business development strategies established by the RRG complies with the Local Government Act, regulations and all legal obligations. Any delegate powers and duties granted by the Council may be delegated to other employees at the direction of the CEO.

The Chief Executive Officer is to ensure a marketing plan is developed and reviewed annually, employees understand their responsibilities and obligations to customers and clients.

## CONTENT

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### 1 Establish and maintain a Marketing Plan

The Plan is to include as a minimum:

- a. Be aligned with the Council Strategic Plan and strategies
- b. Strategic key performance indicators for the evaluation of effectiveness
- c. Annual reviews of the plan

### 2 Managing a coordinated approach to business development

- a. Establishing marketing campaigns
- b. Identification of business opportunities
- c. How each is assessed
- d. Assessing business opportunities
- e. Progress of new business proposals

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### 3 Managing legal obligations and principles

- a. Compliance with legislation
- b. Adhering to the CEO Delegated Authority Register
- c. Good practice in business and customer relations
- d. Sales agreements and contracts
- e. Public tender process allowing opportunity for all customers to participate
- f. Customer credit controls
- g. Risk mitigation controls

### 4 Increase customer and client satisfaction

- a. Provide a high quality of goods and service
- b. Follow quality assurance procedures
- c. Respond to customer complaints

## REFERENCES & REVIEW

<b>Statutory Compliance</b>	<ul style="list-style-type: none"> <li>▪ Local Government Act 1995</li> <li>▪ Local Government (Functions) Regulations</li> <li>▪ Trade Practices Act and Regulations</li> </ul>	
<b>Organisational Compliance</b>	<ul style="list-style-type: none"> <li>▪ Strategic Community Plan 2022-2032</li> <li>▪ Corporate Business Plan 2022-2026</li> <li>▪ Annual Adopted Budget</li> <li>▪ CEO Delegated Authority Register</li> <li>▪ Pricing Policy</li> </ul>	
<b>Approved by</b>	Regional Council	
<b>Next Revision Date</b>	February 2025	
<b>Related Documents</b>	RRG Pricing Policy	
<b>Policy Administration</b>	<b>Responsible Officer</b>	<b>Review Cycle</b>
Corporate	Chief Executive Officer	Biennial
<b>Risk Rating</b>	Operational Risk Register – Risk Low	
<b>Location of document</b>	RRG website Staff Intranet	

## DOCUMENT CONTROL REGISTER

Date	Review	No.	Author	Resp Officer	Council
2012	Original	1	DCS	DBD	06/09/2012
2014	Review	2	CEO	CEO	06/11/2014
2015	Review	3	CEO	CEO	26/02/2015
2017	Review	4	CEO	CEO	23/02/2017
2019	Review	5	CEO	CEO	28/02/2019
2021	Review	6	CEO	CEO	25/02/2021
2023	Review	7	CEO	CEO	23/02/2025

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