

AUDIT & OPERATIONAL REVIEW COMMITTEE MEETING JULY 5, 2010

CORPORATE EVENTS FUNCTION

Recommendation

The City Manager and the Director of Corporate Communications, in consultation with the Commissioner of Community Services and the Director of Corporate Communications and the Director of Recreation & Cultural Services recommend:

That the Action Steps as noted in the following report be approved.

Contribution to Sustainability

Not applicable.

Economic Impact

There is no economic impact or budget impact as a result of this report.

Communications Plan

A communications plan is not applicable.

Purpose

The purpose of the report is to provide Council with some background regarding a review of the Corporate Events Function.

Background - Analysis and Options

In late 2009 Council asked staff to review the functions and reporting structure of the Corporate Communications Department, particularly the Corporate Events Function and report to the Audit & Operation Review Committee.

Including the Director and their administrative support, the Corporate Communications department consists of 9 full-time staff and 3 part-time positions. An organization chart is provided as attachment 1. The department is divided into 2 main functions, Corporate Communications and Corporate Events. The Commissioner position to which the Director of Corporate Communications reports is vacant. In the absence of the Commissioner, the Director has reported directly to the City Manager.

The objectives of the Corporate Communications department are external as well as internal and are as follows:

1. Provide public access to information on City programs and initiatives
2. Communicate the City's goals and objectives
3. Profile the City's successes
4. Promote a positive City image
5. Promote public participation through community engagement
6. Support communications needs of City departments
7. Strengthen City's corporate culture through effective internal communications

Based on individual meetings and group discussions there was agreement that corporate events is a mechanism that has been used successfully, along with various other strategies and approaches to achieve the strategic corporate objectives noted above.

Based on those conversations the following observations and action steps have been identified:

1. Workload is an issue given the number and extent of the events;
2. There needs to be an overall plan developed and improved coordination for all City events;
3. There is a need to establish objectives and criteria to determine which events should be considered corporate;
4. Based on the criteria, the current list of events should be reviewed to reconfirm the appropriateness of the event and if it should be re-assigned. In 2010 there are in excess of 100 organized and supported events;
5. Event protocols (i.e. invitations, speaking order, greetings) should be reviewed, communicated to all departments and applied consistently, regardless of which department manages an event;
6. Corporate Communications should be available to provide guidance to departments hosting non-corporate events; and
7. Within Corporate Communications, Events should report to the Director and not the Manager of Corporate Communications.

Following up on the actions noted above will greatly assist in the organization, delivery and providing a more consistent look and feel for all events across the City. In addition, staff will be bringing a report forward shortly with a recommendation to recruit a Commissioner of Corporate Services. As part of that report there will be a discussion on what departments should report to this Commission and the additional support that could be available.

Relationship to Vaughan Vision 2020/Strategic Plan

The recommendations contained in this report are consistent with the Vaughan Vision and the necessary resources have been allocated.

Regional Implications

Not applicable.

Conclusion

Based on meetings and discussions with various staff there was agreement that corporate events has played an important role in achieving the City's corporate objectives. A series of action steps have been identified on opportunities to improve how events are managed across the City. Implementing these action steps will improve the overall coordination and execution of events.

Attachments

Corporate Communications Organization Chart

Report prepared by:

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Respectfully submitted,

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City Manager

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**CORPORATE COMMUNICATIONS DEPARTMENT
ORGANIZATIONAL CHART**

