



Empowered & Engaged Wollondilly's *Success Story*

Transforming culture, driving growth, and
fostering leadership.

Empowering progress: Wollondilly's journey with Insync

Wollondilly Shire Council is dedicated to cultivating and empowering a passionate and engaged workforce to significantly impact and support the continuous growth and prosperity of the region.

Wollondilly has partnered with Insync over the past few years to conduct employee engagement surveys and drive measurable improvements. Since the partnership began in 2018, Insync has provided five years of comparative data, offering invaluable insights into their progress.

In the first year of the partnership, the survey results revealed crucial insights, pinpointing areas for improvement. Specifically, Wollondilly's Investment in People* scores fell within the bottom quartile of Insync's local government benchmark, while Engagement^ hovered in the mid-quartiles.

Discover how Insync supported Wollondilly in gaining these insights and effectively acting upon their survey results to drive targeted action plans and strategies that resulted in remarkable success in enhancing employee engagement and fostering a culture of continuous improvement.

Wollondilly selected Insync for our wealth of experience conducting employee engagement and sentiment surveys. Our academically and statistically validated survey instrument ensures we measure aspects that truly matter, including emotional, cognitive and behavioural engagement. Additionally, our benchmarking capabilities have allowed Wollondilly to aspire to leadership in employee engagement within the local government sector by comparing their results with those of other Australian councils.

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Wollondilly Shire Council has been partnering with Insync since 2018 to deliver an annual employee survey. Through this collaborative process we are able to gather staff feedback about various aspects of the work environment to help identify our strengths as well as areas for improvement.

The team at Insync work closely with staff to ensure the survey delivery is smooth, easy to understand and provides flexibility to meet our specific needs. Insync have been a great partner through our journey and have displayed excitement equal to our own, regarding our results.

- Wollondilly Shire Council

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**Investment in people — do employees get the training and development they need, and are their skills and talents used to their full potential? Are there effective programs for recognising and rewarding achievements, and are performance appraisals used to enhance employee effectiveness? Does the organisation care about its people, including ensuring they have an appropriate work-life balance?*

^Engagement — how committed are employees to the organisation, and do they promote and act in its best interests? Are they engaged with the organisation and what it is trying to achieve? The engagement factor measures the heart, head and hand engagement. Engaging employees' hearts refers to their positive emotional connection with the organisation; engagement of the head relates to positive thoughts about the organisation; and engagement of the hand refers to the discretionary efforts made by employees.

Driving action: Strategies for *improvement*

After thoroughly analysing the survey results, Wollondilly embarked on a proactive journey to enhance employee engagement through targeted action plans. Utilising team action-planning sessions as a catalyst, employees came together to exchange insights and collectively devise strategies to bolster efficiencies, foster staff engagement, improve communication, and promote collaboration. Guided by directors and managers, these sessions identified key actions to drive positive change across various facets of the organisation.

Wollondilly identified several areas for improvement and swiftly implemented strategies to address them, including:



Cultivating a culture of open communication and feedback among team members to foster continued feedback.



Fostering an environment of trust and camaraderie within teams to build trust and enhance team culture.



Establishing effective communication channels to disseminate important information throughout the team.



Implementing initiatives to streamline workflows and enhance operational efficiency through process improvements.



Encouraging collaboration across departments to maximise resources and expertise through cross-collaboration opportunities.

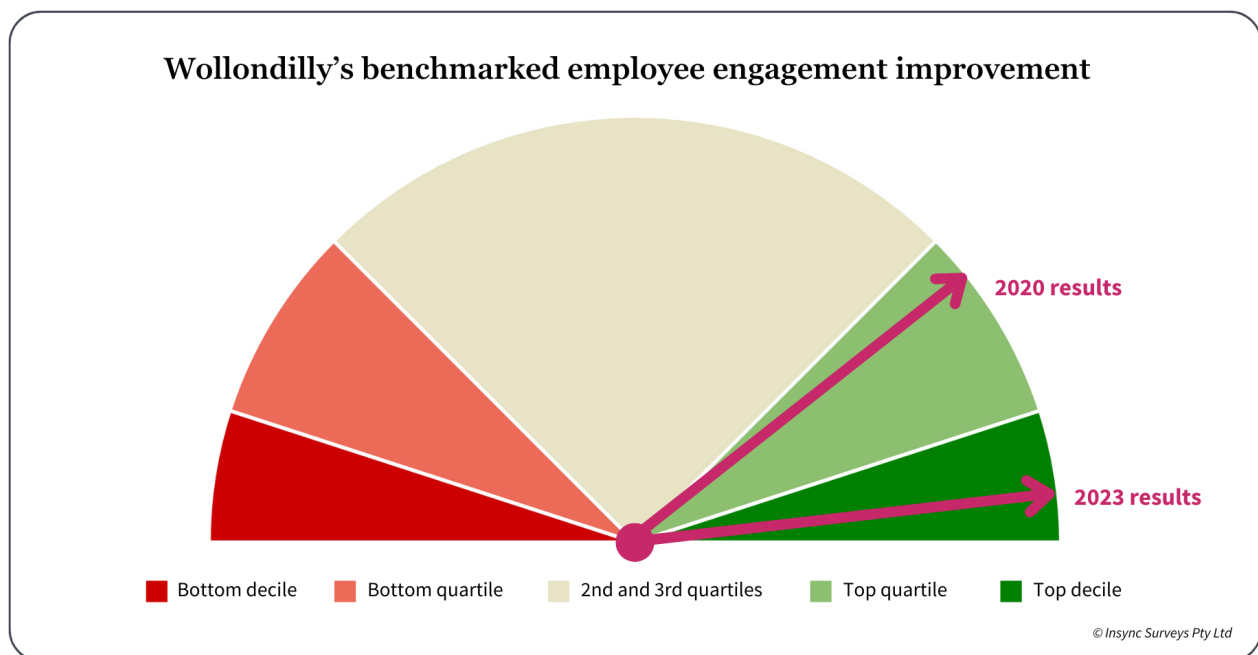


Allocating dedicated time for team members to strategise, plan, and align their goals and objectives during team planning days.

In addition, Wollondilly focused on enhancing organisational communication and invested in leadership development to further drive positive change. They bolstered communication channels by improving the accessibility of CEO messages, launching an internal news site, and introducing platforms like SLT Workspace, Team News Posts, and Staff Newsletters. Furthermore, they provided staff connect training sessions to equip employees with the skills to communicate effectively via the intranet. Recognising the pivotal role of leadership in driving organisational success, Wollondilly prioritised leadership development through initiatives such as the 2023 Growth Learning Program, Australasian Management Challenge, Diploma of Leadership and Management, and the Leading in the Field pilot program.

Results and impact: *Celebrating success*

Wollondilly made steady progress over the years and had impressive results in 2022 with their Engagement result falling into the top 10% of the local government benchmark. 2023 however was a stand out year. Wollondilly's engagement result improved further and moved into the top 5% of the benchmark. This benchmark was comprised of 71 Australian local government studies and encompassed almost 30,000 survey responses.



- Wollondilly's Engagement result for 2023 is in the top 5% of this benchmark with a percent favourable score of 77%, a six percentage point improvement from the previous year. Engagement levels across the various directorates were also high.
- All 27 survey items with comparative data from 2022 exhibited improvements in their percent favourable scores, with significant increases observed in statements related to commitment to high-performance standards, inter-team collaboration, council processes, trust levels, work-life balance support, sense of belonging, and pride in working at the Council.
- Compared to the 2019 results, all ten engagement survey items showed improvements ranging from five to 25 percentage points.
- Impressively, 87% of benchmarked statements ranked in the top 10%, highlighting Wollondilly's exceptional performance.

Results and impact: *Celebrating success*

Over the past five surveys, significant strides were made in overall job satisfaction, advocacy, and envisioning a fulfilling future at Wollondilly Shire Council, demonstrating resilience in the face of challenges such as the pandemic, bushfires, and floods.

Wollondilly's concerted efforts and remarkable success stand as a testament to the transformative power of prioritising employee engagement and fostering a culture of continuous improvement.

CEO Ben Taylor said, "As we continue on our path to be the best Council we can possibly be for our community and the Shire, I'm excited to see that Wollondilly is now in the top 5% of benchmark Councils. Our employees care about the direction we are going and are living out the values and vision of the organisation in their day to day activities.

Employee engagement is a key factor in a high performing organisation. When employees are engaged they demonstrate motivation and pride in what they do and ultimately high levels of service and productivity, which is a direct benefit for the community.

I'm extremely pleased to see we are one of the top Councils in the country and continue to be grateful every day for the wonderful people here who proudly serve the Wollondilly community.

We will continue to invest in our people and are listening closely to their feedback, so that we can support their efforts and improve even further."

Who We Are: Insync

Local government is one of Insync's specialist industry sectors, supported by a large, dedicated team that understands the priorities and challenges councils face. Our partnership with local government over the last 21 years has allowed us to gather extensive survey data. As a result, we have a rich benchmark that councils can use to compare themselves with industry peers and best practice measures.

Whether you're looking to gauge trust amongst staff, retain skilled employees, engage and consult with your community, increase cooperation across work areas or even provide career opportunities, we can help.

Talk to us today.



Success. Mapped.