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August 2010

What's on the Menu?

- Context
- Definitions
- Why Bother?
- Fit with other Council plans strategies
- How to do it!
- The Final Product
- Last Thoughts

Context

- We live in changing times:
 - Shared spaces
 - Focus on sustainability
 - Openness to alternative delivery and ownership models
 - Step change in how we work and use space



- Virtually every structure or service change in Council has a property impact



Perspectives

- Property as:

- An economic development tool
- A strategic tool
- A tool for city shaping



- Property as a unifying force for an integrated, space/place based vision of the future



Definitions

- **Strategy**

- A plan of action designed to achieve a particular goal
- A series of management decisions which help navigate the direction of an organisation
- Enables decision making skills to determine the outcome, rather than chance

“In the absence of clearly-defined goals, we become strangely loyal to performing daily trivia until ultimately we become enslaved by it.” Robert Heinlein

Definitions

- **Property**
 - **Real Property, that is:**
The interests, rights and benefits that attach to the ownership of land and the improvements on the land
- **Property Strategy**
 - Addresses the type and scope of assets, facilities, and environments required to support the activities of the community and council

Definitions

- Property Management Strategy

- This is the **how** of managing, maintaining, developing, measuring and reporting on the property portfolio.



- Asset Management Plan

- Focus on asset management plans is maintaining asset in fit for purpose state.



Why Bother?

- Platform for change
- Provides a business approach to determining needs and specific
- Emphasis on stewardship and best practice
- Potential for step change in more than cost of facilities, but also in accessibility and quality of services
- Basis of communication and agreement



Fit with other Council Plans

- Spatial Plan
- District Plan
- LTCCP/Annual Plan
- Strategic Plan
- Other Business unit strategies
- HR, IT and corporate services strategic plans

Fit With Other Council Plans and Document Strategies

- Property plans and strategies of Council partners

- Central Government
- Business
- Infrastructure Organisation
- Iwi
- Investors/Developers
- Community Groups



How To Do It

- **Business focused**
 - Develop sound understanding of councils core business activities (role, scale, customer base, issues, affordability)
- **Suspend judgement**
 - Don't assume that current environment/way of working is the way forward
- **Research what others have done**
- **Structured approach to creative options**



How To Do It

- Consult and further develop options
 - High level assessment of timing/logistics, cost (space, quality and location)



- Evaluate
 - Operational
 - Aesthetic
 - Flexibility
 - Financial



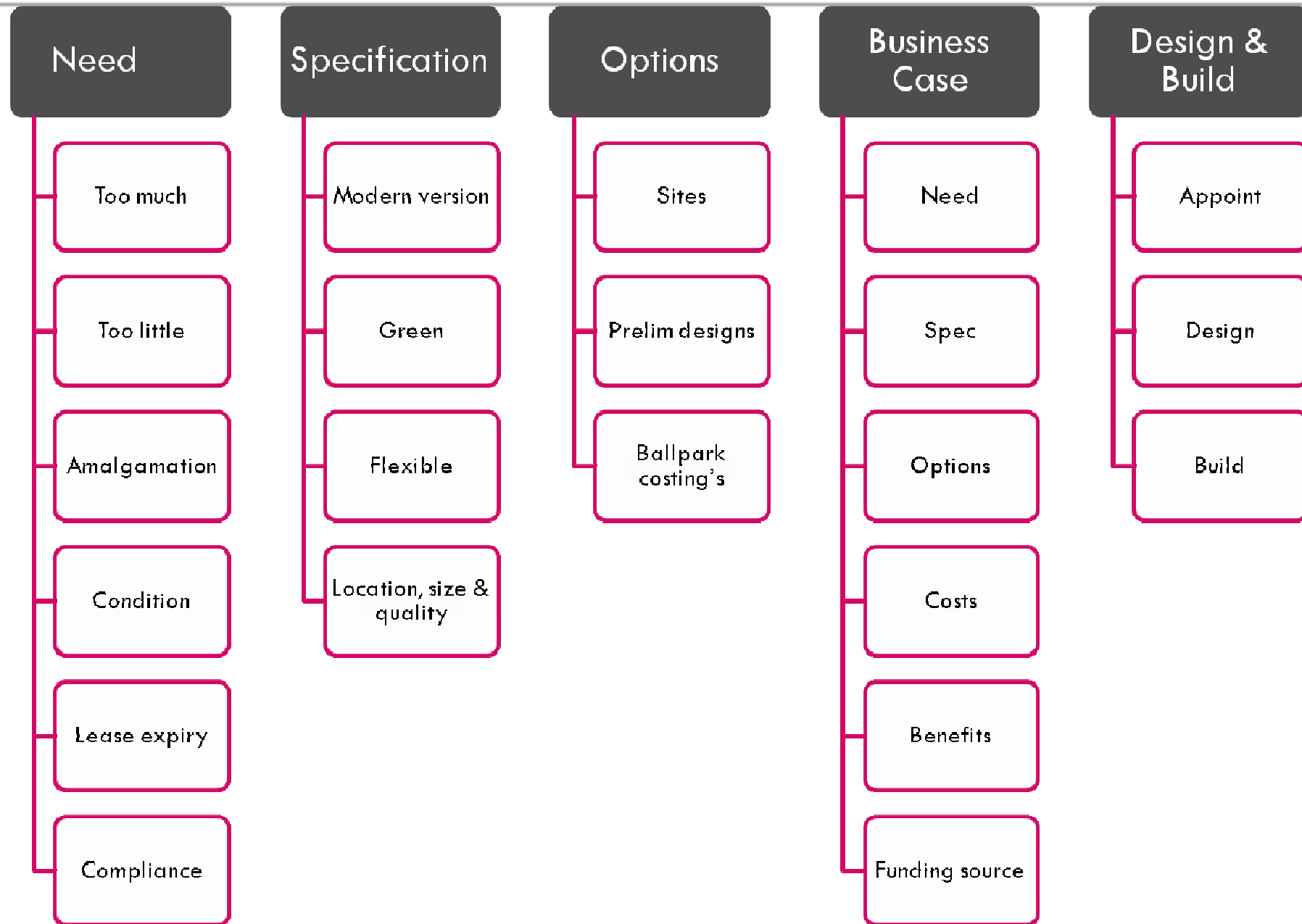
FINANCIAL DATA SUMMARY				
1. Revenue				
2. Ticket	1,000	2,000	3,000	6,000
3. Sponsorship	1,000	2,000	3,000	6,000
4. Merchandise	500	1,000	1,500	3,000
5. Total	2,500	5,000	7,500	15,000
6. Expenses				
7. Venue	1,000	2,000	3,000	6,000
8. Staff	500	1,000	1,500	3,000
9. Marketing	500	1,000	1,500	3,000
10. Total	2,000	4,000	6,000	12,000
11. Profit	500	1,000	1,500	3,000
12. Break-even	2,000	4,000	6,000	12,000
13. Net Profit	500	1,000	1,500	3,000
14. Total	2,500	5,000	7,500	15,000

How To Do It

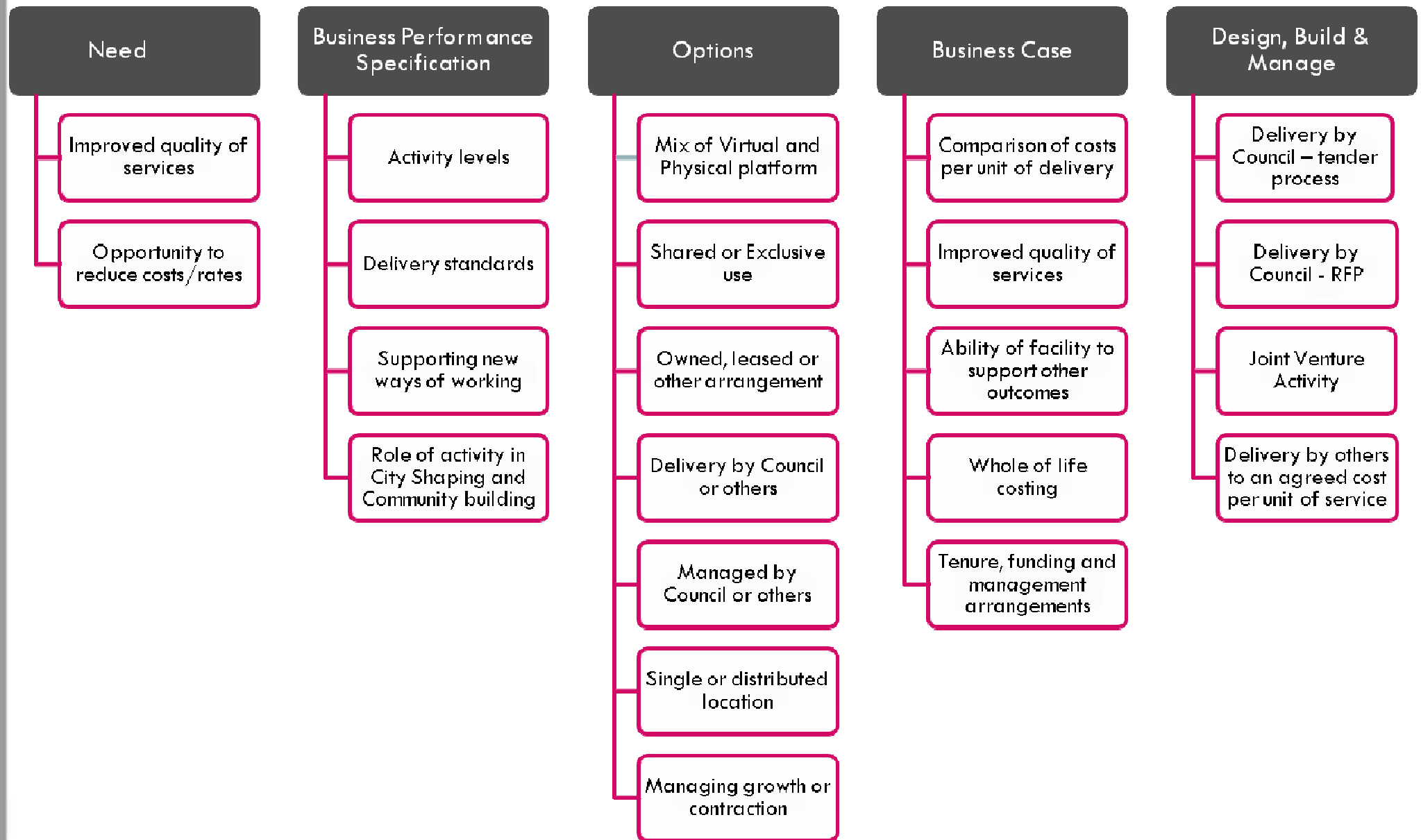
- Select preferred
- Pilot
- Business Case
- Implement
- Manage The Change



Typical Process



Strategic Approach



The Final Product

- Will depend on your organisation
 - One size doesn't fit all
- Property strategy is a continual process
- Should be regularly considered, reconsidered, reworked and regarded as a critical management tool
- Refer to constantly



Last Thoughts

- Having a vision as to how property can better support council is a great start
- Engaging hearts and minds is critical – If the strategy isn't owned by the council manage and staff, then it probably won't happen
- But it all starts with a document



Lord Rutherford



Martin Luther King

THANK
YOU!