

CASE STUDY:

Gladstone Regional Council

LMA promotes cross industry networking and growth in leadership skills in the Region



The Issue:

Gladstone Regional Council (GRC) identified the need for an innovative approach to resolve the leadership development needs within GRC and the Gladstone Region.

The Solution:

LMA partnered with GRC to deliver the Challenge of Leadership course to GRC staff and local business employees, including a number of sponsored participants.

The Result:

The partnership of LMA and GRC to deliver leadership training has promoted consistent growth for the Region in relation to leadership.

The Gladstone Regional Council (GRC) area covers a very unique Region given the strong presence of rapid growth industries and construction related businesses.

A number of significant and complex issues have arisen due to the sheer scale of development, the immense fly-in fly-out / construction workforce and other environmental, social and economical factors involved.

GRC identified that leadership is a critical factor in the success of their own organisation and businesses in the community; to progress this they partnered with LMA to deliver an accredited and meaningful leadership development program locally.

This landmark leadership program has developed 25 people from local businesses and the GRC since its inception in 2013.

Growing leaders in the Region:

The “boom and bust” nature of the industry in the Gladstone Region places significant pressure on businesses, including high turnover in staff and developing leaders. GRC, headed by Mayor Gail Sellers, partnered with LMA to develop and introduce a leadership development program to reduce this pressure.

The Challenge of Leadership (COL) course inspires cross industry collaboration - allowing experiences and knowledge to be shared, in order to develop leaders and

generate alternate methods of combating the issues being experienced in the Region.

“Gladstone is on the world stage, no longer just a regional player and we need good people in positions that drive good business,” says Gail.

The COL course has promoted consistent growth in the Region in relation to leadership and it is these business leaders that are representing the community.

Creating exceptional results through people.

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Gail Sellers, Mayor, Gladstone Regional Council:

“Investment in sharpening skills, knowledge and application of our leaders is a longer-term and common sense commitment to progressing people. We see this as the Council’s core business.”

Tegan Schuler, Senior Planner, Gladstone Regional Council:

“The number of real world experiences, problems and solutions we have discussed is far more beneficial than any case study in a book.”

An innovative approach to leadership development:

From the challenges identified by GRC around the organisation’s need for leadership development, and the similar need identified within the community, GRC knew that an innovative way to solve this challenge would be needed.

The unique partnering relationship between LMA and GRC and an innovative approach to working community wide has really raised the bar in breaking the silos across industry.

Bringing out the best within GRC:

In addition to the benefit felt by course participants from the Gladstone Region, the GRC has also experienced the impact of LMA courses, with 8 staff members having participated in the Challenge of Leadership (COL) course so far.

Chris Phillips, Manager of People and Performance at GRC says, “due to the significant pressure of the industry in the area, GRC identified the need for civic leadership to become ‘leaders developing leaders’.”

“The COL has been introduced as part of the Leadership Academy Program, a four-tiered approach to develop selected staff, in recognition of emerging talent.”

The COL course provided a means to develop key individuals within the Council to encourage cultural change and skill development.

The consolidated reports for 4 of the GRC staff has shown an ROI in the excess of \$700,000.

More than just a qualification:

Whilst the Certificate IV in Frontline Management is awarded on completion of the COL course, organisations who have participated now understand that measurable results are a critical part of the investment of time and money, not just a qualification.

Expanding the opportunity:

A joint sponsorship between GRC and LMA is providing a local business leader with the opportunity to be part of the program, to create real life examples of success for smaller organisations. Roseberry Community Services and The Women’s Health Network have been recipients of the sponsored place on programs to date.

The perfect partnership:

“We have been so pleased with the genuine interest LMA has in creating a partnership and successful working relationship with GRC.”

“There is a mutual ‘no surprises policy’ throughout the whole process- open and honest communications,” says Chris.

GRC determined early on in discussions that LMA was on the ‘same page’ regarding the value of investing in its people and developing leaders in a sustainable and measurable way. “LMA is clearly a forward thinking organisation that was prepared to put resources and time into making its plans happen,” concludes Chris.

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