

## Certification of Key Performance Indicators for the Year Ended 30 June 2011

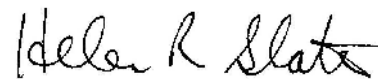
We hereby certify that the Key Performance Indicators are based on proper records, are relevant and appropriate for assisting users to assess the Peel Development Commission's performance, and fairly represent the performance of the Commission for the financial year ending 30 June 2011.



Kim Horne  
Chairman  
31 August 2011



Colleen Yates  
A/Chief Executive Officer  
31 August 2011



Helen Slater  
Manager Corporate Services  
31 August 2011

## OVERALL EFFECTIVENESS INDICATORS

The desired outcome of the Commission is the development and promotion of the Peel Region.

The effectiveness of the Commission in achieving its outcomes is determined by undertaking an annual client/stakeholder survey. In 2010-11 the Commission engaged an independent market research consultancy to undertake its Client Survey.

The Commission provided a database of their clients which included local governments, federal and state government agencies, and private organisations. The database comprised of 293 clients. Respondents from this sampling frame were sent an email which introduced the survey and provided a link to a self-contained survey website. Respondents were able to complete the survey online, with the results being collated by Asset Research. In order to achieve randomization of response, only 264 of the initial 293 clients from the initial sampling frame were sent a survey link.

A total of 167 surveys were completed. This represents an overall response rate of 63.3% of the sample that were contacted and a 57% response rate from all clients in the sampling frame. The response rate is sufficient to ensure that the overall results are representative of the opinions of the population of key clients within a possible sampling error of +/- 5%.

Survey respondents were asked to rate their satisfaction with the Peel Development Commission's achievement of the following key outcome:

- Satisfaction with the Commission's contribution to the Peel Region's economic base.

A percentage score has been calculated below to determine an overall satisfaction rating for this area. This historical outcome is included for the 2009-10 client survey for comparison purposes.

<b>Outcome: Development and Promotion of the Peel Region</b>	<b>2009-10 Actual</b>	<b>2010-11 Actual</b>	<b>2010-11 Target</b>
Client satisfaction with the contribution to the Region's economic base	85.7%	86.6%	90%

Satisfaction levels were slightly increased in 2011 in comparison with previous years, and the satisfaction levels remain high. The Commission is working with our regional partners to identify strategies for continued improvement in this area.

## EFFICIENCY INDICATORS

The Commission's key services, adopted on 1 January 1998, are:

1. Facilitation and coordination; and
2. Information and advice.

Both services are measured in cost per service hour.

	2006-2007 (a)	2007-2008 (a)	2008-2009 (a)	2009-10 (a)	2010-2011 (a)
1. Facilitation and coordination	\$49.54	\$82.05	\$74.73	\$75.36	\$71.65
2. Information and advice	\$53.44	\$45.58	\$45.67	\$46.00	\$45.11

(a) Operating cost information is sourced from the Income Statement.

	2008-2009 Actual	2009-2010 Actual	2010-2011 Actual	2010-2011 Target	Variance
1. Facilitation and coordination	\$75	\$75	\$72	\$79	\$7
2. Information and advice	\$46	\$46	\$45	\$48	\$3

The variation between the average cost per unit of service hour between 2010-2011 Budget and 2010-2011 Actual is minimal.