








Quarterly Operational Report

Quarter 2, 2021/2022

Indicator	Status	Indicator Meaning
	On Track	Initiative is proceeding to plan with no indication of future impediments.
	Action Required	Progress is significantly behind schedule or is rated 'closely monitor'. Decisive action is required to get back on track.
	Monitor	Progress is not as expected but action is being/ has been taken and is expected to be on track within the next quarter or financial year.
	Trend	This data is being collected for observation and analysis.
	Completed	Initiative or project has been completed.

1: Our community and environment

1.1: Economic growth and prosperity

1.1.1: Promote and support use of new technology across the organisation and region's economy as part of the Intelligent Community Strategy.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of community members participating in our Digital Literacy programs at libraries.	Organisation - Community & Environment - Library Services - Library Services	≥ 80	233	—	Digital Literacy services are in high demand with many residents seeking help with Covid-19 Digital Certificates.



1.1.3: Promote our region as a preferred investment destination nationally and internationally.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of Holiday Park accommodation occupied.	Organisation - Community & Environment - Community Services	Trend	69.95%	—	Burnett Heads Holiday Park 74.5%, Elliott Heads Holiday Park 73.4%, Miara Holiday Park 61% and Moore Park Beach Holiday Park 70.9%.




1.2: Safe, active, vibrant and inclusive community

1.2.1: Provide facilities, parks, open spaces, services, and programs that promote and support our community's safety and physical wellbeing.




Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of physical activity and preventative health initiatives promoted and supported by Council.	Organisation - Community & Environment - Parks, Sport & Natural Environment - Sport & Recreation	≥ 25	35	✓	Some initiatives included Be Active Program which provided 115 Classes across the regions pool and parks over 8 weeks, Active and Healthy Bundaberg provided physical fitness, nutrition and mental wellness programs for 20 participants over 12 weeks and Building a Healthier Bundaberg Alliance Do Your Thing

Performance Measure	Organisation Link	Target	Actual	Status	Comments
					Community Workshop Session.
Number of school students engaged in gallery programs.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Galleries - BRAG & ChArts	≥ 120	438		Regional Arts Development Fund (RADF) funded art camp and school incursions assisted to exceed the target.
Percentage of agreed service levels have been met.	Organisation - Community & Environment - Parks, Sport & Natural Environment - Parks Operations & Maintenance	≥ 85%	100%		The agreed service levels were met or exceeded in all parks.

1.2.2: Support and facilitate community programs, networks, projects and events that promote social connectedness; and active and healthy community life.



Performance Measure	Organisation Link	Target	Actual	Status	Comments
Access to Services - Commonwealth Home Support Programme & Queensland Community Care (State and Federal funded): Number of service users with improved ability to access appropriate services.	Organisation - Community & Environment - Community Services	≥ 50	555		Client numbers reflect an improved ability to access appropriate services. Group transport is offered from Gin Gin and Childers to Bundaberg to assist with the access to services not available in the regional areas. Clients receive information through newsletters, flyers and face to face.
Community Support Services Commonwealth Home Support Programme & Queensland Community Care (State & Federal Funded): Number of service users who received a service.	Organisation - Community & Environment - Community Services	Trend	630		138 referrals for services were received.
Number of community development partnerships, projects and initiatives promoted and supported by Council.	Organisation - Community & Environment - Community Services	Trend	35		This total includes events, activities, workshops, presentations, community consultations and network meetings.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of community members participating in community development projects and initiatives.	Organisation - Community & Environment - Community Services	Trend	647	✓	This total includes 2021 Seniors Forum, It Takes a Village! Housing and Homelessness Forum and Our people our stories finale.
Number of community members participating in our free community programs and events hosted and facilitated by the Library Service.	Organisation - Community & Environment - Library Services - Library Services	≥ 750	1,517	—	Regular programs were well attended. Several author events were held.
Number of community members who have improved wellbeing through social connectedness.	Organisation - Community & Environment - Community Services	Trend	225	✓	This figure is based on written and verbal feedback from participants at Community Development led events and workshops in the region.
Number of Community Services grants provided.	Organisation - Community & Environment - Community Services	Trend	9	✓	This total is the October round only.
Number of financial assistance requests/applications supported (individuals/sporting organisations/events).	Organisation - Community & Environment - Parks, Sport & Natural Environment - Sport & Recreation	Trend	6	✓	This included 3 Young People in Sport applications and 1 application each for Bundaberg Cup 2022, Bulls Masters Youth Championships 2021 and Sport Championship Funding.
Number of occasions that information, advice and referral services were provided.	Organisation - Community & Environment - Community Services	Trend	3,683	✓	Utilisation remains high.
Number of service users who received a service.	Organisation - Community & Environment - Community Services	Trend	3,835	—	Engagement remains high and increasing.
Number of service users with improved quality of life.	Organisation - Community & Environment - Community Services	Trend	4,452	—	Continued uptake on services resulting in ongoing improvement to quality of life.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of services users with improved ability to access appropriate services.	Organisation - Community & Environment - Community Services	Trend	3,965		Numbers are consistent.
Quality of Life - Commonwealth Home Support Programme & Queensland Community Care (State and Federal funded): Number of service users with improved quality of life.	Organisation - Community & Environment - Community Services	≥ 300	630		Clients under the Commonwealth Home Support Program are supported to remain in their own home and within their community to maintain their independence and increase their quality of life.
Social Connectedness - Commonwealth Home Support Programme & Queensland Community Care (State and Federal funded): Number of service users with improved social connectedness.	Organisation - Community & Environment - Community Services	≥ 150	630		Clients interact with staff throughout all services. Clients are offered and supported to access a variety of social activities to increase and maintain their social contentedness.

1.3: A creative and environmentally friendly place

1.3.1: Provide facilities, spaces, services and activities that promote and support lifelong learning and community engagement within the arts and culture sector.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of community engagement activities at libraries.	Organisation - Community & Environment - Library Services - Library Services	≥ 10	8		Inhouse and Outreach sessions are held to engage with and inform our communities. A slowdown is normal for this time of year.
Number of community groups using the Moncrieff Entertainment Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	Trend	7		This number is slightly higher due to the formation of the Bundaberg Rainbow Choir and their 5 rehearsals spread across 5 weeks.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of patrons visiting our library branches.	Organisation - Community & Environment - Library Services - Library Services	≥ 40,000	42,703		Libraries continue to be welcoming places for all members of the community and visitors to the area.
Number of patrons visiting the Moncrieff Entertainment Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	≥ 8,000	8,221		There were high attendances for both cinema screenings and live performances.
Number of people visiting the Galleries.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Galleries - BRAG & ChArts	≥ 6,000	6,727		Bundaberg Regional Art Gallery (BRAG) visitation: 4120 and Childers Arts Space (CHARTS) visitation: 2607.
Number of visitors to iconic facilities Hinkler Hall of Aviation and Fairymead House.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Tourism Facilities & Events	> 4,000	6,955		Hinkler Hall of Aviation had 5187 visitors and Fairymead House had 1768 visitors.
Percentage of total days booked at Moncrieff Entertainment Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	Trend	178%		Quarter 2 was very busy with cinema screenings, live performances and community engagement.
Percentage of total seats booked at Moncrieff Entertainment Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	Trend	24%		The actual percentage is low due to the total number of seats sold across a large number of performances.

1.3.2: Provide leadership in creative innovation and opportunities for learning and community social and cultural development.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of attendees to Galleries organised Programs and Events.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Galleries - BRAG & ChArts	≥ 300	3,587	—	Significant programs/events included: Arts Industry Networking Events, Songwalks, March of the Reef Workshops, Creative Crowd, Twilight Artisan Market, Gail Mabo Artist Dinner and Artist Talk and opening weekend events for 'Florence'.
Number of performing arts initiatives designed to engage with our community.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	≥ 3	7	✓	The number of initiatives engaging the community included 5 rehearsals and an Open Rehearsal for the newly formed Bundaberg Rainbow Choir.



1.3.4: Manage environmental health services and rehabilitate our natural resources and regional ecosystems whilst educating and engaging with the community.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of community environmental protection and management activities participated in.	Organisation - Community & Environment - Parks, Sport & Natural Environment - Natural Resource Management	≥ 6	6	✓	Activities included community dune care at Elliott Heads, Bundaberg and Discovery Coast Fox Working Group together with assisting in the management of feral pigs in Goodnight and Gaeta areas, State Oversight Committee Meeting, Landholder Assistance Program and Plant Swap Program.
Number of public awareness, education programs and activities delivered.	Organisation - Community & Environment - Parks, Sport & Natural Environment - Natural Resource Management	≥ 6	12	✓	Activities included guided zoo tours, school holiday activity held at Baldwin Swamp, bird walk during the Milbi Festival, aquatic weed field day, weed identification day at Woodgate, feral pig survey and weed and pest educational stall at Bucca markets.



2: Our infrastructure and development



2.1: Infrastructure that meets our current and future needs

2.1.1: Plan and implement Council's long-term and annual capital works improvement program that reflects community needs and expectations.





Performance Measure	Organisation Link	Target	Actual	Status	Comments
Length of sewer main inspected with CCTV.	Organisation - Infrastructure Services - Water Services - Water Services	Trend	0		The tender for engaging a consultant for sewer main inspection with CCTV is in the market. The program will deliver inspection of 10km of sewer main plus 200 sewer manholes.
Percentage of sewer main relining completed.	Organisation - Infrastructure Services - Water Services - Water Services	Trend	6%		Pre-relining cleaning completed in December 2021. Actual relining work is programmed by the Wide Bay Burnett Urban Water Alliance collaboration project in the coming months.

2.1.3: Manage and maintain Council owned buildings, facilities and assets that support and facilitate social connectedness and community life.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of passengers processed through Bundaberg Regional Airport terminal.	Organisation - Community & Environment - Bundaberg Airport	≥ 30,000	18,225		Passenger numbers grew by 44% over quarter 1 and continued to recover month on month. Further recovery may be delayed until quarter 4 due to the transition to living with COVID.
Number of visitors attending events at the Bundaberg Multiplex Sport and Convention Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Multiplex	Trend	6,928		There were approximately 6,928 visitors to the Bundaberg Multiplex Sport & Convention Centre. COVID-19 uncertainty resulted in the cancellation of 9 events which would have seen an additional 3,665 visitors.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage usage of halls and community facilities including Coronation Hall, School of Arts and Gin Gin RSL.	Organisation - Community & Environment - Community Services	Trend	45.3%		Coronation Hall 31.72%, School of Arts 72.37% and Gin Gin RSL Hall 31.89%.
Percentage usage of the Recreational Precinct.	Organisation - Community & Environment - Community Services	Trend	54.11%		Usage of the Bundaberg Recreational Precinct is consistent for the current season and consistent with pre-COVID-19 usage.

2.2.2: Supply potable water and wastewater services that ensure the health of our community in accordance with Council's service standards.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of reportable wastewater incidents.	Organisation - Infrastructure Services - Water Services - Water Services	≤ 5	24		3 exceedances in the hinterland catchments (Gin Gin, Childers & Woodgate). 21 In the Bundaberg and Coastal Catchments. Majority of the exceedances were due to the wet weather events that led to stormwater inundation of our wastewater catchment.
Percentage of customers who do not experience a planned water supply interruption.	Organisation - Infrastructure Services - Water Services - Water Services	≥ 95%	99%		443 water connections experienced a planned service interruption from a total of 33,140 water connections.
Percentage of customers who do not experience wastewater interruption.	Organisation - Infrastructure Services - Water Services - Water Services	≥ 95%	100%		67 sewerage connections experienced a service interruption from a total of 26,774 sewerage connections.
Percentage of raw water usage versus allocation.	Organisation - Infrastructure Services - Water Services - Water Services	≤ 80%	30%		The raw water usage was 2,459 ML. The year to date total raw water consumption is 5,280 ML from a total combined yearly

Performance Measure	Organisation Link	Target	Actual	Status	Comments
					allocation of 17,429 ML surface and ground water.
Percentage of water supply quality incidents per 1,000 connections.	Organisation - Infrastructure Services - Water Services - Water Services	≤ 5	0	✓	A total of 4 water quality incidents were reported.
Sewer main breaks and chokes per 100km of mains.	Organisation - Infrastructure Services - Water Services - Water Services	≤ 40	12	✓	86 sewer main breaks and chokes occurred across the region.
Wastewater odour complaints per 1,000 connections.	Organisation - Infrastructure Services - Water Services - Water Services	< 5	1	✓	15 odour complaints were received from a total of 26,774 sewage connections.

2.2.3: Provide safe and efficient waste services to protect our community and environment.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of people utilising Councils Waste Facilities.	Organisation - Community & Environment - Waste Services	Trend	140930 Waste Facility customers projected for 2021/2022 based on year to date figures.	—	Slight increase on projection due to Christmas, building boom and increased grass mowing due to November's rainfalls.

2.2.4: Provide effective and efficient fleet and trade services for operations and projects across Council.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of asset maintenance work tickets completed when scheduled.	Organisation - Infrastructure Services - Fleet & Trade Services	≥ 95%	97%	✓	Target met.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of internal client survey results satisfactory or above.	Organisation - Infrastructure Services - Fleet & Trade Services	> 75%	100%	✓	Target met.
Percentage of overall plant, vehicle and equipment availability.	Organisation - Infrastructure Services - Fleet & Trade Services	≥ 95%	97%	✓	Target met.

2.3: Sustainable development

2.3.2: Provide an efficient, effective and transparent development assessment service consistent with community and statutory expectations.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of development approvals audited for compliance.	Organisation - Development	= 6	10	✓	The required number of approvals were audited for compliance during the quarter.
Percentage of applications to endorse subdivision plans decided within 15 days or less.	Organisation - Development	≥ 95%	100%	✓	26 plans of subdivision were approved within 15 days or less for the quarter.
Percentage of low complexity development applications decided within 10 days or less.	Organisation - Development	≥ 90%	75%	●	6 low complexity applications were decided in 10 days or less out of a total of 8 decided for the quarter.
Percentage of pre-lodgement meeting outcomes issued within 5 days or less.	Organisation - Development	≥ 80%	68%	●	17 pre-lodgement meeting outcomes were issued within 5 days or less out of a total of 25 that were issued for the quarter.
Percentage of total code assessable development applications decided within 25 days or less.	Organisation - Development	≥ 80%	53%	●	15 code assessable applications were decided within 25 days or less out of a total of 28 decided for the quarter.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of total impact assessable development applications decided within 35 days or less.	Organisation - Development	≥ 60%	75%	✓	6 impact assessable applications were decided within 35 days or less out of a total of 8 decided for the quarter.
Percentage of total referral agency assessments decided within 10 days or less.	Organisation - Development	≥ 95%	89%	●	116 concurrence referrals were issued within target timeframes out of a total of 131 issued for the quarter.






2.3.3: Review and consistently enforce the planning scheme to ensure sustainable environmental practices.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of development and building related complaints investigated.	Organisation - Development	Trend	106	✓	106 compliance registers were opened for the quarter.


3: Our organisational services

3.1: A sustainable financial position

3.1.1: Develop and maintain a Long-term Financial Plan and fiscal principles for sustainable financial management.



Performance Measure	Organisation Link	Target	Actual	Status	Comments
Business Unit Recurrent expenditure is within the budget parameters.	Organisation - Organisational Services - Financial Services - Financial Services	< 2.5%	Overall expenditure is 1.5% less than budget. All funds are within 2.5% with the exception of Water which is 4.4% below budget.		There is additional spend expected in the Water fund in the second half of the financial year.
Investment returns compared to bank bill swap rate (BBSW).	Organisation - Organisational Services - Financial Services - Financial Services	≥ 1.3	8		BBSW doubled in the last quarter from 0.03 to 0.06. However, interest rates offered by the banks have remained relatively stable in comparison. Queensland Treasury Corporation (QTC) interest rates have decreased and as the majority of funds are held here, it has impacted this KPI.
Percentage of creditors paid within agreed terms.	Organisation - Organisational Services - Financial Services - Financial Services	≥ 95%	96%		This quarter Accounts Payable implemented a system for greater visibility of invoices. December saw the lowest level of invoices paid outside terms (40 invoices, 2.06%).
Percentage of outstanding rates.	Organisation - Organisational Services - Financial Services - Financial Services	< 5%	4%		Net percentage = -6.83% and gross percentage = 3.90%.
Sufficient working capital is available to meet forecast operational needs and maintained over the long-term financial forecast. Level of funds available greater than Council's minimum cash requirement.	Organisation - Organisational Services - Financial Services - Financial Services	> 3 months	12 months		Council holds sufficient cash to fund major projects scheduled for the 2021/2022 financial year, with no liquidity issues foreseeable in the short term.

3.1.3: Develop strong networks with local, state and national stakeholders.



Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of Accounts Payable supplier spend (excluding Corporate Purchase Cards) with local business category A, B and C, as defined in the Procurement and Contract Manual.	Organisation - Organisational Services - Strategic Procurement & Supply - Procurement Stores	= 50%	55%		Average year to date result is 55.09%. Target is to achieve >50%.

3.2: Responsible governance with a customer-driven focus

3.2.1: Ensure our workforce is suitable, trained and supported to competently manage themselves and their work.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Average number of business days to complete recruitment process (approval to offer of employment).	Organisation - Organisational Services - People, Safety & Culture	= 30	24		Days to recruit is continuing to trend down. 32 roles filled in quarter 2.
Percentage of staff who successfully completed mandatory training requirements, including leadership development training.	Organisation - Organisational Services - People, Safety & Culture	≥ 90%	88%		Training to be completed in January 2022 to address the mandatory training need.

3.2.2: Provide friendly and responsive customer service, in keeping with Council values and community expectations.



Performance Measure	Organisation Link	Target	Actual	Status	Comments
Customer call-backs completed within 24 hours.	Organisation - Organisational Services - Financial Services - Financial Services	= 100%	100%		2,683 call backs processed within this quarter, 2% of calls we were unable to make contact with the customer. Average call back time 6 minutes.
Percentage of call centre enquiries answered in accordance with Customer Service Charter.	Organisation - Organisational Services - Financial Services - Financial Services	> 90%	92%		21,497 calls were received this quarter and included Phase 2 of Animal Inspection Program, Property Rates Final Demands,

Performance Measure	Organisation Link	Target	Actual	Status	Comments
					significant Rainfall Event and Boiled Water Alert.
Percentage of customer requests processed/investigated within timeframes.	Organisation - Development	≥ 90%	86%	✓	953 CRMS were actioned within required timeframes out of a total of 1116 CRMS actioned for the quarter.
Percentage of new water and wastewater connections installed within 25 days.	Organisation - Infrastructure Services - Water Services - Water Services	≥ 95%	100%	✓	100% of new water and wastewater connections were installed within 25 days.
Percentage of planning and building searches issued within statutory and corporate timelines.	Organisation - Development	≥ 95%	99%	✓	350 Building Compliance searches and 11 planning certificates were completed for the quarter.
Percentage of plumbing approvals decided within 10 days.	Organisation - Infrastructure Services - Water Services - Water Services	≥ 95%	99%	✓	263 applications from a total of 264 applications were processed.
Percentage of Road, Drainage and Footpath Customer Requests determined and responded to within allocated time periods.	Organisation - Infrastructure Services - Engineering Services	≥ 80%	55%	●	There were 1731 CRMs received and 1107 were closed out. This equates to an increase of approximately 500 from the previous quarter. The average days to complete the CRM's reduced from 8.6 to 8.2 days compared to previous period. The increase is mainly due to the significant rain events during November 2021.

3.2.3: Administer statutory compliant governance operations incorporating insurance; risk management; property management and Council policies and procedures.


Performance Measure	Organisation Link	Target	Actual	Status	Comments
Corporate and Operational risks are reported to Audit and Risk Committee.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	Yes	Yes	✓	An update report was provided to the Audit and Risk Committee on 7 October 2021.
Number of Administrative Action Complaints processed within applicable timeframes.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	Trend	75	✓	75 administrative action complaints (AACs) were received this quarter, with 27 matters ongoing. 63 AACs were finalised including matters received in previous quarters.
Operational risks are reviewed quarterly by risk owners.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	= 100%	100%	✓	Operational Risk Reviews were undertaken and finalised with all branches in December 2021.
Percentage of appropriate and current contractual arrangements in place for Council owned and/or managed property.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	≥ 80%	96%	✓	Meeting target.
Percentage of compliant Right to Information and Information Privacy applications processed within legislative timeframes.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	= 100%	100%	✓	2 compliant Right to Information applications and 2 Information Privacy applications were received and processed.
Percentage of insurance claims that are processed within timeframes.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	≥ 95%	100%	✓	22 claims were received and processed (general insurance, motor vehicle insurance, property protection insurance and public liability claims).
Percentage of privacy complaints processed within legislative timeframes.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	= 100%	100%	✓	There were no privacy complaints received this quarter.

3.2.4: Exercise whole-of- Council adherence to, and compliance with, Council’s policies and procedures, in keeping with our corporate values and community’s expectations.


Performance Measure	Organisation Link	Target	Actual	Status	Comments
Internal Audits are progressing for completion in line with the Internal Audit Plan.	Organisation - Organisational Services - Audit Services Branch	Trend	0		The scheduled internal audits for this quarter are still in progress and will be reported at the next review.
Number of Internal Quality, Safety and Environmental Audits completed.	Organisation - Organisational Services - Audit Services Branch	≥ 2	2		Quality Audit completed Qunaba Waste Management Facility Environmental Authority Compliance Audit 202115 and Resource Requirements of ISO/IEC 17025 Audit 202116.


3.3: Open communication

3.3.1: Keep our community and workforce informed and up-to-date in matters of agency and community interest.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Council stories published on Bundaberg Now and across digital platforms.	Organisation - Communications & Marketing - Communications - Communications	≥ 85	215		The actual for this quarter was more than double the target across Bundaberg Now stories, videos and podcasts.

3.3.3: Develop consistent messaging and professional communications that establish a positive profile and identity for Council and our region.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Council e-newsletter open rate, measured against industry standard.	Organisation - Communications & Marketing - Communications - Communications	≥ 22%	28%		The Bundaberg Now Daily Digest e-newsletter maintained a steady open rate with an average of 27.56%, up slightly from last quarter.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of Bundaberg Now website traffic above or below the industry benchmark.	Organisation - Communications & Marketing - Communications - Communications	Trend	+104.87%		Bundaberg Now sessions are sitting significantly higher than the industry benchmark set by Google Analytics for news websites in Australia, up slightly from last quarter.