



COMMUNICATING OUR BUSINESS OBJECTIVES

The New Year is when managers in the organisation work on business plans and set business goals. Clarifying business objectives is an important strategy but do we let people know what these are? Surveys show that fewer than 50% of staff are aware of our business objectives.

In 2005 the Corporate Services' Communications team visited over 30 locations and met with senior managers and local communication representatives and together identified the top 110 corporate and departmental messages to June 2006. Of these 20 were the organisation's key corporate objectives. Examples included things like the opening of The LAB, the opening of the Port Tunnel & the Parnell Square Framework Plan. We will publish the full list in a future edition of Firstpost.

Staff will soon have access to a Diary of Events and Meetings in Microsoft Outlook. This is currently being piloted and will include details of the Council's key public meetings, launches and events. The Communications' team is developing 'Cue Cards' for staff whose duties include being spokespeople for the organisation and these will help contextualise local objectives. Cue Cards will set out our top 20 business objectives and link them back to the nine objectives in the Dublin City Council Corporate Plan 2005 – 2009. The communications team will visit all locations again this year to capture your messages for June 2006 – June 2007.

A number of events were held on Communications' planning in 2005. These included communicating with the media and internal and crisis communications. Dublin City Council, as a member of the Irish Chapter of the International Association of Business Communicators (IABC), was able to avail of the expertise of crisis communication consultant Charles Pizzo who was visiting Ireland on IABC business.



Communications expert Charles Pizzo (3rd from left) with (L-R) Úna McEvoy, Michael Sands & Alan Breen of the Communications team.

Charles is a New Orleans native and a victim of the recent Hurricane Katrina disaster. He spoke to Senior Management on the communication lessons learnt from the hurricane. Over 40 of our staff, many of them involved in emergency planning for the City, heard of what went wrong and the lessons learnt. Some recommendations to think about are:

- Investment in satellite phones as other communications channels were cut off
- Children can be separated from parents so they should carry ID
- Better co-ordination between public authorities

For further information contact Michael Sands T. 222 5092 or Úna McEvoy T. 222 5089. To access Charles Pizzo's presentation W. www.charlespizzo.com/hurricane.



A Christmas tree being shredded for composting. (Photo courtesy of 'The Irish Times')

MAKE IT A GREEN 2006

January is the month for new resolutions and this year why not make a new commitment to the environment? You can get 2006 off to a green start by disposing of your Christmas tree cleanly and safely at one of the City Council's Christmas tree drop-off sites between now and 28th January. Details of the site nearest to you are available from your local Bring or Recycling Centre or on line at www.dublinwaste.ie.

A pilot kerbside collection of Christmas trees is operating in the South East & North Central Areas until 20th January. Residents and businesses in Rathmines, Sandymount, Ringsend, Ballsbridge, Cabra, Ashtown & Drumcondra are able to purchase collection tags from local retail outlets for €3.50 and have their trees collected with their weekly rubbish. The City Council ensures that all trees are shredded and composted. For further information Caroline Clancy T. 222 4806, W. www.dublincity.ie, www.raceagainstwaste.ie, www.dublinwaste.ie.

JOB

EXTERNAL

Library Attendant (Group 3, Senior Service Specialist Grade 2)

Eligible: Suitably qualified persons

Remuneration: €445.63 – €479.15 per week

Closing Date: 2nd February 2006

INTERNAL

Divisional Librarian

Eligible: Suitably qualified persons

Salary: €43,554 – €57,113

Closing Date: 2nd February 2006

Senior Librarian

Eligible: Suitably qualified persons

Salary: €41,516 – €51,101

Closing Date: 2nd February 2006

Librarian

Eligible: Suitably qualified persons

Salary: €37,151 – €44,948

Closing Date: 2nd February 2006

Staff Officer (confined to Libraries staff)

Eligible: Suitably qualified persons

Salary: €37,151 – €44,948

Closing Date: 2nd February 2006

Senior Library Assistant

Eligible: Suitably qualified persons

Salary: €25,971 – €39,671

Closing Date: 2nd February 2006

All applications must be on the official application form (available on TeamWARE Library/Human Resources/Forms). The Qualifications and Job Specifications concerned are available, from Thursday 12th January 2006, on TeamWARE Forum/Human Resources/Recruitment or can be obtained by contacting the Human Resources Department.

It is the responsibility of the applicant to check the job particulars. Completed application forms must be lodged at the Human Resources Department Reception, Block 4, Floor 4, Civic Offices, Wood Quay, Dublin 8, not later than 5.00 pm on the closing date for the competition. Late applications for positions will not be accepted.

DUBLIN FIRE BRIGADE FIRE SAFETY AND FIRST AID COURSE



The Schools' Project is a new community initiative from Dublin Fire Brigade. The project is available to transition year students and sees them complete nine modules in both basic first aid and fire safety over a 10 week course. The students also gain a better understanding and respect for the work carried out by Dublin Fire Brigade.

The initiative is headed by Third Officer David Bell and he is assisted by Station Officer Patrick Flood and Acting Sub Officers Ron Tulley and Maria Markey. The project is currently operating on a six-month trial basis in 12 schools until June by which time an estimated 700 students will have benefited from the Schools' Project.

For further information contact David Bell, Dublin Fire Brigade, Townsend Street, Dublin 2. T. 673 4109, E. fire@dublincity.ie.



Lord Mayor Councillor Catherine Byrne (centre) receives the Energy Performance Certificate from CODEMA Director Gerry Wordell. Deputy City Architect Kieran Gallagher is pictured left.

CODEMA'S ENERGY DAY IN DUBLIN

When it comes to environmentally friendly initiatives, CODEMA and Dublin City Council continue to lead by example. CODEMA organised a successful 'Energy Day' in Dublin late in 2005, as part of the wider Sustainable Energy Europe 2005-2008 Campaign. A highlight of the event was the awarding of an Energy Performance Certificate to the Civic Offices. The Civic Offices is the first public building to receive the certificate which Lord Mayor Cllr. Catherine Byrne received on the City Council's behalf.

The theme of Dublin's Energy Day was energy efficiency in both residential and public buildings. Buildings with a high energy rating use less energy, are cheaper to run and are kinder to the environment. Energy Day work is supported by the European Commission under the Building Directive Project BUDI which involves CODEMA sharing experiences with partners in six other European cities.

CONSERVATION PLAN FOR LIBERTIES' CHURCH

City Manager John Fitzgerald and Lord Mayor Cllr. Catherine Byrne announced the St. Luke's Church Conservation Plan shortly before Christmas. St. Luke's is located in the Liberties and dates back to 1716. It was badly damaged by fire in 1986 and has been inaccessible ever since. Dublin City Council and the Heritage Council commissioned the plan which Gráinne Shaffrey & Associates carried out.



Among the plan's objectives are:

- A historical assessment of the church's significance
- An assessment of the role the church can play in a surrounding green space
- The management of the church's conservation into the future

As well as recording the architectural and historic significance of St. Luke's the plan also identifies its structural weaknesses, something that will inform both the church's conservation and developments in the surrounding area. For further information contact Donncha O Dúlaing, Heritage Officer, T. 222 3184.



FINDINGS IN THE LAB

'Findings' was the second show held at The LAB in Foley Street and ran from 14 – 17 December. The show was the work of ten final year BA Photography students and investigated how curatorial practice is linked to display. It juxtaposed historical photos with contemporary video and photographic images and included a functioning self-portrait studio and a camera obscura. The project is archived on <http://findings.bohoe.com>.



Pictured above some of the striking images from the Findings Exhibition.

STARTING YOUR OWN BUSINESS

Dublin City Enterprise Board (DCEB) is a state agency that assists start-up and micro businesses employing up to ten people. It operates in the same functional area as the City Council and provides financial assistance like grants, loans and investments to its qualifying candidates. It also runs 'Start Your Own Business' workshops, management & business skills training courses and a free business ideas generation workshop.

Over 90% of Irish businesses employ ten or fewer people and most of these are Irish owned. These businesses often provide services and goods customised to the Irish market and contribute to the diversity and profile of business activity and life in the City. Many of us probably think we have an idea that would be a success but the Enterprise Board can assess it and offer assistance.

Eibhlin Curley is the Assistant Chief Executive with the Dublin City Enterprise Board and says that "an important part of our message is 'don't quit your day job before you explore your idea'." As well as City Council employees who might be interested in exploring a part-time business opportunity, Eibhlin feels that many staff members have a day-to-day involvement with local communities and would benefit from knowledge and awareness of DCEB's services. Eibhlin started work with DCEB in 2005 and had previously worked for Fingal County Council.

For further information contact Eibhlin Curley at the Dublin City Enterprise Board, T. 677 6068, F. 677 6093, E. ecurley@dceb.ie or W. www.dceb.ie.



HR RECEIVES EXCELLENCE THROUGH PEOPLE AWARD

Dublin City Council's Human Resources Department has received the FÁS Excellence Through People Award. The award is Ireland's National Standard for Human Resource Management. Personnel Officer Frank Kelly received the award on behalf of the Human Resources Department on 12th December.

The HR Department received the award following evaluation from a FÁS assessor who reports to an independent approvals board. Excellence Through People is awarded after assessment in a range of categories, for example staff training and development.

A Departmental steering group made up of representatives from each HR section oversaw the application process which took place over several months. The assessment day comprised of a meeting with senior management, detailed inspection of back-up material and interviews with staff selected at random.

Only organisations that score a minimum of 80% in each category receive Excellence Through People. Our Human Resources Department received an overall score of 93%. Certification is for a period of one year and all organisations that attain the award are subject to annual reassessment.

Other organisations to receive the standard on the day included Galway County Council, the Central Statistics Office, AXA Insurance and Bupa Ireland. Any department in Dublin City Council can apply for Excellence Through People.



Rody Molloy, Director General FÁS, pictured left, presents Personnel Officer Frank Kelly with the Excellence Through People Award. Also pictured is Sexton Cahill, Chairman of the Excellence Through People Approvals Board.

The award is supported by employers, staff, trade unions and government and has two broad objectives:

- To act as a business implementation tool and a driver for organisational change & innovation
- The promotion of employee learning, development & involvement in line with the organisation's goals

For further information contact:

- Ruth Dowling, Training & Development Unit, Human Resources, Block 4, Floor 4, T. 222 5803, E. ruth.dowling@dublincity.ie
- FÁS Excellence Through People, FÁS Training Centre, Baldoyle Industrial Estate, Baldoyle, Dublin 13, T. 816 7418, W. www.fas.ie

LETTER TO THE EDITOR

Email: comms@dublincity.ie

Post: Firstpost, Communications Section, Corporate Services Department, 16-19 Wellington Quay, Dublin 2

Note: Please provide Name and Address. Letters may be edited.

The following is an extract from a letter received by the Water Services Division. They responded to an emergency call in Terenure:

'I called Water Services on a Saturday night and they completed the job by the following Tuesday. I would like to thank all the staff, and in particular Inspector John Beveridge, for the great job they did and for finishing so quickly. John Beveridge was a man of his word, efficient, respectful and kind. If more people were like him, Ireland would be a better country.'

Mrs. Trudy Keegan
Terenure, Dublin 6w



Runners at the BHAA race in St. Anne's Park Raheny.

RUNNERS ON THEIR MARKS FOR '06

If you over indulged in the recent festivities or are planning a more healthy 2006 then you should consider the Dublin City Council Runners' Club. The club features in the 20 races that the Business Houses Athletic Association (BHAA) organise, manage, steward and time annually. The club also hosts BHAA events during the year and members voluntarily undertake the event management for these with several retired staff also helping out. In 2005 the club hosted their regular races at St. Anne's Park and also a new event in the refurbished Irishtown Stadium.

The running club enters races from 5 km right up to marathon so there is a level to suit everybody. All of these races are in the Dublin area but even if transport is a problem other members of the club can help out.

A membership form is available on TeamWARE/Forum/Sports Noticeboard/Running News BHAA and must be completed by 31st January. Annual subscription to the BHAA series is €15 with an €8 per race additional fee. If you are interested in joining contact Jim Kelly T. 222 3200 or Kevin O'Connell T. 222 2351.

STAFF NOTICEBOARD

PLANNING FOR RETIREMENT?

If you are due to retire in the next two years then you should consider taking the Training Development Unit's two-day 'Planning for Retirement' Course. The course is run in conjunction with Retirement & Life Planning Services and is delivered at the Dublin City Library & Archive in Pearse Street. It covers areas like:

- Pensions & Investments
- Health & Social Welfare
- Legal Matters & Personal Taxation

The course is organised to meet demand so if you would like a place on one of this year's courses contact Lucy Crean of the Training Development Unit T. 222 3766, E. lucyacrean@dublincity.ie.

NIFAST COURSE APPLICATIONS

Friday 3rd February is the closing date for applications for the NIFAST Safety, Health & Welfare at Work Certificate Course which commences in February. Successful applicants attend 10 full day sessions with classes taking place on a weekly or fortnightly basis. The course covers the principle areas of Health & Safety including:

- The Role of the Safety Representative
- Fire Management
- Ergonomics & VDUs

Managerial approval is required with applications and anybody who has applied but has not been placed on a course doesn't have to reapply. For Application forms contact Breeda Fayne, Corporate Health & Safety Office, T. 222 5203, E. breeda.fayne@dublincity.ie.

CHRISTMAS CAROL FUNDRAISER

Mary Mulcahy of Human Resources started an annual carol fundraiser for Crumlin Children's Hospital with Eamon Donnelly (ex Environment & Culture) 15 years ago. The session on 15th December at the Ha'penny Bridge raised €800 in just one hour. Mary would like to extend her thanks to all the musicians, singers and collectors who turned up and made the event such a big success.

LEARN TO SWIM IN '06 WITH DUBLIN CITY COUNCIL SWIMMING CLUB

The Swimming Club's next session commences on Monday 16th January between 5 & 6 pm at Belvedere College. The session, including membership and 10 one-hour swims, costs €40 and an instructor is available for anybody who wants to learn or improve. Car parking is available and costs €2 for 1½ hours. If interested contact Angela Allen T. 222 3840, Brendan Johnston T. 222 3109 or Martin O'Quigley T. 222 2716.

DUBCO ART GROUP WINNER

The DUBCO Art Group held a raffle after their recent exhibition in the Civic Offices. The lucky ticket was No.176 purchased by Joe Brennan, a retired member of staff. Joe wins a painting of his choice from the exhibition. The group would like to thank everybody who bought a painting or viewed the works on display and contributed to the exhibition's success.

The closing date for inclusion in the next issue is 12.00 noon on 17th January 2006.

Please address any correspondence to: Firstpost, Communications Section, Corporate Services Department, 16-19 Wellington Quay, Dublin 2. Tel: 222 2266.

The editor reserves the right to edit articles submitted, for clarity and length. Alternatively, you can e-mail to comms@dublincity.ie or Fax to 222 3921.

Please make sure that you enclose your name and work location. Firstpost is available in Large Print and Audio Cassette on request.

