SIGNAL
WORKFORCE INTELLIGENCE

SIGNAL FOR LOCAL COUNCILS · WORKS & INFRASTRUCTURE

> You're investing in your people, but problems persist, new ones keep emerging, and you can't see which programs are working. Your bottom line pays for it.

Councils build the conditions for their regions to thrive. It starts with their own workforce.

Signal is boots on the ground. We go into your depots and teams to find out why people don't apply, don't stay or don't perform. Then we set your Priority Levers and track the shift in your own numbers.

SOUND FAMILIAR?

> **"I was recruiting for the same roles again and again, and still running crews short."**

> **"I was backfilling with contractors at a higher cost, just to keep programs on track."**

> **"I wish our workforce plan was built on evidence from the depot, not just the spreadsheet."**

THE PRESSURE

Hard-to-fill roles, competing with private employers on pay, and absence that leaves crews short. Councils are also stewards of their region's conditions, so workforce evidence matters beyond their own teams.

SIGNAL HELPS YOU

→ Lift attendance and cut backfill and contractor costs

→ Get more from the workforce programs you already fund

→ Bring evidence to the regional workforce strategies you lead

HOW IT WORKS

You already have the programs. We find out which ones are landing.

01 · DIAGNOSE

Build your Lever Map

We map the programs you already run and go on the ground to find out what really drives your people.

02 · PRIORITISE

Set your Priority Levers

The few changes that will lift results most, mostly adjustments to what you already run.

03 · MAKE IT STICK

Track the shift

Measures linked to your KPIs, a live leaderboard, and field managers running quarterly observations.

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CASE STUDY · LOCAL COUNCILS · ACQUISITION

Hiring 1.6 people to fill every role.

THE COST

$1.6m

in payroll for every $1m of work actually delivered

The problem. With attendance around 62%, a council works team had to hire about 1.6 people for every role it needed filled, and two or three to be sure of one critical role on the day. Work became reactive, contractors filled gaps at a premium, and the manager was often doing field work himself.

WHAT SIGNAL FOUND

The Lever Map showed the council's conditions (a strong enterprise agreement, flexible work, generous leave, allowances, a casual pool) made it a great place to work, but weren't translating into people at work. Rigid role descriptions meant no one could step in, and casuals took weeks to onboard.

PRIORITY LEVERS

→ Broaden who can cover which tasks, within the existing agreement

→ A local, ready-to-call casual pool

→ Fair, visible recognition for the whole crew

No need to outbid the market on pay.

> **Why it matters:** Good conditions don't guarantee people at work. Signal shows why, and fixes it with the levers council already controls.

Based on a real conversation, de-identified. Illustrative cost: at about 62% attendance, roughly 1.6 paid people deliver one person's work. Excludes contractor premiums, overtime and recruitment.

START WITH ONE LOCATION

Signal pilot

From $15,000

Five places a year. Excludes GST.

4–8 wks
most pilots

2 wks
to first insights

2 hrs
from your managers

20 min
per person

WHO YOU'LL WORK WITH

Stefanie Wilson
CEO, SIGNAL
Developed the Signal method. Two decades across tourism, events, hospitality, construction and local government.

Jan Easton
FRANCHISING SPECIALIST
Former Interim CEO and Advisory Board Chair, Franchise Relationships Institute. Fellow (FABC), Advisory Board Centre.

Craig Miels
MULTI-SITE OPERATIONS & TEAMS
Former McDonald's restaurant owner and multi-franchise operator.

Book a 30-minute intro call

We look at your numbers together. No pitch deck.

Registered Local Buy supplier.

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