



Annual Conference 2010

'Directors as Leaders and Communicators'

The Strand Hotel, Limerick City
Wednesday 22nd and Thursday 23rd September 2010

It is a pleasure for me to welcome you to the seventh annual conference of the Local Government Directors Association. I have no doubt that you will be actively involved in the programme where we aim to build on the success of our previous conferences.

The theme of this conference is entitled 'Directors as Leaders and Communicators'. The conference will address the contribution that senior management makes to transforming public services on an ongoing basis. Local Government has already demonstrated its ability to adapt to the changing needs of our society. However, the current economic challenges call for an even greater response and we, as Directors of Services, are well placed to lead the changes required. Areas such as change management and motivation are considered to be of key importance in today's difficult environment to enable us to be effective leaders and communicators. We need to communicate our messages positively to local authority staff, elected members and the general public. We must continue to lead by example and bring others along with us.

The objectives of the Association include working to support the local government system and promoting the professional interests of the membership. In this context, the theme of this year's conference is extremely relevant. We are fortunate to have a number of excellent leaders in Irish public service and private enterprise at this time and our conference brings some of them together so that we may hear their views on how we could meet some of the current challenges facing the sector. These individuals embody the best in public service ideals and are giving of their time at this conference to guide and motivate those of us facing today's daunting challenges in our own local democracies so that we can add to the positive changes that are shaping the public service of the future.

The conference will commence with the Annual General Meeting of the LGDA and the LGDS. The involvement of all Directors throughout both days is crucial to the success of our organisation in the coming year.

I would like to thank all of the Directors, especially the members of the Executive Committee and the Conference Sub-group who have organised this conference. A special word of thanks is due to the IPA and, in particular, Dr. Philip Byrne for his guidance and assistance.

Katherine Walshe,
Chairperson,
Local Government Directors Association.



Ms. Katherine Walshe, Chairperson, Local Government Directors Association.

Katherine is currently a Director of Services for Waste Management in Cork County Council. Prior to this she held the post of Director of Services in the following directorates: Organisational Development; Community and Enterprise; and Environment. She previously worked with Limerick City Council, with Kerry, Waterford and Limerick County Councils and in the private sector. Katherine graduated as a Civil Engineer from UCC and has an MBA from DCU. She is a Fellow of the IEI and a member of the most recent EPA Advisory Committee.

'Directors as Leaders and Communicators'

Programme Day 1 Wednesday, 22nd September

- 3.30pm **Registration and Tea/Coffee**
- 4.00pm **AGM of the Local Government Directors Association**
- 4.30pm **AGM of the Local Government Directors Society**
- 5.00pm **Conclude AGM**
- 7.30pm **Reception**
- 8.00pm **Evening Dinner (Formal dress - black tie not required)**

- 10.20am **Presentation 2:**
Dr. John Tierney, City Manager, Dublin City Council
The Key Role of Local Government Directors in Transforming the Local Government Sector
- 11.00am **Tea/Coffee and Networking Break**
- 11.20am **Presentation 3:**
Mr. Kieran Mulvey, Chief Executive, Labour Relations Commission
The Next 5 Years in the Irish Public Sector
- 12.15pm **Questions and Answers**
- 12.45pm **Lunch**

Programme Day 2 Thursday, 23rd September

- 9.00am **Morning Tea/Coffee**
- 9.30am **Welcome and Introduction to Conference**
Ms. Katherine Walshe, Chairperson, LGDA

MORNING SESSION:

Chaired by Mr. Edmond Gleeson, Limerick County Manager and Chairman of the CCMA

- 9.40am **Presentation 1:**
Mr. Pat Mc Loughlin, Chairman of the Local Government Efficiency Review Group
The Need to Identify Further Efficiency Expenditures in the Local Government Sector in light of the Impact that the External Macro-Economic Environment has placed on Public Finances

AFTERNOON SESSION:
Chaired by Mr. Joe McGrath, County Manager, Tipperary North County Council

- 2.00pm **Presentation 4:**
Mr. Ray O'Dwyer, County Manager, Waterford County Council
The Importance of a Co-ordinated Communications Strategy for the Local Government Sector
- 2.45pm **Tea/Coffee Break**
- 3.00pm **Presentation 5:**
Ms. Ellen Gunning, Director Irish Academy of Public Relations
Getting Our Message Out
- 3.45pm **Questions and Answers**
- 4.00pm **Conference Close**

**Mr. Pat McLoughlin**

Pat McLoughlin BA, LLB, MBA, is Chief Executive of the Irish Payment Services Organisation since August 2007. Previously he held senior positions in the public health services including Chief Executive of the Eastern Health Board and the South Eastern Health Board. Pat was also Director of the National Hospitals Office and Deputy C.E.O. of the Health Services Executive. He was a member of the Special Group on Public Expenditure and was Chairman of the Local Government Efficiency Review Group.

**Dr. John Tierney**

John Tierney has been the Dublin City Manager since September 2006 – He was previously City Manager in Galway City and County Manager in Fingal.

John holds a BA and an MA in Public Management from the Institute of Public Administration and a Doctorate in Governance from Queens University Belfast.

John is Chairman of the Steering Group, which monitors the Strategic Planning Guidelines for the Greater Dublin Area. He is also Chairman of the Institute of Public Administration, the Transport 21 Implementation Group and the Creative Dublin Alliance. He is a Director of Dublin Tourism and the Digital Hub Development Agency. He is a member of the Council of Dublin Chamber of Commerce and the Governance Board of the Long Room Hub in Trinity College Dublin. He is also a member of the National Directorate on Fire and Emergency Management and the National Transport Authority.

**Mr. Kieran Mulvey**

Kieran was appointed first Chief Executive of the Labour Relations Commission in 1991 and has been reappointed to four successive terms of office. Throughout the last twenty years, he has been involved in most of the major reorganisation, restructuring and change management issues in Irish industrial relations covering both the private and public sector including State enterprises. He has chaired also various national pay Review Bodies and Arbitration Boards, including Aer Lingus Pilots, Bank of Ireland and Ulster Bank Arbitration Boards and the Benchmarking Review Body for the Irish Central Bank and Financial Regulatory Authority.

Kieran has undertaken various assignments for the I.L.O., the European Union, The European Foundation for Living and Working, on matters relating to social dialogue and economic development in Central and Eastern Europe, China, India the Caribbean and Southern Africa. He has lectured extensively in Ireland, the USA and in Europe.

Previously he served as General Secretary of two trade unions in Ireland (University/Secondary Teachers) and was an Executive member of the Irish Congress of Trade Unions. He has served on the Governing Boards of University College



Dublin, Dublin City University, the Independent Broadcasting Commission (BCI) and the National Health Council and the Irish National Economic and Social Council. He held the post of Adjunct Professor of Industrial Relations in the National College of Ireland and has lectured widely on matters relating to industrial relations, human resource management and employment law.

Kieran is currently Deputy Chairman Trustee of "Frontline – the International Foundation for Human Rights Defenders" and has reported upon various human rights campaigns at international level. Recently he chaired the (Croke Park) talks that led to a comprehensive Public Service Agreement for the period 2010-2014.

Mr. Ray O'Dwyer

Ray O'Dwyer is Waterford County Manager. He has previously held various management positions in South Tipperary County Council and Waterford County Council in the areas of planning, environmental protection, roads, and water services.

Ray is a civil engineering graduate of University College Cork and holds an MSc in Environmental Science. He is Chairperson of the City & County Managers' Environmental Committee and is a member of the ICT Committee and the Joint Union Management Health and Safety Committee. He is a member of the South East Regional Tourism Development Board and a member of the Board of Directors of Waterford Airport.

**Ms. Ellen Gunning**

Ellen Gunning MA, MIAPR, FPRII, NUJ, is a director of the Irish Academy of Public Relations. She conducts training for senior executives in Ireland and Eastern Europe, and lectures on public relations, event management and journalism courses in colleges throughout Ireland. Her PR clients have included The Kerrygold Dublin Horse Show, National Energy Awareness Week and a Presidential campaign.

Ellen is also a broadcast media journalist. She presents a weekly programme - Mediascope - each Tuesday on 103.2 Dublin City fm. She has presented and produced two specialist series: one on influential women (broadcast in summer 2009) and the other about the EU (to be broadcast in autumn 2010). Ellen is author of two books: Public Relations - A Practical Approach (Gill and Macmillan 2003,2007) and Capital Women of Influence (Liffey Press, 2009).

She has served as a Government appointed director of the National Concert Hall and the Irish Red Cross. She holds an honours MA in Communications and Cultural Studies from Dublin City University. In January 2007, the Public Relations Institute of Ireland conferred her with a Fellowship. She has just completed her second term as National Chairperson for Ireland of the International Public Relations Association.



Local Government Directors Association
Comhlachas Stiúrthóirí Rialtas Áitiúil

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