

Chief Executive Officer

Application Pack



About the City of Joondalup

A Global City – Bold, Creative, Prosperous

The area now known as Joondalup was sparsely populated until the 1970s. The Corridor Plan for Perth proposed Joondalup as a major regional centre to decentralise Perth's growth.

Significant development occurred in the 1980s and 1990s, driven by State Government policies, the extension of the Mitchell Freeway, and the construction of the Joondalup railway line, positioning Joondalup as the "City of the North."

Until 1998, the area was part of the City of Wanneroo. An independent commission recommended creating a new local government authority for the coastal suburbs, leading to Joondalup's birth.

The City of Joondalup officially came into existence on 1 July 1998, covering 22 suburbs from Kinross in the north to Warwick in the south. It was named after Lake Joondalup, with "Joondalup" being a Noongar word possibly meaning "place of

whiteness or glistening" or "place of a creature that can only move backwards."

Joondalup rapidly evolved into a vibrant urban hub, as well as major facilities such as Edith Cowan University, Joondalup Health Campus, and Lakeside Joondalup Shopping City.

Troy Pickard served as Mayor from 2006 to 2017, followed by Albert Jacob (2017–2025), and currently Daniel Kingston (2025–present).

Joondalup is now recognised as a leading metropolitan city in Perth's north, with a population of approximately 165,000 and a strong focus on sustainability, smart city initiatives, and community engagement, major projects like Ocean Reef Marina redevelopment, cultural events such as the Joondalup Festival, and investment in transport and infrastructure.



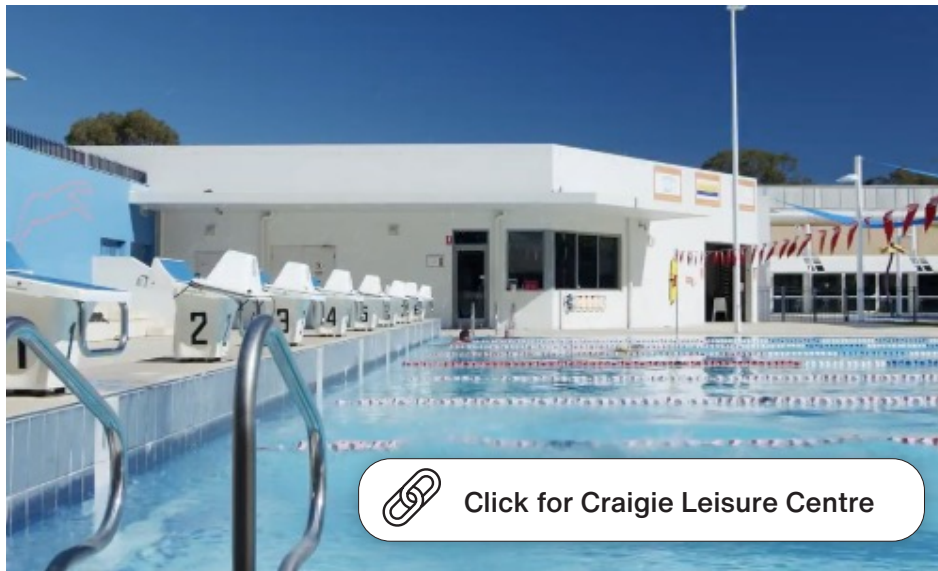
**Click for Joondalup 2050:
Investing in the Vision**



An award-winning City

The City of Joondalup has also received national and international awards, including:

- **AIPH World Green City Awards (2024)** – Global winner for climate resilience and youth engagement initiatives.
- **Australian Event Awards (2023)** – Joondalup Festival crowned Best Cultural, Arts or Music Event in Australia.
- **Multiple sustainability accolades**, including Gold Waterwise Council, and top honours for environmental leadership and smart city innovation.



[Click for Craigie Leisure Centre](#)



[Click for Duncraig Adventure Hub](#)

An aspirational City

The City of Joondalup is the strategic economic centre of the booming northern metropolitan corridor of Perth with over 500,000 people living within a 20-minute drive of the Joondalup City Centre. Home to more than 165,000 residents, Joondalup is the strategic, accessible centre for health and medical services, education, digital innovation and cyber security, retail and leisure with 13,000 businesses delivering more than \$7 billion in economic activity. Joondalup is recognised on the international stage for its liveability and healthy lifestyle opportunities and for being home to an engaged and connected community.

The dynamic growth of Joondalup City Centre is a key priority for the City. Efforts are concentrated on improving civic spaces to ensure they are lively and engaging, driven by the activities of residents, community groups, and the delivery of impactful projects and events. The City has adopted a Place Activation Framework that revolves around shared responsibility for local placemaking. This includes:



Place-Activation-Strategy.pdf: defines the 'why' and 'how' of placemaking across Joondalup, utilising community vision to guide the City's activation plans. These plans align investments with the specific needs and opportunities of each place.



Joondalup-City-Centre-Place-Activation-Plan.pdf: this plan serves as a blueprint for delivering projects that align City investments with community needs, ensuring efforts are directed towards initiatives that provide substantial benefits for the City Centre and its residents.

Through careful long-term planning and infrastructure delivery the Joondalup City Centre has grown to accommodate one of Perth's largest shopping centres, major university and health campuses, strong office



Artist impression of the future Joondalup City Centre

and industrial property fed employment bases and the largest apartment market in the northern suburbs. This diversity of property uses has given Joondalup a competitive advantage over competing centres.

Joondalup is transforming into a vibrant, knowledge-based destination city and strategic employment centre. By 2050 the City Centre will support up to 45,000 jobs and will build on its existing reputation as a centre of excellence in a range of growth sectors – from digital media, cyber security, engineering and technology – to specialist health, professional and scientific services and international education.

The City of Joondalup employs a skilled and community-focused workforce of approximately 1,000 staff across diverse service areas including infrastructure, planning, environmental management, and community development. The organisation fosters a culture of innovation, engagement, and sustainability, with employees known for their enthusiasm and commitment to delivering high-quality services. The workforce reflects a balance of full-time and part-time roles, and the City actively promotes diversity and inclusion through dedicated HR initiatives. This dynamic and motivated team plays a vital role in supporting Joondalup's strategic vision and delivering outcomes that enhance the quality of life for its residents.



The City's lifestyle

Joondalup enjoys a sunny, Mediterranean-like climate, with hot dry summers and mild wet winters.

The City Centre has a relaxed, casual atmosphere with a combination of cultural, civic, commercial and residential properties built on the edge of the stunning Lake Joondalup.

A wide variety of retail outlets and an excellent selection of restaurants and cafés gives the City a cosmopolitan feel. Four public libraries and a leisure centre also offer the community spaces for both physical and mental recreation.

Residents and visitors can explore 17kms of pristine coastline and over 300 parks and reserves, including Yellagonga Regional Park. The City is also home to numerous sporting grounds and play spaces, as well as the Whitfords Nodes Health and Wellbeing Hub.

Education

Joondalup's diverse education and training options include:

- **Primary schools:** there are 47 government and private primary schools in the region.
- **High schools:** there are 16 government and private high schools in the region.
- **Tertiary education:** there are four tertiary education complexes in the city:



Edith Cowan University



Edith Cowan College



North Metropolitan TAFE



Western Australian Police Academy.



Advertisement – Chief Executive Officer

Highly anticipated opportunity to shape and steer the City of Joondalup

- Drive the vision to be a global City: bold, creative, and prosperous
- Deliver transformational projects for the community
- Total Reward Package: \$288,727 - \$439,682 on a five-year contract

The City of Joondalup

Internationally recognised for providing outstanding services to the local community and renowned as the State's first Innovation Hub and the Capital of Cyber, Joondalup is an ambitious and diverse City with beautiful coastline, lake and CBD. With a learning precinct anchored by a world class university; a health campus built around one of the largest hospitals in the State; a tourism, retail and hospitality sector featuring one of the most visited destinations in WA; and an international reputation in the digital economy, now is the time to join the City as it continues to build its impressive offering.

The role

The Chief Executive Officer will guide high-performing teams in the delivery of essential services, major projects, and community-focused initiatives, ensuring that the organisation consistently meets high standards of service delivery and operational excellence.

A key focus of the role will be to drive the City's vision to be a global City: bold, creative, and prosperous. To achieve this, the Chief Executive Officer will champion strategic planning, economic development, and transformational projects that shape the City's future, working closely with Council, stakeholders, and partners to deliver lasting, positive outcomes for the community.

Requirements

Council is inviting applications for a visionary leader who exemplifies the City's values of being transparent, accountable, honest, ethical, respectful, sustainable and professional. Committed to excellence, the ideal candidate will bring a track record of delivering strong organisational and community outcomes in complex, multi-disciplinary environments. Well-connected and decisive, your ability to be adaptable, strategic and creative will guide the organisation through opportunity, change, and growth.

The package

A competitive Total Reward Package, in accordance with the Salaries and Allowances Tribunal Band 1 role of \$288,727 to \$439,682 per annum will be offered to the successful candidate, on a five-year contract.

To apply please click the Apply Now button or visit www.beilbydt.com.au quoting reference **996180**. Please provide a comprehensive resume together with a covering letter of no more than two pages, addressing the 'Knowledge and Experience' Selection Criteria which can be found in the Application Pack.

Download an Application Pack here:



[https://beilbydt.com.au/
application-packs](https://beilbydt.com.au/application-packs)

For initial enquiries, please contact **Emily Bulloch** for a confidential conversation on **0427 582 402** or ebulloch@beilbydt.com.au

Applications close at 4pm AWST on **Monday 19 January 2026**. Late applications will not be accepted.

Canvassing of Elected Members will disqualify.



Position Description and Selection Criteria

Job description form/specification

1. Position identification

Title	Chief Executive Officer	Level	Negotiated
Business Unit	Office of the CEO	Position Number	0001
Directorate	Not applicable	Date Established	10 January 2009
Reporting to	Council	Date Updated	9 December 2025

2. Position objectives

- Provide strong and engaging leadership to the organisation and the community.
- Enhance the City of Joondalup's image with all stakeholders and interest groups, commerce and industry.
- Facilitate programs, projects, and services that are cost effective and strategically aligned.
- Link the community, the Council, and the organisation with an inclusive, relevant and functional integrated planning framework.
- Comply with all statutory and regulatory requirements in the *Local Government Act 1995* (WA) and other relevant legislation.
- Deliver accurate, timely and relevant advice to the Council so that informed decisions can be made and promote good governance practices.
- Develop and maintain a capable workforce committed to achieving the objectives of the Strategic Community Plan, Corporate Business Plan and other strategies.
- Strive for a strong and sustainable long term financial position.

- Ensure continuous learning on contemporary management practice and best practice.
- Role model ethical behaviour and behaviour which exemplifies the City of Joondalup's values.

3. Roles and responsibilities

Leadership and Engagement

- Provide the vision and leadership necessary to enable the Council and workforce to achieve strategic objectives and to deliver programs, project and services in an efficient, effective, and sustainable manner.
- Establish and maintain meaningful and productive working relationships with key stakeholders including federal and state government representatives, business, community and sporting associations, media and neighbouring Local Governments.

Program, Project and Service Delivery

- Deliver programs, projects and services in a sustainable and cost-effective manner guided by the Strategic Community Plan, Corporate Business Plan, and informing strategies/plans, and in line with the annual budget.

- Plan for and deliver major projects utilising capable project management systems and sufficient lead times to satisfy projected timeframes and community expectations.
- Develop and foster within the City, a customer relationship management focus for the benefit of ratepayers, residents, consumers of the City's services and the community at large.
- Monitor the City's customer service activities and business performance through Key Performance Indicators and trend analysis to ensure best practice service delivery.
- Monitor community satisfaction and service delivery through community consultation and market research and implement strategies to address identified issues and improve service delivery.
- Promote the development of facilities and service initiatives for the benefit of ratepayers, residents and other users of the City's facilities and services.
- Drive a culture of commitment to continuous improvement to improve processes, systems and practices to ensure the delivery of high-level and sustainable services/programs.

Strategic Development

- Be responsible for the implementation of the integrated strategic planning and reporting framework.
- Ensure real and functional linkage between the Strategic Community Plan, the Corporate Business Plan and the annual budget.
- Facilitate effective engagement with the community and Council in reviewing the Strategic Community Plan.
- Facilitate regular engagement with the Council in reviewing the City's progress against the objectives and aspirations of the Strategic Community Plan and Corporate Business Plan.

Governance, Compliance and Risk

- Ensure that professional advice and information is available to the Council so that informed decisions can be made.
- Ensure that Council and committee meetings are legally convened, the proceedings are accurately recorded and that there is proper accountability in respect to the maintenance of, and access to those records.
- Monitor relevant local laws to ensure that they are managed, reviewed and updated as required.
- Ensure that the publication and access to information, including Freedom of Information access, meets statutory obligations.
- Ensure compliance with all statutory and regulatory obligations.
- Maintain the Council's policy framework to ensure it is relevant, current and accessible.
- Maintain delegation and disclosure registers to ensure they are current, accurate and accessible.
- Maintain an effective organisation-wide risk management framework.

Council/Elected Member Relationships

- Maintain an effective working relationship with the Mayor and Councillors with a focus on timely communication and accessibility.
- Provide accurate, timely and relevant information to Elected Members so they can discharge their responsibilities effectively.
- Identify training and development opportunities for Elected Members.
- Supporting the Mayor and Council with digital communications and marketing.
- Ensure Council decisions are implemented in a timely and effective manner.

Human Resource Management

- Develop and implement a workforce plan demonstrating the resources and capacity necessary to meet the *Strategic Community Plan* and *Corporate Business Plan* objectives.
- Provide, training and development opportunities for employees.
- Strive to deliver a values driven workplace culture through training, development, and leading by example.
- Drive organisation-wide commitment to a safe workplace ensuring compliance with relevant legislation.
- Ensure the principles of equal opportunity, fairness, and transparency are applied in all human resource matters ensuring compliance with relevant legislation.

Financial Management

- Ensure the timely and accurate preparation, adoption and performance of the Council's budget and long-term financial plan.
- Ensure that Council can operate and discharge its statutory and community obligations from a sound financial position.
- Develop functional and transparent reporting systems and processes that effectively monitor the financial performance of the City, meeting legislative requirements and standards.
- Maintain a close oversight of the City's financial position and performance.
- Exercise prudent and responsible stewardship of the City's physical and financial assets committed to achieving long term sustainable outcomes.
- Facilitate regular engagement with the Council to review the City's financial position and performance.

4. Personal attributes

- **Leadership:** Has the ability to lead and influence Elected Members, employees and stakeholders with credibility, competence, and empathy. Demonstrates motivation to serve the community, make an impact and advance the organisation.
- **Problem Solving:** Can define, analyse and breakdown complex situations to evaluate alternatives and generate solutions. Identifies and evaluates broader impacts of proposed policies and solutions.
- **Ethics:** Is committed to the highest standards of ethical behaviour personally and professionally and always acts fairly and transparently. Sets a tone of integrity and professionalism in the organisation and in dealings external to the organisation.
- **Collaboration:** Achieves outcomes through developing productive working relationships with key influencers and decision makers. Builds and maintains a wide network of professional relationships outside the organisation.
- **Communication:** Communicates with clarity and respect, underpinned by sound listening skills and a commitment to considering alternative points of view. Anticipates and addresses key areas of interest for diverse audiences and adapts style under pressure.
- **Personal Development:** Demonstrates stable and sustainable work practices to achieve work life balance and proactively seeks opportunities for growth in self and others.

5. Selection criteria

Knowledge and Experience

- Extensive senior leadership or management experience in a local, state or federal government or a similar board governance related private or not-for-profit service delivery environment.
- Success in delivering transformational projects.
- High level strategic financial management, including the development of business plans and budgets, and the oversight of financial performance, at a whole of organisation or divisional level.
- Experience in managing compliance and corporate governance.
- An ability to understand the statutory and regulatory environment relevant to Local Governments and the role and functions of Local Government.
- Experience in advocacy, relationship building and collaboration with influential stakeholders.
- Comprehensive experience in public/private sector policy formulation.

Qualifications

- Tertiary Qualifications in a discipline relevant to public sector management or equivalent experience.
- Post Graduate Qualifications in leadership, management or public or business administration are highly desirable.

6. Extent of authority

This position is a statutory officer with Executive powers. Authority is vested in the position through the following:

- *Local Government Act 1995* and associated Regulations.

- Other written laws and regulations.
- Codes.
- Decisions made by Council.
- Council policy and delegated authority.
- Well established industry practices.

In addition to the general principles expressed above, the position operates through authority contained in the *Local Government Act 1995* relating to employee resources subject to Council approved budget and broad organisational structure. Specifically, the Division 4 of Part 5 of the *Local Government Act 1995*:

7. Working relationships

Internal:

- Directors.
- Managers.
- Mayor.
- Councillors.
- Employees.

External:

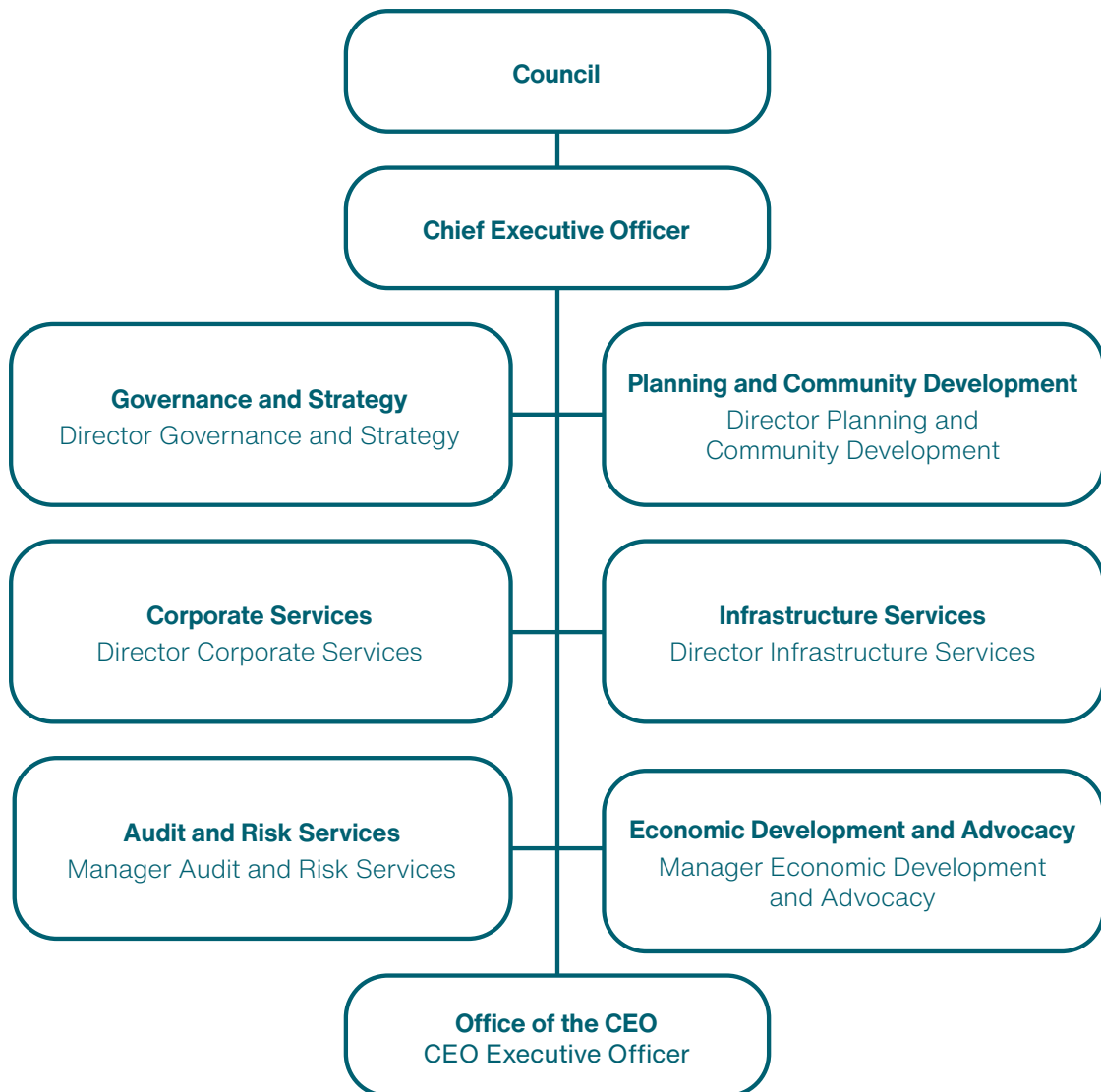
- Community (individuals, associations and clubs).
- Contract and project managers.
- Peers (public and private).
- Professional associations and networks.
- Peak bodies and associations
- Tertiary institutions.
- State, national and international stakeholders.

8. Position dimensions

Number of positions reporting directly to position – 7.

9. Reporting structure

Executive Structure:



Organisational structure - City of Joondalup



Chief Executive Officer –

Elected
Member
Liaison



Corporate Services

Financial Services Leisure and Cultural Services Information Technology

Financial accounting Recreation services Business systems
Management accounting Craigie Leisure Centre Network services
Rating services Cultural services Service desk
Contract management and purchasing services Leisure planning

City Projects

Governance and Strategy

Communications and Stakeholder Relations Governance Strategic and Organisational Development Human Resources

Corporate marketing Governance support Grants and administration Employee relations
Media advisory service Records services Environmental development Recruitment and induction
Customer care Elected member support Policy, planning and research Learning and development
Civic events Organisational development Safety and risk management
Internal communications Payroll services (HR systems)

Infrastructure Services

Asset Management Engineering Services Parks and Natural Environment Waste Services

Strategic asset management Civil design and construction Park services Waste management services
Property management Transport engineering Natural environment
Building design and construction Urban development Landscape design and construction
Building maintenance Engineering operations Fleet services
Emergency management Electrical and lighting engineering

Planning and Community Development

Community Safety Regulatory Services Planning Services Community Development and Library Services

Field services Building services Planning approvals Library services
Animal management Compliance services Urban design and policy Library operations
CCTV Health and environmental services Community services
Parking contracts Youth services
Graffiti
Public safety

Audit, Risk
and Executive
Services

Risk management
and business
continuity

Integrity and
conduct controls

Legal services

Executive support

Internal audit

Economic
Development
and Advocacy

Stakeholder
liaison

Business
support

Investment
attraction

Destination City

Digital City

Global City

Advocacy
coordination

Applicant Notes

These notes are provided to assist you in the preparation of your application and to help the selection panel evaluate your application.

Application

Your application should include:

1. A comprehensive resume; and
2. A cover letter of no more than two pages, addressing the 'Knowledge and Experience' Selection Criteria which can be found on page 10.

Interviews will be offered to those who best demonstrate their ability to carry out the duties of the role.

By submitting your application you agree to provide true and accurate information on your career history and qualifications.

It is essential that the information you provide is clear, concise and relevant, so that the selection panel can readily assess your claim for the position.

Initially based on written applications, candidates who demonstrate that they meet the selection criteria for the position and, relative to other candidates, appear to be competitive, will be considered for interview.

Lodgement of application

Applications should be made online at www.beilbydt.com.au quoting job reference 996180.

Applications close at 4pm AWST on **Monday 19 January 2026**.

Referees

Applicants should provide the names and contact details of at least two current referees in their application. This will include two managers or suitably senior colleagues that can comment on work outcomes, competencies, and behaviours, relevant to this position.

Assessment stages

Shortlisted applicants may be required to complete psychometric testing and/or Digital Interview in addition to reference checking and may partake in a second interview.

Background checks

Third party background checks will be undertaken for the preferred applicant – this includes qualification, police clearance, identity and employment history verifications.

Pre-employment medical

The preferred applicant may be required to undertake a pre-employment medical to ascertain they are fit and can safely perform the inherent requirements of the role.

Late applications

In fairness to all applicants, late applications cannot be accepted.

Equal opportunity

The City of Joondalup is committed to diversity and inclusion within all organisational practices and is an equal opportunity employer. The City encourages Aboriginal and Torres Strait Islander peoples, people of culturally and linguistically diverse backgrounds, people with a disability, people of all ages, sexualities, and genders to apply for this position.

All employees and prospective employees of the City of Joondalup are required to declare any secondary employment and private activities to ensure that any conflict of interests may be appropriately managed.

Website

The City maintains a website **www.joondalup.wa.gov.au** which contains substantial information.

Further enquiries

For further information about the role please contact **Emily Bulloch**, Principal Consultant – Beilby Downing Teal on **0427 582 402** or **ebulloch@beilbydt.com.au**

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