

# Price Setting for Fees and Charges

For all council managers involved in setting and managing fees & charges | **1 day\***

\*Half-day follow up is desirable

This workshop highlights the importance of effective price-setting for fees and charges, with scope for significant outcome improvements. It is a practical workshop, and participants will apply the workshop learnings to their council fees and charges. If in-house, an outcome can be developing fees and charges for the future year(s) – to undergo peer review and then review by MANEX, for eventual review and potential sign-off at a council meeting.

## Course objectives

On completion of the training, participants will be able to:

- Know the links between price setting and the IPR, Quadruple Bottom Line and sustainability
- Recognise the importance of effective price-setting, and scope for significant outcome improvements if done well
- Know the power of pricing, and its links to price elasticity of demand for goods and services
- Apply marketing and market research principles to the price setting of fees and charges
- Develop and apply effective price-setting strategies to their area of responsibility

## Key content

- Links between fees & charges pricing and the IPR, Quadruple Bottom Line and sustainability
- Best Value Principles and staff legal obligations
- Benchmarking against other councils and best practice
- Economics 101: Price elasticity of demand, and the power of pricing
- Marketing 101: applying of marketing/market research to council fees and charges
- Activity based costing and competitive neutrality
- Council fees and charges national survey: findings
- How to market/communicate price changes to your clients
- Practical exercise: applying workshop learnings to council fees & charges

## Participants say ...

- Excellent coverage
- Substantial achievement – now understand business and related costs better
- Workshop was great in forcing participants to think through key issues and justify proposals
- Decisions will now be more strategic
- Will now see situations more from the customers' perspective than before
- Enjoyed the workshop and better understanding as a consequence
- Have learnt a lot about other areas of Council, which were not previously known
- Useful processes have been illustrated, and six pricing options is very useful
- Provided greater clarity and it drew the spotlight onto my area of concern
- Increased my basic understanding of pricing policy and principles
- Broader understanding of why we provide different services and charge variable prices
- All information and questions addressed – left with no doubt or confusion about task ahead
- Presenter did a fantastic job of providing practical examples to potentially dry theory