

LEADWEST MEMBERS / COUNCIL HIGHLIGHT REPORT NOVEMBER 2010



LeadWest held its AGM on 10th November 2010 at Whitten Oval

LeadWest members gathered at Whitten Oval for LeadWest's 3rd AGM. The keynote speaker after the AGM formalities was Prof Peter Sheehan, the Director of the Centre for Strategic Economic Studies at Victoria University.

Trade Training Centres a win for the West

The WynBay LLEN was successful in their applications to the Federal Government for Trade Training Centre. One centre is located at the Werribee Campus of Victoria University and the other at a variety of secondary school locations, predominantly in Hobsons Bay. The funding will address skill shortages in the traditional trades of Bricklaying, Cabinetmaking, Carpentry, Painting, Plumbing and Woodworking.

LeadWest supports Victoria University request to Federal Government

As a key stakeholder in the western region, LeadWest supported the Victoria University initiative to secure funding that will promote social & economic benefits to the west. The initiative will enable the introduction of Inter-professional education (IPE) across 10 of the University's health disciplines. VU is seeking a total investment of \$22.9m.

LeadWest joins its Council members at SGS Economics & Planning Briefing

LeadWest participated in a round table discussion on the outlook for the Victorian economy. The discussion focused on the key characteristics of the economy including:

- Victoria's rebound from the GFC
- Defining the drivers of Victoria's strong growth
- Employment decentralization & changing urban landscape
- New economic assets eg broadband
- Status of jobs in regions

LeadWest attends Committee for Wyndham Briefing

LeadWest attended the Committee for Wyndham networking evening. Keynote speaker was Ms Kerry Thompson, CEO of City of Wyndham and a LeadWest Director. Ms Thompson addressed issues in respect of the challenges of urban growth and infrastructure delivery.

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Victoria University open new state of the art training restaurant – “VenU”

LeadWest’s CEO joined other region stakeholders and MPs at the official launch of the state of the art Victoria University training restaurant – “VenU”. With high quality kitchen facilities, coupled with the latest audio visual equipment, the hospitality facility offers the highest caliber facilities cater for the strong demand for hospitality training at VU.

Wyndham Council Briefing by LeadWest CEO

LeadWest’s CEO briefed Wyndham Councilors and Executive on LeadWest operational highlights for 2010. An outline of LeadWest priority activities for 2011 was also discussed, with a particular focus on driving local jobs growth and the role of the Werribee Employment Precinct.

Tiger Airways commences service into Avalon Airport

LeadWest joined Wyndham Council and other key western region stakeholders at the launch of the Tiger Airways Service into Avalon Airport. Avalon Airport is rapidly developing as a major gateway into Melbourne and is rapidly becoming a major employment node and increasing in importance as a catalyst for economic growth.

LeadWest meets with Melbourne Showgrounds Authority

LeadWest’s CEO met with the CEO of the Royal Agricultural Society of Victoria (RASV) – managers of the “ShowGrounds” about possible future areas of collaboration. The RASV is interested in joining LeadWest as they share a common interest in developing the western region capturing much needed funding to support the upgrade of transport infrastructure serving the western suburbs.

LeadWest partners with Western Chances to tackle youth issues

LeadWest’s CEO met with executives about collaborative efforts in support of programs to address youth education issues throughout the western suburbs. LeadWest will support Western Chances with the provision of scholarships for disadvantaged youth. Western Chances is also interested in joining LeadWest and join its other members in tackling a variety of youth issues across the west.

LeadWest supports YouthNow Employer Champion Awards

The 2010 YouthNow Employer Awards celebrate the significant contribution make to the future of young people in secondary school and alternative community learning settings. LeadWest was pleased to support these awards that acknowledge those employers that have provided significant opportunities to the western region youth through work placement, school-based

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apprenticeships and traineeships and work experience. Moonee Valley Council is the major sponsor of this event with minor sponsorship coming from other councils and the LLENs.

LeadWest convenes meeting of Werribee Plains Sustainability Framework – Water Group

LeadWest convened the 1st meeting of the Werribee Plains water group hosted by City West Water. LeadWest has environmental sustainability as one of its key pillars and its current business plan includes the formation of an environmental sustainability group.

LeadWest participates in VicRoads Transport Advisory Council

LeadWest attended the Victorian road based Public Transport Advisory Council meeting hosted by VicRoads. Key issues addressed covered:

- Trams Stop Strategy formation
- Bus Lanes & Bus Priority project
- Clearway Strategy
- Buses using Tram lanes

LeadWest supports St Albans Secondary College Mentoring Program

LeadWest's CEO participated in a half day forum at St Albans Secondary College providing mentoring to Year 11 and Year 12 students to better prepare them for the workforce.

LeadWest participates in Tweddle Child & Family Health Services AGM

LeadWest's CEO joined other key regional stakeholders at the Tweddle AGM. Tweddle has provided child and family services to the communities of Melbourne's west for over 90 years. The key presenter at the AGM was Dr Peter Eastaugh who talked about the issue of making a difference with children, young people and families.

LeadWest participates in Brimbank Council Business Breakfast

LeadWest joined other key regional organizations at the Brimbank Business Networking Breakfast. Key presenter at the breakfast was Paul McCarthy of Rock Solid Marketing, who provided a range of valuable insights to assist mainly SMEs to successfully grow their businesses. The networking event was arranged by the Brimbank Council Economic Development Unit.

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Scienceworks wins top tourism award

Melbourne's very own popular interactive museum Scienceworks has received Tourism Victoria's Tourist Attraction Award at the 2010 Victorian Tourism Awards. The accolade was given to the interactive science and technology museum at last night's RACV Victorian Tourism Awards at Crown Casino.

"It is an honour to be judged and recognised as worthy of such an award in the tourism industry," said Genevieve Fahey, Manager of Scienceworks.

"On a daily basis Scienceworks provides an environment for children and families to experience science as a source of excitement and adventure, and in this past financial year we have done so for more than 538,000 visitors – our highest recorded visitation since opening 18 years ago."

The year's record visitation reflects the enormous popularity of *Star Wars: Where Science Meets the Imagination*, an international exhibition which was presented at only two museums in Australia. The exhibition contributed to a strong increase in regional, intrastate and interstate visitation for the year.

Scienceworks has welcomed more than 6.3 million visitors since opening to the public in 1992. As the largest attraction in Victoria dedicated to science and technology, and one of only eight such centres in Australia, Scienceworks has now received a total of six Victorian Tourism Awards. Scienceworks was accepted into the Tourism Victoria Hall of Fame in 2004 after three consecutive wins.

Scienceworks is also the largest tourism attraction in Melbourne's western metropolitan region, and was recently awarded the Hobson's Bay Business Excellence Award for Tourism.

"The last financial year has been one of landmark achievements for the team at Scienceworks and Museum Victoria as a whole, and this award has been very well deserved," said Dr Patrick Greene, CEO Museum Victoria.

"This award underscores the importance of Scienceworks as an interactive museum, providing essential science-related learning experiences in a fun and engaging environment, and contributing to Victoria's wider cultural scene."

Scienceworks will now go on to compete on a national level in the Qantas Australian Tourism Awards to be held in Perth in March 2011.

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Advisory Board of Regional Development Australia (RDA)

The RDA program has the potential to support initiatives that can assist with the further development of Melbourne's west. LeadWest's CEO attended the regular RDA Board meeting hosted by the Footscray Community Arts Centre. A comprehensive briefing was conducted on the FCAC on the redevelopment of the facility and on the need to grow both Arts and Cultural facilities for the West.

Western Region Jobs Expo

The Western suburbs hosted the CentreLink convened Western Region Jobs Expo held in Wyndham. LeadWest members supported this major Skills and Jobs Expo. Key aspects of the Expo were as follows:

- The Werribee Expo was no. 34 of the series
- **102** Exhibitors attended
- **5,145** job seekers attended
- **2,440** resumes and CVs collected by Exhibitors
- **1,475** Jobs and apprenticeship opportunities were available. (Note this figure does not include the positions available with Defence or Police).
- **620** people will be placed in a job or apprenticeship - based on direct feedback from Exhibitors. (Note the normal ratio is up to 10% of attendees placed, so this placement ratio is very high).
- Several exhibitors suggesting a subsequent Expo elsewhere in the western suburbs.
- **500** people through the doors in the first 20 minutes.
- Senator The Hon. Jacinta Collins, Parliamentary Secretary for School Education and Workplace Relations, opened the Expo and was very positive about the day and mentioned that she would tell the Prime Minister accordingly

LeadWest meets with Arts Victoria to seek support

In order to facilitate growth of Arts and Cultural resources in Melbourne's west, LeadWest met with directors of Arts Victoria to explore areas of cooperation with a view to growing the Arts and Cultural assets of Melbourne's west and to ascertain possible areas of Victorian Government support to develop an Arts and Culture strategy for Melbourne's west.

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Werribee Precinct to Drive Jobs Growth in West

LeadWest has welcomed the recent announcement made that a re-elected Labor Government would release 925 hectares of government land at Werribee to become the site for a strategic new urban development that will attract thousands of new jobs in Melbourne's west.

LeadWest believes that this strategically located precinct with access to great transport infrastructure and sits adjacent to great education and skills development institutions would be attractive to businesses looking for a home in Melbourne's rapidly growing western suburbs.

It will underpin the establishment of new industries that can draw upon the skilled workforces that resides in the west and will lay the groundwork for the construction of a new mix of offices and businesses, different to what is available in other activity centres around Melbourne.

In addition this precinct represents a once in a generation opportunity Albans grade separation, to create a major new employment hub in Melbourne's west and become preferred location for business, innovation and learning.

Adopting best practice in urban design and incorporating the highest environmentally sustainable standards in built form the precinct will deliver both attractive urban living, and diverse job opportunities and will help change the face and image of Melbourne's west.

The West to benefit from transport announcement

LeadWest welcomes the over \$720 million that has been pledged to deliver more trains, build new as well as upgrade existing stations, provide more staff at safer metropolitan stations and enhance the bus network.

Security across the metropolitan rail network will be boosted with a staff presence at every electrified metropolitan railway station and a central closed circuit television control room. Of particular interest to residents in the western suburbs is the proposal to provide \$85.5 million to remove the level crossing on Main Road in St Albans by seeking a partnership with the Commonwealth. LeadWest sees the removal of this level crossing as delivering better traffic flow and safety outcomes, as well as offering important community benefits, and was the crucial next step in eliminating one of Melbourne's worst level crossings.

Also of great benefit to residents in the Werribee area is the announcement of the construction of a new half-diamond interchange at Duncans Road which will improve safety and efficiency.

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LeadWest and its key regional stakeholders appreciate the Victorian Government's obvious support for the provision of key transport infrastructure to underpin sustainable population growth in Melbourne's west.

LeadWest and other key regional stakeholders will be calling on the Commonwealth Government to fast track funding support to complement the Victorian Government's pledge for the Main Road grade-separation.

LeadWest participated in Strategic Health Forum

LeadWest's Chairman and CEO attended the Western Region Health Forum hosted by the Western Region Health Network. Representatives of both State & Federal Health Departments attend this key event, which helped shape policy direction in the health sector as it effects Melbourne's west.

Melbourne's west continues to strive to capture resources to tackle a range of key health imperatives including diabetes, heart disease and cancer. Continued funding support to grow the Western Health hospitals and the Mercy Hospital in Werribee is seen as high priority, as is the need to properly fund primary health care.

LeadWest CEO attends meeting of Westlink Community Reference Group

LeadWest's CEO attended the August Westlink Community Reference group meeting. Key issues addressed were:

- Regional Rail Link Project update
- Truck Action Plan Update
- Westlink Route option release
- Western Ring Road upgrade
- Westgate Bridge Strengthening / M1 project
- Metro Rail Tunnel

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