

# LEADWEST

## 2010 CHRONICLE OF EVENTS



### JANUARY 2010

#### Supporting Business West

LeadWest's CEO met with the Star Newspaper group to discuss the development and circulation of a business magazine for the western suburbs entitled "Business West". The magazine will be published eight times a year in a glossy A4 format and provide news, support, and advice, advertising and business opportunities. The magazine will focus on local people and local companies making news and the leaders spearheading the West's astonishing growth.

#### Influencing the WestLink Project

LeadWest joined other key western community stakeholders at the inaugural meeting of Westlink. The Westlink project involves a tunnel linking Dynon and Footscray Roads in the Port of Melbourne precinct with Geelong and Sunshine Road in West Footscray. This will be then

extended to make a connection with the Western Ring Road. Its aim is to significantly reduce the number of trucks using local streets, improve access for heavy vehicles to the Port of Melbourne and provide an alternate crossing of the Maribyrnong River.

#### Meeting Committee for Wyndham

LeadWest's CEO met with Mr. Nik Tsardakis, the newly appointed Executive Officer of the Committee for Wyndham. As a key local advocacy body serving the growing communities in Wyndham, the Committee for Wyndham was keen to partner with LeadWest in order to promote the interests of the rapidly growing outer western centres. LeadWest explored areas of mutual support with the Committee for Wyndham throughout 2010 and met regularly with their Executive Officer.

#### Supporting Victoria University

LeadWest supported Victoria University funding bid to support Clinical Training and Teaching for Health programs. Victoria

University is keen to develop holistic, multi-disciplinary clinical training programs centred in the west. Victoria University would like to build facilities and add extra capacity to extend the reach and coverage of this important area of need for the west.

#### Advising on Victorian Transport Plan

LeadWest's CEO participated in a Transport Forum addressing key features of the Victorian Transport Plan (VTP) with particular relevance to Melbourne's western suburbs. In 2010, LeadWest hoped to see major progress being made in delivering key aspects of the VTP particularly as they relate to the west, i.e. the Regional Rail Link, Westlink, Truck Action Plan, M1 and M80 upgrades, etc.

#### Advising on Economic Development

LeadWest's CEO joined other key stakeholders at a meeting convened by the Office of Knowledge Capital, which addressed the roles major education institutions can have in driving regional economic development and supporting

industry transition, as well as driving innovation and raising productivity.

#### Assisting with Social Inclusion

LeadWest's CEO met with Victoria University and other western region stakeholders to assist with the Western Regional Inclusion Project and to secure government funding.

#### Helping to Keep Australia Working

LeadWest's CEO joined other key western region stakeholders on the "Keep Australia Working Forum" committee sponsored by the Department of Education, Employment and Workplace Relations. The Committee is set up to develop a regional employment strategy and oversee Australian Government funding initiatives in support of employment programs. LeadWest hosted a number of committee meetings.

#### Supporting Trade Training Centres

LeadWest supported an application by Wyndham and Hobsons Bay Local and

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Employment Network (LLEN), known as WynBay LLEN, in their submission to the Department of Education, Employment and Workplace Relation seeking funding for two Trade Training Centres in the region with one located in Wyndham and the other in Hobsons Bay. The Trade Training Centres will train young people in traditional trades in skill shortage areas. Issues that address the delivery of youth support facilities are seen as a key priority for LeadWest and its stakeholders. If the west is going to address as a region the growing levels of anti social behaviour, then creating both job opportunities and pathways to support our youth are vital. LeadWest members flagged this issue with the Hon. Kate Ellis, Minister for Youth, when western suburbs Council representatives visited Canberra in March 2010.

## FEBRUARY 2010

### Keeping Council Members Informed

LeadWest's Chairman and CEO undertook a series of briefings of councillors and executives from Council Members outlining LeadWest's business plan outcomes over the previous six months and highlighting key priorities for 2010.

### Rising in the West

Feedback received from key western stakeholders highlighted the success and positive impact of *The Sunday Age* "Rising in the West" supplement published on the 7<sup>th</sup> February 2010. The supplement put the spotlight on the vast array of positive developments taking place in the western suburbs.

### Implementing the V4WP

LeadWest's CEO, in partnership with other members of the Vision for Werribee Plains

(V4WP) grants selection panel, convened a meeting to assess a range of worthwhile applications from organisations across the western suburbs seeking to address a range of sustainability imperatives. This key Victorian Government program had \$10M funding being applied to support projects across Melbourne's west that embrace best practice in development from an environmental sustainability perspective.

### Focusing on Water in the West

LeadWest's CEO joined 30 other key regional stakeholders at a business breakfast forum hosted by the Committee for Wyndham. Focusing on the western suburbs and Werribee's future water issues, the address by the CEO of Southern Rural Water proved most thought provoking and attracted much interest.

### Helping Maribyrnong Plan

LeadWest's CEO participated in the key stakeholder consultation process to help shape the Maribyrnong Economic & Industrial Development Strategy. The

Footscray CBD will undergo a major transformation over the coming years as major transport related infrastructure and its status as a Central Activity District (CAD) drives growth and supports development. Footscray has the real potential to become a key service centre supporting the growth of the western suburbs with opportunities to create more service sector job opportunities.

### Understanding our Economy

LeadWest's CEO attended a luncheon briefing on the challenges facing the Australian Economy delivered by Dr Ken Henry, Secretary of the Australian Treasury. Whilst Australia has fared relatively well compared to other developed economies (particularly in protecting jobs) challenges nonetheless remain, particularly relating to raising productivity, tax reform and addressing issues that flow from changing demographics and an ageing population.

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### Working with the VRBPTAC

LeadWest was appointed to the Victorian Road Based Public Transport Advisory Council by the Hon. Tim Pallas, Minister for Roads and Ports and Minister for Public Transport. The Advisory Council addresses key issues impacting upon road based public transport. Key issues included:

- Council workshops on key road based public transport
- Pedestrian Access Strategy
- Improved Tram and Bus Lane Compliance
- Road space and road-use hierarchy
- Greater separation for tram/bus lanes and general traffic lanes
- Promote benefits and perception of public transport
- Facilitating the greater sharing of full-time tram lanes by buses.

### Supporting Learning in Brimbank

LeadWest was delighted to be able to participate and contribute further to the

development of a Learning Strategy for Brimbank City Council. The initial draft was passed to the Council and a community meeting to discuss the draft was held at the Victoria University Convention Centre in Sunshine.

### Supporting a Community Wind Farm

By joining its steering committee, LeadWest supported the Maribyrnong City Council led initiative to progress establishment of a community wind farm at the base of the West Gate Bridge.

### Reporting on Diabetes in the West

As part of the Australian Centre for Diabetes Leadership Group, LeadWest joined other group members and key western region health sector stakeholders in launching the Diabetes Report on Melbourne's Western Suburbs. Victorian Premier, the Hon. John Brumby, officiated at the launch which was held at the Whitten Oval in front of 50 invited guests and media. The report highlighted the fact that Melbourne's west is in the midst of a

diabetes epidemic with the region having the highest prevalence of diabetes in the whole of Melbourne.

### Developing a Vision for Defence Site

LeadWest's CEO joined other key regional stakeholders in a Forum to develop a shared vision for the Maribyrnong Defence Site.

The iconic 140 hectare site has the potential to be a neighbourhood that embraces excellence in urban design and environmental sustainability and given its strategic location, represents a showcase development representing the best of the west.

### Visiting DP World at the Port

LeadWest's CEO joined other members of the Western Transport Alliance in a visit of the DP World facilities in the Port of Melbourne.

The port precinct is a major generator of economic prosperity for Melbourne and is experiencing rapid growth. Melbourne's

western suburbs have witnessed a surge in transport/logistics business locating in the west to support this growth.

### Advising on Regional Needs

LeadWest attended the Western Suburbs Forum of Council Economic Development Officers and briefed attendees of regional imperatives.

The Forum was also used to develop a range of events designed to support business attraction and growth in the west.

### Focusing on Transport Initiatives

LeadWest's CEO attended an exclusive briefing by the Hon. Tim Pallas that was focused on Victoria's transport initiatives.

### Supporting Regional Development

The LeadWest Board was briefed by executives from the Victorian Government charged with rolling out the Regional Development Australia program across Victoria. An RDA office will be established

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serving Melbourne's NW and Advisory Boards have been set up. LeadWest's CEO is on the Advisory Board for RDA Western Metro Melbourne. The RDA program has the potential to support initiatives that can assist with the further development of Melbourne's west.

### Promoting Apprentice Kickstart Bonus

LeadWest provided support in promoting the Australian Government's Kickstart Bonus scheme which more than tripled the first year incentive (from \$1500 to \$4850) for employers of apprentices up to 19 years of age who undertake training in a skills shortage trade.

### Working with WynBay LLEN

LeadWest's CEO met with the Executive Director of the WynBay LLEN in order to explore areas of mutual cooperation. LeadWest also participated in a WynBay LLEN Stakeholder Engagement Workshop designed to support development of Business Plan Priority Projects.

### Helping to Shape Melbourne

LeadWest's CEO joined other key stakeholders for a briefing and update on Shaping Melbourne Taskforce activities for 2010, including key themes emerging from the Taskforce's report and plans for engagement with Committee for Melbourne members and other key decision-makers including government, business and the wider community. The briefing was hosted by key LeadWest member – Telstra.

## MARCH 2010

### Forming Sustainability Group

Under the Vision for Werribee Plains initiative, a Regional Environmental Sustainability Framework was developed to serve as a blueprint in assisting key regional bodies to take actions appropriate to

supporting sustainable development covering energy, water and biodiversity.

LeadWest provides auspice for the setting up of a western region sustainability group with representatives drawn from councils and other key regional bodies such as Victoria University and City West Water.

### Supporting Achievement Scholars

LeadWest's Chairman joined Victoria University's Vice Chancellor, Professor Elizabeth Harman, in welcoming the university's first achievement scholars. In 2010, Victoria University had introduced an ambitious new scholarship program targeted at high achieving students drawn from secondary schools in Melbourne's west.

### Supporting the Western Chances

LeadWest's CEO joined other community leaders with a shared passion for supporting disadvantaged youth pursuing their educational aspirations at the Western Chances Scholarship Award

ceremony hosted by Victoria University. LeadWest is a sponsor of Western Chances.

### Supporting Public Internet Access

LeadWest's CEO attended the launch of the Public Internet Access Program (PIAP), which is a Victorian government initiative assisting community organisations to provide free or affordable public internet access to its members. The Hon. Lilly D'Ambrosio, Minister for Community Development, joined the Hon. Marsha Thomson, Member for Footscray, and other guests at the Australian Light Foundation Community Centre in Tottenham for this event.

### Fostering Pathways to Sustainability

LeadWest's CEO joined other key regional stakeholders at the launch of the Western Region Environment Sustainability Framework Report. The launch was chaired by Anne Barker, a LeadWest Director and Managing Director of City West Water. The report, funded by the Vision for Werribee Plains program, highlights key imperatives

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on the sustainability front and suggests a possible range of actions that could be embraced to deliver on this important regional issue.

### Supporting Councils and the EPA

LeadWest acknowledged the community concern over the dust problems in the Brooklyn area, as identified by the Department of Health and Environmental Protection Authority and has supported both the EPA and councils from Melbourne's west in requesting that VicRoads secure as matter of priority the funding needed in order to upgrade, repair and seal a number of roads in Brooklyn, including Bunting and Jones Roads.

### Keeping Council Members Informed

LeadWest's Chairman and CEO undertook a series of briefings of Councillors and executives from member Councils outlining LeadWest's business plan outcomes over the preceding six months and highlighted key priorities for 2010.

### Taking a Delegation to Canberra



A delegation, comprising the Mayors and CEOs of the councils in Melbourne's west, visited Canberra on 16<sup>th</sup> March 2010 seeking support for a range of key projects of significance to the rapidly growing communities of the west. The visit was coordinated by LeadWest and was led by LeadWest's Chairman, the Hon. Ralph Willis. The delegation had the opportunity to meet with key Ministers and MPs, whose portfolio responsibilities covered such key imperatives for the west as Education and Skills, Health, Telecommunications infrastructure, Transportation and Economic Development and Employment.

Key projects highlighted by the delegation included support for the ongoing

redevelopment of the Sunshine Hospital and for key transport imperatives, such as:

- Melbourne Metro Rail Tunnel
- Melton Rail Upgrade
- WestLink/ Westgate Bridge Alternate Road Tunnel
- Truck Action Plan
- Western Inter-modal Freight Terminal.

Support was also sought for assistance in the Education area such as the Victoria University Health Training facility at St Albans as well as much needed Trade Training Centres to underpin the national skills shortages in trades and emerging industries.

The western Councils' aspirations to drive the sustainability agenda were highlighted by seeking funding support for a number of key storm water capture initiatives as well as the pressing issue of efficient street lighting. Support for a range of community infrastructure projects were also tabled ranging from community centres and

leisure facility upgrades covering both the inner and outer west.

### Working with the RDA Advisory Board

As a member of the RDA Advisory Board, LeadWest's CEO attended the regular RDA Board meeting hosted by Mathew Steer at their Essendon Fields Offices.

### Hosting Keep Australia Working

LeadWest's CEO joined other key western region stakeholders on the "Keep Australia Working" advisory committee. This new Federal Government initiative is aimed at supporting jobs growth projects in the region and is sponsored by DEEWR.

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### APRIL 2010

#### Developing Strategies for the West

LeadWest Directors held their annual Strategy Meeting at Nufarm offices in Laverton in April 2010. The Strategy Meeting harvests Directors' creative input in shaping the future direction of LeadWest and highlights key issues that need to be incorporated in the organisations 2010-2011 Business Plan. Directors were able to draw upon the breadth of information collected at the LeadWest Regional Stakeholder Strategy Forum held at Melton on November 2009.

#### Briefing the GPT Group

LeadWest's Chairman and CEO participated in a GPT Property Group (owners of Highpoint) planning workshop and provided an extensive briefing to 50 senior company representatives on key aspects driving the changing face of the west with particular reference to the rapid paced

population growth and the ensuing significant investment in transport infrastructure being rolled out to support this growth. The GPT Group joined as a member of LeadWest Ltd.

#### Supporting Business Excellence

LeadWest was pleased to support the Melton Business Awards aimed at recognising and fostering excellence across a variety of categories. LeadWest's Sarah Diamond was actively involved in judging a number of business award categories and was most impressed by the enthusiasm shown by local businesses in embracing these awards.

#### Hosting EDA Victorian Conference

As part of its commitment to support local jobs growth, LeadWest joined with its key member Councils in sponsoring the EDA Victorian Conference held at Moonee Valley Racing Club on 21<sup>st</sup> April 2010.

#### Working with WynBay LLEN

LeadWest's CEO participated in the WynBay LLEN AGM and was asked to join their Committee of Management.

#### Shaping Melbourne's Freight Future

LeadWest's Chairman and CEO attended the Department of Transport convened launch of the discussion paper on "Shaping Melbourne's Freight Futures." LeadWest has been supportive of the Victorian Government's ambitions of developing a number of intermodal terminals to serve the growing freight task in Melbourne. Melbourne's west has established a strong case to be the location of one of these intermodal terminals.

### MAY 2010

#### Hosting Budget Breakfast Briefings

LeadWest, with the support of Brimbank City Council, successfully hosted its annual Federal and State Budget Breakfast Briefing on Monday 17<sup>th</sup> May 2010.



Keynote speakers this year were the Hon. Bill Shorten, Parliamentary Secretary for Disabilities and Children's Services and Parliamentary Secretary for Victorian Bushfire Reconstruction and the State Minister for Roads and Ports, the Hon Tim Pallas.

The breakfast was attended by over 100 western based stakeholders from local business representatives, Councils and other LeadWest member organisations.

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Minister Pallas and Parliamentary Secretary Bill Shorten briefed the attendees on the particular items within the Federal and State Budgets that impact the West.

### Supporting Western Chances

LeadWest's CEO met with Directors of Western Chances to support initiatives which support the aspirations of disadvantaged youth in Melbourne's western suburbs.

### Influencing the WestLink Project

LeadWest joined other key western community stakeholders at the meeting of Westlink – Community Reference Group.

The Westlink project involves a tunnel linking Dynon Road and Footscray Road in the Port of Melbourne precinct with Geelong and Sunshine Roads in West Footscray. In addition this will then be extended to make a connection with the Western Ring Road. Westlink aims at significantly reducing trucks off local streets as well as improving access for heavy

vehicles to the Port of Melbourne and provide an alternative crossing of the Maribyrnong River.

Trevor Blake from the Department of Planning and Community Development also provided a briefing on the Major Project Transport Facilitation Act. This Act provides for a thorough approvals process which includes opportunities for community involvement and ultimately involves the Minister for Planning granting a host of approvals for the project.

### Taking Action on Diabetes

As part of the Australian Centre for Diabetes Leadership Group, LeadWest's CEO has been actively supporting education and training initiatives in respect of Diabetes in the workplace across western region enterprises.

### Shaping Brimbank Learning Strategy

LeadWest provided input into the final stages of the Brimbank Community Learning Strategy. The Strategy aims at

providing a strategic and integrated framework for the creation of a community of lifelong learners.

### Welcoming Education in the West

LeadWest's CEO met with DEECD executives at their new temporary regional office facilities located adjacent to the newly opened Victoria University at Whitten Oval in Footscray.

### Victoria's Major Water Projects

LeadWest's CEO joined other Committee for Melbourne Directors and members at a luncheon briefing on Melbourne's key water projects presented by Tim Holding, Minister for Water.

### Shaping the Footscray CAD

LeadWest's CEO met with DPCD to provide input into the development of a community infrastructure plan for the Footscray CAD. The scope of the input covered:

- Education, Learning & Employment

- Culture & Arts
- Recreation
- Leisure & Entertainment

### Supporting Growth Area Councils

LeadWest's Chairman and CEO met with the CEO of the National Growth Areas Alliance to explore opportunities for collaborative action supporting the aspirations of growth councils located on the urban fringe.

### Celebrating a Community Gateway

LeadWest's CEO joined other regional stakeholders at the launch of the Victoria University "Community Gateway" held at Highpoint Shopping Centre. This new initiative of Victoria University will bring the University into the community and provide career counselling, skills testing and return to study advice through partnerships with key community organisations and businesses.

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### Efficient Streetlights in the West

LeadWest is working with the seven Western Region Councils that form the Western Alliance for Greenhouse Action (WAGA) to capture government support to fund more efficient street lighting. At present these seven councils have a total of 51,431 local road streetlights (pedestrian level). These local road lights are generally mercury vapour 80 watt lamps, which accounts for around 40-50% of Council's carbon footprint. Councils are ready to implement street light energy efficiency by changing to the Pierlite T5 which would result in a reduction of 68.7% in emissions per light.

## JUNE 2010

### Supporting Cogeneration in the West

LeadWest's CEO joined representatives from DSE, Sustainability Victoria and Western Water on a tour of the

Cogeneration facility utilising micro turbine technology at the Melton Recycled Water Plant at Surbiton Park Melton. The cogeneration technology is able to transform sewerage gases into electricity ultimately producing carbon neutral recycled water.

### Advising on Growth in the West

KPMG were commissioned by the Western Bulldogs Football Club to undertake a comprehensive review of the clubs branding and positioning strategy in order to secure its growth potential in its western suburbs heartland.

LeadWest's CEO and the Vice Chancellor of Victoria University briefed KPMG on key factors shaping the future development of Melbourne's rapidly growing western suburbs – in particular, the major transport infrastructure projects needed to underpin the rapid population growth and also investments needed in the region in areas of education and skills to secure sustainable employment opportunities in

the rapidly changing business landscape of the western suburbs.

### Working with Council CEOs

LeadWest's CEO attended the June Western Region Councils CEO's forum held at the Visy Cares Hub in Sunshine. Key issues addressed included:

- Visy Cares Hub redevelopment proposal – update and presentation
- WAGA update on future direction
- Transport report
- Western region Councils priorities
- Victorian Aviation Training Academy – letter of support.

### Focusing on Economic Development

LeadWest attended the western region Economic Development Forum, hosted by the Maribyrnong City Council. Key issues addressed included:

- Planning for "Business Now Conference"
- Western Melbourne Tourism update

- State Government business assistance program
- Keep Australia Working update
- Council best practice reviews

### Working with Tweddle for Families

LeadWest's CEO joined with other key regional stakeholders at a Tweddle Child & Family Health Service Forum. The Hon Lisa Neville, the Victorian Minister for Mental Health and Minister for Community Services participated in the Forum.

### Celebrating the Pegasus Project

LeadWest's CEO joined other key regional stakeholders at the launch of the "Pegasus Project" The Pegasus Project is a major urban development opportunity which covers an area of over 400 ha located in Toolern, a major urban growth area in Melton, and will be home for over 20,000 households.

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### Focusing on Employment

LeadWest's CEO joined other key western region stakeholders involved in training and employment in a DEEWR hosted Employment & Recruitment Forum. Key issues covered –

- Local Employment Coordinator update
- Local employment indicators report and update
- Labour market dynamics and future employment trends

### Seeking Intermodal Terminals

Melbourne's west is increasingly becoming the centre for the rapidly growing transport and logistics industry serving the growing freight task in Victoria. With its strategic location near the Port of Melbourne and major transport arteries, the western suburbs have experienced rapid development in this sector. With this in mind, LeadWest and Western Transport Alliance prepared a joint submission in response to the Victorian Government's

discussion paper on Intermodal Freight Terminals.

### Working with the West's MPs

LeadWest's CEO joined the Chairman of Regional Development Australia (Western Metropolitan Melbourne) in a briefing of Victorian Government MPs from Melbourne's west to highlight current project and program priorities harvested from key stakeholders across the region.

### Supporting Apprenticeships

LeadWest's CEO met with Jobs Plus Apprenticeship Services (Jointly owned by Victoria University and Box Hill TAFE) to discuss opportunities in the area of increasing locally available apprenticeships and further skills development in the western suburbs.

### Gaining Insights on Transport

LeadWest's CEO attended a major international transport conference hosted by the Australian Centre for the

Governance and Management of Urban Transport (GAMUT), which focused on "sustainable transport for urban communities" and covered the following key areas –

- Transport and Climate Change
- Transport and its impact on shaping society
- Land Use Transport Integration
- Suburban Transport futures
- Transport Logistics, Freight and Road Planning.

At the Conference, LeadWest's CEO also took the opportunity to meet with the CEO of Infrastructure Australia and briefed Mr Michael Deegan on the transport imperatives for Melbourne's west.

### Supporting SportsWest Initiative

LeadWest is supporting the inaugural partners of SportsWest (Western Bulldogs, Victoria University, Maribyrnong Secondary College and Department of Education) in their quest at establishing an elite sports precinct in the west of Melbourne.

### Putting Priorities to Government

After consultation and input from Councils and other key western suburb stakeholders, LeadWest has prepared a consolidated priority project list which has been provided to our Western region MPs seeking their ongoing support. Whilst transport infrastructure loomed as a key requirement, other key areas included health services, education & skills, investment in social infrastructure and environmental projects.

### Supporting Skill Development

LeadWest and Western Metropolitan Melbourne RDA jointly supported the bid by Essendon Fields, located in Mooney Valley, to be the home of the proposed Victorian Aviation Academy. The \$60 million facility will serve the requirements of the rapidly growing aviation industry in Victoria and become a centre of excellence for training in the aviation industry. Its location at Essendon Fields will be of great

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value in supporting skills developments in Melbourne's west.

### Sponsoring Training Awards

In recognition of the importance of fostering a climate of lifelong learning and improving the education and skill levels in the west, LeadWest was proud to support Victoria University by becoming a sponsor of the Victoria University Training Awards.

### Helping to Shape Melbourne

LeadWest's CEO attended a Boardroom Briefing addressing Melbourne's key development issues. The briefing was hosted by Mr George Pappas, the Chairman of Committee for Melbourne and Chancellor of Victoria University. Key issues covered included:

- PPPs – funding major infrastructure projects
- Role of Central Activity Districts
- High density development along transport corridors

- Decentralisation of employment opportunities.

### Working with WynBay LLEN

As a member on the Advisory Board of the WynBay LLEN, LeadWest's CEO joined other key regional stakeholders in participating in a "Youth Forum".

Key presentations at the Forum included:

- Youth Connections update
- Hobsons Bay Youth Services
- Wyndham Youth Services
- Keep Australia Working Initiative
- Workplace Learning initiatives
- CentreLink

## JULY 2010

### Attracting New Members

The WPC Group, one of the largest employers of apprentices and trainees in Australia, joined LeadWest as a Corporate

Member. WPC Group's objective is to address long term youth and general unemployment throughout the region.

LeadWest also welcomed Western Water as a new Corporate Member. As a key western region utility, Western Water provides water, recycled water and sewerage services to almost 55,000 properties in the Melton region over an area of 3,000 square km in one of the fastest growing regions in Victoria.

### Implementing Health Reform

LeadWest's Chairman and CEO participated in a major Health Forum looking at key issues around the implementation of the National Health & Hospitals Agreement. The Forum, chaired by Fran Thorn, Secretary of the Department of Health, sought key stakeholder feedback in helping to shape the rollout of the Health & Hospitals Agreement recently reached between the Australian Government and State governments.

### Focusing on Transport

LeadWest hosted representatives of its Council Members at a luncheon Briefing on the Victorian Transport Plan. Announcements covered the following key projects that impact on Melbourne's west:

- Regional Rail Link Project update
- Truck Action Plan update
- Westlink Route option release
- Metro Rail Tunnel

LeadWest's CEO also attended the July Westlink Community Reference group meeting which addressed the above issues.

### Helping Maribyrnong Plan

LeadWest provided input to AEC Group Ltd, consultants to help draft the Maribyrnong Economic & Industrial Development Strategy (MEIDS). Maribyrnong is a city in transition with the decade having seen a winding back of its traditional manufacturing and Defence-related base

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and conversion of brown field sites to residential use.

### Supporting Business in the West

In recognition of the important role played by small business in generating jobs, LeadWest was proud to support the Moonee Valley Council arranged Gala Business Luncheon. Over 200 key small business operators attended the event at which keynote speaker Mr. Phil Ruthven, the Chairman of IBIS World, provided a comprehensive overview of the Australian and Global economy.

### Supporting Sports Science

LeadWest's Chairman and CEO joined other key stakeholders at the launch of Institute of Sports, Exercise & Active Living (ISEAL) at the Victoria University Footscray Campus. ISEAL aims to become a global leader in research and engagement in sport, exercise science and active living. This research is supported by strong strategic partnerships and research collaboration with a wide range of sporting

institutes and bodies, government departments, universities and other local and international organisations.

## AUGUST 2010

### Promoting Energy Efficiency

Councils and local communities are at the front line in the fight against climate change and many have shown early leadership in acting on climate change. In August, the Australian Government announced that local councils and operators of council facilities will receive assistance to reduce their energy consumption and cut energy bills, under the Low Carbon Communities initiative

LeadWest and its Council Members joint mission to Canberra in March 2010 was used to flag the issue of government support to local councils.

### Seeking V4WP Continuity

The Victorian Government had provided \$10 million under the Vision for Werribee Plains (V4WP) initiative to provide grants to support sustainability imperatives across the region. With the present program finishing in 2012, LeadWest joined with Western Metropolitan Melbourne RDA to seek additional funding for a further four years so that many key V4WP elements can be delivered.

### Supporting the West's Youth

The Youth Junction Inc was successful in securing funding from the Australian Government under the Community Youth Centre for Young Australians program. LeadWest and its Council Members joint mission to Canberra in March 2010 was used to flag the issue with relevant Ministers.

### Supporting SportsWest

PMY Consulting was appointed to undertake a scoping study to determine the long term viability of developing an integrated sports precinct in Melbourne's inner west. The project was supported by the Department of Education, Victoria University, Victoria Racing Club, Western Health, Western Bulldogs Football Club and LeadWest. The report was released in October 2010.

### Seeking Super Clinics in the West

Nicola Roxon (Health Minister) visited Brimbank and announced \$15 million for a Western Melbourne Super Clinic. Expressions of interest and submissions from suitable bodies in Melbourne's west were sought.

### Advancing Health Reforms

LeadWest's Chairman and the CEO attended a briefing on the proposed health reforms hosted by the Victorian

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Department of Health's Northern and Western Metropolitan Regional Office. Key issues addressed included the boundaries of "Medicare Locals, establishment of a Health Reform Implementation group and the appointment of its coordinator, GP super clinic and the creation of a My Hospitals website.

LeadWest is arranging to have Fran Thorn (Secretary of the Victorian Department of Health) brief Western Suburb Council CEOs on the proposed health reform program and its implications for service delivery in the west. Key items of interest were a My Hospital website, impacts on Community Health Services, and the formation of Medicare Locals (and their boundaries).

### Planning for the Region

Key LeadWest members have provided input to the Regional Development Australia for incorporation into their Regional Development Plan for Melbourne's west. A number of LeadWest members are involved on the RDA advisory

body, which is chaired by Bill Jaboor (CEO of Hobsons Bay City Council).

### Sponsoring "Business Now"

LeadWest in partnership with Bendigo Bank sponsored the "Business Now" Conference held in Keilor. As a key small business support initiative, it attracted over 200 small business operators drawn from across the western suburbs.

### Supporting Western Health

LeadWest has supported Maribyrnong City Council in its advocacy work directed at the Health Ministers of the Victorian and Australian governments. The aim is to secure on-going funding support to underpin the continued expansion and development of Western Health's hospitals at Footscray, Sunshine and Williamstown.

### Introducing Infrastructure Australia

LeadWest's Chairman hosted a luncheon for western suburb council CEOs, providing an opportunity for them to meet with the

senior executives of Infrastructure Australia. Key projects that were promoted to as important for the west included the Regional Rail Link, Metro Rail Tunnel, Westlink and the Truck Action Plan.

### Advising on Public Transport

LeadWest's CEO participated in the August meeting of the Victorian Road-based Public Transport Advisory Council meeting. Key issues addressed at this meeting included:

- Review of VicRoads Works Program for 2009/10
- Increased use of tram Lanes by buses
- Proposed Advisory Council Workshop on buses and trams
- Presentation on the Transport Integration Act
- Progress report on the Trafficable Easy Access Stop Trial
- Summary of bus and tram projects completed in 2009/10

- Outcome of market segmentation for tram passengers

### Supporting WPC Group Graduation

LeadWest's CEO joined with its newest member, the WPC Group, at its 2010 graduation ceremony held in Docklands. The WPC group is one of the major apprentice and training organisations serving the communities of the western suburbs.

### Supporting LeadWest Members

LeadWest's CEO attended the launch of Western Waters' 2010/11 Corporate Plan, which was officially launched at Tabcorp Park facility of Harness Racing Victoria (HRV). HRV uses recycled water for its facilities. The keynote speaker at the launch was the Hon Rob Hulls (Deputy Premier, Attorney General and Minister for Racing).

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### Engaging a New Employee

Mr Craig Rowley joined LeadWest as Manager, Business & Projects. Craig holds a degree in Psychology from Macquarie University and had previously served the City of Stonnington in a number of senior roles, completed a secondment to the Victorian Bushfire Case Management Service, worked as a management consultant with Deloitte, led the City of Melbourne's Best Value Taskforce and worked with consultant engineering firm KBR.

### Steering the Wind Farm Project

LeadWest's CEO joined other LeadWest members, Victoria University and Bendigo Bank at the steering committee meeting for the Westgate Community Wind project.

### Influencing the WestLink Project

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

### Working with the RDA Board

LeadWest's CEO attended the regular RDA Board meeting hosted by the Brimbank City Council.

## SEPTEMBER 2010

### Influencing the Regional Rail Link

LeadWest's Chairman and CEO met with Martin Pakula, Minister for Minister for Public Transport and representatives of the Department of Transport in relation to the Regional Rail Link Project.

The Regional Rail Link Project is a key element of the \$38 Billion Victorian Transport Plan and involves the construction of 40+ km of dedicated regional tracks from West Werribee to Southern Cross Station which has a capacity of 9,000 passengers per hour.

LeadWest stressed to the Minister that RRL project presents a once in a lifetime opportunity to integrate land use & transport planning to transform the shape of the western suburbs.

### Facilitating NBN Roll Out to the West

In partnership with Regional Development Australia, LeadWest facilitated a briefing for Councillors and councils' senior officers on the multi-billion dollar investment in the National Broadband Network (NBN).

### Supporting Sustainability Events

LeadWest's CEO joined over 100 other key regional stakeholders in participating in the Wyndham Sustainability Breakfast forum. LeadWest joined both Victoria University

and City West Water in supporting this key regional event designed to champion sustainability initiatives across the region.

### Working with Councils' CEOs

LeadWest's CEO participated in the monthly meeting of CEOs of councils in Melbourne's west. This meeting was hosted by Moonee Valley Council. Key issues addressed included:

- SportsWest initiative ( briefing by Campbell Rose CEO of Western Bulldogs Football Club)
- Regional Rail Link Advocacy Strategy
- New Federal Government – Minority Government and impact on Metropolitan regions
- Shared IT services
- Health Care reform – Impact on Councils

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### Celebrating Job Security in Altona

LeadWest issued a media release applauding the news that Gillard Government invested \$63 million to bring production of Toyota's next-generation, four-cylinder engine for the Camry and Hybrid Camry to Altona.

The grant, from the Green Car Innovation Fund, is being used to install cutting-edge plant and equipment. It will lead to a dramatic expansion and renewal of capacity at Toyota's engine plant in Altona, Victoria.

The project has started and will be completed by late 2012, when the new line will start turning out over 100,000 engines a year, up to a sixth of them destined for hybrid vehicles.

This is a substantial investment in Australian manufacturing and a substantial step towards creating an economically and environmentally sustainable automotive industry. It will help anchor Toyota's operations in Australia for years to come.

Support from the Gillard and Brumby Governments has enabled Toyota Australia, and its parent in Japan, to make a timely investment decision and base the project in Australia.

The decision shows tremendous confidence in Australia's innovative automotive sector and the capabilities of our suppliers and workers – including the 320 employees at Toyota's Altona engine plant.

The new petrol engines built on the line will consume 4.5 per cent less fuel and produce 5 per cent fewer greenhouse emissions than today's equivalent engine. This will cut carbon pollution by up to 20,000 tonnes a year. The locally produced hybrid engine – an Australian first – will consume just 6 litres of petrol per 100 kilometres and emit 142 grams of carbon dioxide per kilometre.

The Gillard Government has stated that it will continue to work with Toyota and the entire automotive sector to build a modern, innovative and green industry supporting high-skill, high-wage jobs. The new grant complements the \$35 million provided to Toyota Australia for the

Australian-made, low-emission Hybrid Camry launched in February 2010.

### Facilitating Economic Development

LeadWest attended the Western Region Councils Economic Development Forum hosted by Moonee Valley Council. Key issues addressed included:

- Transport Infrastructure briefing
- Health Reform Briefing
- Western Region Jobs Expo update
- Western Melbourne Tourism report
- Regional Development Australia update
- State Government industry support update

### Celebrating New Business

LeadWest joined other key Brimbank based stakeholders at the official opening of the VistaPrint manufacturing facility in Derrimut. VistaPrint is a major multinational printing company that will

employ over 200 staff in the west when fully operational.

### Focusing on the NBN Roll Out

LeadWest CEO joined other board members of Regional Development Australia at a briefing on the proposed broadband rollout by NBN Co and what the implications are in driving innovation for both business and community users.

### Speaking Up for Melbourne's West

LeadWest issued a media release pointing out why the RACV RedSpot Survey did not reveal priority problems in Melbourne's west.

As a predominantly on-line survey, its response rates are likely to be skewed by the patterns of Internet "traffic" in Melbourne. The proportion of the population using the Internet is 15 per cent lower in Melbourne's west than in Melbourne as a whole.

Consequently, the survey response rates – if broken down into respondents by

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postcode — would no doubt show a lower rate of respondents from suburbs in Melbourne's west.

### Focusing on a Broadband Future

LeadWest participated in a symposium held by Melbourne University Institute for a Broadband Enabled Society at which the impacts of broadband technologies will have on both business and the community at large.

### Focusing on Sustainable Transport

LeadWest's CEO joined other key regional representatives at a Metropolitan Transport forum held at Maribyrnong City Council. The evening provided the opportunity for the government, the opposition and the greens to offer their visions for sustainable transport solutions for Melbourne's western suburbs.

### Influencing Melbourne Metro Rail

As part of the \$38 billion Victorian Transport Plan, the Victorian government has embarked on a program to create a metro style rail system in Melbourne. The Melbourne Metro Rail Tunnel Project is a new rail tunnel that will run between Dynon in the west to St Kilda Rd, intersecting the CBD. A key feature of the proposed scheme is five new underground rail stations which create new possibilities for the integration of public transport and surrounding land use developments.

### Working with Business in the West

LeadWest's CEO joined over 100 guests at the inaugural Business West – Business Round Table Luncheon held at Sanctuary Lakes. Organised by the Star News group the keynote speaker was Tim Pallas the Victorian Minister for Roads and Ports.

### Working with Councils in the West

LeadWest's CEO attended the Western Region Councils forum hosted by Maribyrnong Council. Keynote speakers at this bi annual event included: Stephen Bradford CEO of the Port Of Melbourne, Murray Cullinan Executive Director of the Regional Rail Link Project and Anne Barker CEO of City West Water.

### Focusing on Growth in the West

LeadWest's CEO joined other key regional stakeholders at the launch of the Bernard Salt report on Melbourne's west. The report commissioned by the Western Bulldogs Football Club received strong media attention and highlighted the strong population growth taking place. LeadWest had supplied information to support the work undertaken by Bernard Salt.

### Celebrating Election Outcomes

The Gillard Government committed to a number of programs of relevance to local government during the life of this parliament.

For example:

- \$80 million Low Carbon Communities initiative with grants up to \$500,000 to help local councils to cut pollution and reduce energy costs through efficient upgrades to street lighting, community facilities and council buildings, plus grants of up to \$5 million for larger community facility projects, and \$5 million for practical support to help councils better manage parks and other green spaces in urban areas;
- \$5 million Accessible Communities package to assist councils to make buildings and public spaces more accessible for people with a disability;
- \$100 million to expand the stormwater harvesting and reuse program.

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LeadWest was particularly pleased that both the Low Carbon Communities initiative and Stormwater Harvesting initiative directly responds to the work done by LeadWest and its Council Members through the delegation taken to Canberra.

### Touring the West Gate Bridge

LeadWest organised a tour for its members of the Westgate Bridge strengthening and upgrade work on 17th September 2010. The Westgate Bridge / M1 upgrade are key elements of the Victorian Transport Plan and are designed to raise the carrying capacity of this transport artery linking Melbourne's CBD and the communities of the Melbourne's western suburbs.

### Influencing the WestLink Project

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

- 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

### Working with the RDA Board

LeadWest's CEO attended the regular RDA Board meeting hosted by the Moonee Valley City Council.

## OCTOBER 2010

### Promoting Melbourne's West

The Age included a "West" feature in its "M Magazine". The feature covered community, lifestyle and the history of the region. LeadWest met with The Age to advocate for promotion of a positive image of Melbourne's west.

### Influencing the Regional Rail Link

In support of its members, LeadWest made detailed submissions on the \$4.2 billion Regional Rail Link project. In addition, LeadWest's Chairman and CEO met with Minister Martin Pakula to highlight the importance of this project in driving growth in the western region. LeadWest reinforced the importance of high quality corridor based integrated land use planning and urban design within this key project. It was most gratifying that a number of key features were incorporated, covering important grade separation in both Greenfield and Brownfield locations.

### Focusing on Arts and Culture

LeadWest's Chairman and CEO met with directors of the Footscray Community Arts Centre to explore areas of cooperation with a view to growing the Arts & Culture assets of Melbourne's west. In addition, LeadWest's CEO met with Arts Victoria to ascertain possible areas of Victorian

Government support to develop an Arts & Culture strategy for Melbourne's west.

### Celebrating a Shared Vision

LeadWest joined other key regional stakeholders at a VicUrban convened launch of the Shared Vision for the Maribyrnong Defence Site. Officially launched by the Hon. Bill Shorten MP (Maribyrnong) and the Hon. Marsha Thomson MP (Footscray), the vision for the site proposes a master plan placing environmental sustainability and liveability as its core elements.

### Focusing on Health in the West

LeadWest participated in Health sector forums for Western Health as well as the Western Region Health Centre and Pivot 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

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priority, as is the need to properly fund primary health care.

### Hosting a KAW Committee

LeadWest hosted the meeting of the western region committee of the Keep Australia Working (KAW) initiative. With a principal aim of funding job creation initiatives the initiative has delivered key project funding into the education and skills sector, the arts and manufacturing across Melbourne's west. The KAW initiative is also underpinning the Western Region Employment Expo to be held in Werribee in early November.

### Joining with Local Businesses

Hosted by Victoria University School of Enterprise, over 30 local businesses attended a business briefing breakfast at which a number of presenters highlighted various government assistance programs designed to support the growth of small businesses.

### Developing Health Strategies

LeadWest's CEO met with officials of the NW region of the Department of Health to discuss the development of a Western Region Health & Wellbeing Strategy drawing upon the "healthy cities" methodology.

### Developing Transport Strategies

LeadWest's CEO joined member councils at a Department of Transport workshop to develop strategies to support the transformation of tram corridors in Melbourne. The aim is to improve levels of service along tram routes to support existing users and to support continued urban consolidation and renewal.

### Facilitating Early NBN Roll Out

LeadWest facilitated a visit by Duncan Bremner of NBN Co to councils in Melbourne's west. The visit provided an update on roll out of the national broadband network and reaffirmed the

"NBN readiness" of councils in Melbourne's west.

### Influencing Growth Policies

LeadWest's CEO met with GAA executives to discuss developments associated with both the Melton-Caroline Springs and Wyndham growth corridors. The provision of cost effective infrastructure and local jobs is a major challenge faced by both communities.

### Working with the WTA

LeadWest's CEO attended the Western Transport Alliance (WTA) meeting hosted by Maribyrnong City Council. Key issues addressed included:

- VicRoads presentation on Roads strategy impacts upon the western suburbs
- Shaping Melbourne's Freight Futures discussion Paper
- Regional Rail Link Submission
- Port of Melbourne Container Capacity discussion paper

- Westlink update
- Metro Rail Tunnel update
- Western Ring Road upgrade

### Working with Council CEOs

LeadWest's CEO participated in the monthly Western Region Councils CEO meeting hosted by Maribyrnong City Council. Key issues addressed included:

- Briefing on Western Chances Youth support initiatives
- Impacts on the UGB on metropolitan areas
- WAGA
- Regional Rail Link Advocacy Strategy

### Hosting a Community Forum

LeadWest provided auspice and hosted a Community Forum on the Werribee Plains Regional Environmental Sustainability Framework at Victoria University's campus in Sunshine. It attracted 80 guests and covered three focus areas – Energy, Water

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and Biodiversity. The forum is a precursor to the establishment of an “Environment Pillar” for Melbourne’s west, which is to be convened under the LeadWest umbrella.

### Influencing Transport Infrastructure

LeadWest lodged detailed submissions to the Victorian Government on the following key transport infrastructure and freight initiatives:

- WestLink Route Option
- Regional Rail Link
- Shaping Melbourne’s Freight Future – Intermodal Freight Terminals

LeadWest also secured the support of Regional Development Australia in endorsing the thrust of the LeadWest submissions.

The Victorian Government released its preferred route option for Westlink which is in line with the preferred route set out in LeadWest’s submission. The “Aqua” option will minimise impacts on the community and involves a longer tunnel that emerges

beyond the residential area near Paramount Road. A freeway connection would then link the tunnel to the Western Ring Road following the blue option, which has been modified to avoid disruption to a large number of businesses in Sunshine West.

### Focusing on Water Efficiency

LeadWest joined other key stakeholders at a water resource efficiency forum hosted by City West Water. A variety of speakers outlined current thinking in improving water use efficiency and showcased a range of sustainability initiatives being undertaken across the western region.

### Focusing on Future Transport

LeadWest participated in a forum showcasing latest developments in electric vehicle innovation hosted by Maribyrnong City Council. At the forum, LeadWest’s Manager Business & Projects noted an issue with the Victorian Government’s method of recruiting participants for the Victorian Electric Vehicle Trial. Registration

to participate in the trial, by driving a supplied Electric Vehicle for a 3 month period, is only available online through the RACV website. He suggested that the councils of Melbourne’s west inform their communities of the process for registering interest in participation in the Victorian Electric Vehicle Trial project and perhaps facilitate registration for those without internet access.

### Encouraging Offices in the West

LeadWest’s CEO attended a briefing session on Victorian Government Business Offices hosted by Jacinta Allan, Minister for Industry and Trade. The Victorian Department of Innovation, Industry & Regional Development had recently opened a small beachhead regional office located in the Sunshine CBD to serve the rapidly growing western region. The regional office is planned to expand to contain 15-20 staff once suitable office facilities can be located.

### Supporting Victoria University

LeadWest supported an application by Victoria University to secure funding support from the Australian Government to support the introduction of Inter-Professional Education (IPE) across ten of the University’s health disciplines. Victoria University is seeking a total of \$22.9 million to underpin investment in purpose built health clinics and teaching laboratories at their Werribee campus.

### Working with the RDA Board

LeadWest’s CEO attended the regular RDA Board meeting hosted by Wyndham City Council. A comprehensive briefing was conducted on the Werribee Employment precinct by both DPCD and executives from the City of Wyndham.

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### NOVEMBER 2010

#### Supporting a Skills & Jobs Expo

LeadWest members supported a major Skills + Jobs Expo on Monday 8th November 2010 in Wyndham. CentreLink and the Department of Education, Employment and Workplace Relations worked closely with key western region employers and regional stakeholders to deliver this important initiative.

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.

The Hon. Senator Jacinta Collins, Parliamentary Secretary for School Education and Workplace Relations, opened the Expo and was very positive about the day. She mentioned that she would report its success to the Prime Minister.

#### Being Accountable to Members

LeadWest members gathered at Whitten Oval for LeadWest's 3<sup>rd</sup> AGM. The keynote speaker after the AGM formalities was Prof

Peter Sheehan, the Director of the Centre for Strategic Economic Studies at Victoria University.

#### Celebrating Trade Training Win

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.

#### Supporting Victoria University IPE

As a key stakeholder in the western region, LeadWest supported the Victoria University initiative to secure funding that will promote social and economic benefits to the west. The initiative will enable the introduction of Inter-professional education (IPE) across 10 of the University's

health disciplines. Victoria University is seeking a total investment of \$22.9 million.

#### Focusing on the Economy

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 e.g. broadband
- Status of jobs in regions

#### Supporting Committee for Wyndham

LeadWest attended the Committee for Wyndham networking evening. The 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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### Celebrating the new 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 Victoria University.

### Keeping Council Members Informed

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.

### Celebrating Tiger Airways Takeoff

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.

### Encouraging New Memberships

LeadWest's CEO met with the CEO of the Royal Agricultural Society of Victoria (RASV), managers of the Melbourne 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.

### Supporting Western Chances

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.

### Fostering Sustainability

LeadWest convened the first meeting of the Werribee Plains Water Group, which was 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.

### Working with the VRBPTAC

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

### Supporting Students in the West

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.

### Celebrating Tweedle's Achievements

LeadWest's CEO joined other key regional stakeholders at the Tweedle Child & Family Health Services AGM. Tweedle 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.

### Supporting Businesses in Brimbank

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

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valuable insights to assist mainly SMEs to successfully grow their businesses. The networking event was arranged by the Brimbank Council Economic Development Unit.

### Working with the RDA Board

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.

### Facilitating Arts in Melbourne's West

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.

### Influencing Health Policies

LeadWest's Chairman and CEO participated in the Western Region Health Forum hosted by the Western Region Health Network. Health Ministers from both the Federal and Victorian governments attended this key event, which helped shape policy direction in the health sector as it effects Melbourne's west.

### Influencing the WestLink Project

LeadWest's CEO attended the November meeting of the Westlink Community Reference Group.

## DECEMBER 2010

### Hosting the Prime Minister

Over 70 key stakeholders from Melbourne's west convened at a Leadwest forum hosted by Wyndham City Council.

Prime Minister and Member for Lalor, Julia Gillard presented to western region stakeholders the release of the Government's discussion paper on a National Urban Policy. Also in attendance were the Hon. Nicola Roxon, the Hon. Brendan O'Connor and the Hon. Bill Shorten.

"This is the start of an important national conversation about the future shape and character of Australia's biggest cities and regional centres, the engine rooms of growth, innovation and opportunity," Prime Minister Gillard said.

"And there is no more appropriate place to talk about those issues than in the West of Melbourne.

"Western Melbourne is now the fastest growing region in Australia. That growth presents challenges that require long term planning which can make communities such as ours more productive, more sustainable and more liveable. Today I called upon government, business and community leaders to take part in this critical national discussion."

### Helping to Shape Melbourne

LeadWest's CEO participated in the Committee For Melbourne end of year forum on the "shape of our city". The forum at the MCG was attended by over 75 key stakeholders.

### Promoting Liveability in the West

LeadWest's objective is to foster and undertake actions that will support sustainable growth and development of the region. We aim to build on the region's social, economic and environmental capacity and to plan and create a sustainable future for the wellbeing of its communities. LeadWest and the organisations it represents have a keen interest in the contribution of public land to the liveability of Melbourne's west and seek to promote the opportunities for enhancing this contribution. Accordingly, LeadWest lodged a submission to the Victorian Environmental Assessment

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Council on matters relating to the Metropolitan Melbourne Investigation.

### Focusing on Health in the West

LeadWest's CEO met with the CEO of Pivot West to discuss future development of Health Services in the West. Issues around GP Super Clinics and Medicare Locals were also discussed. The need to further enhance the health services facilities in the rapidly growing western suburbs continues to be a key LeadWest imperative.

### Encouraging New Members

LeadWest met with the Infrastructure Business Development Manager for Citywide, a company founded by the City of Melbourne. Citywide is now a major Australian physical services company providing civil infrastructure, open space and environmental services to government and private enterprise. Sustainability is a company philosophy for Citywide and is supported by a strategy plan, integrated with operational systems, and social programs. Citywide has a track record of

effective environmental management. From water use minimisation in heritage listed gardens to investment in world leading asphalt technology, Citywide is helping its customers meet tough environmental and emissions targets.

### Supporting Social Justice

LeadWest's Manager of Business & Projects participated in the Strategic Implementation Group for the Brimbank Social Justice Coalition, which is a forum for Brimbank City Council, community organisations and service providers to work collaboratively on issues that diminish the health and wellbeing of community members in Brimbank and to develop joint advocacy, service and project development.

### Working with Council CEOs

LeadWest's CEO attended the monthly meeting of the Western Region Council CEOs, which was hosted by Wyndham City Council. Key issues addressed included:

- Victorian Election – impacts on transport, health & general advocacy
- Western Melbourne Regional Development Australia – Regional Plan
- National Transport Commission - high productivity vehicles
- Brooklyn Industrial Precinct
- Funding (to Brimbank, Maribyrnong & Wyndham) for prevention of Violence Against Women

Presentations at the meeting were made by Pam Anders, a Director for WorkHeath on engagement models for smaller employers and data from health checks, as well as by Joan Phillips and Jill McLean from the Victorian Environmental Assessment Council on the Metropolitan Melbourne Investigation.

### Focusing on Arts in the West

LeadWest's CEO and the Executive Officer of West Metropolitan Melbourne RDA delivered a briefing to the Arts & Culture officers of councils in Melbourne's west on

the proposed "Arts & Culture Strategy" for the West. LeadWest and Arts Victoria are keen to support the growth of this sector in Melbourne's west and the councils in the region have indicated both their interest and support for this initiative.

### Supporting YouthNow's Work

The 2010 YouthNow Employer Champion Awards celebrated the significant contribution made by employers in Melbourne's west to the future of young people in the region's secondary schools and alternative community learning settings. LeadWest's Manager Business & Projects was Master of Ceremonies at the Awards event. Moonee Valley Council was the major sponsor with minor sponsorship coming from other councils and the LLENs.

### Seeking Sustainable Transport

LeadWest believes that there is a real opportunity to more effectively use the dual railway line from Melbourne to Flemington Racecourse and the Melbourne Showgrounds. At present, the existing line

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is being wasted and consideration should be given to extend the line three kilometres to a planned new suburb on the Maribyrnong River. With planning already underway for a Melbourne Metro, and with its western portal proposed for north of Dynon Rd at Kensington, as well as significant urban infill developments in the pipeline, such as the redevelopment of the Maribyrnong Defence Site, such a rail line extension merits consideration. Extending the line would allow it to service the thousands of additional homes planned for the inner western suburbs and the Highpoint Shopping Centre, potentially taking thousands of cars off inner-city streets. Currently, this section of rail line is underutilised, given it is dual track, and is basically only used for two periods a year at the spring racing carnival and the Royal Melbourne Show.

The major infill development plan to build a new suburb on the 128-hectare former Department of Defence explosives factory

site next to the shopping centre would benefit from access to high quality and reliable public transport into the city. With an existing rail line already in place for 60% of the distance to the city, a rail link to the new suburb is a prospect worth considering. An extension of the Flemington line could be incorporated into the construction of the new suburb. Potentially a new station could be situated in proximity to Victoria University's campus on Ballarat Road and another at Highpoint Shopping Centre. Consideration could also be given to extending the line to Keilor East.

To better use a poorly utilised piece of rail infrastructure is going to be to everybody's benefit, so LeadWest called on the new Victorian Government to conduct a study, testing the viability of this rail extension.

### Working with West RDA

LeadWest's CEO attended the regular RDA Board meeting hosted by Toyota Australia. A comprehensive briefing was conducted on the Australian automotive industry and its key role as a major employer and as a catalyst for innovation.