

LEADWEST

2007 & 2008 CHRONICLE OF EVENTS



2007

Coming together as LeadWest

The Interim Board of LeadWest convened its first formal meeting in May 2007.

The full Board was established in November 2007. It comprised the Initial Independent Chair – the Hon. Ralph Willis - plus five Directors representing Council Members and four Directors representing Corporate Members. .

Appointing LeadWest's Chief Executive



At its meeting in December 2007, LeadWest's Board of Directors appointed Anton Mayer as Chief Executive Officer.

Anton grew up in Melbourne's west, having attended school in Yarraville and Footscray. .

He attended Monash University completing studies in Economics and Politics.

After University, Anton worked in the Banking and Finance sector both in Australia and Europe.

He joined the Australian Trade Commissioner Service (forerunner to "Austrade") and spent over 25 years with them serving overseas in some of Australia's key markets from both an export and investment perspective. Anton's overseas postings included:

- The Middle East - More than a decade in the region with postings to Saudi Arabia (Riyadh & Jeddah), Kuwait, Bahrain and the United Arab Emirates (both Abu Dhabi and Dubai);
- North America - Los Angeles (USA);
- Africa – Nairobi (Kenya) and Johannesburg (South Africa) where Anton re-established the Australian Government's commercial office after the lifting of economic sanctions.

Anton then returned to Australia to head up Austrade's operations for Victoria and Tasmania.

Following this, Anton was Senior Trade Commissioner and Consul-General in Istanbul (Turkey) before returning to Australia in mid 2003, when he took up a position as the Head of Economic Development at the City of Greater Geelong during a period of major growth and transformation in Geelong.

2008

Appointing LeadWest's Office Manager

Elizabeth Pyke was recruited as LeadWest's Office Manager. One of Elizabeth's first tasks was to establish the office and get the IT systems up and running.

Establishing LeadWest's Office

LeadWest's office was established on 19th March 2008 at Suite 209, 1 Thomas Holmes Street Maribyrnong with refurbishment completed in May 2008.



Addressing Economic Development

LeadWest participated in a number of Stakeholder workshops/forums across the west addressing key economic development issues facing local communities. Both Melton Shire and Moonee Valley Councils actively developed response strategies to create local economic opportunities for their residents

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in the face of a rapidly changing business landscape and the impacts of “globalisation”. The overwhelming imperative in both forums was the commitment to sustainability issues and the need to create local jobs that build skills and offer local employment multipliers.

Participating in the 2020 Forum

At the bequest of the Federal Minister for Health, the Hon. Nicola Roxon, LeadWest’s CEO participated in the 2020 Forum held in April 2008. Topics covered included issues such as transport, health, infrastructure, jobs, housing and the environment with the aim to help Federal policy makers identify priority issues within the community

Launching LeadWest & Western Agenda

LeadWest was officially launched by the Hon. Justin Madden MLC, Minister for Planning on 21 May 2008 at the Sunshine Convention Centre, Victoria University campus.



The Hon. Bill Shorten, Parliamentary Secretary for Disability and Children’s Services and Member for Maribyrnong, introduced LeadWest’s strategic action plan – the “Western Agenda”.



This function attracted over 100 attendees including Mayors, Executives and other key stakeholders from across the Region.

Setting a Business Plan for 2008/09

LeadWest’s Directors endorsed the 2008/09 LeadWest Business plan. Key elements and activities focus on the strategies and priorities imbedded in the “Western Agenda”.

Briefing MPs across the West

LeadWest briefed MPs from across Melbourne’s west on the key development priorities of the western suburbs and outlined its policy roadmap to address these issues, as set out in the “Western Agenda”.

MOU with Western Melbourne Tourism

LeadWest and Western Melbourne Tourism conducted an official signing of the MOU on the 20th June 2008 at Victoria’s iconic tourism asset, the Open Range Zoo at Werribee.



The MOU was developed to formally consolidate the partnership between the two bodies in a bid to better promote the western region as a tourist destination. The key aim is to create more jobs, lure more investment and ensure proper infrastructure is delivered to the western suburbs.

Advocating for Melton Rail Upgrade

LeadWest participated in a stakeholder Forum in Deer Park, organised by Brimbank Council, to support the quest to secure, as a matter of priority, the electrification and duplication of the Deer Park to Melton Rail Line. Seen as a major shortcoming of the

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East West Link Needs Analysis (ELWNA), the need to complete this piece of public transport infrastructure is seen as vital in addressing the transport pressure being experienced by residents in this rapidly growing development corridor.

Focusing on Water Recycling

LeadWest Directors were given a briefing on the key recycled water projects being undertaken by City West Water. Details were provided on a number of major projects being rolled out in the west, in partnership with the councils of Melbourne's west and project developers, which will achieve a more sustainable future as the west's population grows and economic development and jobs growth continues.

Responding to the EWLNA

To highlight the transport challenges faced in Melbourne's west, LeadWest submitted a detailed response to Sir Rod Eddington's East West Link Needs Assessment (EWLNA).

Communicating LeadWest's Work

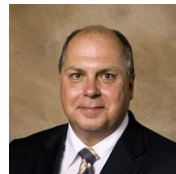
A new, improved LeadWest website went live on 14th August 2008. The site gives users access to media releases, reports and membership information about LeadWest.

Holding a Climate Change Forum

LeadWest, in collaboration with Maribyrnong City Council and the Western Alliance for Greenhouse Action (WAGA), held a Climate Change Forum on 13th August 2008 at the Moonee Valley Racing Club. Around 140 people attended the event. The forum addressed international best practice in responding to climate change.

Briefing the Roads Minister

LeadWest's CEO joined the Mayors and CEOs from Brimbank, Maribyrnong, Melton, Moorabool and Hobsons Bay in providing the Hon Tim Pallas,



Minister for Roads and Ports, with a comprehensive briefing on the transport imperatives in Melbourne's western suburbs which included a thorough review of the EWLNA. The Victorian Government welcomed the important input into this debate by key western region stakeholders.

Focusing on Transport in the West

LeadWest's CEO attended several Transport forums, including the Municipal Association of Victoria and Western Alliance Transport forums in August 2008. These forums focused on the challenges surrounding road and rail transport in Melbourne's west.

In addition, LeadWest met with Jonathan Metcalfe, Chairman of Connex, who along with other interested parties will be tendering for the rail service contract with the Victorian Government. Mr Metcalf briefed key western region stakeholders on the current challenges facing Melbourne's rail network as well as his company's plans to address them. He provided insight into the value of having a private operator running a public transport system and also

addressed issues including the removal of the Werribee services from the city loop in November 2008 and the electrification of the Sunbury corridor. This meeting was held at Wyndham's new Civic Centre on the 23rd September 2008 and had over 50 attendees.

Learning from LeadWest Members

Executives from Cedar Woods gave LeadWest Directors a briefing on the key recycled water projects being undertaken at the Cedar Woods development.

Focusing on Health in the West

LeadWest's Chairman and CEO participated in the HealthWest Summit 2008. LeadWest and HealthWest both share a common vision to improve the health and wellbeing of the communities on Melbourne's west. The west has an acute incidence of chronic disease and has a need to attract additional funding support to address this health inequality and achieve greater social inclusion.

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Focusing on Economic Development

The Western Region Employment & Industry Development Strategy (WREIDS) identified the development of regional 'Key Project Investment Prospectus' as being a key body of work that needed to be completed. LeadWest saw the importance of the WREIDS report and that projects needed to be identified and driven by each participating council.

Working with DSE on V4WP

LeadWest's CEO was invited to join the Grants Selection Panel to oversee the dispersal of \$10 million over 3 years to promote sustainable development in Melbourne's west. Funded by the Victorian Government's Department of Sustainability & Environment, the Vision For Werribee Plains (V4WP) will act as a catalyst to underpin the setting up of projects that will deliver sustainable development outcomes for communities in Melbourne's west. The scheme was split into 3 tiers of funding – small (\$5K -to \$50K), medium (\$50K -

\$250K) and large grants (over \$250K). The Grants Selection Panel met times per year.

Appointing a Project Manager

Sarah Diamond was recruited to be LeadWest's Project Manager on 22nd September 2008 to assist with driving key 2008/09 business plan imperatives.



Responding to Infrastructure Australia

LeadWest lodged a submission to Infrastructure Australia in response to a call for submissions on infrastructure projects that are of national significance. Federal Infrastructure and Transport Minister, the Hon. Anthony Albanese and Infrastructure Australia Chair, Sir Rod Eddington, had invited all Australians to be part of the

Rudd Labor Government's nation-building agenda.

Celebrating Business in the West

LeadWest attended the Gala Celebration of Business Achievement and Growth hosted by Moonee Valley City Council. The prestigious event was attended by over 150 key regional business leaders and was officially opened by the Hon. Martin Pakula MLC. The keynote speaker for the evening was the chief economist from the ANZ, Mr Saul Eastlake, who spoke about the credit crisis impacting upon world markets.

Focusing on IT&T Infrastructure

In October 2008, over 100 key stakeholders in Melbourne's west attended a Telecommunications Forum organised by LeadWest.



Key speakers included the Federal Minister for Broadband, Communications and the Digital Economy, the Hon. Senator Stephen Conroy, Mr David Quilty, Telstra's Group Managing Director for Public Policy and Communications and Ms Judy Anderson from IBM Australia & New Zealand. The forum was chaired by Ms Rosemary Sinclair from the Australian Telecommunications Users Group (ATUG) and it included a panel from major developers in Melbourne's west.

Focusing on Water in the West

LeadWest's CEO met with officials of Melbourne Water at their Werribee Treatment facility to look at latest technological developments for water treatment and explore options for the greater use of treated water for local application.

LeadWest's Chairman and CEO also visited the GEO Properties "Eynesbury Residential / Lifestyle Development" located in the Shire of Melton. The state of the art development encompasses extensive

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adoption of sustainable technologies including extensive use of treated water for widespread use within the development.

Working with WAGA

LeadWest's CEO and the Executive Officer of the Western Alliance for Greenhouse Action (WAGA) met with key senior advisors of the Hon. Senator Kim Carr, Minister for Innovation, Industry, Science and Research. The meeting, arranged by LeadWest, provided the opportunity for LeadWest and WAGA to brief Senator Carr's senior advisors on industry developments in Melbourne's west focusing on sustainability. The advisors were extremely supportive of the work WAGA had undertaken in mapping the roofs (specifically industry and business) for use in collecting solar energy, feeding back into the grid, as well as utilising large warehouse roofs for water catchment. The meeting also gave LeadWest the chance to explore areas of support and funding to underpin a climate change forum.

Welcoming New Members

LeadWest welcomed the Western Bulldogs Football Club as members in December 2008. The Western Bulldogs are major players in supporting a range of community development initiatives in the west. This new alliance shares many common aspirations in securing a better future for Melbourne's west.



Focusing on the Future for the West

Leadwest participated in a Municipal Association of Victoria convened discussion on Peak Oil. Given growing world energy demand and limited potential for further production gains, energy prices will continue to place severe pressures on citizens, corporations, cities and states. The briefing addressed issues such as how to prepare for more expensive energy and

to mitigate the negative impacts of peak oil.

Focusing on Tourism in the West

LeadWest and other key tourism stakeholders attended the launch of the Victorian Tourism Investment Guidelines. The Hon. Tim Holding, Victoria's Minister for Tourism & Major Events, presented the keynote address to key stakeholders outlining the importance of the sector to Victoria from an employment perspective and Government measures to try and secure more investment into this vital sector of the economy.

Advocating for an Intermodal Facility

LeadWest continued to advocate to both the Victorian Government and Australian Government on securing a major Logistics / Intermodal Freight facility in Melbourne's west. Such a project had the potential to improve freight efficiencies and generate much needed local employment.

Communicating with Local MPs

LeadWest's CEO briefed Victoria's Minister for Industry and Trade and Industrial Relations and Member for Western Metropolitan, the Hon. Martin Pakula MLC, on the outcomes achieved by LeadWest during 2008 and the future strategic priorities and business plan goals for 2009. Supporting jobs growth and stimulating economic development are seen as key imperatives as are addressing the western suburbs education, skills and training deficiencies.

Focusing on Economic Development

LeadWest's CEO met with the head of Linfox Airports regarding their expansion plans for Avalon airport. Already employing approx 1300 people, Linfox at Avalon is a significant western region employer and engine of economic growth. Avalon, a base for Jetstar, was looking at upgrading facilities and related infrastructure in order to support their quest to attract International services. In

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addition to expanding its air operations at Avalon, Linfox was also interested in expanding into retail services and commercial offices to capture further opportunities. Linfox was seeking the support of both Leadwest and the Geelong Region Alliance (G21) to help capture support from both the Victorian Government and Australian Government by way of provision of enabling infrastructure.

Working with Brimbank City Council

LeadWest participated in key stakeholder consultations in the development of the Brimbank's Community Plan. The Community Plan provides the road map to guide resource prioritisation in the delivery of key infrastructure and general services for Brimbank's rapidly growing and ethnically diverse community.

Supporting Business in the West

LeadWest joined one of the western suburbs key business support groups. The Greater Western Chamber of Commerce & Industry (GWCCI) has a broad membership base, spanning many of the key employment sectors in the west. It hosts a regular series of business improvement briefings and workshops. With an aim of assisting local enterprises grow their businesses and create more jobs, LeadWest was eager to lend its support to this body's mission on behalf of businesses located in the western suburbs.

LeadWest's CEO also participated in an Export Forum Breakfast Briefing directed at raising the level of export engagement of businesses in Melbourne's west. Hosted by the Western Export Network in partnership with Austrade, over 100 businesses drawn from across Melbourne's west were able to listen to case studies from successful local

exporters and network with key local providers of export related services.