

# LEADWEST MEMBERS HIGHLIGHT REPORT

## NOVEMBER 2011



### AGENDA 1: EDUCATION & SKILLS

#### Victoria University Strategic Plan

LeadWest's CEO joined other key stakeholders at the official launch of Victoria University's Strategic Plan. Victoria University aims to build on its expertise as a centre of excellence in regional, national and transnational education and boost its research output over the next decade.

#### Victoria University Achievement Scholarship Ceremony

LeadWest's CEO joined other key regional stakeholders in participating in the VU achievement scholarship awards.

#### Wyndham Vale Community Learning Centre

LeadWest attended the official opening of the Wyndham Vale Community Learning Centre by the Hon Julia Gillard, Prime Minister of

Australia and the Hon Simon Crean MP, Minister for Regional Australia, Regional Development and Local Government. This project was supported by funding from the Australian Government under the Regional and Local Community Infrastructure Program.

#### Learn Local Forum

LeadWest's CEO joined other ACFE Directors at a strategy meeting to develop the Learn Local Program for Melbourne's west. The Learn Local initiative provides funding support to community organisations to assist in the development of skills for mature-aged members of the community.

### AGENDA 2: ECONOMIC DEVELOPMENT & JOBS

#### Industry & Jobs Growth Study

LeadWest and WMRDA are funding a study of Industry and Jobs Growth in

Melbourne's west. SGS Economics and Planning has been engaged to complete the study and has now commenced a round of stakeholder consultation.

#### Growing the Suburbs

LeadWest lodged a submission responding to the Outer Suburban/Interface Services and Development Committee of the Victorian Parliament. The submission welcomed the Victorian Government's appreciation of the importance of facilitating infrastructure investment and business development in the outer suburbs. Amongst a range of policy options suggested in the submission, LeadWest sought Victorian Government support for a General Purpose Small Business Incubator within Melbourne's west. A copy of LeadWest's submission can be downloaded at:

[www.leadwest.com.au/reports](http://www.leadwest.com.au/reports)

#### M+K Lawyers

LeadWest's new Chair and the CEO met with the principal of Macpherson and Kelley Lawyers, a 106 year old firm with over 350 clients with manufacturing businesses. M+K is looking to establish an office in Melbourne's west and has offered to assist LeadWest or another grouping within the region to develop an organisation similar to SEMMA and the Geelong Manufacturing Council that would provide a regional voice for manufacturers in Melbourne's west.

#### Small Business Victoria Programs

LeadWest acts as a Host Organisation, working with the region's local governments to offer small business seminars and workshops through Small Business Victoria. The Business Planning for NFP Organisations Program is being run by the Office for the Community

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Sector, in partnership with Small Business Victoria and the Small Business Mentoring Service. LeadWest took up an offer from Small Business Victoria to host with Melbourne's west one of the free business planning workshops. The workshop was held at Victoria University's Sunshine Convention Centre, this venue being generously provided by Brimbank City Council. It was attended by 20 representatives of NFPs with operating in Melbourne's west.

### AGENDA 3: TRANSPORT & INFRASTRUCTURE

#### Western Transport Alliance

LeadWest joined other WTA members at their November meeting. Key issues addressed included:

- Draft Transport Strategy

- Development of a WTA/LeadWest transport advocacy strategy
- Freight issues and High Productivity Vehicles
- Project updates on Westlink, Regional Rail, Truck Action Plan, Metro Rail Tunnel and Airport Rail Link.

LeadWest is also partnering with the WTA in funding a major Transport Strategy for Melbourne West.

#### Infrastructure Australia

LeadWest lodged a formal submission to Infrastructure Australia on the transport priorities for Melbourne's west. Key projects highlighted included a second strategic road crossing linking the west to the east (WestLink), Melton Electrification/Duplication, Metro Rail Tunnel, Western Region Intermodal Freight Terminal, Avalon Airport Rail Link and the Truck Action Plan.

LeadWest's CEO also participated in a board luncheon with Sir Rod Eddington, the Chairman of Infrastructure Australia. LeadWest was able to present to Mr Eddington a copy of the transport priority project list for Melbourne's west, which had previously been presented to the Federal Transport Minister at the Community Cabinet meeting.

#### Regional Rail Link

LeadWest's CEO attended the RRL community reference group meeting. Key issues addressed included:

- Overview on Noise Impact Assessment
- Draft State Government Policy Framework / guidelines for passenger rail noise.

#### Victorian Road Based Public Transport Advisory Council

LeadWest joined other Advisory Council members at the November Board meeting. Key issues addressed included:

- Improved Bus operations on Freeways
- Use of Bus Lanes by other Modes
- Victorian Road Speed Limit Review
- Safety issues around Bus Priority measures
- Tram Planning Development and network modernisation and expansion

#### WestLink

LeadWest's CEO joined other Westlink reference group meetings at the November board meeting. Key issues addressed included:

- Victorian Govt submission to IA and Westlink project advocacy

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- Securing the proposed alignments
- Advocacy campaigns

### West Gate Ramps Coalition

LeadWest continues to support the other key members of the Westgate Ramps Coalition in their endeavours to secure State Government action on improving truck movements through the inner west and the port of Melbourne.

### High Productivity Vehicles

LeadWest joined the RDA and WTA in participating in a forum on key issues surrounding the use of High Productivity Vehicles.

HPV offer the potential to deliver positive and safe outcomes for local government concerning the growth of the freight task. A key area of attention was on the adoption of Performance based standards.

### AGENDA 4: HEALTH & COMMUNITY DEVELOPMENT

#### Brimbank Social Justice Coalition

Throughout the year LeadWest has an active member of 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. In November 2011, LeadWest's Manager of Business and Projects participated in the Strategic Implementation Group and attended the launch of the Coalition's website.

#### Breast-Screening

LeadWest and HealthWest met with BreastScreen Victoria to assist them in addressing the low rates of breast-screening participation by the region's women aged 50 to 70 years

old. Less than half of Wyndham and Hobsons Bay women underwent breast-screening in the past 2 years, a rate well below the current state-wide participation rate of 55% and the target rate of 70%. LeadWest was able to assist with contacts at WMRDA and CentreLink, which may be able to assist with a participation program rollout via Centrelink offices.

#### Child and Family Health

LeadWest's CEO joined other regional health sector stakeholders to participate in the Tweddle community forum and AGM. Keynote speaker at the forum was Dr Kristie Brandt, one of the USA's most prominent specialists on early childhood learning.

#### Medicare Locals

LeadWest continues to support the Southwest region in its quest to secure a Medicare Local. LeadWest's CEO has assisted both the Westgate

General Practice Network and now General Practice Victoria in their submissions and development of business model for the last remaining Medicare Local in Melbourne's west.

### AGENDA 5: ENVIRONMENT, PLANNING & IMAGE

#### Planning Directors Meetings

LeadWest is participating in the Western Region Planning Directors' Meetings, which are facilitated by WMRDA. The meeting in November involved discussions on the following topics:

- Melbourne Metropolitan Planning Strategy
- Best Practice Environmental Management
- Hazardous facilities and buffer zones

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- Council strategies and plans for 2012

### **Growth Corridor Plans Launch**

LeadWest joined other key outer metropolitan stakeholders in a launch by the GAA of their revised Growth Corridor Plans. Victorian Planning Minister Hon Mathew Guy joined the Chair of the GAA Mr Chris Banks in tabling the draft Growth Corridor Plans and allowing public comment on how they believe land brought into the urban growth boundary should be used. LeadWest has provided a detailed submission to the GAA on this important issue stressing infrastructure imperatives and local jobs provision as key elements.

### **Meeting with Secretary of DPCD**

LeadWest's CEO and Western Suburb Council CEO's met with Mr Andrew Tongue the newly appointed Secretary of DPCD. Key issues discussed included:

- Major Infrastructure imperatives of the west
- Population growth and Urban development
- Industry development and Local Jobs
- Arts and Business Incubators
- Growth Area Authority and Corridor Plans

### **Footscray Master Plan**

LeadWest joined other key stakeholders in attending a forum hosted by MCC seeking input into a future Vision for Footscray. The core objectives of the Master Plan are to:

- Protect and enhance Footscray's heritage and cultural diversity.
- Provide enhanced recreation and open space opportunities
- Create great street
- Improve public transport access
- Encourage diverse housing
- Create business and job opportunities

### **Let's Talk About Growth**

LeadWest's Manager Business and Projects participated in a community forum on the topic of sustainable growth in the City of Wyndham. Wyndham City's growth, at 8.8% or 12,600 people over the 12 months of 2009/10 is the fastest in the nation in percentage terms and the third fastest in absolute numbers. The forum was an opportunity to engage on the challenges and issues in managing such a growth rate.

### **Werribee River Biolink Action Plan Project**

The Werribee River Biolink Action Plan project has continued to progress in accordance with the plan submitted to the Department of Sustainability and Environment. Kellogg Brown & Root (KBR), engaged as consultants on the project, has now delivered a Desktop Report which describes a summary of the project, a definition of the Werribee River biolink, a collation of current biodiversity assets and

environmental programs, and an overview of local and regional planning.

A workshop for project stakeholders was held in Melton on Wednesday 30<sup>th</sup> November 2011. It was attended by approximately 25 people, representing many of the region's Landcare and 'Friends of' groups as well as Melbourne Water and the participating councils. Attendees participated in activities that resulted in maps being marked up to identify further environment assets and past, present and planned projects that contribute to creation of a biolink based on the 110km course of the Werribee River from north of Myrniong in Moorabool Shire to Port Phillip Bay at South Werribee in the City of Wyndham.

The next step of the Werribee River Biolink Action Plan Project is to complete a draft of the Biolink Action Plan.

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### AGENDA 6: TOURISM, ARTS, CULTURE & RECREATION

#### Big West Festival

Big West Festival, the leading community-based, contemporary arts festival in Melbourne's West, included 12 days of spectacular events ranging from free outdoor concerts through to theatre, music, children's days, literature and visual arts. A biennial festival, Big West stages high quality, cutting edge, multi-cultural and multi-artform events in the venues, cultural sites and suburban streets of the western suburbs, matching places and people in unexpected ways. LeadWest used its social media outlets to help promote Big West Festival events

### AGENDA 7: REGIONAL LEADERSHIP

#### Western Melbourne RDA

LeadWest's CEO joined other members of the WMRDA Committee at their November meeting. Key issues addressed included:

- RDAF Funding Round 2
- Business Incubators
- Community Cabinet meeting feedback
- Skills development in the West

#### National Volunteers Awards

LeadWest's CEO joined other judges in deliberating on the National Volunteers Awards. The awards, announced by the Australian Government, recognise local volunteers' contributions to their communities. Volunteers are at the heart of our community – building friendships, helping those in need,

sharing skills and making the world a better place.

#### Community Cabinet in the West

LeadWest supported the Federal Department of Prime Minister and Cabinet in the successful staging of an Australian Government Community Cabinet Meeting in Melbourne's west.

The event was held on Wednesday 9<sup>th</sup> November 2011, with Wyndham hosting the Federal Cabinet. An extensive array of individual consultations were held in the afternoon prior to that event. LeadWest prepared a regional priorities paper for tabling at a forum where Mayors of the region's local governments were again able to meet with the Prime Minister and Cabinet Ministers.

LeadWest was also able to secure 1:1 meetings for many of its members with members of the Cabinet.

#### LeadWest's AGM and Strategic Forum for Melbourne's West

LeadWest held both its AGM and the associated Strategic Forum for Melbourne's west on Friday 11<sup>th</sup> November. At the AGM a new Independent Chair was elected Mr Barry Harvey AM as well as 2 new Directors in Glenn Smith from Powercor and Linda Rosenmann from Victoria University.

At the Regional forum, which attracted over 90 key stakeholders the workshop was able to harvest a range of ideas which will assist LeadWest in shaping its public policy advocacy strategy going forward.

#### Regional Development Australia

LeadWest and WMRDA have advised members of the new guidelines for securing round 2 RDAF funding. Both LeadWest and WMRDA will be formally supporting the top 3 key regional priorities to put forward to

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the federal government for consideration.

### LeadWest and Local Media

LeadWest continues to achieve significant media coverage in respect of key regional issues. Major media interest has been associated with

- Community Cabinet
- Impacts of a carbon price on business
- Transport imperatives for Melbourne's west
- Urban growth.

Local media have also been picking up and "re-tweeting" information that LeadWest conveys via its Twitter account.

### Committee for Melbourne

LeadWest's CEO participated in the Committee for Melbourne strategic forum on the future of Melbourne as well as attending their AGM.

### LeadWest's Website & Social Media

Visits to LeadWest's website have increased considerably over the past

year, with 1,262 unique visitors to it in November. LeadWest's Twitter account now has 250 "followers" and our Facebook Page had 56 users who "Like" it and content that attracted 32,506 "post views" over the course of November.

LeadWest Ltd PO Box 2382 FOOTSCRAY VIC 3011 Tel: +61 3 9317 5794 Fax: +61 3 9317 0721



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