



LEADWEST

LeadWest Limited
Annual Report FY 2007/8



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Hon. Ralph Willis Board Chair



CHAIRMAN'S REVIEW

On behalf of LeadWest's Board of Directors, I am pleased to present the organisation's first annual report since its formation.

LeadWest was formed in 2007 by five Councils of the Western Suburbs (Cities of Brimbank, Maribyrnong, Moonee Valley, Wyndham and shire of Melton) as an organisation to provide regional leadership, co-ordination and representation for the west. This followed a study of world best practice on regional body organisation which advocated supplementing Council membership with membership of non-Council organisations such as local businesses and institutions. Councils endorsed this approach and established a structure with a majority Council Board but with significant non-Council representation. Unfortunately, the City of Hobson's Bay chose not to join at this stage. I am pleased to report that after an Interim phase with Council members only, (July – November 2007) LeadWest was fully formed in November 2007 with membership of four significant businesses and institutions in the west; City West Water, Nufarm Ltd, Moonee Valley Racing Club and Victoria University. A representative of each of these non-Council organisations joined Council representatives and myself to comprise the LeadWest Board of Directors.

Following an establishment phase of appointing a CEO and securing an appropriate office, LeadWest was formally launched in March 2008 by the Hon Justin Madden, Victorian Minister for Planning. The LeadWest Board led the development of the Key Strategic Action Plan 2008 – 2011 for Melbourne's West, the Western Agenda. The Western Agenda presents policies and objectives to address short and long term regional challenges in the areas of education and skills, economic development and job creation, transport and infrastructure, health, environment, planning and tourism. The Western Agenda provides a

roadmap to focus and unite the work of LeadWest and its many regional stakeholders.

A highlight for the Board has been the development of priority targets for our region. The priority targets, as identified in the Western Agenda, have assisted our organisation in formulating the priority projects for 2008 and beyond. Some of the priority projects and items achieved during 2008 include:

- A Telecommunications Forum in October 2008 to highlight the inadequacies of broadband in Melbourne's West, to State and Federal Governments;
- A Climate Change Forum in August 2008 in partnership with Maribyrnong City Council and the Western Alliance for Greenhouse Action (WAGA), to assist in addressing international best practice in responding to climate change
- A submission in July 2008 in response to Sir Rod Eddington's East West Link Needs Assessment which broadly supported the recommendations but advocated further measures not in the Report.
- A submission to Infrastructure Australia in October 2008 regarding major projects of importance to the West in response to a call for submissions for infrastructure projects that are of national significance.

LeadWest members and our regional partners have been a key component in LeadWest's successful first year in operation. I want to extend my sincere thanks to the Board Directors for their hard work and to our members and regional stakeholders who have shown, through collaboration with LeadWest, a strong determination to help the West realise its great potential as a dynamic, enjoyable and fulfilling place in which to live, work and visit. In our second year we look forward to expanding our non-Council membership and consolidating LeadWest's position as the voice of the West.



THE BOARD OF DIRECTORS AND CEO



From left to right

Cr Chris Pappas Melton Shire Council, **Mick O'Donnell** Australian Operations Manager, Nufarm Australia Limited, **Kerry Thompson** CEO Maribyrnong City Council, **Cr Ken Capar** Brimbank City Council, **Mr. Brian Masters** Manager Operations, Moonee Valley Racing Club (Replaced Mr. John Cameron – Former CEO, Moonee Valley Racing Club 14/5/08), **Hon. Ralph Willis** Independent Chair, **Cr Kim McAliney** Wyndham City Council, **Professor Peter Creamer** Pro Vice Chancellor, (Industry and Community) Victoria University, **Anne Barker** Managing Director, City West Water Ltd, **Anton Mayer** CEO, **Cr Ben Opie** Moonee Valley City Council





MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

The last 12 months has been a watershed year for LeadWest as it commenced a significant body of work that addressed the challenges facing the communities in Melbourne's western suburbs. With the support of the Interim Chairman and new Board, it has proved to be a most productive 12 months for LeadWest.

After going through its establishment phase in 2007 and the appointment of the LeadWest Chairman and Board of Directors, the key tasks of securing a CEO and establishing an office was completed in early 2008. The recruitment of other key personnel to support LeadWest's operations was also an ongoing priority.

One of the immediate imperatives was to develop, in partnership with key regional stakeholders, a strategic plan to serve as a "road map" for future direction. With the release and adoption of the "Western Agenda" in April 2008, LeadWest developed its blue print strategy document to guide the strategic development of the western suburbs. In support of its broad mission and key advocacy role, LeadWest has focused its activities on major infrastructure, economic development and environmental priorities.

In support of the Western Agenda, LeadWest lodged a detailed submission on the "Eddington East / West Link Study", tabled its report on western suburbs infrastructure requirements to Infrastructure Australia and prepared a research report on the West's Telecommunications imperatives. Additionally a number of very successful major stakeholder forums were convened during 2008 covering Environment & Climate Change and Broadband Telecommunications.

Going forward, the focus of LeadWest will be to support local jobs growth initiatives and continue to advocate on issues such climate change, water resources, population growth, education & skills, industry transition. In partnership with other key regional bodies, LeadWest will strive to

foster and undertake actions that will support the sustainable growth and development of the region and create a sustainable future for the wellbeing of the our communities.

With LeadWest's partnership approach we entered into a Memorandum of Understanding with Western Melbourne Tourism in a bid to better promote the West and attract more tourism to the region. LeadWest has a strong interest in the development of the tourism sector as a major provider of service sector employment opportunities as well as supporting the broader aim of improving and enhancing the image and perception of Melbourne's west.

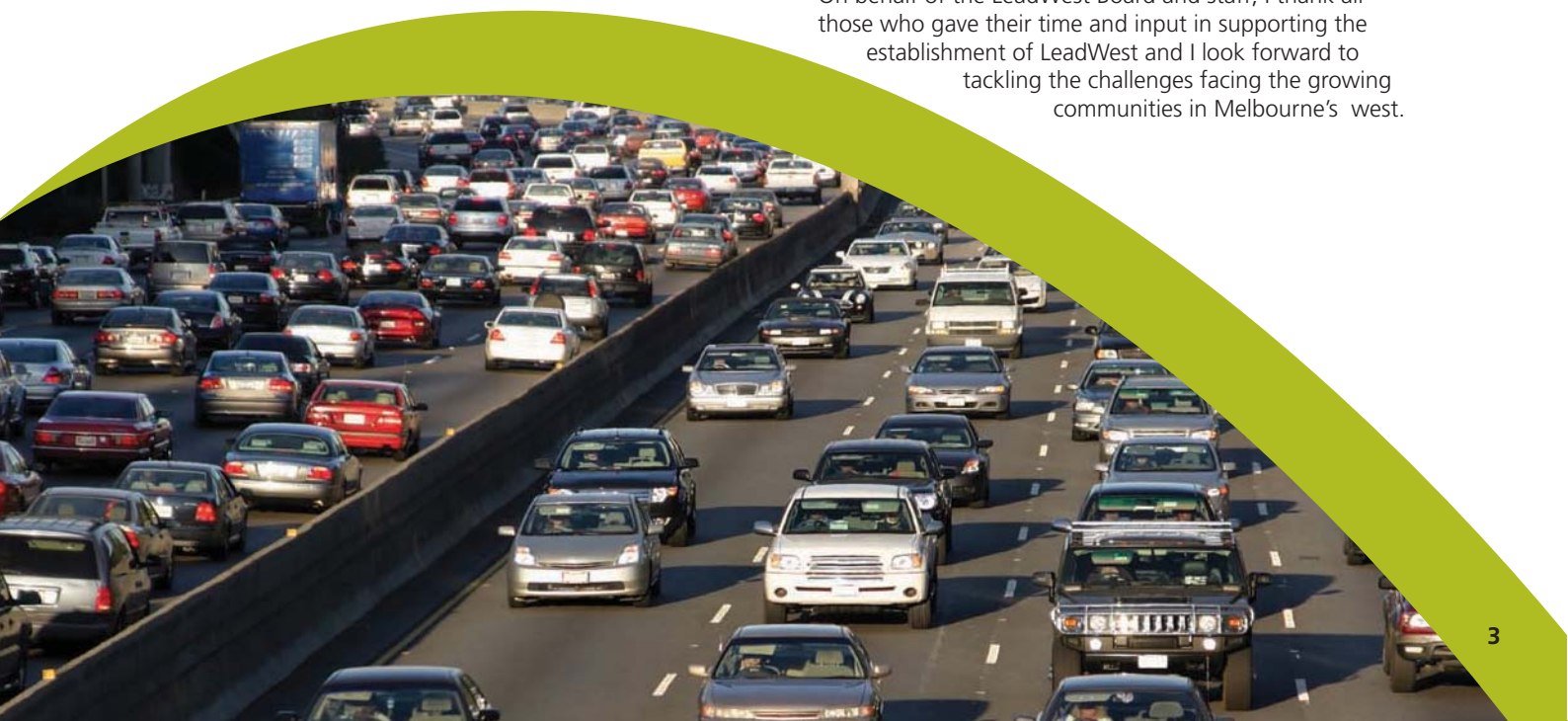
Going forward into 2009 other key issues to be tackled will include the priority of Education, Skills & Employment with a forum planned for the second half of the year, the provision of improved Health Services in our community as well as ongoing advocacy for enhanced Infrastructure.

2009 will also see LeadWest actively broaden its membership to embrace those organisations that have a major stake and impact upon the long term development of Melbourne's western suburbs.

LeadWest members and our regional partners have been a key component in LeadWest's successful first year in operation. I want to extend my sincere thanks to Board Directors for their hard work and our corporate members and regional stakeholders who have shown, through collaboration with LeadWest, a strong determination to help the West realise its great potential as a dynamic, enjoyable and fulfilling place in which to live, work and visit.

On the financial front LeadWest has recorded an operating surplus of \$261,930 for the period ended 30 June 2008, in part reflecting the fact that it has only been operational for part of the year. The budget for 2008/09 has been established to enable LeadWest to function and operate within its strategic targets and agenda.

On behalf of the LeadWest Board and staff, I thank all those who gave their time and input in supporting the establishment of LeadWest and I look forward to tackling the challenges facing the growing communities in Melbourne's west.

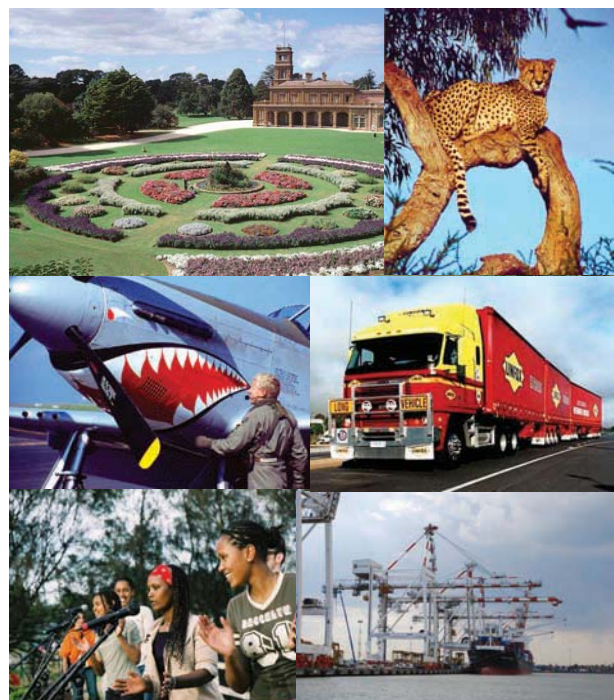


OBJECTIVES OF LEADWEST

The objective of LeadWest Ltd is to foster and undertake actions that will support sustainable growth and development of the region.

The functions of the company are to build on the existing social, economic and environmental capacity of the region and to plan and create a sustainable future for the wellbeing of the communities of the Region achieved through –

- Leadership;
- Planning;
- Co-ordination;
- Advocacy;
- Promoting and Marketing;
- Implementation;
- Performance Measurement;
- Research; and
- Reporting.



BUSINESS ACTIVITIES & PERFORMANCE

Interim Board First Formal Meeting – 9 May 2007

Special General Meeting – 14 November 2007

The full Board was established including appointment of the Interim Independent Chair, five Council Directors and four non-Council Directors.

Chief Executive Officer Recruited – January 2008

After a rigorous recruitment process, Anton Mayer was appointed LeadWest Chief Executive Officer at the December 2007 Board meeting. Anton began on 14 January 2008.

Recruitment of Office Manager – March 2008

Elizabeth Pyke was recruited as LeadWest Office Manager and began on 17 March 2008. One of Elizabeth's first tasks was to establish the office and get the IT systems up and running.



LeadWest Office Established – March 2008

LeadWest's office was established on 19 March 2008 at 1 Thomas Holmes Street, Maribyrnong.

Participation in the Federal Government's 2020 Forum – April 2008

At the bequest of the Federal Minister for Health, Hon. Nicola Roxon, LeadWest CEO Anton Mayer participated in the 2020 Forum held in April 2008. Topics 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.





Launch of LeadWest & the Western Agenda – May 2008

LeadWest was officially launched by Hon. Justine 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 was attended by over 100 Mayors, Executives and other key stakeholders from across the Region.



Hon. Justin Madden
Minister for Planning



Hon. Ralph Willis
Chairman, LeadWest



Hon. Bill Shorten
Federal Parliamentary Secretary of Disabilities & Children Services and Member for Maribyrnong



Professor Elizabeth Harman
Vice-Chancellor and President – Victoria University

MOU with Western Melbourne Tourism – June 2008

The MOU was signed on 20 June 2008. It was developed to formally consolidate the partnership between LeadWest and Western Melbourne Tourism in a bid to promote and attract more tourism to the Region and create more opportunities for visitors.



Ms Janine Flemming,
Mr Damien Ryan, EO Western Melbourne Tourism
Mr Anton Mayer, CEO LeadWest



Ms Jenine Flemming, Chair – Western Melbourne Tourism
Prof. Peter Creamer, Director - LeadWest

melbourne's west

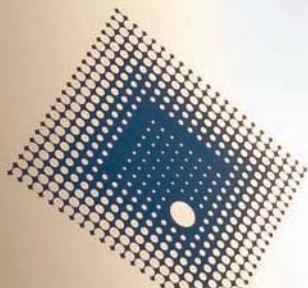
melbourne's west

PUBLICATIONS, REPORTS & SUBMISSIONS

- Western Agenda - A Strategic Action Plan for Melbourne's Western Region 2008-2011
- Submission to East West Link Needs Assessment
- Submission to Victoria Transport Plan
- Submission to Infrastructure Australia
- Bi-monthly Newsletters and Council Member Highlight Reports
- Regular topical press releases



**VICTORIA
UNIVERSITY**



FINANCIAL REPORTS

INCOME STATEMENT FOR THE PERIOD 1 MAY 2007 TO 30 JUNE 2008

	1/5/07 – 30/6/08 \$
Membership Fees	556,394
Total Income	556,394
Employee benefits expenses	(99,064)
Administration expenses	(15,631)
Advertising expenses	(15,532)
Consultancy expenses	(113,361)
Legal expenses	(15,540)
IT expenses	(13,546)
Depreciation expenses	(3,875)
Other expenses	(20,331)
Total expenses	296,880
Surplus before financing costs	259,514
Financial income	2,451
Financial expense	(35)
Net financing income	2,416
Surplus before income tax	261,930
Income tax expense	-
Surplus for the period	261,930



FINANCIAL REPORTS

BALANCE SHEET AS AT 30 JUNE 2008

	At 30/6/2008 \$
ASSETS	
Cash and cash equivalents	233,839
Trade & other receivables	2,000
TOTAL CURRENT ASSETS	235,839
NON-CURRENT ASSETS	
Property, plant and equipment	74,786
TOTAL NON - CURRENT ASSETS	74,786
TOTAL ASSETS	310,625
LIABILITIES	
Trade and other payables	33,298
Accrued Income	10,000
Employee benefits	5,397
TOTAL CURRENT LIABILITIES	48,695
TOTAL LIABILITIES	48,695
NET ASSETS	261,930
EQUITY	
Retained surplus	261,930
TOTAL EQUITY	261,930

Acknowledgements

LeadWest would like to thank all its Members who provide facilities on an ongoing basis to enable it to operate efficiently and cost effectively.





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