

LEADWEST MEMBERS HIGHLIGHT REPORT

DECEMBER 2011



AGENDA 1: EDUCATION & SKILLS

New Learning Centre in Sunshine

LeadWest's CEO joined major western region employers at the official opening of the Sunshine Community Learning Centre. Through our involvement with ACFE, LeadWest has been able to secure funding to support the expansion of local learning centres throughout the western suburbs.

Youth Now – Employer Awards

LeadWest joined major western region employers at the Employer Champions Awards for the West organised by YouthNow. The awards celebrate the significant contribution businesses make to the future of our young people in secondary education in the west. LeadWest is a proud sponsor of this important celebration.

ACFE Board Meeting

LeadWest's CEO joined other members of the ACFE Board at an annual strategic review focused on developing priority projects for 2012. An aim for the year ahead is to extend the reach of ACFE Learn Local providers into the outer west, particularly to Melton and Wyndham.

AGENDA 2: ECONOMIC DEVELOPMENT & JOBS

Industry & Jobs Growth Strategy

The steering group met with consultants SGS to be briefed on the status of the Industry & Jobs Growth Study. Further consultation with key businesses and employers in the region is to be carried out in January and February 2012.

New Loscam Facility in Laverton

One of Australia's largest manufacturers of returnable packaging solutions and equipment has invested over \$20 million to set up a state of the art manufacturing facility in Melbourne's west. With the strong growth taking place in the western region, particularly in the transport and logistics industry, the region offers excellent prospects as a destination for manufacturers to be located. The new facility will create an additional 200 local jobs.

Collaborative Networks Program

LeadWest accepted an invitation from the Department of Business and Innovation to an information session on the Victorian Government's new Collaborative Networks Pilot Program.

Funding of up to \$1.5 million is being made available to accelerate the use of new innovations by Victorian firms through the establishment of the

new Collaborative Networks Pilot Program.

LeadWest was interested to see whether this program may assist in establishing a manufacturing body in the region similar to the Geelong Manufacturing Program or the South East Melbourne Manufacturing Alliance.

What we learned is that the Collaborative Networks Pilot Program aims to build a collaborative culture and strategic partnerships between businesses and with the research sector, to improve the commercialisation of innovation and new technologies as well as boost productivity.

The Victorian Government is calling for proposals from service providers interested in working with industry and the Government to build on Victoria's innovation and technology strengths.

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Industry Capability Network

LeadWest's Manager Business & Projects met with representatives of the Industry Capability Network to discuss opportunities in Melbourne's west, particularly those associated with the Regional Rail Link and some of the station developments. Whilst works packages have been awarded to consortia of large companies, there are opportunities for local small to medium businesses to become suppliers to those consortia.

Wyndham Business Forum

LeadWest joined other key business and community stakeholders to participate in a business forum looking at charting a business growth strategy for Wyndham. As a local government area with one of Australia's fastest growing populations, Wyndham has as one of its key priorities the development of greater jobs density.

AGENDA 3: TRANSPORT & INFRASTRUCTURE

Regional Rail Link

LeadWest's CEO joined other members of the Regional Rail Link Community Reference Group at their December meeting.

Cory Hannett, CEO of RRL Authority, provided a project status report. Members were also brought up to date on construction progress and future capacity constraints during build phase. Metro Trains Melbourne provided an update on how the RRL will affect metropolitan rail schedules.

A key milestone was reached in mid December with the RRL authority awarding key construction contracts for the RRL project.

- Footscray to Deer Park – Thiess, Balfour Beatty, Parsons Brinckerhoff and SKM
- Deer Park to West Werribee Junction – Baulderstone Leighton
- Train Control Systems – UGL Manidis Roberts.

High Productivity Vehicles

LeadWest's CEO joined Western Transport Alliance and council representatives to address issues relating to High Productivity Vehicles (HPVs) on local roads. There was discussion of a regional approach to HPV access on local roads, the physical constraints within the region to an extended HPV network, amenity issues for residents, and the cost implications for councils in the region.

Transport Strategy for Western Melbourne

LeadWest's CEO joined other Western Transport Alliance panel

members in deliberations on the Tenders submitted by consultants seeking to undertake a study to support creation of a Transport Strategy for Melbourne's west. After due consideration, the contract to complete the study has been awarded to AECOM. It is anticipated that the study will commence in early 2012 and be completed by May/June 2012.

AGENDA 4: HEALTH & COMMUNITY DEVELOPMENT

Better Health Plan for the West

LeadWest's Manager Business & Projects joined other health sector stakeholders from the region at a workshop to develop an implementation strategy to roll out key findings of the Better Health Plan for the West. LeadWest was a key funding body in support of the development of the plan.

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GAA Stakeholder Forum

LeadWest's CEO attended the GAA forum looking at issues related to development of new suburbs in 2012 and beyond. The keynote address at the forum was given by the Hon Mathew Guy, Victorian Planning Minister.

Brimbank Social Justice Coalition

LeadWest's Manager Business & Projects is a member of the Strategic Implementation Group of the Brimbank Social Justice Coalition. In December he attended a meeting of the group, which reviewed achievements over 2011 and set directions for 2012.

Brimbank Future Leaders Forum

LeadWest's CEO joined other Brimbank community leaders at the Graduation Ceremony recognising individuals for outstanding achievement in support of community initiatives. The keynote speaker at the event was former

Premier and resident of Melbourne's west, the Hon Joan Kirner AM.

Western Health Community Raceday at Flemington

LeadWest supported Western Health by securing a table at its sixth annual Community Race Day fundraiser. The event raised almost \$100,000 for the raise \$100,000 for the new Australian Institute for Musculoskeletal Science at Sunshine Hospital.

AGENDA 5: ENVIRONMENT, PLANNING & IMAGE

Werribee River Biolink Action Plan

LeadWest's Manager Business & Project met with the Department of Sustainability and Environment's Project Manager for the Vision for Werribee Plains to provide a

quarterly update on progress with the project.

The 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. The Desktop Report is available on LeadWest's website: <http://www.leadwest.com.au/Reports.php#>

A workshop for project stakeholders was held in Melton on Wednesday 30th 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 Myrning 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.

Parks Victoria Meeting

LeadWest's CEO met with Parks Victoria to progress issues around the planning for open space in the region. In 2011, LeadWest had provided Parks Victoria with a list of regional public open space priority projects.

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Regional Planning Directors

LeadWest's CEO joined the now regular meeting of the Planning Directors of the region's councils which works to address regional planning issues. Issues in focus at the December meeting included:

- Regional input into the Melbourne Metropolitan Planning Strategy
- Best Practice Environmental Management
- Hazardous materials and buffer zones
- Council Plans for 2012

Footscray Planning Workshop

LeadWest's CEO joined other western region stakeholders in attending the official launch of the new vision for Footscray

The Western Front

LeadWest's CEO joined other regional stakeholders in attending the official launch of the Western

Bulldogs' brand video launch – The Western Front. This unique 3-minute video endeavours to capture of the changing landscape that is the west of Melbourne. The region is now the fastest growth corridor in Australia and emerging as a fresh, vibrant and booming part of the nation.

AGENDA 6: TOURISM, ARTS, CULTURE & RECREATION

Local Volunteers Awards

LeadWest's CEO joined the Hon Nicola Roxon, now Australia's first female Attorney-General, in officiating at the Volunteers Awards for members of the community within the seat of Gellibrand. More than a dozen awards were handed out to community members recognised for outstanding service to the local community.

SportsWest Symposium

LeadWest's CEO joined other regional stakeholders, such as the Western Bulldogs, Victoria Racing Club, participating in the Sports & the Melbourne Economy Symposium hosted by Victoria University.

Professor Hans Westerbeek, the Director of Victoria University's Institute of Sport, Exercise and Active Living (ISEAL), delivered a presentation examining the relevance and impact of sport on the Melbourne economy.

The topic was then openly discussed, with questions from the floor answered, by a panel comprising Professor Westerbeek, Andrew Demetriou of the AFL, Steve Woods of Tennis Australia, Dale Monteith of Victoria Racing Club, Richard Wilson of Melbourne Victory Football Club, Andrew Westacott of the Australian Grand Prix Corporation and Susan Crow of Melbourne Heart Football Club.

AGENDA 7: REGIONAL LEADERSHIP

Committee for Geelong Meeting

LeadWest's CEO met with the Committee for Geelong to discuss key regional issues. The western suburbs of Melbourne and Geelong both form part of the fastest growth corridor in Australia and share many similar issues in respect of managing growth. LeadWest and the Committee for Geelong have agreed to meet bi-annually to tackle common issues in a coordinated manner.

Briefing of Victorian MPs for Melbourne's West

LeadWest's CEO met with many of the region's Victorian MPs, providing them with a briefing on the region's key issues and priorities. Whilst the provision of community infrastructure was identified as a key

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issue, the need to grow local jobs was also accorded priority.

WorkSafe's WorkHealth Checks

WorkHealth checks are free, convenient and confidential health assessments offered in the workplace.

By participating in these checks, workers will learn more about their risk of heart disease and type 2 diabetes.

The checks look at factors that impact personal health such as diet, exercise, smoking and alcohol consumption.

Members of LeadWest's team each completed one in December. It was easy, took about 15 minutes each, and we immediately got feedback and advice based on results.

LeadWest's Website & Social Media

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

This December we had 1,045 unique visitors to LeadWest's website; whereas last year there were just 447.

LeadWest's Twitter account now has 273 "followers" including many MPs and journalists.

Our Facebook Page now reaches nearly 20,000 "friends of fans".

There's no doubt that LeadWest is now becoming known more widely across the region, and throughout Melbourne, Victoria, the nation and internationally!



LeadWest is on Twitter as LeadWestLtd



LeadWest is on Facebook at

<http://www.facebook.com/pages/LeadWest/181767638522310>



LeadWest is on LinkedIn at

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