

LEADWEST MEMBERS / COUNCIL HIGHLIGHT REPORT APRIL / MAY 2011



AGENDA 1: EDUCATION & SKILLS

Learn Local Network Launched

LeadWest's CEO joined other stakeholders in the Adult Community Education Sector, directors of the ACEF Board and Victoria's Minister for Higher Education and Skills, the Hon. Peter Hall MLC, in attending the official launch of the Learn Local Networks.

Every year over 110,000 Victorians learn through Learn Local adult community education organisations.

Most Learn Local organisations offer specialised assistance with general education including literacy and numeracy and teach basic work skills.

About half deliver accredited training in business, community service areas like aged care and child care, hospitality, tourism and IT.

Some offer a similar course range to TAFE.

Melton Community Learning

Melton Shire Council is committed to developing a learning community that encourages and facilitates learning at all ages with world class learning opportunities for all residents, businesses and industry.

Whilst Council does not directly provide learning opportunities, it facilitates and supports those who do through the Shire of Melton Community Learning Board and the Community Learning Plan.

LeadWest attended the launch of the Shire of Melton's 2011-2013 Community Learning Plan, using the opportunity to discuss education and skills agenda issues with stakeholders in the region.

Western Chances Good Business Forum

LeadWest is a member of the Western Chances Good Business Forum, which helps ensure the sustainability of the successful Western Chances Scholarship Program.

Through the Good Business Forum, LeadWest was able to host a table of the region's stakeholders with a keen interest in the education and skills agenda. This enabled those stakeholders to hear from Simon McKeon, the 2011 Australian of the Year.

Local Learning & Employment

WynBay LLEN is an active member of many networks in the region that are engaged in the delivery and improvement of current and future education, training and employment programs.

LeadWest's CEO, who is on the Board of WynBay LLEN, participated in its AGM and May Board Meeting.

Regional SEED Project

The SEED (Sustainable Employment and Economic Development) Project is an initiative designed to provide career support for young people within the City of Moonee Valley.

It caters for young people aged 16 – 25, from a broad range of cultural backgrounds, who are currently unemployed or disengaged, and it aims to provide them with real on-the-job experience through work placements.

Moonee Valley's SEED Project was funded primarily through the Department of Business & Innovation's New Workforce Partnership Initiative Scheme. It was financially supported by the Victorian Multicultural Commission, Victoria Police Youth Foundation, YMCA and the Maribyrnong and

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Moonee Valley Local Learning and Employment Network.

Western Melbourne RDA Committee seeks to scale up the SEED project to serve all of Melbourne's west and has approached LeadWest seeking a financial contribution of \$50,000. The request will be put to LeadWest's Board.

YouthNow Board

YouthNow is a not-for-profit organisation specialising in career and transition services for young people. Formerly known as Western Workplace Learning Inc, it has coverage across the region and is based in Sunshine.

In April, the Chair of YouthNow invited LeadWest's Manager Business and Projects to join that organisation's Board. He has previously assisted YouthNow by being the MC at its Employer Champions Awards in December 2010 and by delivering a speech at

the YouthNow & DEECD Western Region 2010 Education & Industry Awards in March 2011.

Education Excellence in the West

In April, LeadWest issued a media release celebrating the achievement of schools and individuals from Melbourne's west that had been selected as finalists in the Victorian Education Excellence Awards.

Amongst the 36 individual and school finalists for 12 awards, selected from hundreds of nominations across the state, are the following from Melbourne's west:

- Copperfield College, Rosehill Secondary College and Taylors Lakes Secondary College in the Outstanding School Leadership Team Award category;
- Christopher Grigg of the Western Autistic School in the Victoria Teachers Credit Union Outstanding Teacher Award

(Disability And Additional Needs) category;

- Ann Robinson of Caroline Springs College in the mecu Outstanding Business Manager Award category; and
- Mackellar Primary School in the Outstanding Education Support Team Award category.

In May, LeadWest was very pleased to issue another media release congratulating Copperfield College, Taylors Lakes Secondary College and Rosehill Secondary College on winning the 2011 Outstanding School Leadership Team Award.

The award is recognition of the effect program used by these schools to improve students' numeracy skills. They are getting better results by working together; working with teachers across the network, and helping them teach numeracy in better ways. The approach involves using a numeracy

consultant, a regional numeracy coach, and individual school-based numeracy coaches providing vital ongoing support to teachers.

The award will enable the schools to further improve their strategy and share findings with other schools.

AGENDA 2: ECONOMIC DEVELOPMENT & JOBS

CEVA Logistics

CEVA is one of Australia's safest and most reputable car transport companies.

LeadWest's CEO met with David Badovich of CEVA Logistics (based in North Altona) to discuss the growth of freight and logistics businesses in Melbourne's west.

As a major logistics operator, CEVA is interested in the further development of high productivity

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vehicles and intermodal freight terminals.

Alliance for Manufacturing in Melbourne's West

In April, LeadWest further explored the potential establishment of a Melbourne's West Manufacturing Council to act as a conduit to assist local industry with an innovation agenda.

Manufacturing Regained

The "Manufacturing Regained" roundtable discussion was held on 4th April 2011 at Whitten Oval.

This successful event was organised by the Foundation for Sustainable Economic Development at the University of Melbourne, assisted by LeadWest, and funded via the Australian Government's Enterprise Connect program.

Guests included representatives of manufacturing businesses in

Melbourne's west, local governments, and educational institutions in the region.

The guests heard from Mr Dan Swinney, from the Chicago Manufacturing Renaissance Council (CMRC).

He shared how that coalition of local leaders from business, union, government and community worked together to make Chicago a global leader in advanced manufacturing.

Mr Swinney's key message was the advanced manufacturing, i.e. the development and production of high-tech, complex products, builds economic, social and environmental sustainability.

Wyndham Business Excellence Awards

LeadWest's CEO attended a special Business Breakfast on 15th April launching the 2011 Wyndham Business Awards.

Victorian Manufacturing Study

The Victorian Government is conducting an enquiry to inform the strategic direction and growth of Victoria's manufacturing industry. As part of the enquiry, LeadWest lodged a submission with the Victorian Competition & Efficiency Commission.

LeadWest subsequently received an invitation to participate in a VCEC workshop that will provide the building blocks for the compilation of their enquiry report.

Powercor Melton Business Excellence Awards

The 2011 Powercor Melton Business Excellence Awards were presented on 29th April at a very enjoyable and successful function at Witchmount Estate.

The LeadWest Best New & Emerging Business Award was won by Wooden Spoon Cake which opened in Melton in March 2010.

LeadWest's Manager Business and Projects also served as a Judge for the categories of Best Services Business (awarded to Robotize based in Caroline Springs) and the Best Arts Business (awarded to Dance Enterprise based in Melton).

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LeadWest's 2011 Budget Briefing Breakfast

LeadWest held its 2011 Budget Briefing Breakfast on Monday 17th May 2011 at Overnewton Castle in Keilor.

Guest presenters were the Hon. Bill Shorten MP, Assistant Treasurer and Minister for Financial Services and Superannuation and Mr Andrew Elsbury, MLC for the Western Metropolitan Region.

AGENDA 3: TRANSPORT & INFRASTRUCTURE

National Freight Network Strategy Submission

LeadWest prepared and lodged a submission in response to Infrastructures Discussion Paper on the National Freight Network Strategy. The submission highlighted

the needs of Melbourne's west, including the need for WestLink, for the Truck Action Plan, and for consultation mechanisms enabling continued input by local governments and communities.

Regional Rail Link Advocacy

LeadWest continues to work on implementing the advocacy strategy in support of the Regional Rail Link (RRL) project.

Whilst in April the Minister for Transport did announce that the RRL project will proceed, there remains a need to advocate for timely implementation of the project.

There is also a continued need to advocate for maintenance of a scope of works that includes all the aspects delivering betterment opportunities for the communities of Melbourne's west.

WestLink Advocacy

LeadWest's CEO participated in a number of WestLink Community reference group meetings as well as providing advocacy for funding of the WestLink project.

WestLink was highlighted in LeadWest's submission to Infrastructure Australia on the National Freight Network Strategy.

Also during April, several local newspapers quoted LeadWest's CEO on the importance of this project.

Western Transport Alliance Think Tank

LeadWest's CEO participated in the Western Transport Alliance Think Tank event on 15th April 2011.

Key issues flagged included: Westlink; Intermodal Freight Terminals; Inner West Traffic/Trucks; High Productivity Vehicles; Regional Rail Link; Melton Rail Duplication and

Electrification; and Bus Network improvements.

Freight and Logistics Forum

LeadWest's CEO joined business leaders and other key regional bodies at a freight, logistics and supply chain forum hosted by Victoria University.

Transport Strategy for Melbourne's West

LeadWest is joining with the Western Transport Alliance to create a Transport Strategy for Melbourne's West, which will be used in advocacy efforts directed at influencing what is included in the Transport Solutions Plan (i.e. the Coalition's revision of the Victorian Transport Plan).

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AGENDA 4: HEALTH & COMMUNITY DEVELOPMENT

Brimbank Social Justice Summit

The Brimbank Social Justice Summit was held on 15th April at the Visy Cares Hub in Sunshine.

The keynote speaker was Prof Patrick McGorry AO, who shared advice on effective advocacy.

LeadWest's Manager Business & Planning participated in the forum offering valuable advice in the workshop on the social justice aspects of access to education and employment opportunities.

Medicare Locals

LeadWest issued a letter of support to PivotWest indicating that LeadWest is supportive of a Medicare Local tender from Melbourne's west that features:

- Inclusion of a Medicare Local catchment covering the five local government areas of Maribyrnong, Hobsons Bay, Wyndham, Brimbank and Melton and allowance for a partnership approach by the two divisions of general practice in the catchment.
- Commitment to broad-based membership reflecting the social determinants of health and extending beyond an illness focus.
- Inclusion of strong mechanisms for community engagement and accountability.
- Inclusion of a governance (board) structure which has:
 - a balanced mix of private and public representation
 - a position for HealthWest in its representative role
 - a position for community health
 - has capacity to assure strong local government presence in the partnership.
 - the possibility of hospital representation.
 - Inclusion of effective mechanisms for engagement of local government – possibly within, but not limited to, the governance structure.
 - Commitment to leadership based on the notion of equal partners.
 - Demonstration of effective linkage to existing health planning and coordination mechanisms in Melbourne's west.

Better Health Plan for Melbourne's West

The Nous Group is currently working with service providers across the western metropolitan region of Melbourne develop the Better Health Plan for the West. LeadWest has contributed to this important project.

LeadWest supports Capital Funding for Western Region Health Centre Dental Facilities

LeadWest has provided advocacy support to the Western Region Health Centre in quest to secure Government funding of \$9Million to underpin the development of their health facilities in Footscray.

Metropolitan Health Plan

The Victorian Government has produced the Metropolitan Health Plan (released on the same day as the Budget). It is supported by a companion document, the

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Metropolitan Health Plan – Technical Paper.

A series of open meetings and consultation sessions will be held during May-June 2011 on these documents and LeadWest will participate in this process. LeadWest plans to make a written submission.

Written submissions will be accepted until 3rd June 2011 and should be mailed in hardcopy form to:

Victorian Health Priorities
Framework Team
Department of Health
Level 21
50 Lonsdale Street
MELBOURNE VIC 3000

AGENDA 5: ENVIRONMENT, PLANNING & IMAGE

Werribee Plains Regional Environmental Sustainability Framework

The Annual Report on the Werribee Plains RESF has been drafted and is soon to be finalised.

City West Water launches its Recycled Water Project

Minister for Water Peter Walsh joined key regional stakeholders to officially launch the recycled water treatment plant at their Alton Treatment Plant.

The \$48million recycled water plant will save more than 2.5billion litres of drinkable water each year by supplying water for manufacturing and irrigation use.

Werribee River Biolinks Project

Leadwest will head up a project to develop a land-use strategy and biodiversity action plan for the Werribee River corridor between the river mouth at Werribee South and upstream at the Werribee Gorge and the Lerderderg Gorge.

This is the first integrated plan for the river corridor, the largest river system in the Werribee Plains region, and the first plan involving the broad range of stakeholders in the corridor. Several reports that cover particular sections and works along the river corridor will inform the overall plan.

The project provides the framework for future planning in the corridor and especially guides the sustainable development of the corridor for the many functions it must of necessity provide. By providing a biodiversity corridor from the coast to the ranges, the project will also deliver on the regional sustainability

framework developed over the past five years.

Wyndham, Moorabool and Melton councils support the plan, along with water authorities, the catchment management authority and other parties with an interest in the Werribee River... The project is expected to take around 18 months to complete and the Vision for Werribee Plains initiative has provided funding of \$90,000.

The plan will mean that the corridors covering the Maribyrnong River, Kororoit Creek and Werribee and Lerderderg rivers will all have strategies to cover their long term development.

Vision For Werribee Plains funding round

LeadWest's CEO joined other grants panel members in assessing application for funding under the Vision For Werribee Plains initiative.

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In excess of \$7.5 million has been allocated across the western region with a further \$2.5 million to be allocated by 30th June 2012.

Virtual Power Plant at Sunshine

Victoria University has been short-listed for a grant to build a demonstration Virtual Power Plant at its Sunshine campus. It would involve solar, micro-wind and ceramic fuel cell technologies combined with battery storage units to create the Virtual Power Plant (VPP).

Victoria University's students would assist in construction and maintenance of the VPP, providing students in construction-related courses with experience in a real building project and students in electrical training programs with hands on experience in the installation and maintenance of renewable and smart-grid technologies.

Sponsors include Toyota, Origin Energy, Ceramic Fuel Cells Ltd, Energy Matters and Aerogenesis Australia.

AGENDA 6: TOURISM, ARTS, CULTURE & RECREATION

Arts Incubator

The Western Melbourne RDA Committee is to fund a feasibility study for an Arts-based Business Incubator in Melbourne's west. The work is to help in creating an environment in which arts and culture can flourish in Melbourne's west.

AGENDA 7: REGIONAL LEADERSHIP

LeadWest meets with the Prime Minister

LeadWest's CEO participated in a 45 minute meeting with the Prime Minister on 15th April.

Key western region issues flagged included: Community Infrastructure; Local Jobs; National Urban Policy and Sustainable Population Policy; Urban infill and redevelopment; Health issues; and regional development opportunities such as Avalon Airport, Footscray in the City of Maribyrnong, Sunshine in the City of Brimbank, the Werribee Employment Precinct in the City of Wyndham and Toolern in the Shire of Melton.

LeadWest Board Meeting

LeadWest's Board held its April meeting at Scienceworks. Presentations to the Board were

delivered by Ms Janine Fleming of Scienceworks and David Baber of Skills Victoria. The Board also discussed the meeting with the Prime Minister, manufacturing in Melbourne's west, planning for the Strategic Forum for Melbourne's west, a LeadWest Member Engagement Strategy and the Virtual Power Plant at Victoria University Sunshine Campus.

Council Member Briefings

LeadWest's Chairman and CEO commenced their round of annual briefings of member councils.

Western Region Council CEOs Meeting

LeadWest participated in the monthly western region councils' Coos meeting hosted by Brimbank Council. Key issues addressed included: Victoria University's Strategic Plan; the Vision For Werribee Plains program update;

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RDA program update; and a review of key regional transport projects.

Future Chairman of LeadWest

LeadWest's Directors from its Council Members and the CEOs of member councils met to discuss possible options and likely candidates for the role of LeadWest Chair.

LeadWest is required to appoint a new independent Chair at the November 2011 AGM, as under LeadWest's Constitution the Chair may serve two terms.

Latte Line through Melbourne's West

There was much media attention on Melbourne's west in April, thanks in part to "headline grabbing" comments by KMPG's Bernard Salt.

In a KPMG report released on behalf of Victoria University, Mr Salt said the addition of 20,000 residents in

Wyndham and Melton over the past 12 months was driving opportunities for business.

Mr Salt said the west's rapid growth had brought with it a new professional urban middle class, living in a "golden crescent" or "latte line" - a reference to middle-class cafe culture - from Essendon through to Williamstown.

In the 10 years to 2006, the number of white-collar residents in the inner north-western area increased from 18,000 to 79,000, with white-collar jobs and people with higher education qualifications also significantly higher.

Mr Salt said this was a major shift from areas which had historically attracted first-home buyers and people after affordable properties.

"A new 'golden crescent' is crystallising in the inner west and it is being populated by a professional

urban middle class eager to settle in the more affordable 'new west'.

He said the inner west would not be immune from growing pains as residents in the outer west piled on to trains and clogged the roads as they commute to the city.

How The West Was Won

LeadWest's CEO joined other regional stakeholders in a briefing highlighting the growth opportunities to be had in Melbourne's west.

Keynote speakers included noted demographer Bernard Salt and representatives of the Department of Transport, GHD, the Department of Health and VicUrban.

The speakers explored the challenges confronting the communities in Melbourne's burgeoning west.

Regional Development Australia Executive Meeting

LeadWest's CEO attended the RDA Executive meeting. Key issues progressed included: Industry & Jobs Growth initiative; SEED project; Community Health Screening; and an Arts-based Business Incubator Feasibility Study.

Committee For Wyndham Business Breakfast

LeadWest joined other Wyndham stakeholders at a Business Breakfast briefing convened by the Committee For Wyndham. The keynote speaker was Andrew Elsbury MLC who outlined the implications for Melbourne's western suburbs of the Victorian Government's 2011/12 Budget.

LeadWest BBQ Luncheon

A luncheon was hosted by LeadWest's CEO on Sunday 3rd April

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providing an informal networking opportunity for LeadWest members & regional stakeholders.

Strategic Forum for Melbourne's West

LeadWest directors participated in the annual Strategic Forum for Melbourne's west which was held at the offices of Nufarm. The findings of the strategy day will form the nucleus of the LeadWest Business Plan for 2011/2012.

LeadWest Ltd PO Box 2382, Footscray, Vic. 3011 Tel: +61 3 9317 5794 Fax: +61 3 9317 0721