

## Chairman's Message



As detailed in this 2007 Annual Report, the Committee for Geelong has continued making a real impact on development of the Geelong region.

The diversity and depth of our membership base is our key asset and I thank each and every member for their contribution and commitment over this past year. Without this participation the Committee for Geelong would not be equipped to deliver the high-calibre strategic thinking and lobbying necessary to positively influence Geelong's future.

The real test of the effectiveness of the Committee for Geelong is whether or not it truly makes a difference. Does its existence lead to better outcomes and improved community attitudes? Our answer is a categorical 'yes'.

In its six years of existence, the Committee has been a leader in advocating for the Geelong region. It continually goes to bat for Geelong and takes every opportunity to talk Geelong up in state and federal arenas. Its active memberships of the Economic Development of Australia, the Urban Development Institute of Australia, the Property Council of Australia, and the Institute of Public Administration have become platforms to put the Geelong position forward and showcase the myriad of opportunities for our region. And at the state and federal political levels there is due respect for the Committee's professionalism and persistence in putting forward the Geelong agenda.

And yes, the persistence of the Committee is starting to manifest. Cranes in the sky, ring road under construction, water issues being resolved, and a new 'can-do' attitude emerging and becoming the norm.

The case for the negative in Geelong, that is, those who would see Geelong languish and stagnate, is now a very small minority. They are of course entitled to their view, but it is no longer the benchmark. The Committee has seen to it that innovation, growth and development translates to opportunity and community pride. Geelong is Victoria's second city and is now starting to act and feel like it.

But as always there is more to be done. Complacency is the great enemy. Regions like ours are always a work in progress. Our role is to continue to ramp up the enthusiasm with new ideas, influence public policy and make sure the region evolves to become more prosperous and, dare I say, making sure that it gets its share.

Leadership is always the key to achieving a region's dreams. The Committee has shown its credentials in this area and hopefully other organisations within the region will follow.

I extend sincere thanks to my fellow Board Members and our Executive Staff for another year of outstanding service. Your energy and dedication are exemplary - I look forward with confidence to us working together through the next year's challenges and successes.

Dr Jim Cousins AO, Chairman

## EXECUTIVE and BOARD 2007

Mr	Jim	Cousins, AO	Chairman	<i>(Chairman)</i>	Melbourne Recital Centre
Mrs	Helene	Bender, OAM	Director	<i>(Co Deputy Chair)</i>	Allabout Tours & Travel
Ms	Bernadette	Uzelac	Managing Director	<i>(Co Deputy Chair)</i>	People @ Work
Mr	Peter	Dorling	Executive Director	<i>(Secretary)</i>	Committee for Geelong
Mr	Michael	Betts	Managing Director	<i>(Treasurer)</i>	Betts Williams Group
Mr	Shane	Breheny	Chief Executive Officer		CitiPower Pty & Powercor Australia Ltd
Mr	Ed	Coppe	Principal		Strategic Management Investment
Mr	Graeme	Dennehy	Chief Operating Officer		Deakin University
Mr	David	Alexander	Director		Alexander Enterprises
Cr	Bruce	Harwood	Mayor		City of Greater Geelong
Ms	Claire	Higgins	Chairman		Barwon Health
Mr	Michael	King	Managing Director		King's Australia
Mr	John	Loughnan	Managing Director		The Communicators
Ms	Jodi	Manion	Area General Manager		Telstra Country Wide
Mr	Bryce	Nielsen	General Manager		K-Rock / Bay FM
Ms	Michelle	Plane	Chief Executive Officer		St Laurence Community Services
Dr	Huck	Poh	General Manager, Geelong Refinery		The Shell Company of Australia Limited
Mr	Kevin	Roache	Director		Bendigo Bank Ltd
Ms	Kay	Rundle	Chief Executive Officer		City of Greater Geelong
Mr	Grant	Sutherland	Director/Chief Executive Officer		Gordon Institute of TAFE
Mr	Stephen	Vaughan	Chairman		Barwon Water
Prof	Sally	Walker	Vice-Chancellor & President		Deakin University
Mr	Paul	Whelan	Chief Executive Officer		GMHBA

## Executive Director's Report – Reflecting on a Year of Progress



### Geelong on the Move

For the first time since the commencement of the Committee for Geelong I can say with some confidence that Geelong is on the move. The city centre of Geelong is abuzz with development. The skyline is alive with cranes delivering projects like the new Westfield Shopping Centre, the TAC building and the Edgewater apartments - sure signs that this city is moving into the 21st Century. A vibrant and attractive heart is critical to the development of Geelong and at last we are seeing some movement. It is no different on the Surf Coast or across Golden Plains, where quality growth and development are now evident. This is just the beginning. There are plans underway for more fresh and exciting developments in the city centre and perhaps even on the water itself. It augers well for Geelong.

### Government

The 2006/2007 year has been another busy one for the Committee for Geelong particularly relevant to the Federal Election. The effort that we have put into lobbying over the last six years has paid dividends and both sides of politics have made fresh commitments. The Committee has been energetic in dealing with the major parties in the lead up to the election.

With a new government comes new opportunities and new challenges for the Committee for Geelong. On the one hand there are election promises to be fulfilled and on the other there are earlier understandings that will need to be re-visited. We are prudent to have established effective dialogue with all major parties and to have some excellent relationships already in place that will advantage us in future advocacy and lobbying activities. The Committee looks forward to working with our newly-elected and appointed government identities at all levels. We will continue our forays into Canberra early in the new year to engage with the current government and hope to negotiate some positive election "fall-out" opportunities for Geelong.

### Water

It has been an interesting year on water and one that Geelong can be very proud of. Two major projects have now been signed off including the Northern Water Recycling Plant and the State Government's commitment to interconnect Geelong and Melbourne's water supplies. Both of these projects have been pursued vigorously by the Committee for Geelong. Barwon Water continue to implement their water resources plan which includes increased levels of groundwater and some new and exciting recycling projects.

The water crisis has certainly sharpened our thinking in terms of Geelong's requirements and managing our growth potential.

Just a reminder to members that with the proposed interconnection of the Geelong/Melbourne water scheme brings into play the matter of fluoride. Melbourne's water is fluoridated and Geelong's water is not. The Committee for Geelong's Board has been briefed on the benefits of fluoride and has openly supported its introduction into the Geelong water scheme. This is another case of Geelong maturing and moving forward, particularly with the important issue of dental health. The ultimate decision on fluoride rests with the State Government and we would hope that they show the appropriate leadership.

### Cultural Precinct

Plans will shortly be released on a re-developed cultural precinct for Geelong City. The Committee is directly involved in this process, which, coupled with the Transit City project, provides a perfect opportunity to again rejuvenate the city centre. As the Geelong

community continues to grow we need to improve our cultural facilities and ensure the city remains relevant in terms of its ability to service a new population base.

### Geelong Football Club

Congratulations to the Geelong Football Club on a magnificent year both on and off the field. The players returned to Geelong a Premiership that we have been hunting for the last 44 years. They should be congratulated for their dedication and commitment. The football club itself goes from strength to strength and has now revised its new plans for another major stadium construction at Kardinia Park. No-one can underestimate the pulling power of the Geelong Football Club and the Committee for Geelong works hand-in-hand with them to ensure that our facilities here in Geelong are first class and of national standard.

### Population Growth

For some time the Committee has been adamant in its resolve to ensure a steady population growth here in Geelong. That is why the Committee continually goes in to bat with Local, State and Federal Government to ensure that future planning caters for a sustainable population growth. Projects such as the Armstrong Creek development in Southern Geelong are critical to our long-term future and cannot be underestimated. We need to fast track that particular project to be certain it is ready in the shortest possible time. The Committee has been engaging the Premier and relative Ministers on this exact issue. We cannot promote Geelong as a great liveable city without providing house and land packages when people arrive.

### Ring Road

We have all noticed the Ring Road under construction but not everyone understands what the Ring Road will eventually mean to Geelong. Yes, it will certainly take a lot of trucks out of Geelong and provide a shorter route for those wishing to travel directly to the Surf Coast. But it will also mean increased growth and development for the Geelong region. Wherever they are built around Australia, roads of this ilk automatically generate their own level of demand for residential, industrial and commercial properties. In conjunction with the City and State Government, the Committee for Geelong will commission a report examining the potential impacts of the road completion. The findings will inform our thinking and strategies on what is needed to manage the expected growth.

### The Network

The Committee for Geelong's active network is one of its fundamental strengths. It puts Committee feet under the table on a number of professional institutions in Australia and around the world. We manage this network rigorously for two reasons – to be certain that Geelong's agenda is championed to a broad, international audience and (unashamedly) to endeavour to influence public policy. The key to successful advocacy and lobbying is to be where the action is ... not where it is not.

### Leadership

The Committee for Geelong is very proud of its Leaders for Geelong program which continues on a strong development path. The Committee is pursuing other leadership issues in Geelong, the main one being our efforts to have the Government amend the legislation to give Geelong a popularly elected mayor. On current form, we look like having 50 mayors in 50 years ... a situation that is simply not good enough for a city of our size and potential. The Committee will continue to press on with this issue..

## The Way Forward

More and more, the Committee for Geelong is seen as a force to be reckoned with, thanks to the calibre of our collective thinking power, our unwavering commitment to work for regional progress and our enviable ability to collaborate to achieve great things. We all share the same agenda – a better future for Geelong. Taking that forward will require more of the same plus a willingness to continue innovating, listening and strategising. We are making great progress, but our work here is far from done.

I thank our Chairman, Jim Cousins, for his on-going support and dedication to the Committee, the Executive and the Board. To my staff members Jean Paul, Co-ordinator of the Leaders for Geelong Program and Mary Schofield, Executive Assistant, may I express my sincere thanks for a year well done. It is indeed a privilege to be part of such a dedicated and enthusiastic team.

To truly reach its potential the Committee for Geelong must act as a think tank, attempt to influence policy and harness new ideas – we need knowledge and information. We achieve this with a robust speaker/briefing program. Some of the sessions held in 2007 included:

<b>April</b>	Cameron Alderson (General Manager – Victoria, Stockland)	- <i>Members and guests</i>
<b>May</b>	Des Pearson (Auditor General, Victorian Government)	- <i>Members and guests</i>
<b>June</b>	Leaders for Geelong Launch – 07/09 Intake	- <i>Senator The Hon. Michael Ronaldson, members and guests</i>
	The Hon. Justin Madden (Minister for Planning)	- <i>Members and guests</i>
	CEDA "State of the Nation" Conference	- <i>Lobbying opportunities</i>
<b>September</b>	Wayne Osborn (Chairman/MD, Alcoa of Australia Ltd)	- <i>Members and guests</i>
	Rob Spence (Deputy Chair, Growth Areas Authority)	- <i>Members and guests</i>
	Dennis Brockenshire farewell luncheon	- <i>Executive and invited guests</i>
<b>November</b>	Avril Henry, guest speaker Leaders for Geelong Breakfast	- <i>Participants, members and guests</i>
	Gerard Murphy (Managing Director, Leading Teams Australia Pty Ltd) and Tom Harley (Premiership Captain, Geelong Football Club)	- <i>Guest speakers at 2007 Annual Dinner</i>
<b>December</b>	AGM/Christmas Drinks	- <i>Members and guests</i>

In 2007 the Committee for Geelong took on a number of new members. We welcome them to our network:

Allison Murphy	- RedStick Strategic Communications
Dennis More	- Geelong Parking Co-operative
Peter Anderson	- Driftwood Consulting Pty Ltd
Mark Stone	- Parks Victoria
David Willder	- SCC Chartered Accountants
Marcus van Enk	- JHL Civil
Jason Trethowan	- General Practitioners Association of Geelong



L to R: Jim Cousins AO, Chairman, Committee for Geelong, Richard Marles, Federal Member for Corio and Guest Speaker Wayne Osborn, Chairman & Managing Director, Alcoa Australia Ltd at a Member Briefing



L to R: Stephen Kay, CEO Australia/NZ, Rip Curl, Frank Costa OAM, Executive Chairman, Costa Group and Brian Singer, Founder Director, Rip Curl Group at the Committee for Geelong's 2007 Annual Dinner



### MISSION

**“Working together for a better future for the Geelong region”**

## Statement of Financial Position as at 30 June 2007

2006 \$	<u>MEMBERS' FUNDS</u>	\$	\$	\$
	<u>Reserves</u>			
198,847	Accumulated Profit			253,023
	Represented by:			
	<u>PROPERTY PLANT AND EQUIPMENT</u>			
8,240	Office Equipment – at cost		9,748	
395	Less Prov'n for Depreciation		2,306	
7,845				7,442
	<u>CURRENT ASSETS</u>			
100	Petty Cash		100	
	Cash at Bank:			
29,477	- Commonwealth Bank	23,135		
65,736	- CBA Leadership Program	7,299		
95,213			30,434	
	Interest Bearing Deposits:			
233,103	- Bendigo Bank	249,453		
	- CBA Leadership Term Deposit	134,623		
233,103			384,076	
	Trade Debtors		175	
328,416				414,785
336,261	<b>TOTAL ASSETS</b>			422,227
	<u>CURRENT LIABILITIES</u>			
5,595	Trade Creditors		21,481	
34,744	Other Creditors		36,232	
9,118	Net GST Liability		2,273	
	Project Reserves:			
3,740	- Playground Reserve	5,000		
50,000	- Project Development Reserve	70,000		
15,000	- International Travel Reserve	15,000		
68,740			90,000	
19,217	Prov'n for Staff Entitlements		19,218	
137,414				169,204
198,847	<b>NET ASSETS</b>			253,023

## Statement of Financial Performance for the Year Ended 30 June 2007

2006 \$	<u>INCOME</u>	\$	\$	\$
12,962	Interest Received		12,221	
13,912	Function Recoupments		20,167	
70,000	Leadership Program - Income		217,719	
521,980	Subscriptions		420,463	
1,438	Sundry Income		9,150	
620,292	<b>TOTAL INCOME</b>			679,720
	<u>EXPENSES</u>			
15,204	Advertising & Promotion		8,511	
294	Bank Charges		224	
3,000	Computer Software/Maintenance		3,000	
395	Depreciation		1,911	
2,379	Fringe Benefits Tax		2,312	
36,654	Functions		43,816	
9,570	General Expenses		6,118	
14,000	Equipment & Furniture Hire		14,000	
	Insurance:			
4,649	- Workcover	2,256		
3,161	- General	3,152		
7,810			5,408	
11,890	Lease Charges Motor Vehicle		11,890	
63,186	Leadership Program - Expenses		132,571	
4,575	Motor Vehicle Expenses		7,679	
20,105	Meeting Expenses		17,542	
2,585	Office Expenses		3,421	
	Postage		65	
6,330	Professional Fees (Financial)		14,593	
7,702	Printing & Stationery		7,362	
70,000	Media Promotions		10,000	
2,861	Playground Project		3,204	
6,000	Rent		6,000	
44,980	Research & Strategic Planning		53,211	
50,000	Project Development		20,000	
164,649	Salaries, Wages & Oncosts		168,981	
127	Staff Amenities		192	
2,246	Staff Training		4,089	
7,990	Subscriptions		8,369	
45,947	Super (incl. Employee Contributions)		46,455	
2,985	Telephone		3,286	
5,511	Temporary Staff		4,648	
19,388	Travel and Accommodation		16,685	
628,363	<b>TOTAL EXPENSES</b>			625,543
-8,071	Operating Profit/Loss and Extraordinary Items			54,177
206,918	Retained Profits at July 1			198,846
198,847	Profit Available for Appropriation			253,023
198,847	Retained Profits			253,023



Committee for  
Geelong

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Executive Director: Peter Dorling

Executive Assistant: Mary Schofield