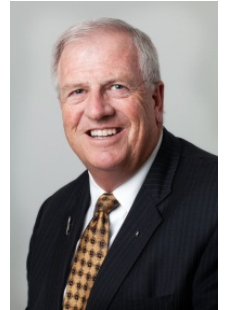




2011 Annual Report



Chairman's Message

It is my privilege to present the Committee for Geelong's 2011 Annual Report. As we approach our tenth anniversary, it is fitting to reflect on how the organisation has developed and matured and the achievements of this past year are testament to that. As always, there have been new initiatives which have seen us sounding out opportunities for the future and, importantly, this year has also been about bedding down and developing some of our key strategies.


The directly elected mayor is a case in point. We have been relentless in our pursuit of this policy since the Committee's inception and in May this year the Committee tendered a comprehensive submission to the state government. Subsequently, Peter Dorling and I met with the Premier, the Parliamentary Secretary and the Municipal Association of Victoria, in support of the submission. The announcement that the process will be instigated in time for the October 2012 municipal elections was warmly welcomed and, as a result, we renewed our efforts to research and develop a preferred model. There will continue to be robust debate regarding the proposed approach but I believe our long-standing involvement in this issue sees us uniquely positioned to positively influence the final outcome. Great credit is due to the members of our working party who continue to forge the way in this work. I would like to thank and congratulate the team.

Our ongoing commitment to the northern suburbs continues to be front and centre. It is with great pride that I report that in acting as the auspicing body for Northern Futures, we are playing a direct role in ensuring that, as the region as a whole develops, the growth and prosperity of the northern population is assured. The announcement of funding for a Centre for Work and Learning in the area was a key achievement and the very recent announcement of \$80m in state government investment in public housing lends added incentive to this work. This year we have positioned the Northern Futures initiative as one of the signature strategies for the Committee and we are ever vigilant for opportunities to further enhance and develop it.

The proposed import/export car trade for Geelong offers just such an opportunity. We recognise the worth of this proposal on many levels, not the least of which is the potential for job creation for northern suburbs residents both in the short and the long term. There was a very pleasing turnout at the lunchtime briefing on this proposal in September, with attendees representing business, local government and the community sector taking advantage of the chance to hear from senior government and Port of Geelong personnel. A submission was duly prepared and we continue to work closely with stakeholders, including the car industry, to give government every chance of making this proposal a reality. We await the next developments with great interest.

Ongoing development of transport is vital to the progress of the region and the twin cities of Melbourne and Geelong have much to offer one another in terms of economic stimulus if we can get this right. The Committee continued to lobby for the progression of the Rail Link Project and was pleased to receive confirmation that the new State Government has the Regional Rail Link firmly on the agenda. Avalon Airport was a focus again this year and Justin Giddings, CEO of Avalon Airport Australia addressed the Board with an informative report. The pressures for the facility are clear. However, three strategic directions are now apparent that merit our support; domestic expansion, development of non-aviation revenue streams and international airport development.

On a final note about transport, the Committee recently took up the mantle regarding the taxi industry inquiry. This major, independent inquiry is undertaking a comprehensive investigation into all aspects of the Victorian taxi and hire-car industry and the Geelong region needs to be prominently in the discussion. At the time of writing, Professor Allan Fels and Dr David Cousins AM, who are heading the inquiry, have made themselves available for a briefing in Geelong at the invitation of the Committee. The inquiry will ultimately recommend to the government a set of reforms focused on achieving better outcomes for the travelling public and we are on track to ensure the people of the Geelong region are carefully considered.



Our work with Alcoa has been noteworthy and a high point was a meeting in New York with the senior executives of Alcoa Global Primary Products and the Alcoa Foundation. Establishing an international dialogue between Geelong and Alcoa was timely and very important. As this country moves forward on carbon tax and carbon trading it is important that we continue to assure our international corporate bodies that we will help articulate the company position to government at all levels. During the visit, \$60m in capital works at the Point Henry plant was re-affirmed and there were very positive messages from Alcoa in terms of its long-term commitment here.

The trip also provided the Executive Director and the Mayor of City of Greater Geelong the opportunity to make connections with other organisations that are instrumental to Geelong's economy and growth, and productive meetings were held in New York with consuls, state and federal agents and the New York City Council. All of this provided great fodder for Vision II. In particular, a visit to Long Beach in California, a city with many similarities to Geelong, yielded many insights. The patronage of cruise ships, a working port and a vibrant convention centre were all ingredients in the successful transformation of Long Beach, which could equally be applied in Geelong.

This report would not be complete without reference to our outstanding leadership initiatives. Once again, the Leaders for Geelong program has grown strongly under the guidance of Jean Paul. Our alumni now number more than one hundred graduates of the program and there is more and more evidence that they are contributing strongly in community and leadership roles. The inaugural Barwon Community Leaders program, ably led by Annabel Newnham, has been an extraordinary success with 19 participants successfully graduating. We wish them every success and look forward to maintaining the connections through the alumni program.

The Annual Leadership Breakfast was a resounding success with more than five hundred attendees hearing from Ita Buttrose about her particular brand of leadership. It is one of my annual highlights to present the opening remarks at this event and this year I noticed a definite electricity in the air as the audience anticipated this iconic speaker. They were not disappointed. The charm, intelligence and absolute credibility of Ms Buttrose as she presented her insights into leadership made for a most memorable event. The local media jumped on board with gusto and there was considerable positive press and subsequent promotion of our leadership programs. Congratulations to Jean Paul and her team for their excellent work on this and all aspects of the Committee's leadership initiatives.

The success of the Committee over its ten years is very much attributed to its founders, their vision and leadership. I warmly acknowledge the role and contribution of the founding chair Jim Cousins and Frank Costa. However their wisdom in appointing Peter Dorling to the position of Executive Director was truly visionary. Our board and membership may have changed but Peter has been the constant, the pillar around which so much of the Committee's success has been built. I acknowledge and applaud his commitment and achievement.

Thanks and congratulations are also due to all members of the Executive and the Board. I especially commend and congratulate those who have taken active part in the various working parties or donated their time and considerable professional expertise to turn ideas and aspirations into realities.

Finally, as I reflect on this tenth year, I call to mind the mission of the Committee for Geelong; to act as a catalyst for change in the Geelong area, using the skills, experience, interests and insights of its members to stimulate projects that will benefit Geelong and its citizens. We are accomplishing that mission with great assurance, and remaining true to our values of being brave, respectful, strategic, outcome focused and challenging.

Mr Michael Betts, Chairman

**In 2011 the Committee for Geelong took on a number of new members.
We welcome them to our network:**

Luke Cuthbertson	-	IMA Management Technology
Bryan Dennis	-	Four Points by Sheraton Geelong
Cameron Gray	-	St Quentin Consulting
Martyn Jeggo	-	Australian Animal Health Laboratory
Kirsten Kilpatrick	-	Tract Consultants Pty Ltd
Dougall McBurnie	-	DWS
Hugh Palmer	-	Truffleduck
Kevin Robe	-	Chifley Hotels & Apartments

Executive Director's Report



The 2011 year marks my tenth in this role and this year's achievements have given me pause to consider what a privilege this tenure has been. While I am very proud of what the Committee has been able to accomplish, I am even more excited about the future. It has been a year full of indicators about what that future might hold and it is a bright and positive view into 2012 and beyond.

We have seen enormous growth and a strengthened role for 'Committees for Cities' and this year I have been able to share the collective wisdom from our journey with other cities about to embark upon their own. Meetings between the Committees for Geelong, Wyndham and Melbourne canvassed common issues around our shared growth corridor, as we mobilised other, established Committees to collaborate on common issues. We have been prominent in joint delegations to Canberra and, in 2011, nine Committees visited Canberra to collectively raise the profile of the role our cities will play in the future growth of the country.

This year has been quite remarkable in terms of the injection of government funding into our region. To name a few examples; there were several positive outcomes from both the state and federal budget announcements in May benefiting our region's transport, aged care, community and health services. Funding was also secured through Regional Development Australia for the Stage 3 redevelopment of Skilled Stadium and for the Geelong Library and Heritage Centre. Even closer to home, the Committee's leadership initiatives received a boost with news of funding over the next four years to enhance and develop both the Leaders for Geelong program and the Barwon Community Leaders program. Significant work has since taken place to develop a strategic approach to the enhancement of these programs. Finally, the state government announcement of funding to regenerate housing in Norlane was excellent news in light of our work on the Northern Futures initiative. Perhaps as never before, the Committee for Geelong now has an opportunity to influence how business, the community and local government agencies leverage this investment to bring some of our major projects closer to fruition.

This year has also seen the Committee establishing relationships with the new state government and we have invested a considerable amount of effort in meeting and briefing new Ministers and government representatives. We have maintained our strong presence in the nation's capital, lobbying in particular, for the advancement of Deakin University, supporting growth plans for Geelong to ensure we are on the radar as a recognised growth city, and supporting City of Greater Geelong to reduce Geelong's carbon footprint.

Work on Vision II stands out as a pivotal achievement this year. The Restless City Forums were very well attended and served to stimulate conversation and action around how we take forward some of our major projects and develop a shared vision for new ones. Deakin took the lead by inviting international experts Martha Schwartz and Jan Gehl to hold public seminars about how the urban precincts can be revitalized. These seminars attracted large audiences and it's fair to say many of the people attending experienced a paradigm shift in terms of a vision for Geelong. Some of the messages resonated particularly strongly with me following the insights gained in the United States, specifically how New York and Long Beach continue to work on their respective revitalisation projects. The importance of a strong City/University partnership was apparent as was a commitment by a city to affordable public/private urban housing options. These are themes that can be readily applied to Geelong in the next iteration of Vision II.

What a year it's been for leadership! The high demand for places in the Leaders for Geelong program is just one of many indicators of success of this initiative. This year we took a leap into the unknown and developed the Barwon Community Leaders program and were rewarded with 19 amazing graduates. We boosted resources into developing the alumni of both these programs and we're now beginning to see that repaid through a vibrant program of alumni activities which are keeping this next generation of leaders connected to each other and to our work. Congratulations to Jean Paul for this remarkable work and to Annabel Newnham and Julie Pavletich for their respective leadership.

Other major initiatives have progressed considerably this year. The G21 Regional Growth Plan has been a focal point and the Committee remains keenly interested, particularly in regard to current and future land supply. Epworth's plans for a 400-bed hospital received the full support of the Committee; we look forward to successful delivery of this project and the considerable flow-on economic and social benefits.

Finally, I must thank and commend Michael Betts for his continued support and expertise which adds value to this organisation every day. I also acknowledge and thank the Board and the Executive. Your high level of professionalism and your commitment is fundamental to our shared success. Thank you also to Anne Whyte and Carmen Clifford who accomplish a mass of work in our office with good humour and great skill.

Mr Peter Dorling, Executive Director



Committee for Geelong staff – Annual Leadership Breakfast with Ita Buttrose

Executive and Board 2011

Mr Michael Betts	Partner	(Chairman) LBW Chartered Accountants	EXECUTIVE
Mr Shane Breheny	Chief Executive Officer	(Deputy Chair) CitiPower Pty & Powercor Australia Ltd	
Mr Peter Dorling	Executive Director	(Secretary) Committee for Geelong	
Mr Dan Simmonds	Director/Managing Principal	(Treasurer) Harwood Andrews Lawyers	
Mrs Jodi Heath	Regional Executive Geelong and South West	National Australia Bank	
Mr Kevin Roache	Chairman of Partners	Coulter Roache Lawyers	
Mr Kean Selway	Vice-President (Enterprise)	Deakin University	
Dr David Ashbridge	Chief Executive Officer	Barwon Health	
Mr Tony Butler	Regional Manager - South West Victoria	GHD Pty Ltd	
Mr Ed Coppe	Principal	Strategic Investment Management	
Ms Sue De Gilio	Chief Executive	Gforce Group	BOARD
Prof Jane den Hollander	Vice-Chancellor	Deakin University	
Ms Janet Dore	Chief Executive Officer	Transport Accident Commission	
Mr Stephen Griffin	Chief Executive Officer	City of Greater Geelong	
Dr Michael King	Managing Director	King's Australia	
Mr Alan Kinkade	Group Chief Executive	Epworth HealthCare	
Mr Michael Malouf	Managing Director	Barwon Water	
Mr Dougall McBurnie	Director - Strategic Operations	DWS	
Cr John Mitchell	Mayor	City of Greater Geelong	
Mr Pat Murnane	Regional Manager - Geelong	Bendigo & Adelaide Bank Ltd	
Ms Allison Murphy	Director	RedStick Strategic Communications	
Mr Stephen Roberts	Chief Executive Officer	St John of God Health Care	
Mr Mark Sanders	Managing Director	Third Ecology	
Mr Mark Schubert	Refinery Manager	Shell Refining (Australia) Pty Ltd	
Mr Daryl Starkey	Chief Executive Officer	Karingal Inc.	
Mr Grant Sutherland	Director/Chief Executive Officer	The Gordon	
Mr Jason Trethowan	Chief Executive Officer	Barwon Medicare Local	
Ms Bernadette Uzelac	Executive Officer	Geelong Chamber of Commerce	

Key Activities For 2011

Chairman's Luncheon

- June - Chris Banks, Chairman of the Growth Area Authority
- August - Import Export Car Trade
- October - Avalon Airport Rail Link
- November - Taxi industry Inquiry

Other Key Events

- February - Visit by Newcastle (NSW) Business Community
- February - Barwon Community Leaders Program Launch
- June - The Restless City Forum
- June - 2011/2013 Leaders For Geelong Launch
- August - Northern Futures Industry Breakfast
- August - Leaders 2009/2011 Graduation
- November - Annual Leadership Breakfast
- November - Barwon Community Leaders Program Graduation
- December - 10 Years Celebration Dinner

Delegations

- June - Combined "Committees for" meeting in Canberra
- July - United States delegation
- September - Canberra delegation
- October - Combined "Committees for" meeting in Werribee
- November - Fed Cats delegation



Restless City Forum signing of the Vision II MOU



United States delegation at the New York Stock Exchange



Committee for Geelong 2011 Leadership Award recipient; Michael Dowling, pictured with Shane Breheny (Deputy Chairman), Frank Costa OAM (2010 recipient) and Michael Betts (Chairman)



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Chairman: Michael Betts
Executive Director: Peter Dorling

Statement of Financial Position as at June 30 2011

2010	MEMBERS' FUNDS	2011	
\$	Reserves	\$	\$
<u>285,178</u>	Members' Surplus		<u>443,355</u>
	REPRESENTED BY		
	PROPERTY PLANT AND EQUIPMENT		
10,064	Office Equipment - at Cost	10,064	
8,185	Less Prov'n for Depreciation	10,064	
		<u> </u>	
1,879	Property, Plant & Equipment		-
	CURRENT ASSETS		
100	Petty Cash	100	
	Cash at Bank		
37,905	- Commonwealth Bank	63,331	
101,348	- CBA Leadership Program	89,679	
	- - Nothern Futures	119,846	
	- - Barwon Comm Leadership	71,667	
		<u> </u>	
139,253	Interest Bearing Deposits	344,523	
224,687	- Bendigo Bank	195,121	
199,527	- CBA L/ship Term Deposit	163,067	
		<u> </u>	
424,214		358,188	
3,758	Other Debtors	2,500	
5,682	Prepaid Expenses	6,865	
		<u> </u>	
<u>573,007</u>	Current Assets		712,176
<u>574,886</u>	TOTAL ASSETS		<u>712,176</u>
	CURRENT LIABILITIES		
36,593	Other Creditors	47,936	
108,000	Prepaid Income	57,920	
19,053	Net GST Liability	31,903	
	Projects Reserves		
60,000	- Project Development Reserve	60,000	
10,000	- International Travel Reserve	12,000	
		<u> </u>	
70,000		72,000	
56,062	Prov'n for Staff Entitlements	59,062	
		<u> </u>	
<u>289,708</u>	Current Liabilities		268,821
<u>285,178</u>	NET ASSETS		<u>443,355</u>

Income Statement for the Year Ended 30 June 2011

2010	2011	
\$ INCOME	\$	\$
10,635 Interest Received	9,253	
38,594 Function Recoupments	81,167	
241,031 Leadership Program - Income	282,449	
416,518 Subscriptions	454,392	
6,137 Sundry Income	3,984	
- Northern Futures Income	185,000	
- Barwon Comm Leadership Income	102,414	
712,915 TOTAL INCOME		1,118,659
EXPENSES		
7,069 Advertising & Promotion	8,948	
468 Bank Charges	523	
- Barwon Comm Leadership Expense	35,997	
3,000 Computer Software/Maintenance	4,566	
1,977 Depreciation	1,879	
4,243 Fringe Benefits Tax	4,326	
56,152 Functions	55,843	
6,065 General Expenses	11,072	
- Equipment & Furniture Hire	854	
Insurance		
3,755 - Workcover	3,465	
2,244 - General	2,986	
5,999		6,451
11,956 Lease Charges Motor Vehicle	11,956	
- Legal Costs	815	
277,942 Leadership Program - Expenses	279,680	
5,000 Long Service Leave Provision	3,000	
9,180 Motor Vehicle Expenses	8,284	
16,202 Meeting Expenses	12,036	
- Northern Futures Expenses	78,667	
2,011 Office Expenses	2,437	
18,027 Professional Fees (Financial)	24,950	
8,698 Printing & Stationery	8,462	
3,000 Media Promotions	3,300	
12,983 Rent	10,025	
30,239 Research & Strategic Planning	37,556	
254,707 Salaries	290,455	
325 Staff Amenities	540	
474 Staff Training	1,865	
9,886 Subscriptions	13,792	
24,193 Superannuation	23,478	
3,546 Telephone	3,013	
8,696 Temporary Staff	7,299	
8,009 Travel and Accommodation	8,413	
790,047 TOTAL EXPENSES		960,482
(77,132) OPERATING SURPLUS (DEFICIT)		158,177
362,310 Retained Surplus at 1 July		285,178
285,178 RETAINED SURPLUS		443,355
285,178 MEMBERS' SURPLUS		443,355