

# Annual Report 2017-18





**“I just want to take this opportunity to say how grateful I am personally, and how grateful we are as a government, and before then as the alternative government, for the relationship and partnership that we’ve always had with the Committee. You have made us a better alternative government on our way into power, and I think you have made us a better government for this region...”**

**Premier of Victoria,  
The Hon. Daniel Andrews MP**  
*CfG State Election Briefing*



**“I begin of course by thanking the Committee for their work, the work they do and for being a very frank and to-the-point advocate to all sides of politics - that is exceptionally important. It is exceptionally important to keep those links with all parties and discussion with everyone in parliament, to advocate a consistent line to everyone in Spring St about what is needed for this city to get to the next level, and you have been doing that for some time...”**

**Leader of the Opposition Victoria,  
The Hon. Matthew Guy MP**  
*CfG State Election Briefing*

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# Chairperson and CEO Report

**2018 has been a great year for Geelong and a busy one for the Committee for Geelong (CfG), as we have continued to work hard to address key issues on behalf of our members and the people of our wonderful city-region.**

As you may know, our membership includes local, national and international organisations and individuals who set aside commercial gain, sectoral interest and personal perspectives to provide a united voice on the issues facing Geelong. As thought leaders, we encourage innovation and debate around opportunities for our city-region.

It is this thought leadership that led to the development of our report, *Winning from Second: What Geelong Can Learn from International Second Cities*, in 2016. Since then, we have engaged in two years of consultation with CfG members, the broader Geelong community, stakeholders, government and global influencers.

This consultation has made it clear that Victoria's Second City requires a progressive policy paradigm to ensure sustainable economic growth and transformation. The time is right for the findings from our *Winning from Second* research to be converted into a framework, which will assist in bringing to life the vision for Geelong to be a clever and creative international city of design.

In June, we launched our Proposed Second City Policy Framework (PSPCF), providing a platform for future medium-to-long-term development, including land use, infrastructure, transport, employment and economic objectives to meet the needs of our city-region's growing population.

The CfG is actively driving discussion around the development of a framework and is seeking a commitment from all political parties for further research on the topic.

CfG members are well aware of the impact of our rapidly growing population on the city-region's overcrowded road and rail infrastructure. Every day 17,000 Geelong commuters are travelling to work in Melbourne – 12,000 by road and 5,000 by rail – and as our city-region continues to grow, these resources are under increasing pressure.

In 2018, the CfG explored creative and practical alternatives to the standard transport options. We entered into discussions with Port Phillip Ferries, the operator of the successful Portarlington-to-Melbourne ferry service. These discussions, together with funding pledged by CfG members, led to the establishment of a series of trial commuter ferry services between central Geelong and Melbourne.

These trials were so successful, the Victorian State Government announced a commitment to fund \$6 million for a new twice-daily ferry between central Geelong and Melbourne for three years. In addition, Port Phillip Ferries will invest \$10 million to build a new vessel for the service, which is expected to launch in early 2019.

This is an exciting development that could take as many as 400 people a day off the road and rail system and replace their commute with a much more comfortable and relaxed travel option, which includes free wi-fi, fold-down tables and a licensed café.

“The CfG is pleased to have been instrumental in securing this \$16m investment into Geelong, which is expected to bring many economic benefits to our city-region.”

Over the years, the CfG has established a strong reputation for its role in maintaining valuable international engagement. We continued this critical role this year, hosting successful trade missions to China, Singapore and Kuala Lumpur.

International engagement is critical in promoting Geelong's profile and reputation overseas. By reaching out this way, we establish important new networks and open the doors for business and international collaboration.

Our delegation of CfG members to China last November visited Geelong's sister city of Lianyungang in the province of Jiangsu, the second-largest economy in China. This seaport city has a well-developed visitor economy and diverse industries ranging from pharmaceuticals to petrochemicals. It is also home to eight universities.

Our visit built on Geelong's existing relationship with Lianyungang, and sent strong signals about Geelong's desire for greater engagement and business outcomes with our sister city. Because our delegation included representatives from the Victorian State Government, CfG members were provided with unprecedented high-level access.

The delegates were able to explore business opportunities for trade, such as infant milk formula, international education and start-ups, together with raising the profile of our city-region.

The trade mission also played a part in a subsequent visit to Geelong by 30 leading teachers from vocational schools in Lianyungang, hosted by The Gordon. China is the largest source market for international students and a key market for The Gordon.

The China visit was a great success. Collaborating with State Government officials, the City of Greater Geelong, education and business representatives, the relationship with Lianyungang was taken to a new level of co-operation.

In June, following news of the launch of the new direct AirAsiaX flights between Avalon Airport and Kuala Lumpur, the CfG collaborated with the Victorian State Government and the City of Greater Geelong to organise a trade mission to Kuala Lumpur and Singapore.

The CfG was instrumental in arranging a meeting between the Mayor of Geelong, Cr Bruce Harwood, and the Mayor of Kuala Lumpur, Tan Sri Mhd Amin Nordin bin Abdu Aziz. This led to a commitment from the two mayors' offices to explore future opportunities for collaboration.

The visit also led to the establishment of a partnership between Geelong's Pivot City Innovation District and Cyberview, the company responsible for the development of Cyberjaya, Malaysia's leading smart city and global tech hub.

A delegation from Malaysia visited Geelong in August to sign an MOU with Pivot City, which is likely to result in opportunities for joint ventures, international networking, mentoring and collaboration.

Geelong is often commended for its visibility in the halls of Parliament, and we like to think this is due at least in part to the hard work of the CfG.



So, it is always pleasing to hear the CfG's efforts in this regard are being recognised. Premier Daniel Andrews when he recently addressed our State Election Briefing described the CfG as "a trusted source of advice," commenting that our viewpoints are listened to and valued. The CfG doesn't just focus on challenges, the Premier said, but seeks out solutions and new ideas and sees them through to fruition. He said: "You have made us a better government for this region."

Similarly, Victoria's Leader of the Opposition, the Hon. Matthew Guy MP, thanked the CfG for its work, saying that it was "exceptionally important" to "advocate a consistent line to everyone in Spring St about what is needed," for Geelong, and that the Committee has been "doing that for quite some time."

The CfG has a history of achieving results for Geelong by actively looking for ways to solve problems, confront challenges and get our views heard by key decision makers. Our commitment to members is that we will continue to maintain a strong and positive presence in front of key policy makers and actively drive progress towards our shared vision of a clever, creative and prosperous Geelong.

Dan Simmonds  
Chairperson

Rebecca Casson  
CEO

# In Brief

## Our Values

Independent  
Strategic  
Collaborative  
Courageous

## Our Purpose

**The Committee for Geelong exists to actively advocate for a better future for Geelong.**

The Geelong city-region needs economic and social drivers for growth and sustainability.

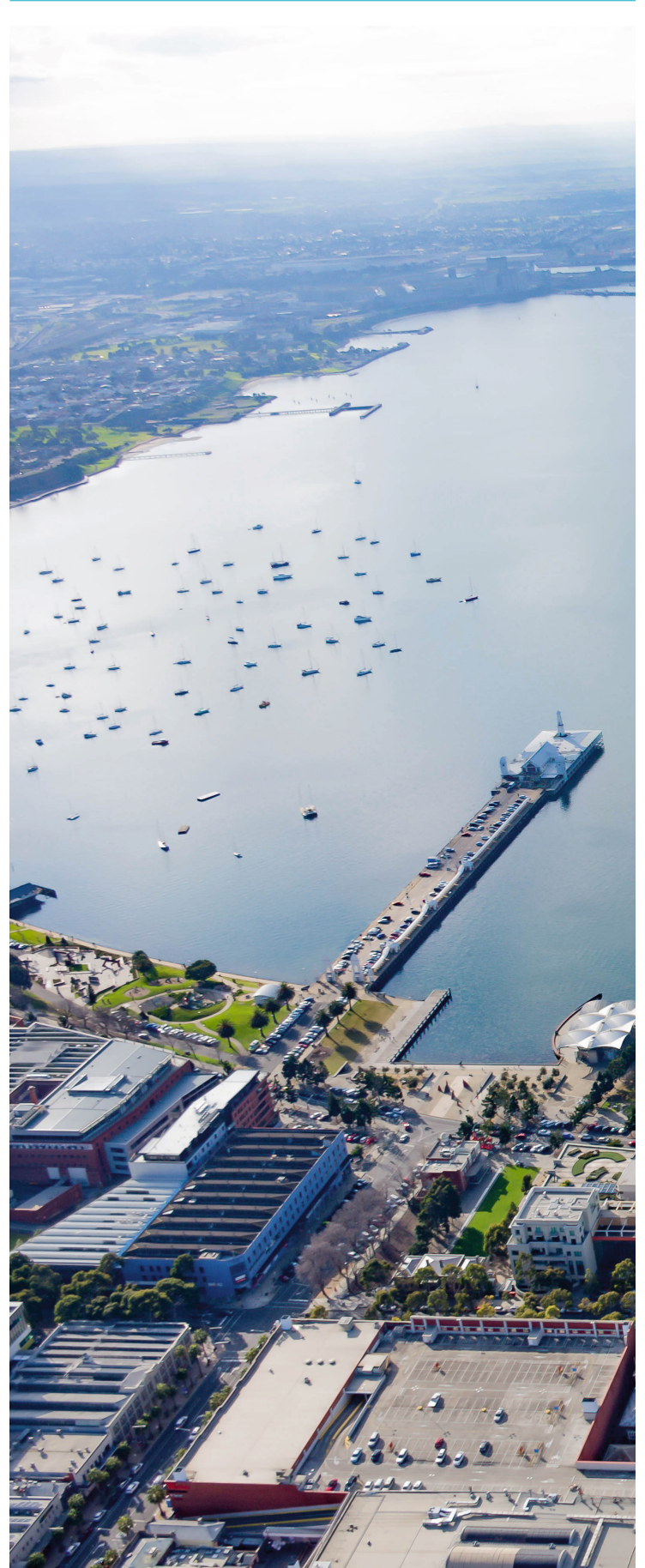
The CfG works collaboratively with an authoritative group of stakeholders and influencers to provide strategic leadership and leverage to advocate for opportunities to deliver that growth.

Members of the CfG include local, national and international organisations and individuals, who set aside commercial gain, sectoral interests and personal perspectives to come together to be a united voice on the issues facing Geelong.

We add innovative thinking and thought-provoking debate around opportunities for Geelong.

The CfG has a history of achieving results for Geelong by actively looking at ways to solve problems and confront challenges. Our success allows us to influence policy and sees our highly valued opinion consistently sought by key decision makers.

The CfG is politically unaligned, independent and shares one passion with its members – the vision of a vibrant, liveable, inclusive and prosperous Geelong.





Vision

**Providing strategic leadership and influence to leverage the economic potential of the city-region to make Geelong a world-class place.**

Mission

**Work with members, leaders, stakeholders and governments to independently advocate for the best overall long-term outcomes for Geelong.**

## Highlights >

# Proposed Second City Policy Framework

**The CfG is committed to the ‘betterment’ of Geelong, as a thriving, inclusive and world-class place. One of the CfG’s core mandates is to drive targeted advocacy, particularly a progressive policy paradigm that can be of benefit to the whole city-region.**

The Committee’s recently launched Proposed Second City Policy Framework (PSCPF), with Lead Research Partner Commonwealth Bank, outlines the pathway for Geelong to be recognised as Victoria’s Second City, and, more importantly, as a priority in the eyes of key partners and decision-makers at a local, state, federal and international level.

Following on from the CfG’s 2016 evidence based research report, *Winning from Second: What Geelong Can Learn From International Second Cities (Winning from Second)*, the PSCPF outlines five key themes that the CfG believes will strengthen our city-region’s liveability, economic prosperity and support the future growth and success of Geelong.

The themes for a successful Second City, as evidenced by the *Winning from Second* research, include:

- Governance,
- Economic prosperity,
- Social, cultural and sporting excellence,
- Health, education, inclusion and accessibility, and
- Infrastructure and connectivity.

Each theme is supported by a range of initiatives to implement, which the CfG has identified as central to the formation of a Second City Policy Framework.

For example, with the city-region’s population estimated to grow to as much as 750,000 by 2050, the PSCPF calls for a comprehensive medium-to-long-term ‘Plan Geelong’ document. This would outline a strategy for integrated land use, infrastructure and transport planning to stimulate Geelong as a liveable and inviting city-region for the future.

Additionally, the Framework focusses on strategic economic prosperity for Geelong, by calling for support and long-term funding for business start-ups, scale-ups and entrepreneurs. The CfG strongly believes that incentives for entrepreneurship, innovation and creativity is required to support Geelong’s growth and future strength, stability and prosperity, while at the same time, supporting the city-region’s economies to be competitive.

To further support long-term economic prosperity for Geelong, the Framework also encourages a state-based fiscal policy for Geelong, together with a Geelong GovHub, which could revitalise the city-region’s public sector and, a decentralisation strategy for government and private entities to establish, strengthen and expand industry clusters.

With Geelong recently designated as Australia’s first and only UNESCO City of Design, the Framework also incorporates suggestions on how Geelong could leverage cultural and social capacity and sporting events, to strengthen Geelong’s visitor economy.

The CfG strongly believes that a Second City Policy Framework, not yet adopted elsewhere in Australia, could ensure the sustainable economic growth and transformation that Geelong requires, as Victoria’s Second City.

Geelong has much to be proud of and the CfG’s PSCPF delivers a long-term shared strategic plan that would see Victoria’s Second City continue to grow, with the potential to catapult our city-region on to a global stage.



## Partnership with Commonwealth Bank

In 2016, the CfG announced a partnership with the Commonwealth Bank of Australia (CBA) as the Lead Research Partner of our ‘Second City’ research project, Winning from Second. The CfG is pleased to announce that in early 2018, CBA committed to continuing their partnership with the CfG, as the Lead Research Partner of the next iteration of Second City research, the PSCPF.

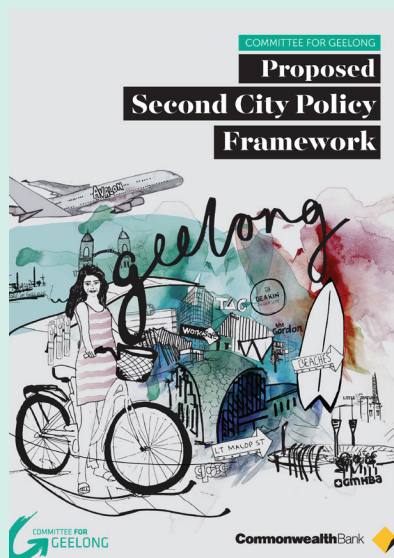
At CBA, their vision for Geelong is to create long-term value sustainably, through improving the financial wellbeing of customers and community. CBA has actively participated in the Geelong community as it has changed and adapted over the last 100 years, and strongly supports the PSCPF as a policy direction that will enable Geelong to further grow and prosper for the benefit of their customers and community.

This partnership is valued by the CfG, as CBA’s support will enable us to further advocate for a progressive policy paradigm on a local, state, national and international level.

Additionally, the CfG’s values strongly align with CBA’s. We recognise that in the pursuit of courage, CBA are being accountable. And, CBA recognises that the CfG is often in a position to do things that others are not able to do, therefore getting things done, independently and strategically.

Further, this underpins CBA’s key objectives through collaboration, which is demonstrated clearly in our PSCPF document.

The CfG’s partnership with CBA is a fantastic example of collaboration influencing the long-term economic development of Geelong, and the PSCPF will help shape the next chapter of Geelong, as a clever and creative international city of design.



[left to right] CfG CEO, Rebecca Casson, CfG Chairperson Dan Simmonds, Commonwealth Bank Area Manager South West Victoria, Josh Mitchell

## Highlights >

# International Engagement Case Study: AirAsia

In June 2018, the CfG collaborated with the Victorian State Government, City of Greater Geelong, Avalon Airport and other partners, to lead a trade mission to Kuala Lumpur (KL).

The purpose of the visit, prompted by the new direct international AirAsia flights between Avalon Airport and KL, was to strengthen economic and innovative partnerships in Southeast Asia (SEA), and explore the trade and investment opportunities the new flight route could bring to our city-region.

The delegation met with AirAsia CEO Benyamin Ismail and other senior AirAsia executives to discuss the new international services between Avalon Airport and KL. As a result, strategic alliances and relationships were strengthened, and a foundation was established for greater economic and innovative partnerships between Victoria's Second City and SEA, which will complement the new air link.

Additionally, the air link could support further opportunities for collaboration between Australia and Malaysia. The delegation met with Tune Hotels, together with the Mayor of KL and the Malaysia Australia Business Council (MABC), to discuss and develop business opportunities going forward.

As well as researching potential economic and business strategies, the CfG sought to identify on behalf of our members, appropriate sources of information that related to trade and investment opportunities, practices and regulations in SEA and Australia. And, learn more on the global start-up economy to better understand the best practice programs of innovation districts and ecosystems in SEA.

The CfG also used this opportunity to undertake further research towards the development of the Proposed Second City Policy Framework, by looking at what Geelong can adopt from similar cities in SEA. And, much like Geelong, technology is a key driver in second city attractiveness.

To develop a better understanding of how technology may be the key to enhancing Victoria's Second City, the delegation took part in the ConnecTech Summit, which proved to be a valuable means to discover the latest trends, platforms, devices and business models.



[left to right] Victorian State Government SEA Commissioner, Brett Stevens, AirAsia X Group Head of Commercial, Barry Klipp, CfG CEO, Rebecca Casson, City of Greater Geelong Mayor, Bruce Harwood, Air Asia X CEO, Benyamin Ismail, City of Greater Geelong CEO, Martin Cutter, CfG Chairperson, Dan Simmonds, Avalon Airport CEO, Justin Giddings

The summit highlighted to the CfG how Europe, the Middle East, North America and especially Asia have rapidly expanded, largely due to smart city programs. The CfG believes this is an area that could greatly enhance the social, educational, and economical strengths of Geelong, as a smart city.

It was outlined that smart city technology can reduce energy usage, infrastructure maintenance costs, improve public safety, enable faster responses to emergencies, and can have many technologies controlled by a single interface or wirelessly via secure devices. This could lead to partnerships between Government, local manufacturers and Smart City suppliers to pilot smart city programs in Geelong.

The relationship between Geelong and SEA continues to strengthen, with the new air link providing a myriad of opportunities for business, collaboration and economic benefit.

Going forward, the CfG will continue to collaborate with the Victorian State Government, the City of Greater Geelong, together with our members and partners, to engage internationally and further develop Geelong's links to SEA.

## Highlights &gt;

# International Engagement Case Study: Innovation Ecosystem Partnership

Using the new direct international AirAsia flights between Avalon and Kuala Lumpur (KL) as a catalyst, the CfG collaborated with the Victorian State Government, and CfG member Pivot City Innovation District, to visit innovation centre districts in KL and Singapore.

The purpose of this was to explore the best international practices of innovation districts and ecosystems in SEA, and utilise this knowledge to leverage opportunities in Geelong. On a global scale, SEA cities such as Singapore are pioneers of emerging technological industries, one of the many reasons they hold such a high international reputation in regards to business and innovation. The CfG learnt many useful economical strategies that could be employed to strengthen local and international business opportunities and support the key themes in the CfG's PSCPF.

Geelong has a range of innovation districts including the Pivot City Innovation District, which is being led by CfG member, the David Hamilton Property Group, and is already home to international organisations such as LiveTiles NYC and Tribal.

During the delegation, synergies emerged between Pivot City Innovation District and Cyberview, the operator of Malaysia's global technology hub based at Cyberjaya.

Cyberjaya, a city around 37kms from KL, is home to 40,000 smart economy jobs and aspires to be the Silicon Valley of Malaysia. Meetings were held with Cyberview and the Malaysian Global Innovation and Creativity Centre (MaGIC), to gain an understanding of Cyberview's initiatives and tour MaGIC's accelerator program.

The CfG's trade mission culminated in an Innovation Ecosystem Partnership between Pivot City Innovation District and Cyberview.

The partnership agreement will deliver strategic business connection opportunities for both Geelong and Malaysia, together with the exchange of smart city knowledge, programs (including education and B2B opportunities), and incubator, accelerator and investor relationships. This will be easily delivered once AirAsia's services launch at Avalon Airport.

The partnership builds on a 2017 Memorandum of Understanding between Invest Selangor and the Victorian State Government, to explore potential trade and investment activities. This is a clear recognition of Geelong's emerging role as a smart city.

Geelong is growing its international reputation as a forward-thinking, clever and creative city of design that is open for business. Building these vital international relationships is essential to ensure Victoria's Second City is on the front foot and continues to stay there.



[left to right] Cameron Hamilton, Director, David Hamilton Property Group, Bruce Harwood, Mayor, City of Greater Geelong, Andrew Hamilton, Director, Pivot City Innovation District, Christine Couzens MP, Member for Geelong, Mr Mohd Najib Ibrahim, Managing Director, Cyberview, Dato' Teng Chang Khim, State Executive Councillor of Selangor (Minister), and Mr Westmoreland Palon, Consul General of Malaysia, at the MOU signing

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Highlights >

# International Engagement Case Study: Trade Mission to China

Following the CfG's visit to China in 2016, the CfG was asked to join the Victorian State Government in a second mission to Lianyungang City in November 2017, located in the north eastern Jiangsu Province of China. Delegates included representatives from the City of Greater Geelong, Runway Geelong, Nuche and The Gordon.

Geelong and Lianyungang have shared a sister-city relationship since 1991. The Jiangsu Province has the second-largest economy in China and is the lead province for foreign investment, one of the many reasons this relationship is both beneficial and insightful to the betterment of our city-region.

The CfG's involvement in the trade mission to China had multiple purposes, including building on and strengthening existing relationships with Lianyungang by demonstrating consistent engagement from Geelong. In 2016, the CfG and City of Greater Geelong committed to return to Lianyungang with business and industry representatives to explore opportunities for trade. Not only was this objective fulfilled, it also sent a strong and positive signal to Geelong's sister city by having a State MP accompany the delegation, providing an unprecedented high-level of engagement in Lianyungang.

Additionally, this second trade delegation provided an opportunity to enhance understandings of the competitive strengths of Lianyungang and seek ways to unlock new economic opportunities for Geelong and Victoria.



Lianyungang, Jiangsu Province

The Geelong delegates were able to explore opportunities for trade, such as infant milk formula, international education and start-ups, together with raising the profile for our city-region.

We were also pleased to see CfG member, The Gordon, further develop their relationship with Lianyungang Normal College, which could result in more international students relocating to Geelong for their education, which would contribute significantly to Geelong's economy.

The increase in international students seeking relocation would also significantly benefit our local economy as many students will seek work and utilise our city-region's vast variety of local businesses.

Overall, the visit to China was a success. As a result of the presence of the local member for Geelong and a collaboration with City of Greater Geelong, education and business representatives, the relationship with Lianyungang was taken to a higher level of co-operation and specific opportunities were identified.

From our visit, it was clear that representatives in Lianyungang have a desire to maintain civic relationships and develop business relationships.

The CfG hopes to continue to collaborate with the Victorian State Government, City of Greater Geelong, our members and other partners, to further develop Geelong's international links to Lianyungang and the Jiangsu Province.

**“The 2018 trade mission to China with the Committee for Geelong came at a very opportune time for the Gordon Institute of TAFE as China is central to our internationalisation strategy. Chinese provincial and central governments have invested heavily in vocational training as they understand its importance in the continued expansion of their economy.**

**The Chinese value Australia's experience and quality in vocational education and are seeking to collaborate in many areas of teacher training, industry training and joint delivery of education programs. The mission delegates were of a seniority and stature, so necessary when doing business in China, which enabled us to meet with senior decision makers in both Government and educational institutions.**

**This provided opportunities for invaluable profile raising of both Geelong and The Gordon, and to plan for training and engagement opportunities that brought immediate return on our investment. The relationships and business contacts forged during the mission continue to deliver. I have been on lots of trade missions in the last 10 years; by far this mission provided the most results and presented great opportunities for the future.”**

Jackie Taylor,  
*Director of Education (Global), The Gordon*

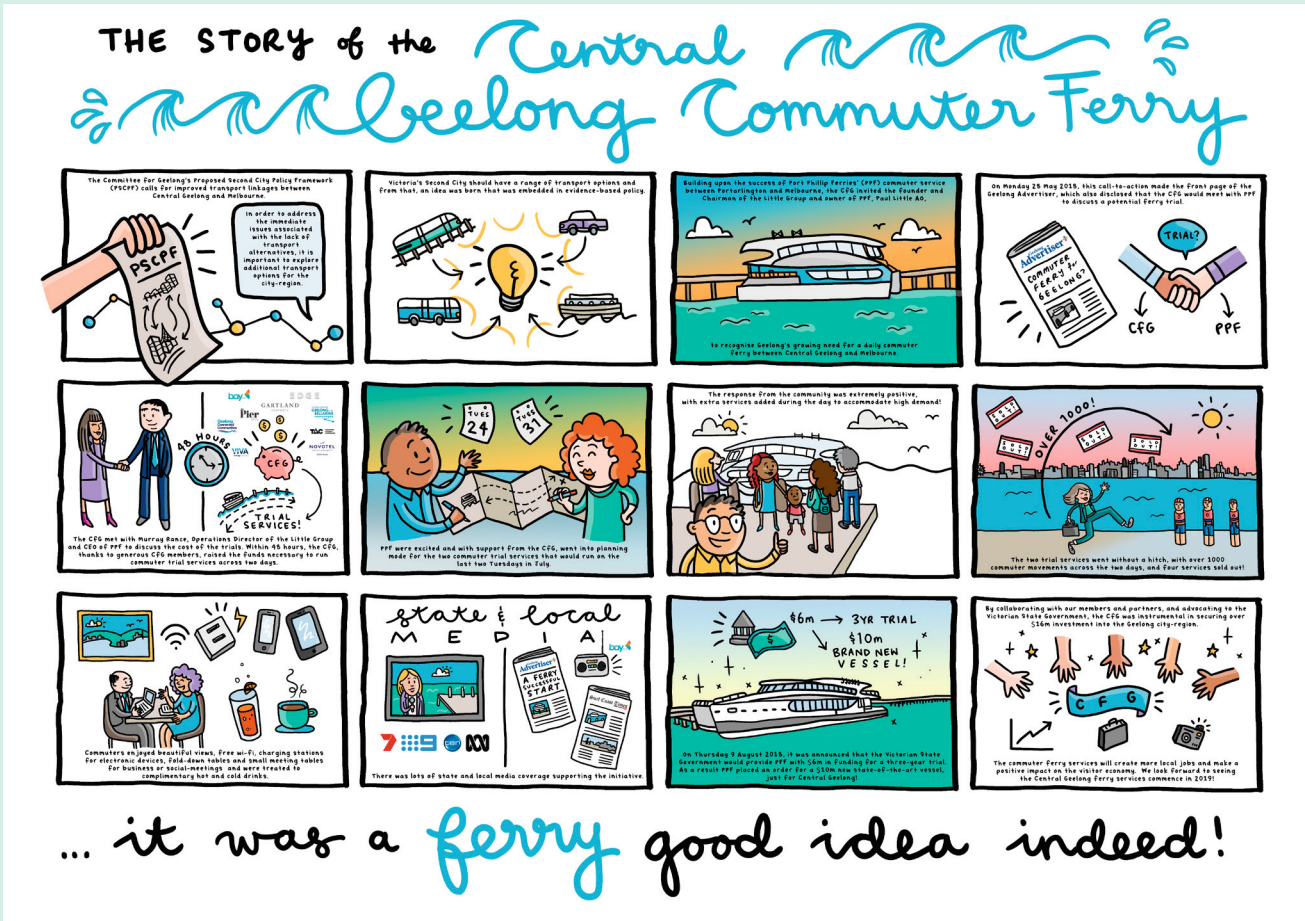
What We Do >

# Case Study: Central Geelong Commuter Ferry

The CfG often collaborates with our members and partners on initiatives that will leverage the economic potential of our city-region.

Sometimes, due to commercial confidentiality, it is not possible for us to fully promote our role in these projects.

We therefore hope that the illustration below, detailing the CfG's involvement in the Central Geelong Commuter Ferry initiative, sheds light on the importance of our work.



# Leadership Portfolio

**We are proud to report that the 12th year of delivering our Leadership Portfolio has been a success, resulting in a new cadre of leaders joining our alumni of 400, to continue transforming Victoria's Second City.**

The success of our city-region relies heavily on the skills and capacity of our community, and our Leadership Portfolio continues to develop well-informed and connected leaders who can link with other key influencers, leverage off strategic networks and drive social change.

In February 2018, we welcomed the Chairperson of the Australian Football Commission, Richard Goyder AO, at the CfG's Annual Leadership Breakfast. Mr Goyder said,

**“We should all demand that our leaders lead, but we need to remember that we should all make a difference.”**

This inspiring message from our keynote speaker is particularly relevant to the purpose of the CfG's Leadership Portfolio, which aims to build the capacity of leaders within the community.

Leaders for Geelong (LfG) has recently graduated 28 leaders from the 2017/2018 program, who will now re-join the community, armed with their newly adopted leadership skills that will assist with the betterment of their organisations and Geelong.



In addition, they demonstrated their passion for making a difference by presenting multiple community-based projects, including:

1. Active Geelong: Research to aid the goal of establishing Geelong as Australia's most active city.
2. Rethink Your Footprint: Provide Geelong businesses resources and tools to better manage waste.
3. Under our own STEAM: Promote the inclusion of 'Arts' into STEM education.
4. Young Parents Accessing Education and Skills: Identify and support young parents to remain engaged with training and education.
5. LfG Past Project Review: Determine the viability of reigniting past LfG projects.

These projects could continue beyond the life of the 2017/2018 LfG Program, which is a positive outcome for the direct beneficiaries of the projects, as well as the city-region.

As always, we are incredibly proud of our newest graduates of the LfG program. We hope that they continue to push the boundaries of leadership and that they have enjoyed the experiential learnings.

In addition, two Activate programs were delivered that provided emerging leaders the opportunity to gain confidence, skills and insightful knowledge on the foundations of leadership. This is the third year that the Activate leadership program has run, and continues to encourage the exploration and development of leadership potential for personal, professional and community benefit.

The CfG is focussed in the pursuit of developing Geelong's leadership capacity, which is vital to driving change in Second Cities. We look forward to developing the next generation of leaders that will assist in the future success of our city-region.

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# Committee for Geelong Submissions

Throughout the year, the CfG has made a range of submissions relevant to our strategic objectives. Here are a few examples:

- Submission to the Parliament of Australia's Standing Committee on Infrastructure, Transport and Cities on Inquiry into the Australian Government's role in the development of cities
- Submission to the Department of Premier and Cabinet Victorian Jobs Partnership
- Review of Local Government Act Submission
- Submission to the City of Greater Geelong Draft Settlement Strategy





# Media Coverage

## Social media followers

**3,547** Twitter

**726** Facebook

**472** LinkedIn

**72** Total number of media mentions

## Newspapers

Geelong Advertiser –  
Including 13 opinion pieces

Geelong Business News

GT Magazine

Geelong Indy

Surf Coast Times

The Australian

Domain

The Age

The Canberra Times

Herald Sun

## Television

The ABC

Channel 7

Channel 9

Channel 10

## Radio

BayFM

KRock

3AW

94.7 The Pulse

**BUSINESS BEAT**  
**Geelong's new golden era**

**Rebecca Casson**  
Geelong's new golden era is being defined by the opening of WorkSafe's new headquarters. It is good to see Geelong's social insurance cluster continuing to thrive into the new year.

WorkSafe, together with fellow social insurance powerhouses — the Transport Accident Commission (TAC) and the National Disability Insurance Agency (NDIA) — are changing the landscape of Victoria's second city, and bringing an abundance of opportunity to Geelong's business community.

The relocation and establishment of these three government bodies has already provided an immense economic boost to our city and region and as the demand for skills increases so does the opportunity for new and existing businesses in Geelong to provide infrastructure support.

There is ample evidence of the benefits emerging from these demands, particularly in Geelong's growing tech industry.

As the home to leaders in educational software with the likes of Think Group, app and web developers such as Enterprise Monkey and the soon-to-be home to tech giant Linc.

This, opportunity for local businesses to support government agencies has already been established.

As a specific result of the emerging social insurance sector, Geelong is attracting a diverse array of companies to our region.

One new member of Geelong's business community is

**GOING UP** The new WorkSafe building nears completion, former clinic facilities.

**Diago Information Technology**  
Among Australia's leading IT service providers, Diago recently opened a new office in Geelong after being attracted by the state and federal government's investment into supporting Geelong's social insurance cluster.

Established in 1979, Diago

has domestic and international offices and specialises in providing IT enabled solutions to help solve challenges. The company employs 1300 staff and is consistently growing.

While its move to Geelong was part of a commitment to being 200 more digital technology jobs to Victoria, Diago's principal account executive, Brian Fitzpatrick, confirmed that its main motivation was Geelong's growing social insurance cluster.

"We believe our investment into the Geelong market will better enable the region to cope with the increased demand for skills, particularly as new large organisations like WorkSafe and the NDIA settle in," Mr Fitzpatrick said.

This relocation will cement Geelong's growing social insurance cluster of excellence as being unique to Geelong city and the region, and provide great opportunities for Geelong's business community to further connect and thrive.

Rebecca Casson is the Committee for Geelong's Editor.  
Twitter: @rebecacasson

**BUSINESS BEAT**  
**Ingenuity out of adversity**

**Rebecca Casson**  
Geelong's ingenuity is being showcased in a new report from the Victorian Government's Innovation and Enterprise Commission.

During his presentation at the Innovation and Enterprise Commission's annual conference, Mr van Amerfoort used the story of his father's wholesale business as an example of one of the many supply chain businesses that were no longer able to operate following Eindhoven's job crisis.

Today, Eindhoven, however, is a very different place — a globally recognised hub for innovation, research and development. As Mr van Amerfoort pointed out in his presentation, "you can do two things: mourn and complain about it, or you start developing plans to get back up", and the latter is exactly what Eindhoven did.

"To overcome the challenges of the 1990s, the mayor, working in collaboration with the Chamber of Commerce and the chancellor of the technical university, developed a program that combined the city's strengths — education, research and innovation — to create new growth industries."

As evidenced in the committee's international research report, *Winning from Second*, what Geelong can learn from international second cities, this approach is known as the Triple Helix model — a dynamic and structure that is facilitated through a strong alliance between business, government and knowledge institutions.

The committee's report, compiled with the assistance of the UN Global Compact, Centre for Urban Research, together with support from the Commonwealth Bank and other partners, identifies that the multi-helix approach — a model further developed to include the community — is instrumental in sustaining long-term economic growth.

And the results speak for themselves. Eindhoven, once an industrialised area, is now the nation's leader in research and development, with nanotechnology, robotics and mechatronics leading the economy.

The region around Eindhoven is known as Brainport — a reference to the local innovation and development which is one of three economic development pillars, alongside the Sport and Airport region. In the Brainport region, start-ups, science and established businesses all collaborate in an open innovation model, and the region's extensive growth has only been possible due to the strong alliance model.

Earlier this year, the committee was delighted to host Linda Dessau AM, the Governor of Victoria, as the keynote speaker at our annual leadership breakfast. In her speech, Governor Dessau

in "innovation development" Victoria's second largest city is progressing well with the implementation of the Clever and Creative vision. And given Geelong's similar ties to Eindhoven, this strategic — based on the formal collaborations and partnerships found in the Eindhoven model — could be critical to Geelong's ongoing transformation.

Additionally, the strong foundation of formal collaborative model provides for sustainable economic growth could benefit Geelong's business community greatly as it's more adaptable and would protect the city-region from future economic downturns.

Eindhoven, like Geelong, is a classic example of the opportunity that can arise in the face of economic turmoil. Mr van Amerfoort's parting words were well-timed by many business and community representatives who attended his presentation: "Never let a good crisis go to waste."

Rebecca Casson is the Committee for Geelong's executive officer. Follow the Committee for Geelong on Twitter: @cmgeelong.

**Eindhoven, once an industrialised area, is now the nation's leader in research and development, with nanotechnology, robotics and mechatronics leading the economy.**

# Member Briefings & Events

## 1 July 2017 – 30 June 2018

Member briefings:

<b>19 July 2017</b>	CfG Roundtable briefing with Shadow Attorney General, John Pesutto MP	<b>21 March 2018</b>	Member briefing with Shadow Minister for Finance and Shadow Minister for Local Government, David Morris MLA
<b>24 July 2017</b>	Member briefing with Shadow Minister for Defence, The Hon. Richard Marles MP	<b>26 April 2018</b>	Member briefing with Jacinta Allan, Minister for Public Transport and Minister for Major Projects
<b>3 August 2017</b>	CfG Annual Dinner and Leaders Graduation with keynote speaker The Hon. Matthew Guy MP	<b>27 April 2018</b>	Member briefing with Shadow Minister for Energy and Resources, Innovation, and Renewables, David Southwick MP
<b>9 August 2017</b>	International Speaker Series (ISS): Industry event with Fran Warrington, Director of Tourism Works, Kent, UK	<b>15 May 2018</b>	Member briefing on the West Gate Tunnel Project
<b>14 August 2017</b>	Member briefing with Parliamentary Secretary for Treasury and Finance, Daniel Mulino MP	<b>22 June 2018</b>	Member Celebrity Cooking Class with Tobie Puttock
<b>24 August 2017</b>	Member briefing with Stuart Moseley, CEO, Victorian Planning Authority	<b>25 June 2018</b>	CfG and Telstra Women in Business event
<b>18 October 2017</b>	ISS: Industry event with Barry Matherly, President and CEO of the Greater Richmond Partnership, USA		
<b>22 November 2017</b>	LfG 2017 Archibald Prize alumni event		
<b>29 November 2017</b>	CfG 2017 Annual General Meeting, and ISS: Sander van Amelsvoort, President, Netherlands Chamber of Commerce, Australia		
<b>21 January 2018</b>	Member briefing with IPSOS: Perspectives on Geelong		
<b>20 February 2018</b>	2018 Annual Leadership Breakfast with keynote speaker, Richard Goyder AO, Chairperson of the AFL Commission		



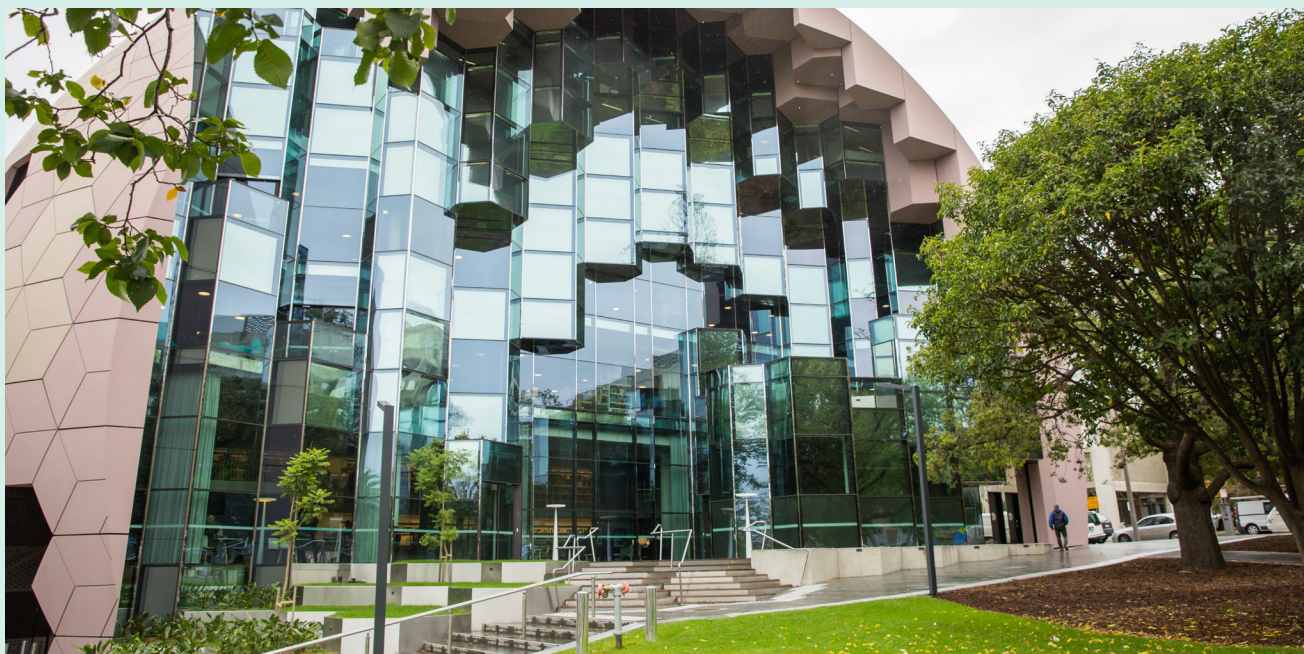
[left to right] CfG Chairperson, Dan Simmonds, AFL Commission Chairperson, Richard Goyder AO, CfG CEO, Rebecca Casson at the 2018 Annual Leadership Breakfast, The Pier, Geelong

**“As a member of the Committee for Geelong, the Pivot City Innovation District was provided with an amazing opportunity to join a delegation of Geelong leaders to Kuala Lumpur and Singapore. The opportunity, organisation, and input from the Committee for Geelong meant that as a result of the trip, we were able to secure an exciting international partnership with an Innovation District in Cyberjaya, which houses over 40,000 employees right near the Kuala Lumpur airport. The potential benefits for not only our organisation, but the city of Geelong, is very exciting,”**

Andrew Hamilton, Director,  
*Pivot City Innovation District*

**“Port Phillip Ferries are grateful to the Committee for Geelong for their support and confidence in our product and service. It is clear they have great strength in partnerships they foster and via members of their organisation. This is further evidenced by the way they sourced relevant and enthusiastic partners for the Geelong Ferry Trials. The Committee for Geelong team were a great support in the lead up to the trials and ensured we were engaged with the key stakeholders on all levels. Their expertise is valued and we look forward to an ongoing relationship with them,”**

Murray Rance, CEO,  
*Port Phillip Ferries*



## 2017–18 New Members

**Active Geelong Ltd** Dr Hugh Seward

**ADCO Constructions (Vic) Pty Ltd** Glen Blamey

**ANZ Bank** Lionel Sexton

**Arthur St. Digital** Matthew Cowdell

**Boral Cement** Dean Black

**David Hamilton Property Group** Cameron Hamilton

**DOW Performance Materials (Australia) Pty Ltd**  
Steven McConnell

**Geelong Women in Business** Samantha Krajina

**Herron Todd White** Craig Veljkovic

**Leisure Networks** Libby Mears

**Mast Lawyers** Dan Simmonds

**Northern Futures** Lyn Morgan

**NovoPlanning** Kirsten Kilpatrick

**Russell Kennedy Pty Ltd** Rohan Harris, Stefan Manche

**Tango Energy** Camille Hymer

**The Good Foundation** Amy Smith

**Three Pillars Development Management Pty Ltd**  
Benjamin Thomas

**Unified Technology** Brett King

**WT Partnership Australia** Stewart Lyons

## Board Members 2017–18

**Dan Simmonds, Chairperson**  
Mast Lawyers

**Mark Valena, Deputy Chairperson**  
GMHBA Ltd

**Julie Hunter, Treasurer**  
SC Technology Group

**Stephanie Asher**  
The Geelong Consulting Group  
*Ceased 08/11/2017*

**Richard Bisinella**  
L. Bisinella Developments Pty Ltd  
*Ceased 19/07/2017*

**Justin Giddings**  
Avalon Airport Australia Pty Ltd

**Kirsten Kilpatrick**  
NovoPlanning

**Clive Pugh**  
Winchester Australia Limited

# Strategy & Policy Committee Members 2017-18

## Corporate Plus

### **Damian Armour**

Epworth Healthcare

### **Richard Bisinella**

L. Bisinella Developments Pty Ltd

### **Joe Calafiore**

Transport Accident Commission

### **Chris Faulkner**

NDIA

### **Brian Fitzpatrick**

Dialog Information Technology

### **Michael Harvey**

VRCA

### **Mel Pearce**

Bendigo and Adelaide Bank Ltd

### **Jo Powell**

Viva Energy Australia

### **Edwina Pribyl**

Viva Energy Australia

### **Tracey Slatter**

Barwon Water

### **Mark Valena**

GMHBA Ltd

### **Scott Vickers-Willis**

Techne Pty Ltd

## Corporate

### **Stephanie Asher**

The Geelong Consulting Group

### **Damian Armour**

Epworth Healthcare

*Ceased 05/06/2018*

### **Rob Birch**

Gforce Employment Solutions

### **Richard Hill**

GHD Pty Ltd

### **Matt Dickens**

Corio Waste Management Pty Ltd

### **Justin Giddings**

Avalon Airport Pty Ltd

### **Leigh Harry**

LBW Chartered Accountants

### **Richard Hill**

GHD Pty Ltd

### **Julie Hunter**

SC Technology Group

### **Andrew Jones**

G2 Innovation Pty Ltd

### **Kirsten Kilpatrick**

NovoPlanning

### **Lisa Line**

The Gordon

### **Mike McKinstry**

genU

### **Alison McLeod**

Alimac Advisory

### **Sean O'Reilly**

Incitec Pivot Ltd

### **Matthew Payne**

Spiire Australia

### **Clive Pugh**

Winchester Australia

### **Kevin Roache**

Coulter Roache Lawyers

### **Ruth Salom**

Barwon Health

### **Dan Simmonds**

Mast Lawyers

### **Cora Trevarthen**

Deakin University

### **Linda Blaik**

Leaders Alumni Representative

### **Martha O'Sullivan**

Deputy Leaders Alumni Representative

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# Thank you – Corporate Plus Members

Our Corporate Plus members make a significant contribution to the Committee for Geelong’s work, and we are sincerely grateful for their continued support into 2018-19





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