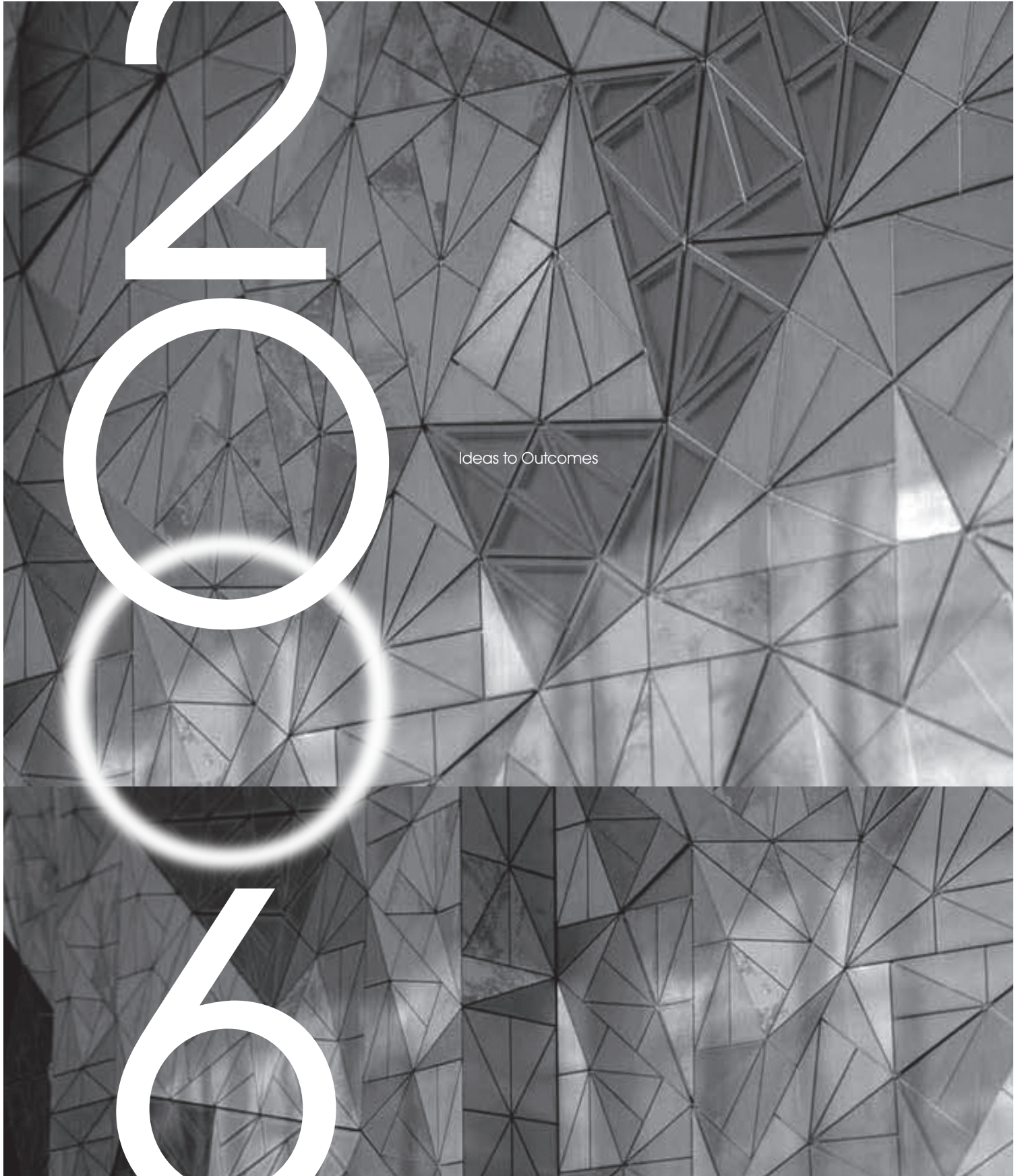


ANNUAL REVIEW

COMMITTEE
FOR
MELBOURNE



2016

Ideas to Outcomes

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FROM THE EXECUTIVE DIRECTOR

2006 was a year of strategic review and saw the development of new taskforces and projects to create greater Membership engagement.

2006 has been an eventful and exciting year for the Committee with its taskforces, programs and initiatives continuing to make a strong contribution to Melbourne and its community.

Strategy Planning Session. The Executive Board, during its Strategy Planning session held on 26th October 2006, endorsed the Committee's current three strategic goals of:

- Encouraging a Competitive and Innovative Business Culture;
- Ensuring Melbourne's Global Relevance; and
- Enhancing Melbourne's Liveability.

The Board also reaffirmed the 'DNA' or essence of the Committee and how it operates. It noted the Committee's unique operating model means:

- Being ahead of the game in identifying issues important to Melbourne;
- Acting as an ideas incubator that works to make Melbourne better;
- Serving as a neutral and unbiased forum for debate, discussion and idea development;
- Capitalising on the strength and breadth of Members to influence resources and outcomes; and
- Using its capability and skills, through its unique Melbourne Model™ of multi-disciplinary cross-sector partnerships, to take ideas and turn them into projects with impact.

Strategic Review. Our Strategic Review, generously undertaken by Member The Boston Consulting Group, recommended the Committee dedicate more time and resources to:

- Better engage and involve Members;
- Better align the Committee's activities to its three strategic goals; and
- Simplify and customise Member communications.

Brand Review. Following the completion of the Review and the Executive Board Strategy Session, the Secretariat initiated a range of working groups to address the issues raised. The first of these was a brand review. Subsequently, on 1st of November 2006 at the Annual Dinner, a new Committee for Melbourne brand was launched. Created by Committee Member Cornwell Design, the new brand communicates the Committee's role, as "a well connected network that works for the benefit of Melbourne, bringing clarity to difficult issues, developing fresh ideas and working hard to turn them into concrete and positive outcomes".

Transport Taskforce. Work on the highly effective Committee's 'Melbourne's Transport Future Taskforce' continued apace in 2006, and a new taskforce, focusing on Higher Education, came online. Major accomplishments included the State Government's adoption of many of the Transport Taskforce's 'Public Transport Policy' November 2005 recommendations, as evidenced in the Government's Transport and Liveability Statement, "Meeting our Transport Challenges", released in May 2006. On the back of the Statement, the Taskforce was invited to develop a submission to the Government's East-West Needs Assessment Inquiry. A first draft of this submission will be completed by the end of 2006, with the final submission available to Sir Rod Eddington's Inquiry in 2007.

Future Focus Group. The Committee's encouragement of effective leadership in the city continued to be reflected in the steady growth of its Future Focus Group young leadership program in 2006. The Program featured unprecedented growth in 2006/07, with 50 young leaders nominated for the program from 37 member organisations and 10 of these nominating for the first-time. Participants in the program initiated 11 exciting project concepts in 2006 and four of these received vital seed funding by winning a share of the Tattersall's Award for Innovation.

Future Focus Group Alumni Network. The Future Focus Group Alumni Network kept past participants connected and engaged in the community by holding three networking events. Alumni from the 2004-05 intake continued to take forward two projects – 'Moving Galleries' and 'Ballroom Blitz' (Flinders Street Station) - winning the project endorsement as major Committee for Melbourne projects and gaining State Government interest and support.

United Nations Global Compact Cities Programme. The Committee-based United Nations Global Compact Cities Programme (UNGCCP) continues to attract cities around the world from, China to Japan and Mongolia to Brazil. Currently, 14 member cities have joined and another 41 cities have expressed interest in joining. An impressive Advisory Council has been put in place, with senior representatives from business, government and the community. In addition, a number of international advisors are being approached to support the Program.

Higher Education Taskforce. The Higher Education Taskforce, formed in May 2006, consists of representatives from key universities and business organisations in Melbourne. It was initiated in response to the growing concern that the sector was undervalued by the city, state, and nationally. Subsequently the opportunity to cement Melbourne's position as one of the world's leading campus cities – with related social and economic benefits – would be lost. Having undertaken research on higher education's contribution to Melbourne, including a case study of the skills shortage, the Taskforce is developing an issues paper and action plan to highlight the importance of the sector economically and socially to the community, and to build stronger linkages between business and the sector.

The Melbourne Prize for Literature. The Melbourne Prize for Literature was successfully launched in 2006. This is the second Prize in a trilogy of prizes which include Urban Sculpture (2005), Literature (2006), and Music (2007). The Prize, the most valuable of its kind in Australia, attracted a strong field of local writers. The announcement of the winner of the Prize was made at an event at BMW Edge, Federation Square attended by over 250 people including The Hon. Mary Delahunty, Minister for the Arts. The winner of the 2006 Melbourne Prize for Literature was Ms. Helen Garner, the winner of the Best Writing Award was Mr. Christos Tsiolkas and the winner for the Melbourne Prize Civic Choice Award was Mr. Henry von Doussa. An Exhibition of the Melbourne Prize for Literature will be on display at Federation Square for 10 days from the 15th November 2006.

BioMelbourne Network & Melbourne Cares. The Committee's spin-off initiatives, the BioMelbourne Network and Melbourne Cares, continued to thrive in their new-found status as stand-alone organisations, though a close working relationship still exists between all of the organisations, co-located at Milton House. Committee Members participate strongly in these spin-offs and the Committee itself is represented on the Board of both organisations with Mr. George Pappas, Chairman of the Committee, as Deputy Chairman of the BioMelbourne Network, Dr. Graeme Chandler, Committee for Melbourne Board Member also BioMelbourne Network Board Member, and Ms. Janine Kirk AM, the Committee's Executive Director, a Director of Cares.

Membership. Membership and communication strategies incorporating the new brand are in development for implementation in the first half of 2007. The Committee also enjoyed continued, strong growth in its membership in 2006 with a net increase recorded.

Media. The Melbourne Prize received considerable media attention, as did the Committee's other initiatives during the year. There were 64 references in the print medium, 11 on websites, and four on radio. Other activities and projects covered by the media included the Annual Dinner, Transport Taskforce, Future Focus Group projects, Melbourne Cares, and BioMelbourne Network, in addition to reporting of the Committee comments on a range of issues.

Events. With the continued support of Members who generously host Committee events, 80 member events took place in 2006 with a combined total of 3,742 members and their guests participating. By far the largest and most successful of the Committee's events is the Annual Dinner. In 2006, over 1100 guests were entertained by comedian and actor Mr. John Cleese and witnessed the presentation of

Committee for Melbourne Achiever Awards to Mr. Cleese and The Rt. Hon. John So, Lord Mayor of Melbourne.

Gratitude. I would like to take the opportunity to thank Members for their continued support and involvement in the Committee's activities, and acknowledge that the Committee's success is the result of its Members' active engagement. The guidance and continuing support of the Committee and its activities by Members of the Advisory and Executive Boards is also appreciated. Taking on a leadership role in any organisation involves additional time which few people can afford, and therefore their additional commitment is greatly valued.

In particular, I would like to express my appreciation to Mr. George Pappas, Chairman of the Committee. His enthusiasm, guidance and support have been invaluable throughout 2006.

And finally, to the fantastic staff of the Secretariat of the Committee who make my job such a pleasure. To David Teller, Danielle Johnston, Tahlia Cruise, Sam Boon, Stephanie Lam, Christine Wood and Lizzie Cupper, Carmen Lindemann and Sarah Quillinan – an outstanding team of highly skilled, committed and creative colleagues. They are a pleasure to work with and are a credit to the organisation.

Janine Kirk AM
Executive Director

CHAPTER 1. 2006 PROJECT ACHIEVEMENTS

The Committee for Melbourne's project achievements reflect its three strategic objectives.

OBJECTIVE 1. ENCOURAGING AN INNOVATIVE & COMPETITIVE BUSINESS CULTURE

AT A GLANCE:

TRANSPORT TASKFORCE

- The majority of the recommendations made by the Taskforce adopted in the State Government's Transport and Liveability Statement;
- Three working groups were put in place: 'Guiding Principles', 'Moving Freight' and 'Moving People'; and
- First draft of submission to State Government's East - West Needs Assessment, chaired by Sir Rod Eddington, in progress.

FUTURE FOCUS GROUP

- Unprecedented growth: 50 young leaders from 37 Member organisations, 10 which had not previously nominated employees to the program;
- 11 project ideas to be delivered by the end of 2007; and
- Tattersall's allocated \$10,000 in seed funding to four projects in the Tattersall's Award for Innovation.

FUTURE FOCUS GROUP ALUMNI ACTIVITIES

- Alumni assisted in delivering the Moving Galleries project which has received support from Connex Melbourne Ltd and the State Government.

BIOMELBOURNE NETWORK

- Completed first full year, independent from the Committee for Melbourne; and
- Delivered three international investments and partnering events which generated deal flow of over AU\$210 million.

ACHIEVEMENTS IN FULL:

TRANSPORT TASKFORCE

Mission: To identify and collaboratively address transportation issues critical to Melbourne's future.

Board Taskforce leaders: Mr. Roger Poole, Executive Chairman, Bates Smart Pty Ltd and Mr. Russell Caplan, Chairman, Shell Australia Ltd

Through the work of the Transport Taskforce, the Committee was the first organisation to put the issue of **congestion** into the public arena and onto the State Government's agenda. The Taskforce had an active year in 2005 developing two major policy papers.

In June 2005, the first policy statement was released discussing "Melbourne's Worst Transport Crisis Points" and recommending three overall goals and three specific projects to improve the transport situation. These included:

- **Reforming** the way that transport is priced, charged, taxed and funded;
- **Completing** Melbourne's major (and especially orbital) road network; and
- Significantly **improving** Melbourne's bus services.

In November 2005, the Transport Taskforce released its second Policy Statement, '**Breathing New Life into Melbourne's Public Transport**'. The Statement detailed the Taskforce's suggested improvements to bus, train and tram services. Many of these recommendations were adopted by the State Government in its report released in May 2006 'Meeting our Transport Challenges'. The Taskforce is currently developing a submission to the State Government's '**East-West Needs Assessment**', chaired by Sir Rod Eddington, and scheduled to begin in late 2006. This will constitute the primary focus of the Taskforce in 2006/07. At a scoping meeting on the 14th September 2006, the Taskforce agreed to the **overarching values** guiding the submission to the Inquiry:

- Meeting economic growth/employment;
- Environmental sustainability; and
- Urban amenity.

Three working groups were established at the scoping meeting to investigate three discrete portions of the East-West submission.

The areas being addressed include:

1. Guiding Principles (including the guidelines and parameters for the submission);
2. Moving Freight; and
3. Moving People.

The Taskforce has also identified the need to look at how the project will be delivered including **examining a range of issues** such as government policy, funding, legal and technical/engineering factors. A **Consultative Committee** has also been established to advise on and review the proposals from the working groups. The Taskforce is aiming to have completed a draft submission by end of 2006.

COMMITTEE FOR MELBOURNE MEMBERS OF THE TRANSPORT TASKFORCE

- | | |
|----------------------------|--|
| • ABN AMRO | • Gavin Anderson & Company |
| • Arup | • GHD |
| • Bates Smart Pty Ltd | • Lend Lease Corporation Limited – Melbourne |
| • Bus Association Victoria | • Maunsell Australia Pty Ltd |
| • City of Melbourne | • Metlink |
| • Clayton Utz | • Minter Ellison |
| • Connell Wagner Pty Ltd | • Monash University – Clayton |
| • Freehills | |

- RMIT University
- Royal Automobile Club of Victoria (RACV) Ltd
- Scania Australia
- Shell Australia
- Sinclair Knight Mertz
- Thiess Pty Ltd
- Transurban Group
- Victoria University of Technology
- Yarra Trams

FUTURE FOCUS GROUP



Mission: To test the leadership skills and commitment of Melbourne's future corporate and community leaders and enable them to make a positive, tangible difference to their city.

Chairman of the Future Focus Group and Patron of the Alumni Network: Mr. Jack Smorgon AO, Director, Escor.

Manager: Ms. Danielle Johnston

The Committee's 2006/07 Future Focus Group young leadership development program experienced **unprecedented growth**, inducting 50 leaders from 37 Member organisations, 10 of which had not previously nominated employees. Based on feedback from the 2004/05 intake, 2006 also saw the addition of three Member-funded **Community Scholarships** to increase the diversity of the program. A review of the Future Focus Group Program in 2005/06 led to a range of **enhancements** being made to the program, and an increase in the profile of the Program among Members.

The year also saw several projects from previous Future Focus Group intakes, namely **Moving Galleries** and **Operation Ballroom Blitz** (Flinders Street Station), become mainstream projects of the Committee. Most importantly, the 2006/07 Future Focus Group has coalesced around **11 innovative and exciting projects**, and four of these were awarded a share in the \$10,000 in seed funding provided by Tattersall's in 2006, to encourage innovation:

- **ESX – Excess Stock Exchange** To facilitate and increase the level of in kind donations in Melbourne by providing an online exchange to match the needs of communities with the generosity of business;
- **Mobile Electronic Transport Information (METI)*** To deliver an innovative public transport information solution that increases access of information to existing and potential high needs public transport users;
- **Connect a School** To increase awareness amongst school students of the cultures in African and potentially other developing countries;
- **Power of Some*** To raise awareness of the need for action, and practically assist families in measuring and reducing household greenhouse gas emissions, through connection with primary school children and the network of the school's parent community;
- **Community Spaces From Redundant Spaces** To identify and bring together key stakeholders interested in the development of a yet-to-be identified site in Melbourne;
- **Shared Histories*** To acknowledge shared histories (indigenous and recent Australian) by presenting the traditional significance of sites which are also important in today's context;
- **Walking/Car tour of Melbourne** To provide a fun and exciting way for tourists to experience Melbourne; **BAFS Project (Banana Alley Flinders Street)** To renovate and rejuvenate the derelict embankment area on Flinders Street and adjoining Banana Alley;
- **Green Bank** To develop and implement a proposal that will bring together the needs of community environment groups for funding with the needs of the development community to meet their native vegetation offset obligations;
- **Postcards: Take a picture, change a life.** To disseminate free information to homeless persons about the community services and organisations available to help enrich their lives, and to raise awareness in the community about the issues that face homeless people in Melbourne; and
- **Bike Pod*** To provide Melbourne with a safe, secure and user friendly bike storage and change facility that may be ready replicated and introduced at chosen sites around the CBD (including car parks, residential developments, gymnasiums, parks and commercial buildings).

* Winner of Tattersall's Award for Innovation

FUTURE FOCUS GROUP 2006/07 PARTICIPANTS

Ms. Ghada Audicho, Department of Human Services
 Ms. Jen Aughterson, Robin Boyd Foundation
 Mr. John Bahoric, Arup
 Mr. Chris Boyd, Maunsell Australia Pty Ltd
 Ms. Kate Brent, CPA Australia
 Ms. Eleanor Bridger, Royal Botanic Gardens
 Mr. Mark Burke, Royal Automobile Club of Victoria (RACV) Ltd
 Mr. Peter Clark, The Herald & Weekly Times Limited
 Mr. Tony Clark, Vision Australia
 Mr. Samuel Cottell, Clayton Utz
 Ms. Susie Creswell, Rio Tinto Australia
 Mr. Ben Davidson, Corrs Chambers Westgarth
 Mr. Edgar Dong, City of Melbourne
 Ms. Rose Dresios, National Australia Bank
 Mr. Chris Edwards, Vision Australia
 Dr. Jeanette Fyffe, University of Melbourne
 Mr. Haydn Gifkins, National Australia Bank
 Ms. Robyn Hollands, Melbourne Symphony Orchestra
 Mr. Matthew Hyatt, Connell Wagner Pty Ltd
 Mr. Murad Karrar, University of Technology, Sydney
 Mr. Derek Klau, VicUrban
 Mr. Geoff Latimer, Environment Protection Authority
 Ms. Jessica Lightfoot, Monash University

Mr. Ben Liu, Minter Ellison
 Mr. Nick MacDonald, Australia Post
 Ms. Caroline Martin, Museum Victoria
 Ms. Sarah Matheson, Allens Arthur Robinson
 Ms. Samantha Matthews, Parliament of Victoria
 Mr. Stewart May, KPMG
 Mr. Mark McCabe, Origin Energy
 Mr. Seamus McCartney, Lend Lease Development
 Ms. Sharyn McNeill, Allens Arthur Robinson
 Ms. Tracie McPherson, Melbourne City Mission
 Ms. Zoanne Morrissy, V/Line Passenger Pty. Ltd.
 Ms. Kylie Murphy, City of Melbourne
 Mr. Robert Pick, Allens Arthur Robinson
 Ms. Tanya Rann, Multiplex Constructions (National) Pty Ltd
 Mr. Dean Schultz, William Buck (Vic) Pty Ltd
 Mr. Ben Shaw, John Wertheimer and Company Pty Ltd
 Mr. Stephen Smorgon, Escor Pty Ltd
 Ms. Lisa Sully, Mitsui & Co (Australia) Ltd
 Mr. Mark Townley, ANZ Banking Group
 Mr. Eddy Tritton, Melbourne Business School
 Mr. Peter Turner, KPMG
 Mr. Roy Weitzman, Corrs Chambers Westgarth
 Ms. Jo Willoughby, Australia Post
 Ms. Mandi Zonneveldt, The Herald & Weekly Times Limited

FUTURE FOCUS GROUP PROGRAM PARTNER

- Tattersall's – for its \$20,000 sponsorship of the Tattersall's Award for Innovation

BIOMELBOURNE NETWORK



Mission: To create a vital and sustainable biotechnology industry in Victoria by encouraging cooperative ventures and partnerships, positioning Melbourne as the leading biotechnology centre in the Asia Pacific, and delivering member services with tangible benefits.

Chief Executive Officer: Mr. Tim Murphy

Patron in Chief: Professor David de Kretser, AC, Governor of Victoria

Science Patron: Professor Peter Doherty AC, Nobel Laureate

Business Patron: Mr. Leon Davis, Chairman, Westpac Banking Corporation.

The Network completed its third full year of operations and its first full year as a **fully independent organisation** since the conclusion of the State Government of Victoria's Establishment Grant at the end of 2003/04 delivered **three international investment and partnering events** which generated deal flow of over **AU\$210million**. It also extended its range of membership services and generating **43 new members**. Total membership grew from 119 to 138 and member retention was 85 per cent. During the year 35 events were delivered with total attendance of 2,915. The Network's series of popular BioBreakfasts, CEO Fora and industry briefings and social events was expanded to include a new professional development seminar program – BioWorkshops.

The Network also made the transition from a joint Committee for Melbourne/BioMelbourne Network management committee, to a full governance Board. With his appointment as Governor of Victoria, **Professor David de Kretser AC** was farewelled as the inaugural Chairman and **Dr John Raff** welcomed as the new Chairman. In his new role as Governor of Victoria, the outgoing Chairman generously agreed to continue his association with the Network as Chief Patron. The Committee for Melbourne is represented on the Board in the role of Deputy Chairman by **Mr. George Pappas**, Chairman of the Committee, and Dr Graeme Chandler, Chief Operating Officer, Howard Florey Institute.

The Committee for Melbourne wishes to congratulate the BioMelbourne staff – Mr. Shane Hickey and Ms. Nicole Pitcher, ably led by Mr. Tim Murphy as the Network's Chief Executive Officer, for their outstanding work during the year. Their professionalism and hard work has greatly contributed to driving the success of the biotechnology industry in Melbourne and Victoria.

COMMITTEE FOR MELBOURNE MEMBERS PARTICIPATING IN BIOMELBOURNE NETWORK

- Allens Arthur Robinson
- City of Melbourne
- Clayton Utz
- Corrs Chamber Westgarth
- Ernst & Young
- Freehills
- Hooker Cockram Ltd
- Howard Florey Institute
- KPMG
- Minter Ellison
- Monash Institute of Medical Research
- Peter McCallum Cancer Centre
- PricewaterhouseCoopers

EXPANSION CAPITAL FOR INNOVATION

Mission: To promote the development of Australia's innovative industries by facilitating access to expansion capital.

A significant **barrier to the growth** of Australia's innovation industries is access to expansion capital. Through the 'Expansion Capital for Innovation' project Taskforce, the Committee and the BioMelbourne Network are collaborating to **leverage their resources** to address this issue, promoting the development of Australia's innovative industries by facilitating **access to expansion capital**.

The Taskforce released a **major report** on 15th June 2005 following an extensive study by Boston Consulting. The Report was then used as a submission to the Federal Government Inquiry into Venture Capital. The report highlighted barriers to investment in innovative industries and proposed actions that could be taken to **encourage greater investment**, particularly by the rapidly increasing funds management industry.

The Committee continues to pursue this issue in **partnership** with the BioMelbourne Network, as it believes greater financial support to grow our new and innovative industries is a crucial issue for not only Victoria but Australia's economic future.

EXPANSION CAPITAL FOR INNOVATION PARTNER

- BioMelbourne Network

DIGITAL RIVER BROADBAND TASKFORCE



Mission: To provide low-cost, easy-access broadband in Melbourne.

In 2004, the Committee's Broadband Taskforce developed and launched '**The Digital Building Telecommunications Access Guideline**' (DBTAG).

The DBTAG was developed to foster an understanding of fundamental issues related to the management of access to multi-tenanted buildings by multiple telecommunications carriers, carrier service providers and other service providers.

It **assists the user** in identifying legislation, codes, standards and industry guidelines that can have a material bearing on the provision of access for installation of telecommunications in buildings.

The Digital River Guideline was developed in consultation with practitioners within the telecommunications market, including carriers, building management, agents and telecommunication advisors, in order to identify **common issues and practical solutions**.

With the support of the Victorian Building Commission, in 2006 the Guideline was adopted as the **Australian National Standard** by the Australian Building Codes Board (ABCB).

The ABCB places a **strong emphasis** on reducing reliance on regulation, including consideration of non-regulatory alternatives to regulations such as non-mandatory guidelines and protocols. In adopting the DBTAG, the ABCB also included market information with research into best practice and a review of mandatory legislative requirements in order to produce this enhanced national Guideline.

COMMITTEE FOR MELBOURNE MEMBERS OF THE DIGITAL RIVER BROADBAND TASKFORCE

- City of Melbourne
- VicUrban

OBJECTIVE 2. ENSURING MELBOURNE'S GLOBAL RELEVANCE**AT A GLANCE:****HIGHER EDUCATION TASKFORCE**

- Established May 2006 with key university and business representatives;
- Held eight meetings to undertake research on the contribution to Melbourne made by the sector;
- Established vision: 'For Melbourne to be one of the three highest-rated university cities in the world by 2020'; and
- Completed Draft Issues Paper with aim of having final paper completed by first quarter 2007.

UNITED NATIONS GLOBAL COMPACT CITIES PROGRAMME (UNGCCP)

- 14 member cities with 41 other cities expressing interest to join in 2007;
- Impressive Advisory Board put in place to provide support and strategic advice in developing the program;
- A new brand developed by M&C Saatchi for use on marketing material; and
- Requested to present the Programme at the World Economic Forum in Davos, Switzerland, in 2007; and
- Programme will be presented at the UN World Leaders Summit in Geneva to the UN Secretary General. Heads of UN Agencies and CEOs/Chairman of the Fortune Top 100 companies.

ACHIEVEMENTS IN FULL:

HIGHER EDUCATION TASKFORCE

The vision: For Melbourne to be one of the world's top three university cities by 2020.

Executive Board Taskforce leaders: Mr David Miles, Director, Committee for Melbourne & Mr Michael Andrew, Chairman of Partners, KPMG.

The higher education sector holds significant economic importance to Victoria because it is a large industry in its own right. It amounts to two per cent of the total value of goods and services produced in Victoria, a contribution that grows to four per cent when the indirect spending it stimulates is counted. It is also a significant employer: Over 27,000 Victorians have jobs in the sector. Most importantly, Higher Education is also the foundation of the innovation economy which will be the basis for Melbourne's future competitive advantage and prosperity.

Melbourne's universities contribute one-quarter of Victoria's research and development spend. They also educate knowledge workers and innovators – the human capital for which companies and regions increasingly compete.

Australia attracts the fourth most number of foreign students in the world, with Melbourne attracting a disproportionate share of overseas students (30 per cent) to our highly ranked universities. Indeed, Melbourne has the highest proportion of foreign students of any municipal area in the world. This injects approximately one billion dollars directly into the State economy each year (not counting the visiting friends and relatives' expenditure).

In terms of quality of education four Melbourne Universities were ranked in the 'London Times' Top 200 Higher Educational Institutions, with Melbourne University being the only Australian University ranked in the Top 20. Only Melbourne University and ANU appeared in the top 100 of Shanghai Jiao Tong University's Academic Rankings of World Universities.

The Taskforce has identified the four main areas that contribute to building a successful university city:

- Quality of Education;
- Quality of Life;
- Government Support; and
- Industry/Commerce Support.

But there are some significant issues to overcome and the Committee's Higher Education Taskforce is looking at ways to address these. The Taskforce, which has participants from a broad cross-section of Members drawn from universities, government and business, is currently developing an Issues Paper which is due for completion in the first quarter of 2007.

The Issues Paper will be used as the basis to develop actions to:

- Ensure we continue to grow world-class universities;
- Promote an understanding of the importance and contribution made by the tertiary sector to Melbourne;
- Enhance Melbourne's global reputation as a university city; and
- Develop more effective links between business, government and the tertiary sector.

COMMITTEE FOR MELBOURNE MEMBERS OF THE HIGHER EDUCATION TASKFORCE

- | | |
|--|--------------------------|
| • Australian Catholic University (ACU) | • City of Melbourne |
| • Bates Smart Pty Ltd | • Clayton Utz |
| • BearingPoint Australia Pty Ltd | • Connell Wagner Pty Ltd |
| • BioMelbourne Network | • Daryl Jackson Pty Ltd |
| • Chifley Business School | • GHD Pty Ltd |

- Holmes Institute
- Howard Florey Institute
- KPMG
- Monash University
- Morgan Stanley
- National Australia Bank
- RMIT University
- Swinburne University of Technology
- University of Melbourne
- Victorian Association of Forest Industries (VAFI)

UNITED NATIONS GLOBAL COMPACT CITIES PROGRAMME



Mission: To translate the overarching principles of the United Nations Global Compact into innovative, concrete and sustainable solutions to intractable economic, social and environmental urban issues.

International Director: Mr. David Teller, Deputy Director, Committee for Melbourne.

In 2006, the Melbourne-based United Nations Global Compact Cities Programme (UNGCCP) further established itself as **Australia's only UN secretariat**. The UNGCCP uniquely focuses on the emerging fields of **urbanism and cross-sector partnerships**, and works to communicate Victorian capabilities to the world. It also represents the Committee's major activity to **meet its strategic goal** of 'Connecting Melbourne Globally'.

The UNGCCP currently counts **14 member cities**, with another **41 cities** having expressed interest in joining in 2007. Of the current participating cities, 93 per cent are undertaking projects around environmental, social or economic issues they are facing. Each project has been vetted by, and is being overseen by the Melbourne International Secretariat based at the Committee for Melbourne.

Key outcomes in 2006 included the completion of the first Cities Programme project, the **Utility Debt Spiral Project**. This project is the first to have been completed internationally and will pass into Victorian State law in 2007. This project has proven the validity of the **Melbourne Model** methodology that underpins the program and is being communicated internationally. (Refer to the Utility Debt Spiral Project)

Growing the number of participating cities will be the UNGCCP's main opportunity as well as its main challenge in 2007. Whereas additional cities will be able to be attracted, a question remains as to the UNGCCP's ability to source sufficient funds to support the program growth and to ensure that the International Secretariat is able to be maintained in Melbourne and not taken off-shore.

In 2006, the Advisory Council welcomed **new members** from Minter Ellison and from Telstra. The program was also delighted to welcome Mr. Hugh Morgan AC and Ms. Elizabeth Proust as Honorary Advisors. In 2006/07, the program will build its international Advisory Council membership and will be providing invitations to a range of senior-level government, UN and business leaders. The program was also delighted to welcome the following organisations as **partners**: M&C Saatchi, Accenture, Invest Victoria, Minter Ellison and Stream Communications. In partnership with M&C Saatchi, the program reviewed and redeveloped its visual branding to reflect its international status. The new branding will be launched with new marketing materials in November 2006.

Whilst the UN is not providing funding there is growing recognition of the UNGCCP within the UN 'family'. In particular, UNDP has **recognised the value of the program** and is seeking to engage the UNGCCP as a delivery mechanism in countries/cities where it operates. In July 2007, it is proposed that the UNGCCP be presented at the UN Leaders Summit in Geneva to the UN Secretary General, heads of UN agencies, and CEOs/Chairman of the Fortune 100 companies. This event, held every three years, is described as the world's most important and largest meeting of corporate social responsibility business and corporate leaders.

In 2006, funding and in-kind program support was received from: State Government of Victoria (DIIRD, DSE), City of Melbourne, Victorian Building Commission, Stream Communications and Minter Ellison.

COMMITTEE FOR MELBOURNE MEMBERS OF THE UN GLOBAL COMPACT CITIES PROGRAMME

- Accenture
- The Boston Consulting Group
- City of Melbourne
- CSIRO
- DIIRD
- Melbourne University
- Minter Ellison
- Origin Energy
- RMIT
- The Royal Botanic Gardens
- M&C Saatchi

OBJECTIVE 3. ENHANCING MELBOURNE'S LIVEABILITY**AT A GLANCE:****UTILITY DEBT SPIRAL PROJECT**

- Final report of the Debt Spiral Utility Taskforce 'Guiding Principles: Supporting Utility Customers Experiencing Financial Hardship', published in August 2006.

MELBOURNE CARES

- Organisation celebrated its first year of operation as a stand alone entity;
- 27 major companies now supporters of Melbourne Cares; and
- Four strategic impact areas identified to focus organisation's activity: Social Inclusion and Diversity; Young People and Education; and Employability, Skills and Enterprise and Environment and City Pride.

MELBOURNE PRIZE AND MELBOURNE PRIZE TRUST

- Melbourne Prize for Literature 2006 becomes the most valuable literature Prize in Australia;
- Strong response to 2006 Melbourne Prize for Literature, with over 120 submissions; and
- Over 250 people attended announcement of Ms. Helen Garner as the winner of the Melbourne Prize for Literature 2006, and Mr. Christos Tsiolkas as the winner of the Best Writing Award.

ACHIEVEMENTS IN FULL:

UTILITY DEBT SPIRAL PROJECT

Mission: To harness the expertise and involvement of business, government, regulators, and civil society project partners to examine and identify potential means of ameliorating the impact of utility bills as a direct cause of, or exacerbating factor in the debt spiral.

In August 2006, the final report of the Utility Debt Spiral Taskforce, 'Guiding Principles: Supporting Utility Customers Experiencing Financial Hardship', was published. It followed over two years' work by 25 organisations including utility companies, community groups, and regulators, facilitated by the Committee for Melbourne.

The State Government notified the Committee that it intends to enact binding legislation in the form of a Code of Practice for the utility industry largely based the recommendations put forward in the 'Guiding Principles' developed and published by the Taskforce.

Legislation is expected to be introduced in early 2007.

COMMITTEE FOR MELBOURNE MEMBERS OF THE UTILITY DEBT SPIRAL PROJECT

- Allens Arthur Robinson
- City West Water
- Origin Energy
- South East Water
- Yarra Valley Water

MELBOURNE CARES



Mission: To enable business, communities and government to work together to sustainably improve the quality of life for the people of Melbourne and in particular for those in most need.

Chairman: Mr. Simon McKeon, Executive Chairman, Macquarie Bank – Melbourne

Chief Executive Officer: Mr. Simon Robinson

In October 2006, the organisation marked its first year as a stand alone entity. Melbourne Cares marks a turning point in the history of business and community links and is the first example of business coming together with government and the community to collaborate delivering **positive impact** within disadvantaged communities.

Some of the highlights over the past year undertaken by Melbourne Cares include:

- Signing up the **27th corporate supporter** of Melbourne Cares;
- Working with over **93 community partners** to build capacity and develop opportunities for community engagement;
- Establishing a strong partnership between Melbourne Cares and the Victorian Department of **Education and Training** for business to work with disadvantaged Government schools to deliver positive impact and change. The Department provided a secondee to work with directly with Melbourne Cares to broker partnerships between companies and disadvantaged government schools;
- **Reading for Life** was successfully piloted in February with supporters ANZ, Amcor, Cadbury Schweppes and Rio Tinto Australia providing volunteer reading buddies to school children with low literacy skills. Outstanding results were achieved;
- **Classroom to Boardroom** an innovative learning strategy designed to connect young people with organisations based in Melbourne, was supported by Connell Wagner and Macquarie Bank who hosted Year 9 students in their Boardrooms;
- **Back to School Day** a campaign to raise the profile of the public education system and build a public school alumni network. Inspired 15 employee volunteers to go back to their government primary or secondary schools to provide inspiration to the students;
- **Passport to Work** Human Resource specialists from ANZ, Ambit, Accenture, Cadbury Schweppes, Connell Wagner and Macquarie Bank volunteered their time and skills to assist the Salvation Army's project helping long-term unemployed refine their job interview skills;
- **Melbourne Mobility Centre** (MMC) and Travellers' Aid Disability Service (TADAS) were supported by 23 Cares volunteers manning the Federation Square facility during the Commonwealth Games;
- **Maribyrnong City Council** 38 projects were submitted to Cares from community groups working in one of Melbourne's most disadvantaged areas. To date, 12 projects have been taken up by Cares supporter companies;
- **Ozanam House** a 60 bed crisis accommodation facility for men in North Melbourne, welcomed a volunteer team from Medibank Private who took up the 'Rec Room Revamp' renovation team challenge. City of Melbourne and Accenture donated computers and furniture once the revamp had been completed;
- **The Big Issue @ Work** Melbourne Cares supporter Amcor hosted a Big Issue vendor over a 10 week period at their Camberwell headquarters to sell the magazine to the staff to break down barriers between 'them and us';
- **Friends of Westgate Park** City of Melbourne volunteers came forward to plant over 500 trees to re-vegetate the Westgate Park, a unique urban nature park located 2km from the CBD;
- **Plenty Valley Community Garden** A team from ANZ completed a successful environmental challenge at the Salvation Army's Plenty Valley Community garden. 19 volunteers constructed a prefab greenhouse, garden beds and planted a herb garden; and
- **Salvation Army's Bridge Program** A unique program for the treatment of people with alcohol, drug and other dependencies. Volunteers from City of Melbourne hosted a day for the program participants at Melbourne Zoo.

In addition to the active volunteering and partnering program brokered by Melbourne Cares, the organisation was also involved in establishing a range of supporting activities to enhance their ability to

broker partnerships between the community and corporate supporters; measure outcomes; and better understand community needs and issues. This has been achieved by:

- Holding six free **Community Capacity Building workshops** for not-for-profit organisations;
- **Measuring business and community impacts** of business/ community partnerships in what is thought to be a world first, developed by Ernst & Young and Social Compass; and
- Making available **Cares Online** which offers access to all employees of supporters a wide range of volunteering and partnering opportunities, via a secured extranet. The system can measure the uptake and extent of employees within the company. To date, 2045 volunteering hours have been brokered using the Cares Online System.

The Committee identified that corporate social responsibility was a growing issue for business and that the 'Cares' model offered a proactive way forward for business to engage and partner with the community.

The Melbourne Cares Chief Executive Officer, Mr. Simon Robinson and the staff and Board of Melbourne Cares are to be congratulated on an outstanding year of delivering opportunities for business partners working with community groups, and by providing an innovative model which delivers real outcomes for the long-term benefit of our community.

COMMITTEE FOR MELBOURNE MEMBERS OF MELBOURNE CARES

- Accenture
- ANZ
- Channel 7
- City of Melbourne
- Connell Wagner
- CPR
- Ernst & Young
- Macquarie Bank
- Pacsoft
- Rio Tinto
- Shell Australia Limited
- South East Water
- The Age

MACROMELBOURNE

Mission: To identify the issues of disadvantage in greater Melbourne and offer a blueprint for action to address these issues over the next 30 years.

The MacroMelbourne initiative aimed to provide for more proactive and strategic giving and investment by the philanthropic and corporate sectors. The study highlighted groups within the Greater Melbourne community that are **being left behind** as the city grows and changes.

The Melbourne Community Foundation (MCF) initiated and led the major study to identify issues of disadvantage and inequality emerging in Melbourne over the next 30 years. The Committee for Melbourne and Melbourne Cares joined the **Steering Committee** of MacroMelbourne in 2006.

The MCF's partners in this initiative also included Pro Bono Australia, RMIT Centre for Applied Social Research, and the Victorian Local Governance Association. The Department of Victorian Communities provided a **substantial grant** to enable the initiative to proceed.

The study has built a **knowledge base** about current needs, emerging trends, the impact of government policy and planning on Melbourne's growth and development.

'The MacroMelbourne Report', released in April 2006, not only notes the problems and issues, but through a series of forums held following its publication, aimed to **support and encourage** strategies and directions for action by both the philanthropic and corporate sector.

The Committee for Melbourne and Melbourne Cares will **continue to work** with The Melbourne Community Foundation and its collaborators to develop specific activities to effectively address issues identified in the Report.

MELBOURNE PRIZE TRUST & ANNUAL MELBOURNE PRIZE



Mission: To recognise and reward excellence and talent, inspire creative development and enrich public life.

Executive Director: Mr. Simon H. Warrender

On 15th November 2006, the Melbourne Prize Trust and Committee announced the winner of the **Melbourne Prize for Literature 2006**, the most valuable literature prize in Australia.

Key **outcomes** include:

- 120 published/produced Victorian writers enter;
- The \$60,000 Melbourne Prize for Literature was won by **Ms. Helen Garner**, a Victorian writer whose **body of published/produced work** has made an outstanding contribution to Australian literature and to cultural and intellectual life,;
- The \$30,000 Best Writing Award was won by a Victorian **writer 40 years and under** for a piece of published/produced work, in any genre, of outstanding clarity, originality and creativity **Mr. Christos Tsiolkas**;
- Over 250 people attend **winner announcement** at BMW Edge, with good public attendances at the exhibition of the short-listed Award winners at Federation Square;
- Extensive **media coverage** achieved leading up to the prize announcements and following the announcement;
- Excellent **feedback** on winners announced and the awarding event from senior representatives from the publishing industry;
- Melbourne Prize **'winning stickers'** under consideration by publishers for the two winning novels.

Strategic Objectives met this year include:

- Prize is one of the most **valuable** awards in the country, in terms of financial reward and recognition in each sector;
- Melbourne is positioned at an **intersection** of creative excellence in literature, music and (urban) sculpture;
- An investigation of the **potential** offering the Melbourne Prize nationally and internationally in future cycles;
- Wide **recognition** (locally, nationally and internationally) as positively impacting artists and the cultural sector;
- Including aspects other than financial reward, such as a travel scholarship developing the artist and promoting Melbourne as a centre of artistic excellence; and
- Making the Prize accessible to artists, and the public through the Awarding Event and the Public Exhibition.

Following its launch in 2004, the Trust raised sufficient funds to run the Melbourne Prize for Urban Sculpture 2005, the Melbourne Prize for Literature 2006, the Melbourne Prize for Music 2007, and the Melbourne Prize for Urban Sculpture 2008.

The annual Melbourne Prize cycle offers some of the most valuable prizes of their kind in Australia. It is the only prize of its kind that is named and given on behalf of major Australian city. The three chosen sectors offer significant public engagement with the Prize's annual two-week exhibition at Federation Square.

MELBOURNE PRIZE FOR LITERATURE 2006 FINALISTS

- **Ms. Helen Garner (Winner);**
- Mr. John Marsden;
- Mr. Alex Miller;
- Ms. Dorothy Porter; and
- Ms. Hannie Rayson.

Statement on behalf of the Awarding Committee and Advisory Group on the winner of the **Melbourne Prize for Literature 2006:**

“Helen Garner is a Victorian writer whose accomplished and versatile body of work has established her as one of Australia’s greatest contemporary writers and prose stylists. Helen’s work is striking and tackles universal truths with a distinctive local voice. Throughout her career, Helen has illuminated aspects of Australian life that are both confronting and inspiring and has made an outstanding contribution to Australian literature and to cultural and intellectual life.”

MELBOURNE PRIZE FOR LITERATURE 2006 BEST WRITING AWARD FINALISTS

- Mr. Azhar Abidi, *Passarola Rising*, Penguin Viking;
- Mr. Ben Chessell, *The Heartbreak Tour*;
- Mr. Neil Grant, *Indo Dreaming*, Allen & Unwin;
- Ms. Sonya Hartnett, *Surrender*, Penguin Viking;
- Ms. Mary Ellen Jordan, *Balanda: My Year in Arnhem Land*, Allen & Unwin;
- Mr. David McCooey, *Blister Pack*, Salt;
- Mr. Ross Mueller, *Construction of the Human Heart*;
- Ms. Carrie Tiffany, *Everyman’s Rules for Scientific Living*, Picador;
- **Mr. Christos Tsiolkas, *Dead Europe*, Random House (Winner);** and
- Mr. Henry von Doussa, *The Park Bench*, Thompson Walker.

Statement on behalf of the Awarding Committee and Advisory Group on the winner of the **Best Writing Award:**

“Christos Tsiolkas’ *Dead Europe* is a novel of great passion, energy and imagination, which evokes character, psychological complexity and a labyrinth of myth and history with intensity and immediacy. It is both fiercely political and personal and tackles some of the most pressing social issues of our time. The work is an outstanding example of clarity, originality and creativity by an enlightened young Victorian writer who never forgets nor fears his reader.”

MELBOURNE PRIZE FOR LITERATURE 2006 CIVIC CHOICE AWARD

Winner of the Melbourne Prize Civic Choice Award was Mr. Henry von Doussa for his novel “The Park Bench”.

COMMITTEE FOR MELBOURNE MEMBERS SUPPORTING THE MELBOURNE PRIZE

- City of Melbourne
- Cornwell Design Pty Ltd
- Ernst & Young
- Fed Square
- Minter Ellison
- Royce
- Tattersall’s
- The Age
- William Buck

MOVING GALLERIES



Mission: To move Melbourne through art and poetry.

Moving Galleries was initiated by Mr. Stuart Weir from Allens Arthur Robinson in the 2004/05 intake of the Committee's young leadership development program, the **Future Focus Group**. Mr. Weir's project syndicate first approached Connex about displaying **art and poetry on Melbourne's trains** after encountering similar initiatives combining art and public transport in London, New York and Stockholm.

After months in preparation, the project was **launched at Flinders Street Station** by the Minister for Arts, The Hon. Mary Delahunty MP, in April 2006. The Minister described Moving Galleries as "a quirky, thought provoking and accessible project that brings galleries to the people" placing the arts "right at the heart of our daily lives".

Twenty suburban Connex trains currently carry a set of the **36 high-quality adhesive posters** bearing artwork and poetry. The poems are examples of rooku, an Australian variant of the short Japanese form called haiku. **Rooku** poetry was chosen for Moving Galleries because it successfully captures a moment or an idea, is accessible, and lends itself easily to humour, without the usual rules of haiku.

The 18 diverse artworks are by **primary, secondary and TAFE students**, and 36 'rooku' poems by poets from across Victoria. The overwhelmingly positive public response to Moving Galleries has meant plans are underway to create another traveling gallery of art and poetry for Melbourne's commuters to enjoy in 2007.

Committee for Melbourne Member Connex has pledged to give 40 trains to Phase II of Moving Galleries and the **Department of Infrastructure** has also indicated provisional support. The Committee is now seeking a principal **corporate sponsor** of the Moving Galleries II project for 2007.

The Committee gratefully acknowledges the **generous support of Future Focus Group Alumni and friends** who donated a significant amount of personal time to deliver this exciting project for Melbourne:

- Ms. Bernadette D'Allessandro
- Ms. Dianne Collins
- Ms. Clare Cummins
- Ms. Leanne Hills
- Ms. Louise Pieri
- Mrs. Lee Ridder
- Ms. Kylie Sykes
- Ms. Teresa Tjia
- Mr. Simon H Warrender
- Mr. Stuart Weir

COMMITTEE FOR MELBOURNE MEMBERS PARTICIPATING IN THE MOVING GALLERIES PROJECT

- Allens Arthur Robinson
- Connex
- CPR Communications
- Tattersall's

FLINDERS STREET STATION TASKFORCE

Mission: To build political and community support and momentum to restore the Flinders Street Station Ballroom and surrounding spaces to public and community use.

In August 2005, **Future Focus Group 2004/05** Syndicate Members Mr. Adam Awty, Mr. Dave Harris, Ms. Fiona Hudson and Mr. Brian Walsh held a forum of key decision-makers to build the case that it was time for the State Government to restore this iconic Melbourne building. The syndicate succeeded in building Government and departmental interest in the project.

Following the completion of the first stage of the project by the Future Focus Group participants, the **Committee itself took on the project** when requested by the Department of Infrastructure to prepare a report for Government on the future of the Station.

The Committee put together a **Steering Committee** to oversight the development of the report including senior representatives from Connex, City of Melbourne, National Trust of Australia, Heritage Victoria, and The Royal Institute of Architects.

The final report was submitted to the Government in December 2005 with recommendations addressing the engineering and restoration works required, and **canvassing possible uses** for the space.

In examining the case for the refurbishment of the ballroom, the gymnasium and the used spaces in the Station, there were a number of **overriding guiding principles** that the Steering Committee recommended including:

- To halt the continued **deterioration** of one of Melbourne’s most culturally important buildings;
- To **reawaken** public interest in not just the facade of Flinders Street Station, but its heart;
- To bring back to public life the **ballroom**, the gymnasium and other significant spaces and to utilise the abandoned office spaces for the benefit of the Victorian community;
- To return Flinders Street Station and the ballroom to its former role as an important **social hub**, and to enhance its role as a major transport hub;
- To once again make Flinders Street Station an integral element in the strengthening of the **Victorian Community**; and
- To provide a venue for all Victorians that was **accessible**, affordable and available as an entertainment or meeting venue.

Subsequently, in early 2006 the State Government announced **limited plans** to conduct restoration of the Station in order to halt the further deterioration and structural degradation mentioned in the Committee’s report to government.

Major Projects informed the Committee they had been engaged in July 2006 by the Department of Infrastructure to take the Committee’s recommendations forward and to develop a formal EOI process intended to bring forward potential users.

With Flinders Street Station due to celebrate its centenary in early 2010 it would be an important and fitting outcome to ensure the station was returned to community use and enjoyment.

COMMITTEE FOR MELBOURNE MEMBERS OF THE FLINDERS STREET STATION TASKFORCE

- Arup
- City of Melbourne
- Connex
- CPA (Future Focus Group)
- Our Community (Future Focus Group)
- The Herald & Weekly Times Ltd (Future Focus Group)
- VicUrban (Future Focus Group)

CHAPTER 2. 2006 STRATEGIC REVIEW

AT A GLANCE:

- The Boston Consulting Group brand and membership **value proposition** review was completed, with recommendations considered by the Board and action taken by the Secretariat with the new visual brand launched on 1st November 2006;
- A new communications and members **strategy** has been developed for implementation in first half 2007;
- The Executive Board held a **Strategic Planning Session** on 26th October 2006 to review our current strategic goals and projects and identify issues to take forward into 2007; and
- A **strategic plan** is currently in development for implementation in 2007.

ACHIEVEMENTS IN FULL:

THE BOSTON CONSULTING GROUP MEMBER SURVEY & REVIEW

The Boston Consulting Group generously agreed to undertake a brand and membership value proposition Review for the Committee.

Planning for the Review commenced in March this year with internal briefings on the scope of the Review. The Review commenced in May with considerable work undertaken to review the brand position of the Committee, undertake a membership discovery process and the subsequently put in place projects to address the **key recommendations** emanating from the Review. The purpose of the Review was to understand:

- How both Members and non-Members **view** the Committee (brand perception); and
- Why Members join the Committee and **stay** Members (member value proposition).

The data collection to support the Review was undertaken through an analysis of the Committee's membership base, as well as over **30 interviews** with Members and non-Members.

The Review found that the Committee generally had **strong brand recognition** with widespread belief in the **effectiveness** of the Committee and support for the growing diversity of its membership base. It was found that Members and non-Members, contrary to the actual facts, were not aware of the **strength** of the Committee's corporate membership base and senior level of representation. There was also a perception that the Committee was not focused on the '**big issues**' but this perception was found to be driven by insufficient or ineffective communication.

There were three major recommendations in the final report including:

- **Formalise** the way the Agenda is set – clearly articulate how Members have input and better align activities to the three strategic goals;
- **Simplify** and customise the way the Committee communicates – simplify and customise communications to Members based on key messages; and
- **Change** the way membership is managed – use relationship management to better engage and involve Members.

The Committee has undertaken **considerable work** to address the issues with the launch of a new visual brand on 1st November 2006 at the Committee's Annual Dinner, new membership and communication strategies, and a membership management system being developed to take effect in the first half of 2007.

STRATEGIC REVIEW PROJECT PARTNER:

- The Boston Consulting Group

CHAPTER 3. 2006 EVENTS

AT A GLANCE:

- **80 Member events** held during 2006 with 3,742 Members and guests participating and **43 Members** hosting events on the Committee's behalf;
- The Rt Hon the Lord Mayor of Melbourne **John So** and Mr. John Cleese received Committee for Melbourne Achiever Awards at the 2006 Annual Dinner; and
- Chairman's invitation-only **Chairman's Luncheons** for Foundation Members commenced to provide Members with more direct access and input into the Committee's agenda development.

ACHIEVEMENTS IN FULL:

Mission: To enhance knowledge transfer and relationship networking in Melbourne, provide a forum for Members to contribute to the Committee's agenda, and to keep Members up to date about our projects, taskforces and initiatives.

During the year, the Committee hosted 80 Member events, with over 90 speakers and a total of **3,742 Members and guests** attending the events. 1100 people attended the Annual Dinner 'Wrapped in Melbourne', and 43 Member companies generously hosted Member events throughout the year.

Event Categories include:

- **Members' Boardroom Luncheons.** Regular luncheons hosted by Member companies with a guest speaker invited to present, inform and update our Members on key issues of importance to business. Speakers are selected based on their ability to contribute and enhance the Committee's strategic objectives;
- **Members' Dialogue Luncheons.** Monthly luncheons hosted by Members to inform and update our Members on the Committee for Melbourne's strategic objectives and current projects. The lunches providing a robust forum in which Members share and discuss issues of mutual concern to senior managers;
- **Melbourne Infrastructure Series Breakfasts.** A series of small breakfast seminars, hosted by the Committee for Melbourne, in which key infrastructure stakeholders inform Members about major infrastructure projects taking place in Melbourne/Victoria;
- **Members' PA Breakfast Network Forums.** Forums for Personal Assistants of Committee for Melbourne Members, hosted by Member companies. These forums are for networking, information provision and feedback on the Committee's customer/member service;
- **Chairman's Luncheons.** This is an invitation only boardroom luncheon hosted by the Committee's Chairman and restricted to Foundation members only. It is a series of intimate working lunches where members are invited to give their opinions on issues they believe are vitally important to Melbourne. These sessions help to shape the Committee's agenda;
- **Special Partnership Events.** These events are usually co-hosted with another organisation. These arrangements are only entered into if the Secretariat considers the speaker or event would be of particular interest to Members and the event will be delivered in a professional manner to the Committee's quality standard; and
- **Annual Dinner.** The Committee for Melbourne Annual Dinner is our largest and most important event of the year. It is an opportunity for Members to come together with colleagues, guests and friends to mark the significant achievements of the Committee and acknowledge the contribution of its member organizations. Through the Committee's 'Achiever Awards' it provides an opportunity for the Committee to acknowledge outstanding individuals or organisations which have made a contribution to Melbourne and leaders/contributors of international distinction.

COMMITTEE FOR MELBOURNE MEMBERS WHO HOSTED EVENTS IN 2006

The Committee thanks those Members who generously hosted events this year. Without their support and willingness to assist the Committee, such activities would not be possible.

- Mr. Andrew Hagger, Melbourne Managing Partner, PricewaterhouseCoopers;
- Mr. Andrew Wisdom, Principal, Arup;
- Mr. Bob Annells, Chairman, Connex Melbourne;
- Mr. Brad Vann, Partner in Charge – Melbourne, Clayton Utz;
- Mr. Bruce Webb, Managing Partner, Baker & McKenzie;
- Mr. Charlie Lenegan, Managing Director – Australia, Rio Tinto;
- Mr. Craig Drummond, Chief Executive Officer, Goldman Sachs JBWere;
- Mr. Dale Nicholls, Partner, Allens Arthur Robinson;
- Mr. Danny Dale, Senior Vice President, The Boston Consulting Group;
- Mr. David Dunn, Partner – Victoria, KPMG;
- Mr. David Inglis, Chairman - Melbourne, Minter Ellison;
- Mr. David Pitchford, Chief Executive, City of Melbourne;
- Professor Frederick Mendelsohn, Director, Howard Florey Institute;
- Mr. Gerard Menses, Chief Executive Officer, Vision Australia;
- Mr. Graeme John, Managing Director, Australia Post;
- Mr. Grant Hyde, Partner, Deloitte;
- Mr. Greg Magi, General Manager, RACV City Club;
- Mr. Harrison Young, Chairman, Morgan Stanley Australia;
- Mr. Ian Pitcher, Director Victoria, Maunsell Australia;
- Mr. Jack Smorgon AO, Chairman, Future Focus Group & Director, Escor;
- Mr. John Curtis, Partner – Head of Asia & International Practice, Freehills;
- Mr. John Denton, Chief Executive Officer, Partner, Corrs Chambers Westgarth;
- Mr. John Slattery, Partner in Charge, Corrs Chambers Westgarth;
- Mr. Julian Clarke, Managing Director, The Herald & Weekly Times;
- Ms. Laura Mumaw, Chief Executive Officer, Zoological Parks & Gardens;
- Mr. Leigh Harry, Chief Executive, Melbourne Exhibition & Convention Centre;
- Mr. Martin Kudnig, Partner, Blake Dawson Waldron;
- Mr. Martyn Myer, President, Howard Florey Institute
- Ms. Mary Waldron, Managing Partner Melbourne, Ernst & Young;
- Mr. Michael Andrew, Chairman of Partners, KPMG;
- Mr. Paul Wappett, Managing Director, CPA Australia;
- Mr. Peter Lock, General Manager Victoria, St George Bank;
- Mr. Peter Mahon, Chief Executive Officer, Royce;
- Mr. Peter Rashleigh, Partner, Phillips Fox;
- Mr. Phillip Moors, Director and Chief Executive Officer, Royal Botanic Gardens;
- Professor Richard Larkins AO, Vice Chancellor and President, Monash University; and
- Mr. Rick Allert, Chairman, AXA;
- Mr. Robert Hillard, Managing Director, Bearing Point;
- Mr. Roger Poole, Executive Chairman, Bates Smart;
- Mr. Steve Targett, Group Managing Director Institutional, ANZ;
- Mr. Thomas C. Gentile III, President & Executive Director, GE Money Australia & New Zealand;
- Mr. Tony Wood, Director – Victoria & Tasmania, Origin Energy;
- Mr. Trevor Green, Managing Director, Melbourne Symphony Orchestra;
- Mr. Wayne Kent, Global Head of ECM & Head of Macquarie Bank-Melbourne, Macquarie Bank.

COMMITTEE FOR MELBOURNE 2006 EVENTS BY CALENDAR MONTH:**FEBRUARY 2006 EVENTS****World Series Forum Dinner**

- Speaker: Mr. Joel Kotkin, an Irvine Senior Fellow, New America Foundation & an internationally-recognised authority on global, economic, political & social trends
- Topic: Melbourne's position as a Global City - Risks & Opportunities
- Sponsors: VicUrban, KPMG & Lend Lease
- Host: Mr. Michael Andrew, Chairman of Partners, KPMG

Members' Boardroom Luncheon

- Speaker: Mr Greg Hywood, Executive Director, Strategic Policy Group, Department of Premier & Cabinet
- Topic: Brand Victoria Project
- Host: Mr. John Slattery, Partner in Charge, Corrs Chambers Westgarth

Members' Personal Assistants Network Breakfast Forum

- Topic: Committee for Melbourne Presentation Session for 2006
- Host: Mr. Craig Drummond, Chief Executive Officer, Goldman Sachs JBWere

Executive Board Meeting**Future Focus Group**

- Event: 2006/07 Future Focus Group Induction Weekend
- Venue: Melbourne Business School, Mt Eliza, Mornington Peninsula

Members' Boardroom Luncheon

- Speaker: Professor Kevin Davis, Director, Melbourne Centre for Financial Studies
- Topic: Melbourne Centre for Financial Studies
- Host: Mr. Wayne Kent, Global Head of ECM & Head of Macquarie Bank-Melbourne, Macquarie Bank Ltd

MARCH 2006 EVENTS**Members' Boardroom Luncheon**

- Speaker: Professor Allan Snyder, Director, Centre for the Mind
- Topic: Creativity & Championship
- Host: Mr. David Inglis, Chairman - Melbourne, Minter Ellison

Future Focus Group

- Event: Monthly Meeting
- Venue: The City of Melbourne
- Topic: Vision of Melbourne
- Host: Mr. David Pitchford, Chief Executive, City of Melbourne
- Future Focus Group Hosts: Mr. Edgar Dong, Principal Project Officer - Trade Development, City of Melbourne, & Ms. Kylie Murphy, Technology Services Team Leader, City of Melbourne

Future Focus Group Alumni Network

- Event: Lecture Series
- Venue: Melbourne Business School
- Topic: Melbourne: Liveable, but does it matter?
- Host: Mr. Jack Smorgon AO, Chairman, Future Focus Group
- Keynote Speaker: Mr Terry Cutler, Chief Executive Officer, Cutler & Company
- MC: Mr. Eric Beecher, Founder, www.crikey.com
- Panel: Mr. Austin Ley, Manager Strategic Research, City of Melbourne; Mr. Michael Short, Business Editor, 'The Age'; & Professor Richard Speed, ANZ Professor of Strategic Marketing, Melbourne Business School

Future Focus Group

- Event: Urban Seed Walking Tour

Executive Board Meeting**Melbourne Infrastructure Series**

- Speakers: Professor Em. Bob Douglas AO, Board Chair, Australia21, Dr. Steven Cork, & Professor Ross Buckley, Australia21 Fellows & Program Leaders
- Topic: Australia21: Creating Tomorrow
- Host: Mr. Tony Wood, Director – Victoria & Tasmania, Origin Energy

APRIL 2006 EVENTS**Members' Boardroom Luncheon**

- Speakers & Hosts: Mr. Martyn Myer, President, Howard Florey Institute & Professor Frederick Mendelsohn, Director, Howard Florey Institute
- Topic: The neuroscience revolution combating brain & mind disorders

Members' Dialogue Luncheon

- Host: Mr. Harrison Young, Chairman, Morgan Stanley Australia

Future Focus Group

- Event: Moving Galleries Launch by The Right Hon. Lord Mayor John So JP; Ms. Mary Delahunty, Minister for Arts; & Mr. Jack Smorgon AO, Director, Escor
- Host: Mr. Bob Annells, Chairman, Connex Melbourne Committee for Melbourne

Melbourne Business School Breakfast Series

- Speaker: Professor Geoff Lewis, Professorial Fellow, Melbourne Business School, The University of Melbourne
- Topic: Can Australia compete internationally?
- Host: Mr. Grant Hyde, Partner, Deloitte
- Co-hosts: Mr. George Pappas, Chairman, Committee for Melbourne & Professor John Seybolt, Dean & Director, Melbourne Business School

Future Focus Group

- Event: Monthly Meeting
- Topic: Social Issues
- Host: Mr. Gerard Menses, Chief Executive Officer, Vision Australia
- Guest Speakers: Ms. Sandie de Wolf, Chief Executive Officer, Berry Street Victoria; Mr. Mark Watt, Chief Executive Officer, Whitelion; Ms. Lauren Oliver, Director, Fifteen Foundation; Mr. Simon Robinson, Chief Executive Officer, Melbourne Cares
- Future Focus Group Hosts: Mr. Tony Clarke, Business Development Manager, Vision Australia & Mr. Chris Edwards, Manager Training, Technology & Employment Services, Vision Australia

Future Focus Group

- Event: Royal Botanic Gardens Cranbourne 'Australian Garden' Tour
- Host: Mr. Phillip Moors, Director & Chief Executive Officer, Royal Botanic Gardens
- Future Focus Group Host: Ms. Eleanor Bridger, Manager, Marketing & Communications, Royal Botanic Gardens

Executive Board Meeting

MAY 2006 EVENTS**Members' Boardroom Luncheon**

- Speakers: Mr. Chris Jacka, Managing Director & Ms. Caroline Lawrey, Communications Consultant, Sustainable Risk Management Australia
- Topic: Bird flu & pandemics – assessing & responding to the risk
- Host: Mr. Bruce Webb, Managing Partner, Baker & McKenzie

Melbourne Diplomatic Network Luncheon

- Speaker: The Hon. Alexander Downer MP, Minister for Foreign Affairs
- Special Guests: Canberra's Diplomatic Corps
- Topic: What makes Melbourne globally important, relevant & connected?
- Host: Mr. Leigh Harry, Chief Executive, Melbourne Exhibition & Convention Centre

Members' Boardroom Luncheon

- Speaker & Host: Mr. Thomas C. Gentile III, President & Executive Director, GE Money, Aust. & NZ
- Topic: GE Money – Why locate in Melbourne?

Members' Boardroom Luncheon

- Speaker: Ms. Christine Nixon, Chief Commissioner, Victoria Police
- Topic: Melbourne's 2006 Commonwealth Games security debrief
- Host: Mr. Julian Clarke, Managing Director, The Herald & Weekly Times

Future Focus Group

- Event: Monthly Meeting
- Topic: Mentoring & Managing Cultural Diversity
- Host: Mr. Greg Magi, General Manager, RACV City Club
- Speaker: Mr. Steve Howard, Acting Chief Executive Officer, RACV
- Facilitator: Ms. Maria Dimopoulos, Director, MyriaD Consulting
- Future Focus Group Host: Mr. Mark Burke, Manager, Reporting & Analysis, RACV

Members' PA Network Breakfast Forum

- Speaker: Professor Jayashri Kulkarni, Professor of Psychiatry, The Alfred Hospital & Monash University
- Topic: Women & Mental Health
- Host: Ms. Jackie Caldwell, Manager, Conference Development, Melbourne Exhibition & Convention Centre

Members' Boardroom Luncheon

- Speaker: Mr. Alan Joyce, Chief Executive Officer, Jetstar
- Topic: Jetstar's expansion into international markets & the economic impact on Victoria
- Host: Ms. Mary Waldron, Managing Partner Melbourne, Ernst & Young

Special Event

- Event: Launch of the National endorsement of the Digital River Building Access Guidelines
- Speakers: Ms. Janine Kirk, Executive Director, Committee for Melbourne; Mr. Peter Laver, Chairman, Australian Building Codes Board; Mr. Tony Arnel, Commissioner, Building Commission
- Host: Mr. Tony Arnel, Commissioner, Building Commission

Members' Boardroom Luncheon

- Speaker: Mr. Ted Baillieu MLA, Leader of the State Opposition
- Host: Mr. Rick Allert, Chairman, AXA

Executive Board Meeting

- Speaker: The Hon John Brumby MP, Treasurer for Innovation & Minister for State & Regional Development
- Host: Mr. Danny Dale, Vice President, The Boston Consulting Group

Members' Dialogue Luncheon

- Host: Mr. Peter Mahon, Chief Executive Officer, Royce (Vic)

JUNE 2006 EVENTS**Melbourne Infrastructure Series**

- Speaker: Mr. Dominic Arcaro, General Manager – Dandenong, VicUrban
- Topic: Revitalising Central Dandenong

Members' Dialogue Luncheon

- Host: Mr. Roger Poole, Executive Chairman, Bates Smart

Members' Boardroom Luncheon

- Speakers: Mr. Roger Poole, Executive Chairman & Ms. Sheree Proposch, Associate Director, Bates Smart
- Special Guests: Professor Em. Sir Gustav Nossal AC CBE, The University of Melbourne & Mr. Michael Andrew, Chairman of Partners - Victoria, KPMG
- Topic: Parkville Precinct Project
- Host: Mr. Sam Prentice, Managing Director - Corporate Finance, ABN AMRO

Future Focus Group

- Event: Monthly Meeting
- Topics: Justice in Victoria/Project Presentations
- Tour: Supreme Court of Victoria
- Host: Mr. John Denton, Chief Executive Officer, Partner, Corrs Chambers Westgarth
- Guest Speaker: Ms. Kristen Hilton, Coordinator and Principal Solicitor of the Public Interest Law Clearing House (PILCH) Homeless Persons' Legal Clinic
- Future Focus Group Hosts: Mr. Ben Davidson, Partner, Corrs Chambers Westgarth & Mr. Roy Weitzman, Partner - Banking & Finance, Corrs Chambers Westgarth

Melbourne Infrastructure Series

- Speaker: Mr. Peter Noble, Group Director – Partnership Victoria, Major Projects Victoria
- Topic: Royal Melbourne Showgrounds Development

Special Event

- Event: Luncheon as part of the Commercialisation EXPO 2006
- Speaker: Mr. Richard Seline, Chief Executive Officer & Principal, New Economy Strategies
- Special Guests: Mr. David Miles, Chair, Industry Research & Development Board & Mr. James Tuckerman, Editor/Publisher, Anthill
- Topic: Today's knowledge is tomorrow's innovation
- Host: Committee for Melbourne at MECC

Members' Boardroom Luncheon

- Speaker: The Hon. Peter Batchelor MP, Minister for Transport
- Special Guest: Mr. Howard Ronaldson, Secretary, Department of Infrastructure
- Topic: Meeting Our Transport Challenges – The Plan
- Host: Mr. Ian Pitcher, Director Victoria, Maunsell Australia

Committee for Melbourne & Melbourne Business School Breakfast Series

- Co-hosts: Mr. George Pappas, Chairman, Committee for Melbourne & Professor John Seybolt, Dean & Director, Melbourne Business School
- Speakers: Professor Michael Vitale, Professional Fellow & Associate Professor Selwyn D'Souza, Principal Fellow – Managing New Ventures, Melbourne Business School
- Topic: Australian Innovation: Creating & Capturing Value
- Host: Mr. Dale Nicholls, Partner, Allens Arthur Robinson

JULY 2006 EVENTS**Members Dialogue Luncheon**

- Special Guest: Ms. Gail Kelly, Managing Director & Chief Executive Officer, St George Bank
- Host: Mr. Peter Lock, General Manager Victoria, St George Bank

Melbourne Infrastructure Series

- Speaker: Mr. Stephen Bradford, Chief Executive Officer, Port of Melbourne Corporation
- Topic: Channel deepening project & the reconnection of rail to Web Dock

Members' Boardroom Luncheon

- Speaker: Sir Rod Eddington, Chairman, Victoria Major Events Company (VMEC)
- Topic: Role as Chairman of the VMEC
- Host: Mr. Martin Kudnig, Partner, Blake Dawson Waldron

Future Focus Group

- Event: Monthly Meeting
- Topic: Project Presentations
- Host: Mr. Charlie Lenegan, Managing Director – Australia, Rio Tinto Australia
- Future Focus Group Host: Ms. Susie Creswell, Manager, Investor Relations, Rio Tinto Australia

Future Focus Group Alumni Network

- Event: Lecture Series
- Host: Mr. Jack Smorgon AO, Chairman, FFG
- Topic: Who are Melbourne's Future Leaders?
- Speakers: Mr. Bernard Salt, Partner, Risk & Advisory Services, KPMG; Ms. Shannon Rees, President, YWCA; Mr. Daniel Lambert, Chairman, FutureNet & The Hon. Jacinta Allan MP, Minister of Education Services, Employment & Youth Affairs, Victorian Government
- Guests: Future Focus Group participants, Alumni, Members, partners, & public
- Venue: Sofitel Melbourne

Special Event

- Event: The MacroMelbourne Initiative CEO Breakfast Briefing
- Speaker: Professor Hayden Raysmith, Adjunct Professor, RMIT
- Event Hosts: Committee for Melbourne, Melbourne Cares & Melbourne Community Foundation
- Venue Host: Mr. Michael Andrew, Chairman of Partners, Victoria, KPMG

AUGUST 2006 EVENTS**Future Focus Group**

- Event: Monthly Meeting
- Topic: Mentors & Stakeholder Management
- Guest Speaker: Ms. Maria Dimopoulos, Director, Myriad Consultants & Mr. David Miles, Board Member, Committee for Melbourne
- Host: Ms. Mary Waldron, Managing Partner, Melbourne, Ernst & Young
- Future Focus Group Host: Ms. Ana Carretero, Manager, Entrepreneurial Growth Markets Team Leader, Ernst & Young

Members' PA Network Breakfast Forum

- Speaker: Associate Professor Susan Elliott, Pro Vice Chancellor (Teaching, Learning & Equity) & Director, Medical Education Unit, Faculty of Medicine, Dentistry & Health Sciences from the University of Melbourne
- Topic: Botswana Medical School
- Host: Ms. Jackie Caldwell, Manager - Conference Development, MECC

Melbourne Infrastructure Series

- Speaker: Mr. Maurice Cococcia, Project Manager – Victoria Harbour, Lend Lease
- Topic: Victoria Harbour – Melbourne's new energy

Future Focus Group

- Event: MSO Concert, Meeting with Chief Conductor and back of House Tour
- Host: Mr. Trevor Green, Managing Director, Melbourne Symphony Orchestra
- Future Focus Group Host: Ms. Robyn Hollands, Director of Development, Melbourne Symphony Orchestra

Members' Boardroom Luncheon

- Speaker: Dr. Geoff Garrett, Chief Executive, CSIRO
- Topic: CSIRO – a global research enterprise
- Host: Mr. John Curtis, Partner – Head of Asia & International Practice, Freehills

Members' Boardroom Luncheon

- Speaker: Ms. Cheryl Batagol, Chairman & Mr. Bruce Rhodes, Manager Urban Water Planning – Strategy & Planning Group, Melbourne Water
- Special Guest: Professor Lyndsay Neilson, Secretary, Department of Sustainability & Environment
- Topic: From drought to flooding rains: safeguarding our water for the future
- Host: Ms. Mary Waldron, Managing Partner – Melbourne, Ernst & Young

SEPTEMBER 2006 EVENTS**Members Dialogue Luncheon**

- Host: Mr. Paul Wappett, Managing Director, CPA Australia
- Special presentation: Ms. Sandra Chipchase, Chief Executive Officer, MCVB on 'Think Victoria'

Members' Boardroom Luncheon

- Speaker: Dr. Dale Seymour, Deputy Secretary, Department of Primary Industries
- Topic: Geosequestration – putting the carbon back
- Host: Mr. Peter Rashleigh, Partner, Phillips Fox

Melbourne Infrastructure Series

- Speaker: Mr. Grant Wilson, General Manager, Strategy & Planning, Melbourne Water
- Topic: Western Treatment Plant

Melbourne Infrastructure Series

- Speaker: Mr. Stephen Bradford, Chief Executive Officer, Port of Melbourne Corporation
- Topic: Channel deepening project & reconnection of rail to Web Dock

Committee for Melbourne & Melbourne Business School Breakfast Series

- Co-hosts: Mr. George Pappas, Chairman, Committee for Melbourne &
- Professor John Seybolt, Dean & Director, Melbourne Business School
- Speakers: Associate Professor Mark Crosby, Melbourne Business School
- Topic: Understanding China's Economy
- Host: Mr. Brad Vann, Partner in Charge – Melbourne, Clayton Utz

Members' Business to Cabinet Luncheon

- Speaker: Senator The Hon. Amanda Vanstone, Minister for Immigration & Multicultural Affairs
- Topic: Immigration & the future of the Australian workforce
- Host: Mr. Leigh Harry, Chief Executive, MECC

Future Focus Group

- Event: Monthly Meeting
- Topic: Peer Project Presentations
- Guest: Mr. Russell Fletcher, Troupe de Jour
- Host: Mr. David Dunn, Partner – Victoria, KPMG
- Future Focus Group Hosts: Mr. Stewart May, Partner, KPMG; & Mr. Peter Turner, Associate Director, KPMG

Future Focus Group Alumni Network

- Event: Lecture Series
- Topic: Are you a Doer or a Dreamer?
- Speaker: Mr. Tony Lee, Project Manager, The National Trust
- Future Focus Group Alumni Network Host: Ms Jennifer Aughterson, Executive Officer, Robin Boyd Foundation
- Host: Mr. Jack Smorgon AO, Chairman, Mr. Stephen Hare, Chief Executive Officer, The National Trust
- Guest: Mr. George Pappas, Chairman, Committee for Melbourne, Mr. Shisei Kaku, Consul General, Consulate – General of Japan
- Venue: Robin Boyd House II

Chairman's Luncheon

- Host: Mr. George Pappas, Chairman, Committee for Melbourne

OCTOBER 2006 EVENTS**Members Dialogue Luncheon**

- Host: Mr. Andrew Wisdom, Principal, Arup

Chairman's Luncheon

- Host: Mr. George Pappas, Chairman, Committee for Melbourne

Melbourne Infrastructure Series

- Speaker: Mr. Christopher Eves, Director, Transport Oriented Developments
- Topic: Project Double-Fault – the AU\$4bn plan to take suburban trains underground

Melbourne Infrastructure Series

- Speaker: Mr. Brian Morris, Chief Executive Officer, Melbourne & Olympic Parks
- Topic: Rectangular Stadium – the final piece of Melbourne's sporting infrastructure puzzle

Future Focus Group

- Event: Monthly Meeting
- Topic: Innovation, Research & Development, Announcement of Tattersall's Award for Innovation
- Host: Vice Chancellor Professor Richard Larkins, Monash University Speakers: Professor Edwina Cornish, Deputy Vice-Chancellor, Research, Monash University;
- Mentor: Vice President (Finance) Mr. David Pitt
- Guests: Mr. George Pappas, Chairman, Committee for Melbourne; Mr. Peter Franich, Manager, Public Affairs, Tattersall's
- FFG Host: Ms. Jessica Lightfoot, Director – Major Projects, Monash University

Special Event - Committee for Melbourne Corporate Luncheon

- Special Guests: Mr. John Cleese, Actor, "Fawtly Towers" & "Monty Python" & Mr. Richard Morecroft, Principle presenter, ABC Television
- Host: Ms. Laura Mumaw, Chief Executive Officer, Zoological Parks & Gardens
- Sponsors: AAMI, Grollo Australia, National Australia Bank, & Royal Automobile Club of Victoria
- Guests: Gold, Silver & Bronze Sponsors of the 2006 Annual Dinner & invited guests

Committee for Melbourne Executive Board Retreat

- Facilitator: Mr. Kevin Nuttall, Principal, Waterfield Consulting
- Host: Mr. Philip Moors, Director & Chief Executive Officer, Royal Botanic Gardens

NOVEMBER 2006 EVENTS**Committee for Melbourne 2006 Annual Dinner**

- Theme: Wrapped in Melbourne
- Special Guest: Mr. John Cleese, Actor & Mr. Richard Morecroft, Principal presenter, ABC TV
- Venue: Palladium Ballroom, Crown
- Sponsors: **Gold** - AAMI, Grollo Equiset, National Australia Bank, & Royal Automobile Club of Victoria; **Silver** - Channel 7; & **Bronze** - Latrobe University, Crown

Future Focus Group

- Event: Monthly Meeting
- Topic: Leadership in Business
- Host: Mr. Steve Targett, Group Managing Director Institutional, ANZ
- Mentor: Mr. John Murphy, Head of Trade, Debt & Transaction Services
- Future Focus Group Host: Mr. Mark Townley, Head, Customer Experience for the Cash Management Platform Program, Debt & Transaction Services
- Guests: Mr. David Miles, Board Member, Committee for Melbourne; Dr Graeme Chandler, Chief Operating Officer, Howard Florey Institute

Chairman's Luncheon

- Host: Mr. George Pappas, Chairman, Committee for Melbourne

Members Dialogue Luncheon

- Host: Mr. Robert Hillard, Managing Director, BearingPoint Australia

Members' PA Network Breakfast Forum

- Speaker: Ms. Karen Webster, Director, L'Oreal Melbourne Fashion Festival
- Topic: Fashion trends
- Host: Ms. Anne Collins, PA to Mr. Andrew Hagger, Melbourne Managing Partner, PricewaterhouseCoopers

Special Event

- Speakers: Mr. James Wolfensohn, former President, World Bank
- Topic: Strategic context of the Beijing 2008 Olympic Games
- Hosts: Victorian Olympic Council, City of Melbourne & Committee for Melbourne
- Venue: Melbourne Town Hall

Special Event

- Event: Launch of Melbourne Prize for Literature
- Venue: BMW Edge, Federation Square

Executive and Advisory Board Meeting

- Guest Speaker: Mr. David Murray, former Chief Executive Officer, CBA
- Host: Mr. Danny Dale, Senior Vice President, The Boston Consulting Group

Annual General Meeting

DECEMBER 2006 EVENTS**Future Focus Group**

- Event: Monthly Meeting
- Topic: Future Focus Group Projects: 2006 Round-up & 2007 Goals
- Venue: Treetops, Melbourne Museum
- Host: Mr. Graeme John, Managing Director, Australia Post
- Future Focus Group Hosts: Mr. Nick Macdonald, Deputy General Manager, Ms. Joanne Willoughby, National Manager, Product & Operations, First Direct Solutions (division of Aust. Post)
- Special Guests: Mr. George Pappas, Chairman, Committee for Melbourne; Mr. Graeme Chandler, CEO, Howard Florey Institute; Mr. Richard Caplan, Chairman, Shell Australia; Mr. Michael Andrew, Chairman, KPMG Melbourne; Mr Jack Smorgon AO, Chairman, Future Focus Group

Special Event - Boardroom Breakfast

- Speaker: Reverend Dirk Ficca, Executive Director, Council for the Parliament of the World's Religions
- Topic: Melbourne to host the 2009 Parliament of the World's Religions event. The World's largest multi - faith gathering
- Venue: Committee for Melbourne

CHAPTER 4. COMMUNICATIONS

AT A GLANCE:

- The Committee's new visual identity, designed to articulate our brand essence and 'ideas to outcomes' strategy, was developed by Member Cornwell Design and launched at the Annual Dinner which attracted a record number of 1100 attendees with Mr. John Cleese as the Committee's special guest;
- New membership and communication materials are currently being developed;
- 10 Members shared their reflection of Melbourne in a new "Impressions" addition to the email newsletter; and
- There were 64 references to the Committee in print media this year including in *The Australian*, *The Age*, *Herald Sun*, *The Australian Financial Review* and corporate and community newsletters.

ACHIEVEMENTS IN FULL:

NEW VISUAL IDENTITY

The new brand was launched at the Committee's Annual Dinner on 1st November 2006.

As an outcome of **The Boston Consulting Group review**, the Committee's visual brand was updated to more clearly articulate the role of the Committee in taking **'ideas to outcomes'**, and to better reflect the essence of the Committee – as a **well connected** network that works for the benefit of Melbourne, bringing clarity to difficult issues, developing fresh ideas and working hard to turn them into concrete and positive outcomes.

Following The Boston Consulting Group review, Member **Cornwell Design** undertook a visual re-branding. A range of brand options were presented to the Board by Cornwell Design, and the final brand was approved at the Board's October meeting. The Committee and Board wishes to acknowledge the outstanding work undertaken by **Mr. Steven Cornwell**, CEO & Creative Director, and his team at Cornwell Design and express its appreciation for their contribution to modernising the Committee's visual presentation and setting us on course for the next 20 years.

COMMITTEE FOR MELBOURNE MEMBERS PARTNERING IN THE NEW VISUAL IDENTITY

- Cornwell Design
- The Age

IMPRESSIONS OF MELBOURNE

A new feature of the email newsletter this year has been reflections and views about Melbourne by our Members' senior management who are originally from, or who have lived, overseas or interstate. To date, **10 Members** have shared their views on Melbourne as a city in which to live, do business and enjoy the lifestyle and they are:

- Mr. Robert Hutchinson, Vice President, Boston Consulting Group;
- Ms. Naseema Sparks, Managing Director, M&C Saatchi;
- Mr. Don Churchill, Managing Director, Fairfax Media;
- Prof. John Seybolt, Dean & Director, Melbourne Business School;
- Mr. Denis Cliche, CEO, Yarra Trams;
- Mr. Simon Robinson, CEO, Melbourne Cares;
- Sir Rod Eddington, former CEO, British Airways and Chairman, Victoria Major Events;
- Mr. Kaj Faerm, Managing Director, Scania Australia;
- Mr. Peter Biggs, Managing Director, Clemenger BBDO Melbourne; and
- Mr. Gerard Menses, CEO, Vision Australia.

The Committee would like to thank all of our contributors for taking the time to put 'pen to paper' to help us see our city through their eyes.

MEDIA COVERAGE

The Committee received widespread media coverage this year due to the activity of our taskforces, new initiatives and Member events.

There were 64 references to the Committee in print medium this year across the major newspapers including in *The Australian*, *The Age*, *Herald Sun*, *The Australian Financial Review* and corporate and community newsletters. There were 11 references to the Committee on websites in 2006 including in *The Courier*, *The West Australian*, Readings, HaikuOz, Australian Writers' Guild Industry, and Australian Bus and Coach. There were four radio interviews on the ABC, ABC Radio National, 3RRR, and 3CR.

Thirty x 30-second advertisements (part of the 3AW Southern Cross Radio media partner arrangement) featured Ms. Janine Kirk AM speaking about the Melbourne Prize for Literature under the banner of the Committee for Melbourne. These ads ran on 3AW in mid-November 2006. The remaining ad slots, will air in 2007 and feature the Executive Director talking about the accomplishments of the Committee's Transport Taskforce, and inviting businesses to join Melbourne Cares.

The activities/projects of the Committee covered by the media included the Annual Dinner, Melbourne Achiever Awards; Melbourne Cares; Transport Taskforce; Melbourne Prize Trust and the Literature Prize; our Future Focus Group and their projects; BioMelbourne Network; and individual comments by the Committee on a wide range of issues.

MEDIA PARTNERS

- 3AW Southern Cross Radio Pty Ltd
- The Age
- Channel 7
- Herald & Weekly Times

PRESENTATIONS

To develop a profile for the organisation and to help Members better understand the organisation's activities.

Members, Future Focus Group participants and the Committee's Secretariat staff are encouraged to take opportunities to promote the Committee when possible and appropriate.

Presentations made by the Committee's Executive Director during the year included:

- National Tourism Conference on topic of 'Innovative Partnerships for Tourism Capitals';
- The Boston Consulting Group's Women's Networking group WOMENet on 'Effective Networking';
- Executive Assistants Quarterly Networking Lunch on 'Professionalism in Quality Customer Service';
- Panelist on presentation to Foxtel on 'What makes Melbourne's market different';
- Social Ventures Australia Seminar 'Taking Care of Business' on essentials of financial and funding strategies for not-for-profit organisations;
- Melbourne Girls Grammar School Annual Fund Raising Luncheon on Committee for Melbourne;
- Melbourne Business Week Panelist for a hypothetical on 'Oh My god, what do we do now?';
- Creative Leadership Twilight Seminar by the Waite Group as a panelist for a hypothetical on ethics in business;
- Mentone Grammar School Year 9 - 12 Assembly on topic of Leadership;
- Victoria Police Corporate Committee on 'Vision for Melbourne' and Committee for Melbourne;
- Melbourne Junior Chamber of Commerce on Committee for Melbourne;
- Australian British Chamber of Commerce (ABCC) Boardroom luncheon with Chairman on Committee for Melbourne;
- Melbourne University 'Discovery Week' – presentation on Melbourne to Victoria's offshore education sales agents;
- Presentation to Annual Training Conference of ISOFT on leadership and Committee for Melbourne;
- Presentation to Canberra-based Diplomatic and Consular Corps and The Hon. Alexander Downer MP, Minister for Foreign Affairs, on Melbourne as an Events City;
- Presentation to Association of Consulting Engineers Australia (ACEA) FutureNet (young professionals in the construction industry) on Committee for Melbourne;
- Presentation to Greater Seattle International Study Mission on Melbourne and Committee for Melbourne; and
- Presentation to Canadian delegation from Toronto on Melbourne and Melbourne Docklands.

CHAPTER 5. MEMBERSHIP

The Committee represents the most senior levels Melbourne's top organisations:

3AW Southern Cross Radio	Consul-General of the People's Republic of China
AAMI	Consul-General of the Republic of Indonesia
AAPT	Consul-General of Switzerland
ABN AMRO	Consul-General of the United States of America
Accenture Australia	Cordiner King & Co
Allens Arthur Robinson	Cornwell Design
Alstom Australia	Corrs Chambers Westgarth
Anstat	CPA Australia
ANZ	CPR Communications & Public Relations
Arup Group	Crown
AT Kearney Australia	CSIRO
Austrian Airlines	DaimlerChrysler Australia/Pacific
Australia Post	Daryl Jackson
Australian Catholic University (ACU)	Deloitte Touche Tohmatsu
Australian Centre for the Moving Image	DIIRD
Australian Council of Trade Unions (ACTU)	Department of Parliamentary Services
Australian Foundation Investment	Djerrivarrh Investments
Australian Product Traders	Environment Protection Authority
AXA Asia Pacific Holdings	Ernst & Young
Baker Heart Institute	Escor
Baulderstone Hornibrook	Federation Square
Bates Smart	Fenton Communications
BearingPoint Australia	Freehills
BHP Billiton	GE Money
BioMelbourne Network	GHD
Blake Dawson Waldron	Global Renewables
Bligh Voller Nield	Goldman Sachs JBWere
Bombardier Transportation	Grollo
Bus Association Victoria	Holden
Caliburn Partnership	Holmes Institute
Channel Seven Melbourne	Hooker Cockram
Chifley Business School	Howard Florey Institute
Childrens Charity Network	International Interior Images
CitiPower Pty and Powercor Australia	International Olympic Committee
City of Melbourne	Investec Bank (Australia)
City West Water	Jo Fisher Executive
Clayton Utz	John Fairfax Publications
Clemenger BBDO Melbourne	John Wertheimer & Company
Commonwealth Bank of Australia	Jones Lang LaSalle
Connell Wagner	La Trobe University
Connex Melbourne	KPMG
Consul-General of Great Britain	Leighton Contractors
Consul-General of the Federal Republic of Germany	Lend Lease Development
Consul-General of Greece	Lochard
Consul-General of Italy	Macquarie Bank
Consul-General of Japan	M&C Saatchi
	Maunsell Australia

Melbourne Airport
 Melbourne Business School
 Melbourne Cares
 Melbourne City Mission
 Melbourne Convention & Visitors Bureau
 Melbourne Exhibition & Convention Centre
 Melbourne & Olympic Parks
 Melbourne Symphony Orchestra
 Melbourne Water
 Merrill Lynch Investment Managers
 Metlink
 Minter Ellison
 Mirvac Group
 Mitsui & Co (Australia)
 Monash University - Clayton
 Moran Furniture
 Morgan Stanley
 Melbourne Business School
 Multiplex Constructions (Victoria)
 Museum Victoria
 National Australia Bank
 NEC Australia
 Network Ten
 North Link / NIETL
 Origin Energy
 Pacsoft Australia
 Peter MacCallum Cancer Centre
 Phillips Fox
 Port of Melbourne Corporation
 PricewaterhouseCoopers
 Publicis Communication Australia
 Qantas Airways
 R Corporation
 Rio Tinto Australia
 RMIT
 Royal Automobile Club of Victoria
 Royal Botanic Gardens
 Royce (Victoria)
 Russell Reynolds Associates
 Scania Australia
 Shell Australia
 Sinclair Knight Merz
 Softel Solutions
 South East Water
 Southern Cross Station Authority
 St George Bank
 Spinach Advertising
 Standards Australia
 Steritech
 Swinburne University of Technology
 Syntroleum Corporate Inc
 Tattersall's
 Tenix Defence
 The Age
 The Boston Consulting Group
 The CEO Circle
 The Herald & Weekly Times
 The Myer Family Group of Companies
 The Myer Foundation
 The Walter & Eliza Hall Institute of Medical
 Research
 The Westin Melbourne
 Thiess

Toyota Motor Corporation Australia
 Transurban Group
 University of Melbourne
 VicHealth
 Victoria Racing Club
 Victoria University
 Victorian Association of Forest Industries
 VicUrban
 Vision Australia
 Waterfield Consulting
 William Buck (Victoria)
 Yarra Trams
 Yarra Valley Water
 Zoological Parks & Gardens Board

MEMBERS' SURVEY 2006

Mission: To provide an opportunity for Members to have their views publicly aired and also provide them an input to the Committee's agenda. The information gathered from Members will not only be utilised in media coverage by the paper, but will also provide valuable additional input to the Executive Board regarding issues of concern and interest to Members.

In partnership with Member The Herald & Weekly Times Limited, the Committee has for the third year in a row, executed a survey of its Members in 2006.

Over 21 per cent of Members responded to the survey request in 2006. The Committee thanks those Members who took the time to respond to the survey (as listed below) as well as those others who chose to remain anonymous.

MEMBERS' SURVEY PARTICIPANTS

- Mr. Andrew Darbyshire, Chairman, RCH Platinum Support Group;
- Mr. Andrew Hagger, Melbourne Managing Partner, PricewaterhouseCoopers;
- Mr. Bernie Carolan, Chief Executive Officer, Metlink;
- Mr. Duncan Fischer;
- Mr. George Pappas, Chairman, Committee for Melbourne;
- Mr. Gerard Neylan, Chairman, NORTHLink;
- Professor Glyn Davis, Vice Chancellor and President, University of Melbourne;
- Mr. Graham Oswin, Managing Director, Multiplex Constructions (VIC) Pty Ltd;
- Mr. Ian Dicker, Chairman, Steritech Pty Ltd;
- Ms. Jane Williams, State Director Victoria, Bligh Voller Nield Pty Ltd.
- Mr. John Simpson, NAB;
- Mr. John Slattery, Partner, Corrs Chambers Westgarth;
- Mr. Jon Kaehne, Partner, Accenture Australia Ltd;
- Mr. Kaj Faerm, Managing Director, Scania Australia Pty Ltd;
- Mr. Lindsay Fox AO, Founder, Linfox Group;
- Mr. Michael Andrew, Chairman of Partners – Victoria, KPMG;
- Mr. Michael Kay, Chief Executive, AAMI;
- Mr. Peter Lock, General Manager – Victoria, St George Bank Limited;
- Professor Richard Larkins AO, Vice Chancellor and President, Monash University;
- Mr. Robert Thomason, Director, Mt Eliza Centre for Executive Education, Melbourne Business School; and
- Mr. Shane Healy, Project Manager, 3AW Southern Cross Radio Pty Ltd;
- Mr. Swami Nathan, Director, Softel Solutions;
- Mr. Tim Murphy, Chief Executive Officer, BioMelbourne Network;
- Mr. Tom Fricke, Executive Manager, GHD Pty Ltd;
- Mr. Trevor Green, Managing Director, Melbourne Symphony Orchestra;
- Professor Vijoleta Braach-Maksvytis, Deputy Vice-Chancellor (Innovation and Development) University of Melbourne;

MEMBERS' SURVEY PROJECT PARTNERS

- The Herald & Weekly Times Ltd.

CHAPTER 6. SECRETARIAT

The Committees' Secretariat currently consists of the Chairman, eight full-time staff and two part-time staff.

LIST OF FULL-TIME STAFF

- Ms. Janine A. Kirk AM, Executive Director
- Mr. David Teller, Deputy Director and Director, International Secretariat UN Global Compact Cities Programme
- Ms. Danielle Johnston, Communications and Projects Manager
- Ms. Christine Wood, Executive Assistant to Chairman and Executive Director
- Ms. Tahlia Cruise, Events Coordinator
- Mr. Samuel Boon, Project Development Coordinator
- Ms. Stephanie Lam, Communications and Administration Coordinator
- Ms. Lizzie Cupper, Administration and Membership Coordinator

PART-TIME STAFF

- Ms. Carmen Lindemann, UN Global Compact Cities Programme
- Ms. Sarah Quillinan, UN Global Compact Cities Programme

NEW STAFF

Ms. Stephanie Lam joined the Committee this year as the Communications and Administration Coordinator to assist Ms. Danielle Johnston in the marketing and communications area and with the Future Focus Group. Ms. Lam has a Graduate Diploma in Public Relations with Distinction from RMIT, and a Bachelor of Science from Melbourne University.

Ms. Lizzie Cupper took over the role as the Committee's Receptionist and Administration Coordinator. Ms. Cupper has a Bachelor of Arts from RMIT.

Two part-time staff, **Ms. Carmen Lindemann**, a PhD candidate in Development Studies at Melbourne University, and **Ms. Sarah Quillinan**, currently completing a Masters in Development Studies at Melbourne University, have joined the Committee for six months from June 2006 to work specifically on the UNGC Cities Programme.

The Boston Consulting Group made available **Ms. Marguerite Fitzgerald** on secondment to the Committee for Melbourne, initially for a six month period, which was then extended a further three months. This additional resource was instrumental in assisting us with our strategic planning and the revamp of our financial reporting systems.

STAFF DEVELOPMENT

A number of staff undertook training this year, as noted below:

- **Mr. David Teller**, Deputy Director, successfully completed a Postgraduate Certificate in Cross Sector Partnerships at Cambridge University in the United Kingdom. The course was of nine months duration and consisted of two residential periods in Cambridge in April and September;
- **Ms. Danielle Johnston**, Communications and Projects Manager, successfully completed a Graduate Certificate in Business (Applied Business) at Swinburne University;
- **Mr. Sam Boon**, Project Development Officer, undertook a Rapid Consensus Workshop;
- **Ms. Stephanie Lam**, Communications and Administration Coordinator, undertook short courses in an Introduction to HTML and a Writing for the Web workshop;
- **Ms. Tahlia Cruise**, Event Coordinator, undertook a short course in Clear Writing;
- **Ms. Christine Wood**, Executive Assistant to the Executive Director and Chairman, undertook a short course in Minute Taking; and
- **Ms. Janine Kirk AM**, Executive Director, undertook a Rapid Consensus workshop.

STAFF AWARDS

The following Committee for Melbourne Staff received awards in 2006 including:

- Committee for Melbourne, Executive Director, **Ms. Janine Kirk**, was recognised in the Queen's Birthday Honours List as a Member of the Order of Australia (AM) for her contribution to Melbourne and Child Welfare; and
- Melbourne Prize Trust, Executive Director, **Mr. Simon H Warrender**, who won the Tattersall's Award for Enterprise and Achievement (December 2005), was presented with his award on 8th March 2006.
- Chief Executive Officer, Melbourne Cares, **Mr. Simon Robinson**, was runner-up in the Equity Trustees Not for Profit Award for 1st Year Achievement.

STAFF VOLUNTEERING

The Committee is a founding partner of **Melbourne Cares** and has undertaken a number of staff volunteering activities throughout the year as part of its commitment to Cares and the Melbourne community. These activities included a half day assisting Greening Australia and contributing to the Melbourne Cares Christmas gift campaign for communities in need.

CHAPTER 7. GOVERNANCE

THE COMMITTEE AS A MODEL

There are now four Committees in Australia that have used the Committee for Melbourne as a model for their establishment. The latest committee to get off the ground is the **Committee for Perth** which was launched on 15th March 2006. All Australian Committees sent representatives to the Committee for Melbourne's 'Wrapped in Melbourne' Annual Dinner on 1st November, including the Committee for Auckland which was attending for the first time.

The Committees for Ballarat, Geelong and Auckland have also implemented young leadership programs based on the Committee for Melbourne's highly successful Future Focus Group program. The Victorian Committees have agreed to co-operate and for the respective Executives to **meet at least twice a year** to discuss issues of mutual interest and co-operation. The Executive Board met six times during the year; the Advisory Board met twice.

BOARD MEMBERS

Committee for Melbourne **Executive Board Members** as at 23rd November 2006:

- Mr. George Pappas, Chairman;
- Mr. David Miles;
- Mr. David Pitchford, Chief Executive, City of Melbourne;
- Mr. Duncan Fischer, Chief Executive, Tattersall's;
- Dr. Graeme Chandler, Chief Operating Officer, Howard Florey Institute;
- Mr. Jack Smorgon AO, Director, Escor;
- Mr. Michael Andrew, Chairman Partners - Victoria KPMG;
- Dr. Phillip Moors, Director and Chief Executive Officer, Royal Botanic Gardens;
- Professor Richard Larkins, AO, Vice Chancellor & President, Monash University;
- Mr. Roger Poole, Executive Chairman, Bates Smart, Pty Ltd;
- Dr. Roland Williams CBE, Director, Syntroleum Corporate Inc.;
- Mr. Russell Caplan, Chairman Shell Australia Ltd;
- Ms. Sharan Burrow, President, ACTU;
- Mr. Tony Wood, Director, Victoria and Tasmania, Origin Energy; and
- Ms. Janine Kirk AM, Executive Director, Committee for Melbourne.

ELECTION RESULTS

Under the Committee's new Constitution, four members of the Executive Board were required to step down prior to the 2006 AGM. Seven Members nominated for the four Executive Board positions and a ballot was declared with Advisory Board Members to vote on filling the vacant positions. The results of the election, **declared at the AGM** on the 23rd November 2006, were:

New Executive Board Members:

- Ms. Kate Brennan, Chief Executive Officer, Fed Square Pty Ltd;
- Mr. John Butler, Regional General Manager Victoria, Qantas Airways Limited; and
- Ms. Pru Sanderson, Chief Executive Officer, VicUrban.

Retiring Executive Board Members:

- Mr. Duncan Fischer, Chief Executive, Tattersall's;
- Mr. Roland Williams CBE, Director, Syntroleum Corporate Inc; and
- Ms. Sharan Burrow, President, ACTU (who will stay on as a Member of the Advisory Board).

BOARD STRATEGY PLANNING DAY

The Executive Board undertook a Strategy Planning session on 26th October to:

- **Review** the Committee's current strategies and projects;
- **Confirm** or develop appropriate exit strategies from current projects; and
- **Identify** new projects or issues for the Committee to address over the next two years.

During the day, the Executive Board was also addressed by **Ms. Fran Thorn**, Secretary of the Department of Innovation Industry and Regional Development, and **Mr. Howard Ronaldson**, Secretary of the Department of Infrastructure. By the end of the planning day the Executive Board had developed a range of issues for the Committee to address as part of its Agenda over the next two years. This Agenda will be discussed with Members to gain feedback and input, commencing with a series of forums in the first half of 2007.

Committee Member Mr. Kevin Nuttall, Principal Waterfield Consulting, facilitated the planning session.

NEW SUBCOMMITTEES

As input to the Board's deliberations prior to the planning session, Board sub-committees reviewed our current strategic goals and issues, the current operating environment, and **identified key issues for Melbourne to address**. The sub-committees then reported their deliberations at the planning day. The Board sub committees were:

1 ENCOURAGING A COMPETITIVE AND INNOVATIVE BUSINESS CULTURE

- Convenor: Mr. Michael Andrew, Chairman of Partners, KPMG
- Members:
 - Mr. David Miles
 - Mr. Russell Caplan, Chairman Shell Australia Ltd
 - Dr. Graeme Chandler, Chief Operating Officer, Howard Florey Institute
 - Mr. Jack Smorgon AO, Director, Escor

2 ENSURING MELBOURNE'S GLOBAL RELEVANCE

- Convenor: Mr. Tony Wood, Director, Victoria and Tasmania, Origin Energy
- Members:
 - Professor Richard Larkins AO, Vice Chancellor and President, Monash University
 - Mr. George Pappas, Chairman, Committee for Melbourne
 - Dr. Roland Williams, CBE, Director, Syntroleum Corporate Inc
 - Ms. Janine Kirk AM, Executive Director, Committee for Melbourne

3 ENHANCING MELBOURNE'S LIVEABILITY

- Convenor: Dr Phillip Moors, Director & Chief Executive Officer, Royal Botanic Gardens
- Members:
 - Mr. Roger Poole, Executive Chairman, Bates Smart Pty Ltd
 - Mr. David Pitchford, Chief Executive, City of Melbourne
 - Ms Janine Kirk AM, Executive Director, Committee for Melbourne

RISK ASSESSMENT PROFILE

Through the assistance of Board Member Mr. Michael Andrew, KPMG generously undertook a comprehensive review of the Committee for Melbourne's risk management process including the identification, prioritisation and management of risk.

Using the **KPMG global risk review** and methodology 'Comprehensive Business Risk Assessment (CBRA)' methodology, risks that affect the strategic wellbeing of an organisation are identified. Members of the Committee's Board and staff participated in the risk assessment process. The Risk profile will be reviewed by the Board Audit sub-committee on a six-monthly basis and the Executive Board annually.

ACCOUNTING SYSTEMS

Following 14 years of outstanding contribution to the Committee for Melbourne, Mr. John Wallington, the Committee's Company Secretary and Accountant, stepped down from his position in June 2006. The Committee has engaged Mitchell Partners to take over this role.

Mitchell Partners has introduced MYOB accounting package and introduced a new Board and administration reporting system to the Committee for Melbourne.

An ongoing program of **office efficiency** has successfully reduced internal administration costs over the past year by over \$10,000. This cost saving relates to renegotiation of our IT contract with our service provider, stationary and other incidentals.

As a way of promoting the Committee and its activities, a marketing service that promotes the organisation while callers are 'on hold' on the telephone was instigated. The script was written by the Committee highlighting our activities and initiatives.

SECRETARIAT PROJECT PARTNERS IN 2006

- Boston Consulting
- Cornwell Design Pty Ltd
- KPMG

CHAPTER 8. ACKNOWLEDGEMENTS

The Executive Director and Committee for Melbourne Secretariat staff would like to express their appreciation to the Chairman of the Executive Board Mr. George Pappas and Members of the Executive and Advisory Boards for their ongoing support and participation.

Their guidance, contribution and time devoted to their Board duties, and the organisation itself, ensures the ongoing success of the organisation and its ability to make a real and **lasting contribution** to Melbourne and its community.

We welcome our three new Executive Board Members and thank our three retiring Members for their service.

The Committee would specifically like to acknowledge and thank our Member companies who have contributed to our many projects, taskforces, initiatives, programs and events during 2006.

Without the **generosity of spirit, dedication and commitment** from so many individuals and organisations, the Committee for Melbourne would not be able to deliver on its goal of contributing to the economic, social and environmental success of this great City of ours.

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an initiative of the Committee for Melbourne 

