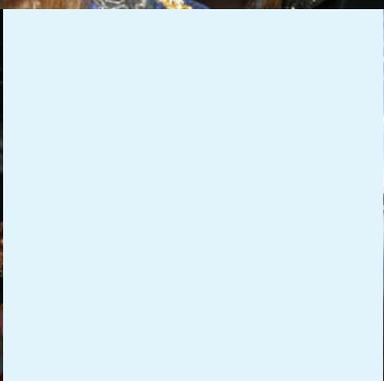
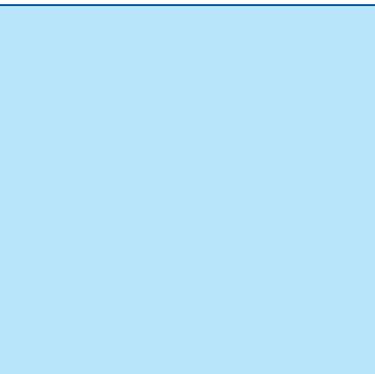
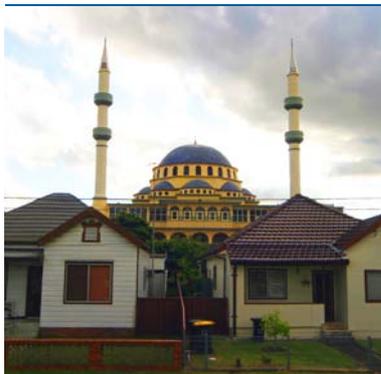


Year in Review 2010 -2011

W|S|R|O|C
Advocating for the people of Western Sydney



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Our vision is to be an organisation that provides a strong voice for the residents of Western Sydney on those issues that are crucial for a better quality of life for us all and one that grows opportunities for joint businesses and shared activities for the common benefit of our member councils and their residents.



Our Vision

The Western Sydney Regional Organisation of Councils Ltd (WSROC) represents ten local councils in Western Sydney: Auburn, Bankstown, Blacktown, Blue Mountains, Fairfield, Hawkesbury, Holroyd, Liverpool, Parramatta, and Penrith.

Our role is to identify regional issues and develop policy solutions for issues which impact on our councils and the residents of Western Sydney.

WSROC works closely with State and Federal Government agencies and MPs to ensure the needs of Western Sydney are included in policy decisions and delivery of services.

We are a key advisor on issues of regional importance including transport planning, employment growth, population management and land-use planning and development, and contribute to national and state policy debates through organising and participating in public forums and stakeholder alliances, and through the media.

In our advocacy role we aim to promote a positive image of our Western Sydney region, through highlighting the unique attributes such as our multicultural communities and environmental diversity and our vitality and growth.

We believe in a bipartisan approach to finding solutions and work closely with a range of other regional stakeholders to form partnerships and alliances to achieve economic, social and environmental outcomes which benefit the whole community.

WSROC also arranges and manages a range of procurement and other joint activities for WSROC members, which are also open to non-member councils. ■



Message from the President

This year has been an eventful year in which WSROC has played a key role in setting the national agenda on issues such as population growth, food security and transport infrastructure and worked closely with the former and incoming State Government to ensure the needs of Western Sydney are considered in any policy decisions.

Major events such as our National Population Summit held in Casula and attended by Prime Minister Julia Gillard which launched the Federal election campaign in July 2010 and the NSW Leaders' Debate held in Penrith in February this year ahead of the State election restored WSROC's role/position as the region's premier social policy campaigner and advocate.

With a strong social agenda set by the Board our campaigns on planning, employment and transport, WSROC has continued to raise media and community awareness of the issues facing our region.

During the year I have met frequently with senior politicians and decision makers to advocate on behalf of Western Sydney councils and residents, and ensure the needs of our community remain front and centre in policy making at both State and Federal levels.

WSROC has also worked within our region, bringing together key business and community stakeholders on issues such as transport – our Great Western Sydney Transport Forum in March led to the creation of the Greater Western Sydney Transport Alliance – and food security, with our Urban Adapt campaign.

Health remained high on the agenda as always and WSROC's co-chairmanship of the Centre for Health Innovation Partnership yielded a number of public forums highlighting issues of obesity and the need for preventative health measures.

We set the agenda in the debate on infrastructure funding with the release of our report *Getting Western Sydney Growing* which questioned current fiscal policy and the emphasis on maintaining an AAA credit rating.

WSROC has shown that the united voice of local government can have a significant impact on national issues. The Federal Minister Tony Burke said last year that "if we're going to make our population strategies work for the future the relationship with local government needs to be strong... local government provides possibly the best way of gaining a window into regional difference."

No one knows this better than WSROC and our member councils.

We are the ones that plan and manage the vital social infrastructure, the local shopping, recreational and commercial precincts which turn suburbs into communities.

We provide the services – the local community health initiatives, parks, roads, and community facilities, sports fields, street lights and libraries.

We are connected at the grass roots level – it's the council officers who go out at 1 am on a freezing winter night to count the local homeless people to make sure adequate shelter is being provided.

In short – local councils works at the human level.

Here in Western Sydney, we now have the opportunity to plan for the future and set the standards for world's best practice.

If Western Sydney is to become the vibrant region and economic powerhouse that it can be we need proper planning and management for growth – and we need to start now.

And when we look to solving the problems of the past and meeting the challenges of the future, the people of Western Sydney will be our greatest resource.

WSROC is proud that over the past 37 years it has been at the forefront of research and policy development which has contributed to making Western Sydney into the vibrant, multicultural and thriving community it is.

We represent the third largest economy in Australia, and are recognised as the economic powerhouse of Sydney and NSW.

Our success has been built on tolerance, encouragement of small business, local initiative and the willingness of new communities to become part of the greater whole.

Here in Western Sydney, 35 per cent of our people were born overseas and 29 per cent come from non-English speaking backgrounds. We are a proudly diverse and multicultural community.

When you look at those figures the other way round – 65 per cent were born in Australia and 71 per cent are from English-speaking backgrounds – which shows that those who came, stayed.

WSROC is proud to represent the people of Western Sydney, and to lead the way in promoting the all the great things about our region.

Alison McLaren
President

WSROC Directors

	Alison McLaren President <i>Blue Mountains</i>
	Tony Hadchiti Senior Vice President <i>Liverpool</i>
	John Perry Junior Vice President <i>Holroyd</i>
	Andrew Wilson Treasurer <i>Parramatta</i>
	Hicham Zraika <i>Auburn</i>
	Ned Attie <i>Auburn</i>
	Tania Mihailuk <i>Bankstown</i>
	Pam Gavin <i>Bankstown</i>
	Kathie Collins OAM <i>Blacktown</i>
	Edmond Atalla <i>Blacktown</i>
	Eleanor Gibbs <i>Blue Mountains</i>
	Samir Yousif <i>Fairfield</i>
	Albert Mooshi <i>Fairfield</i>

	Bart Bassett <i>Hawkesbury</i>
	Tiffany Tree <i>Hawkesbury</i>
	Greg Cummings <i>Holroyd</i>
	Nadia Napoletano <i>Liverpool</i>
	John Chedid <i>Parramatta</i>
	Ross Fowler OAM <i>Penrith</i>
	Jim Aitken OAM <i>Penrith</i>
	Clr Rob Ardill Alternate Director <i>Penrith</i>
	Clr Ben Goldfinch Alternate Director <i>Penrith</i>
	Clr Kim Ford Alternate Director <i>Hawkesbury</i>
	Clr Jill Reardon Alternate Director <i>Hawkesbury</i>
	Daniel Myles Alternate Director <i>Blue Mountains</i>

Profiles



President Alison McLaren

Cr Alison McLaren was elected as the youngest ever councillor to Blue Mountains City Council in 2004. She joined the Western Sydney Regional Organisation of Councils (WSROC) Board in 2004 and was elected Junior Vice President and Housing spokesperson in 2007. Alison was elected as President of WSROC in October 2008.

Alison is currently employed as the Manager for Remote Indigenous Housing for the NSW Aboriginal Housing Office and is completing her Masters Degree in International Relations.

Senior Vice President Tony Hadchiti

Clr Tony Hadchiti was elected to Liverpool City Council in September 2008 and joined the WSROC Board the same month. He was elected Senior Vice President in October 2010.

He was born and educated in the Canterbury-Bankstown area before moving to the Liverpool area in 1988. He has a background in finance and runs his own business.

Junior Vice President: John Perry

A member of Holroyd council for over 12 years and a former mayor of Holroyd, Clr Perry joined the WSROC board in 2009. After running a local dry cleaning business in nearby Ermington, for over 30 years, Clr Perry is now retired and divides his time between council business and his grandchildren.

Treasurer Andrew Wilson

Clr Andrew Wilson was elected to Parramatta City Council in 1999 and joined the WSROC Board in 2008. He was elected Treasurer in 2009 and has held the role ever since. ■



Our Mission and Purpose

Advocacy

WSROC will advocate in unified terms on key issues of value to Western Sydney through lobbying and relations with other organisations and by the effective use of:

- A single unified voice for Western Sydney
- Common goals and strength of numbers
- Speaking on behalf of all councils
- A bipartisan approach
- Strong, positive and regular communication with State and Federal Government and their agencies
- The identification and promotion of common themes and issues

WSROC will promote Western Sydney, its people and places by:

- Promoting the positive aspects of Western Sydney
- Promoting the “brand” of Western Sydney
- Promoting the economic and employment opportunities in Western Sydney
- Promoting the diversity of the region
- Being community/people focussed
- Looking at the opportunities and advantages of the community as a whole

Business Improvement

WSROC will, by a clearly defined process through the General Managers Group, seek and examine opportunities for new and refined business opportunities and the sharing of information and services.

Strategic leadership

WSROC will lead on key regional issues by:

- Ensuring a united and strong voice for Western Sydney
- Creating and maintaining partnerships with key stakeholders in the region to promote a common cause
- Dealing with broad regional issues rather than strictly local issues and identifying Western Sydney's position within broader metro, state and national context.
- Positioning WSROC as the key “go to” organisation for issues involving Western Sydney
- Establishing WSROC as key contributor to the development of locally relevant policies at State and National level.

Research

WSROC will seek to inform on issues and develop solutions for the region by:

- Identifying and commissioning research on key issues for the region
- Seeking and providing information that offers actions and outcomes
- Using practical and applied examples
- Taking a proactive stance in identifying emerging issues for Western Sydney and our councils rather than being reactive
- Identifying and analysing trends which can impact on the liveability of the region

Partnerships

WSROC will work with other bodies to achieve outcomes for the region by:

- Partnering with other levels of Government
- Collaborating with other Regional Organisations of Councils to lobby State and Federal Governments and agencies
- Developing other partnerships – eg UWS, SWAHS etc. ■



Setting the agenda – Events

National Population Summit

WSROC launched the new financial year with one of its most historic and influential events ever – the National Population Summit which placed Western Sydney squarely at the forefront of national and state agendas in policy making where it remains.

On July 20, 2010, in the midst of one of the most tightly fought and keenly observed Federal election campaigns, WSROC launched its call for a sustainable and forward-thinking approach to managing population growth, with a major forum that attracted the top political and academic figures.

The Prime Minister Julia Gillard chose the Summit to launch her Government's Population policy, bringing with her the campaign media bus which ensured coverage of the event headlined all major media for the next two days and shaped the population debate in the lead-up to the election.

This event, held at the Casula Powerhouse brought together key political figures, leading policy makers and senior academics to discuss the critical issues that will be faced by Western Sydney and other growth areas in managing future population growth.

Other speakers included the Hon Malcolm Turnbull MP, Federal Member for Wentworth, Dr Richard Denniss of The Australia Institute, Mr Christopher Brown of the Tourism & Transport Forum, the Hon Pru Goward, State Member for Goulburn and Mr Eric Sidoti, Director of the Whitlam Institute.

The presentations canvassed a wide range of subjects including employment, infrastructure, productivity, housing, families, planning, social vulnerability, natural resource management, transport, sustainability and food security.

President of WSROC, Cllr Alison McLaren said Western Sydney was the obvious site to host a summit of national importance because it was an area which would be significantly affected by future population growth and its associated issues.

"These are national issues which come into searing focus in Western Sydney so it is fitting that our councils lead the way," she said at the time.

Following the summit, the newly elected Minister for Population, Tony Burke announced the formulation of Sustainable Population Strategy, and in February invited WSROC to Canberra to attend a series of top level round table discussions on the issue.

WSROC argued strongly that integration was the key to successful planning and urged the Government to ensure all agencies worked together in developing future population policy.





The success of the Summit has ensured that the issues and concerns of Western Sydney residents are now high on the agenda when formulating the policies that will direct Australia's future growth and economic prosperity and WSROC will continue to work closely with both Federal and state governments on these issues.

NSW Leaders Debate

Following on from the success of the National Population Summit, WSROC again set the political agenda in February 2011 ahead of the NSW State Election, hosting the first Leader's Debate between then Premier Kristina Keneally and then Opposition Leader Barry O'Farrell at the Joan Sutherland Performing Arts Centre in Penrith.

The event was hosted by NSW's leading State political reporter and compere of ABC Television's *Stateline* program, Quentin Dempster, and was broadcast live on ABC2.

Entitled *Getting Western Sydney Growing*, the forum brought together an audience of local business and community leaders, along with key constituents who took the opportunity to put questions to both leaders about the issues that concern them.

Key topics of discussion included transport, education, infrastructure funding, health and the liveability of the region.

As this was the first time the two leaders had agreed to debate face to face, the media was out in force to cover it. ABC News 24, ABC News Radio and Sky News all broadcast the whole debate live, while the story led all the radio and television news bulletins throughout the day. The major metropolitan newspapers gave substantial coverage to the debate the next day, and the local media also ran strongly with the story, with the Penrith Press devoting its front page to a photo of the President, Cnr McLaren, alongside the two leaders.

The blanket coverage of this major political event ensured that Western Sydney and our issues were at the absolute forefront of the election campaign and continue to drive the policies of the two major parties.

WSROC President Cnr Alison McLaren said the Forum, entitled "Getting Western Sydney Growing" would allow the people of Western Sydney to speak directly to the leaders of the two major parties to discuss the issues that affect them, and decide which of the two parties would provide the real leadership and the courage to make the hard decisions that will bring long term benefits.

Greater Western Sydney Transport Forum

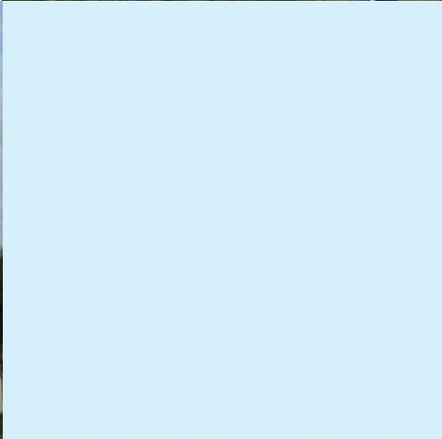
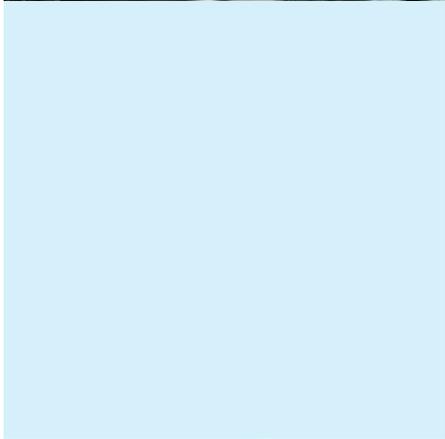
With the NSW election dominating the headlines for the first quarter of the year, WSROC took the opportunity to highlight one of our key issues – transport – to ensure that proper transport for Western Sydney remained firmly on the political agenda.

In March 2011, WSROC joined with the University of Western Sydney to convene the Greater Western Sydney Transport Forum, bringing together councils, major health and educational institutions, businesses leaders and community groups – all of whom had a vested interest in seeing improved transport services for the region.

The forum was addressed by the NSW Transport Minister, John Robertson, the then Opposition Transport spokeswoman Gladys Berejiklian and the NSW Greens leader David Shoebridge, and was followed by a panel discussion on key infrastructure and service needs for the region.

The forum voted to establish a Greater Western Sydney Transport Alliance, co-convened by WSROC and UWS, to lobby Government to recognise the urgent transport needs of the region and ensure that the people of Western Sydney have access to safe and reliable public transport and easy access to their homes and workplaces.

A small co-ordinating team has been established between WSROC and UWS to establish terms of reference and a charter and plans are under way for the first meeting of the Alliance to be convened later this year. WSROC Transport planners have agreed to act as a de facto steering committee during the establishment phase and will retain an advisory role to assist in the Alliance's policy development and strategic direction. ■



Policy Initiatives

Infrastructure Funding and the AAA Credit Rating

Faced with the ongoing debate over how to provide urgently needed infrastructure to Western Sydney, WSROC commissioned one of Australia's leading economists, Nicholas Gruen of Lateral Economics to undertake a study on the issue of private versus public funding of infrastructure projects.

The resulting report "Getting Western Sydney Growing" yielded some surprising findings – including an assessment that revealed that the NSW Government would be at least \$4.6 billion better off if they had borrowed to build the last ten major infrastructure projects rather than establishing them with PPPs.

The release of the report, supported by an opinion piece in the Sydney Morning Herald threw the debate about infrastructure funding wide open.

WSROC's report raised many questions and a range of community opinion about the State Government's fiscal policy, which placed the maintenance of AAA credit rating ahead of providing urgent infrastructure.

The impact of the report continues to be felt as shown by the fact that the issue is now debated in every discussion on infrastructure funding policy.

Urban Adapt and The National Food Plan

WSROC councils are at the forefront of one of the most significant land use challenges we now face – the growing battle to preserve scarce agricultural land resources on Sydney's outer fringe, against a seeming endless demand for new housing and industrial sites.

The potential loss of this land has serious impacts on the provision of affordable fresh local produce – which is particularly important in Western Sydney which already has higher than average levels of obesity and lifestyle-related illness.

This prompted WSROC to launch the Urban Adapt campaign, in early 2010 to urge the Government to establish a National Food Security strategy.

Over the past year the campaign has brought together urban planners, local farmers, health experts, local councils and government agencies to raise awareness of the issue and urge the Federal Government to act.

The ultimate aim is to provide government and other decision-makers with a perspective on industry challenges, priorities and opportunities for Australia's food industry and, in the process, secure Sydney's supply of equitably priced fresh produce.

The work of the Committee, was covered in a series of ground breaking media reports, orchestrated by WSROC, which provoked significant community debate on the issue and prompted the Federal Government to announce they would begin work on a National Food Plan to assess Australia's potential food security on both a national and regional level.

WSROC has contributed to the formulation of this policy and will continue to work closely with both the Commonwealth and State Governments to inform and develop sound policy initiatives covering both the planning and health aspects which will protect our local agriculture and promote an integrated and well balanced land use plan for our region.

Strategic Integrated Regional Plan

The need to develop a Strategic Integrated Regional Plan (SIRP) has been identified as a key priority for WSROC as a critical instrument in our planning and advocacy roles. The need for the Plan was identified during a meeting between WSROC's President and Chief Executive and Federal Infrastructure Minister Anthony Albanese in June 2010 as being a mandatory component in the allocation of funding for infrastructure projects.

WSROC has been developing this plan for some months and has made significant progress. Following an exhaustive tender process overseen by a select panel of WSROC member council planning directors, Arup were chosen to undertake the study.

This process is now underway and it is expected a draft report will be ready by the end of 2011. ■



Campaigns

WSROC's role as the leading regional advocate requires us to lead many powerful campaigns on behalf of our councils and residents and the past twelve months has been no exception. In addition to our policy initiatives surrounding food security, population planning and infrastructure funding outlined on the previous pages, we continue to act on behalf of our councils to ensure their views are heard and taken into account at both State and Federal levels.

Section 94

As is often the case, planning issues led the campaign agenda this year, particularly in relation to the NSW Government's cap on Section 94 developer levies.

While the \$20,000 cap itself was announced in December 2008 a system of exemptions was included which allowed councils to apply for permission to charge a higher rate for individual developments where the costs to councils were higher, such as greenfield sites which required substantial new infrastructure or urban infill sites with serious flooding issues.

But in the State budget handed down on June 7, 2010 the NSW Government abolished the exemption system, leaving many WSROC councils facing funding shortfalls running into many millions of dollars.

WSROC immediately launched a strong and effective media campaign, highlighting the issue and the potential impact on both new and existing residents, in which President Alison McLaren appeared on national television, radio and in major metropolitan



newspapers over several days, leading their coverage of the state budget and setting the agenda for the debate on planning issues.

This was followed by a series of top level meetings with Ministers, spokespersons and senior bureaucrats to explain the disastrous consequences this policy could have, and WSROC raised the issue at Federal level in a series of meetings with Commonwealth Ministers later that month.

On September 16, 2010, the Government announced that most of the existing exemptions to the Section 94 cap on developer levies would be reinstated. For the majority of councils, this meant that existing projects were able to continue as planned under the previous regulations.

The reinstatement of exemptions followed an earlier announcement which increased the cap on developer levies to \$30,000 for greenfield sites and announced an extra \$30 million would be invested in the NSW Government's existing \$20 million Building Fund to help offset the costs of council works associated with greenfield sites.

WSROC considers this to be a major win. In effect the Government backed down on its attempts to impose a flat \$20,000 cap on Section 94 developer levies and initiated arrangements which allowed councils to circumvent the cap, when required, on a site by site basis.

This result showed that an organised, centralised and sustained media campaign can be an effective tool of influence, when supported by the willingness of individual councils to take action. WSROC would like to thank those councils – most notably Holroyd, Blacktown, Liverpool and Penrith, for their support and assistance in achieving this successful outcome.



Asbestos

WSROC has continued to campaign for better reporting and closer monitoring of asbestos identification and disposal and is currently working with Holroyd Council to prepare a schools-education program, to alert students and their families of the potential risks posed by asbestos in the environment.

Issues identified include lack of adequate registration of disposal companies and problems of illegal dumping. WSROC raised the issue in a meeting with the former Planning Minister Tony Kelly, and has raised the issue with a number of senior officials from both the planning and environment departments. Funding has also been sought under the Commonwealth's Asbestos Innovation Fund to develop the school education program.

WSROC will continue to lobby the state Government to return principal authority for demolition approvals to councils, and congratulates Holroyd Council for being mentioned in the NSW Ombudsman's report into asbestos as an example of best practice. WSROC has also developed their own asbestos policy and will continue to work with our member councils and the State Government to promote the full implementation of the Ombudsman's recommendations.

Wifi on trains

WSROC has been urging the NSW Government to follow the lead of major European Cities by installing free wifi access for commuters on public transport. After meeting with then NSW Transport Minister, John Robertson, the Government has agreed to trial this service on Sydney Ferries with the view to extending it to other public transport services. ■

Funded Programs 2010-2011

Water in The Landscape

Water in The Landscape (WiTL) is a three-year community education program, run by WSROC and funded by the NSW Environmental Trust. The Program focuses on encouraging greater community participation in the management of water resources and the environment.

The Program uses creative events and activities, such as a short film competition and digital story telling together with music and dance performances, community projects and school forums, to bring people together in appreciating and caring for the water in their environment.

It also serves to highlight the roles and responsibilities of local councils and other agencies in managing stormwater, protecting water quality in local creeks and rivers, and ensuring there are adequate water supplies to maintain community facilities such as local sports grounds.

The aim of this innovative project is to connect people and organisations with the water in their environment to establish new relationships which continue beyond the project period.

The combination of cultural events and educational activities reaches out to individual community members who may not have previously thought about water management issues and allows them to participate and be engaged in caring for their own environments.

The Year in Review

Following an intensive period of planning and preparation in the first year of the project, the past twelve months has seen many of our cultural projects signed up and underway. A total of 15 Cultural Projects are now under contract and work is underway to finalise a consultancy for the community forums. We have put in place our Governance Structure and launched the WiTL website which forms a key part of our communications strategy and provides an important source of information and reference materials to participants in the program and the general community.



WiTL Cultural Projects

A total of 46 Expressions of Interest for Cultural Projects were received by the Water in The Landscape Program. The organisations who submitted, varied greatly from schools, universities, individual artists and NGOs.

From the received EOIs 18 projects were selected for funding. These projects cover a wide variety of formats, such as photo and video art, school programs, GPS accessible audio and visual history, a vertical garden and local festivals. Three of the projects initially selected have, for various reasons, indicated that they will not be proceeding.

The remaining 15 cultural projects are scheduled for delivery during 2011 and 2012. From February to June 2011, eight projects have either been completed or are preparing for delivery.

48 Green Hours Film Competition

Delivered in May 2011, this short film competition allowed film makers only 48 hours to write, shoot and edit a short film, having been given just 3 components (a character, a prop and a line of dialogue) within the theme of water in the landscape. The winning film will be shown at the 2012 Cannes Film Festival. The finalists can be seen on the WiTL YouTube channel.



Crossing Waters: Bibby's Place

Bibby's Place is a street in the suburb of Bonnyrigg in Fairfield LGA. This project was developed by Fairfield Council to engage the very diverse local community in the consideration and design of site re-development works for the street that incorporate water sensitive features.

Reaching this community with a water and environment message was a challenge which this project met by collaborating with community development staff and water management professionals within Council, both working with people from the community.

Upstream: Stories of Water and Place

Developed by Information and Cultural Exchange, this project worked with a group of recently arrived migrants, refugees and asylum seekers from the Blacktown LGA. The nine participants from Sudan, Iran, Sri Lanka, Bhutan, Egypt, and Afghanistan were introduced to photography, video editing and audio recording to learn the craft of creating their own digital stories about the role of water in their lives. These films can be seen on the WiTL YouTube channel.

VOX Pops

This small but very valuable project produced "vox pops" or web clips of short interviews with members of the community and participants in recent Water in The Landscape projects. These "sound bites" provide an immediate indication of how the projects are working to provoke thinking and discussion amongst audiences. The vox pops can be seen on the WiTL youtube channel.

Our Water Our Future: Its up to Us!

This project was developed by Nepean Community and Neighbourhood Services (NCNS) to work with local young people in a digital media competition focussing on Glenmore Park Lake. NCNS partnered with Glenmore Park High School where the project has become a Connecting Outcome Group (COG) Unit for the Year 7 Self Select Class and the Top Year 10 Class. This means that teaching in English, Arts, Music, Geography and Science will include work on the Our Water Our Future: its up to Us competition.

The entries for the competition will be put up on the Program's Youtube channel (expected in November 2011).

CrowdTV Project

The CrowdTV Project was developed through a partnership between the Institute for Sustainable Futures at the University of Technology (Sydney) and Australian Documentaries.

The project collaboratively develops a documentary with the Western Sydney community which represents a world-first strategy in documentary making. The community can contribute ideas through a specially developed website www.crowdtv.com.au that allows the upload of ideas, comments, and voting by users of the site. Community workshops were also held with key interest groups (such as Indigenous people and water professionals) to ensure that their contribution was secured.

The documentary will be completed by September 2011 and will be screened at a red carpet event scheduled for November 2011.

Remembering the Story

This is a project developed by Hands Heart and Feet, a collective of Blue Mountains based performers, that uses story-telling through dance and music, to carry basic messages of respect for the environment to Western Sydney schools. Two stories have been prepared: *The Half Girl and the River*, and *The Water of Life*, which will be presented to at least 7 Western Sydney schools and to a number of community events for a broader audience throughout 2011.

For more information see our website: www.waterinthelandscape.org.au ■



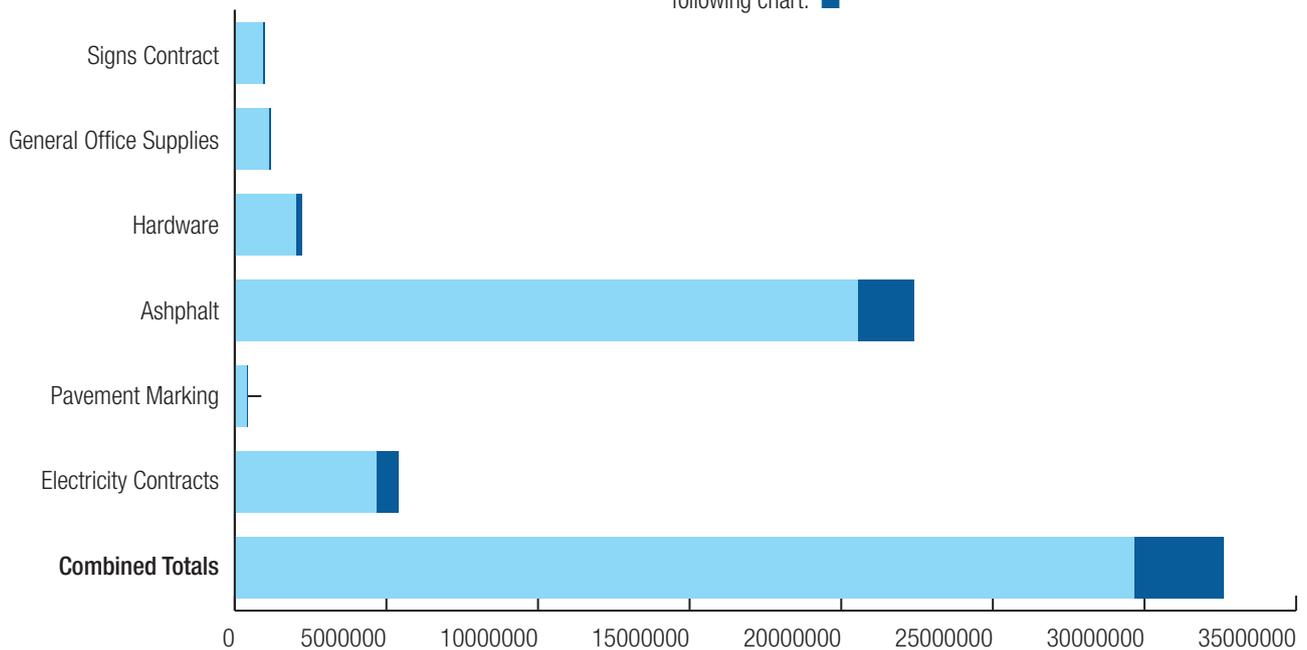
Procurement Report

WSROC has recognised the importance and benefits which can be obtained for our member councils through collective procurement projects.

To ensure continuous improvement in this area WSROC appointed a full time Procurement and Joint Activities coordinator (Mal Ackerman) in May 2010 to investigate and implement new opportunities and to manage all planned and existing procurement projects.

There are already a number of strategic joint procurement projects that were facilitated by the WSROC Supply Management Team that have resulted in considerable savings over the preceding 12 months (2010 calendar year). Overall the existing Supply Contracts established through joint procurement have realised annual savings of approximately \$2.9m against a combined annual expenditure of around \$30m.

The main projects and associated savings are summarised in the following chart. ■



Supply Project Name	Annual Expenditure	Average % Savings	Annual \$ Saving
Signs Contract	\$928,851	6%	\$55,731
General Office Supplies	\$1,104,454	7%	\$77,312
Hardware	\$2,023,620	9%	\$182,126
Asphalt	\$20,555,218	9%	\$1,849,970
Pavement Marking	\$373,817	16%	\$59,811
Electricity Contracts	\$4,666,473	16%	\$746,636
Combined Totals	\$29,652,433	10%	\$2,971,585

New Projects

Other recent strategic procurement projects implemented include the provision of Traffic Control Services. This project commenced at the end of 2010 and already expenditure up to the end of September 2011 is \$1.3m, which has provided savings of 8% to participating Councils.

It is anticipated that a new tender will be advertised during November 2011 for the collection and recycling of mattresses across the region - this project will ensure that 99% of mattresses will be recycled, thereby minimising waste to landfill, while at the same time saving money for participating councils on their disposal costs.

A number of other potential procurement projects have been identified and will be discussed in more detail at an annual Planning Day comprising each of the key Supply staff from participating Councils (Supply Management Group). At the planning day each of the potential projects will undergo an initial assessment, they will then be prioritised for further analysis to ascertain the feasibility of implementing the identified joint supply arrangements during the financial year 2012-2013.

Details of all existing and planned Procurement Projects will be posted early in 2012 on the WSROC web site for easy access by participating Councils. A forum will also be established through this site so members can provide feedback on existing projects along with ideas and suggestions for future joint projects.

Joint Asphalt Project

One of the key projects (flagship project) for WSROC is the Asphalt Services and Associated works.

This project includes the following scope of services/materials

- Asphalt Works-Supply & Lay
- Road Restoration
- Asphalt Ex-Bin Supply & Deliver
- Sprayed Bituminous Surfacing
- Stabilisation Cementitious
- Stabilisation Bituminous
- Profiling (PR)

The Asphalt joint procurement project has been in operation since July 2007 and was for an initial period of 3 years with an option to extend the arrangements for a further 2x1 year periods. Due to the initial success of the project all Councils agreed to accept the two extensions and continue the agreements until June 2012. We are now into our final year of the agreements and arrangements are already in place to issue a new tender with the majority of Councils indicating their participation.



Since the start of this project the total combined expenditure of \$62m has provided an estimated saving to participating Councils of \$6.4m.

Other Agency Procurement

WSROC, before embarking on a new project carefully considers what other agency projects are currently available to our Councils and where possible we try to work closely with these agencies to ensure consistency in our approach to the market and to minimise duplication.

A very good example of how benefits can be achieved through joint procurement and working with other agencies was the recent implementation of a joint NSW Council tender for the provision of electricity to major sites and street lighting. This project was only possible following guaranteed electricity consumption volumes made available from WSROC Councils. Whilst the WSROC Supply Group was responsible for instigating the project, the tender process was facilitated by Local Government Procurement. Overall 30 Councils eventually participated in the joint tender with the final result providing considerable savings to each of the participating Councils. An overall reduction in electricity rates of approximately 17% was obtained and in the current climate of increasing electricity prices this was a major achievement.

Anyone wishing to learn more about the Procurement Program can contact Mal Ackerman on (02) 96714333 ext. 116 or by emailing directly to mal@wsroc.com.au ■



Advocacy

WSROC's impressive record in regional advocacy and promoting Western Sydney means that our views are frequently sought by key policy and decision makers and invited to inform top-level stakeholder discussions.

The past year has been no exception and WSROC has met frequently with State and Federal Government Ministers, MPs and key Government agencies to build networks and partnerships to ensure the views of Western Sydney are heard at all levels.

Meetings with Federal Ministers - President & CEO

The President and then CEO, Mr Jeremy Goff met in Canberra on the 17th of November with Hon Simon Crean MP, Minister for Regional Development, Minister for Local Government; and with staff from the offices of the following Ministers:

- Hon Greg Combet MP, Minister for Climate Change;
- Senator the Hon Joe Ludwig, Minister for Agriculture, Forestry and Fisheries;
- Hon Peter Garrett MP, Minister for Education; and
- Hon Tanya Plibersek MP, Minister for Community Services, Minister for Social Inclusion.

In November 2010 the President and CEO met with Hon Chris Bowen, Minister for Immigration, and later that month, the President was also invited to meet with senior members of the NSW Opposition in the lead-up to the election, which included the Opposition leader, Mr Barry O'Farrell, Opposition Transport spokeswoman Gladys Berejiklian, Opposition Planning spokesman Brad Hazzard.

During 2010, the President also met with senior NSW Ministers including Transport Minister John Robertson, Planning Minister Tony Kelly, former Roads Minister David Campbell, Tourism Minister Jodie McKay and the staff of Environment Minister Frank Sartor.

Presidential Appearances

As a result of WSROC's increasingly high profile, the past year saw WSROC President Alison McLaren invited to speak at numerous functions and events which provided great opportunities for forging stronger links between other key stakeholders in Western Sydney's future.

Among the highlights was the President's speech on March 1, at the Daily Telegraph's "People's Parliament" a day long forum of community and business leaders who were brought together to debate the election issues under the auspices of the Daily Telegraph newspaper, who gave blanket coverage to the event in the lead up and on the day.

Clr McLaren was invited alongside NRMA President Wendy Machin, Brendan Lyon, CEO of Infrastructure Partnerships Australia, Radio Personality Ray Hadley and others.

In November 2010 the President was invited as a guest speaker at the Property Council's "Great Growth Symposium" and represented WSROC as a panel speaker at the Local Government Urban Planning and Development Summit, 2010 in October.

The CEO, Mr Jeremy Goff gave a speech on alternative funding for infrastructure at the NSW Transport Infrastructure Conference, 15 November 2010. This coincided with the launch of WSROC's campaign to rethink the AAA credit rating in order to better fund infrastructure. Two major articles in the Sydney Morning Herald during November prompted widespread discussion and debate in the media and at public forums regarding the merits of the issue.

Clr McLaren was also asked to speak at a special breakfast hosted by the Member for Chifley, Mr Ed Husic, to mark the Centenary of International Women's Day on March 8, 2011. Clr McLaren appeared alongside Susan Hartigan, Institute Director of Western Sydney TAFE, who has since met with WSROC's Acting CEO to discuss potential employment and training synergies between TAFE and our member councils, especially in the fields of sustainability and early childcare.

Following the election of the O'Farrell Government in March, the President has been invited to meet with Opposition Leader John Robertson, Transport Minister Gladys Berejiklian, Planning Minister Brad Hazzard, and Sports Minister Graeme Annesley.

A special briefing of Western Sydney Government MPs has been organised for July 1 to brief them on issues relevant to our region. ■

Strategic Partnerships

WSROC works closely with State and Federal government agencies, local business groups, and other key stakeholders including:

- Department of Environment and Heritage
- Council of Australian Governments
- Regional Development Authority Sydney
- Roads and Traffic Authority
- Arts NSW
- Museum of Contemporary Art (C3 West program)
- NSW Property Council
- Western Sydney Area Health Service
- NSW Department of Planning
- NSW Environmental Trust
- Western Sydney Institute of TAFE
- Greening Australia
- Office of Hawkesbury Nepean
- Australian Local Government Association
- Local Government and Shires Association
- NSW Department of Transport
- University of Western Sydney
- Committee for Sydney
- Greater Sydney Partnership
- NSW Department of Premier and Cabinet
- other Regional Organisations of Councils
- Western Sydney Community Forum
- WESTIR
- NSW Department of Trade and Industry
- Centre for Health Innovation and Partnerships (CHIP)
- Procurement Australia
- Local Government Procurement
- NSW State Procurement
- Destination NSW (formerly Events NSW)
- NSW Historic Houses Trust

Submissions to Government Reviews and Inquiries

May 2010

- Submission to the NSW Government's review of the Metropolitan Strategy – City of Cities
- Submission to NSW Government's Metropolitan Transport Plan –Connecting the City of Cities

July 2010

- Submission to the NSW Government's Draft Greater Metropolitan Water Sharing Plan

August 2010

- Submission to the NSW Government's Review of the effectiveness of the NSW Nation Building and Jobs Plan and the future role of the Co-ordinator General in determining infrastructure and housing developments in NSW

Feb 2011

- Submission to the NSW Government's Review of its Waste and Resource Recovery Strategy
- Submission to Draft NSW Public Lighting Code – NSW Department of Industry and Investment

March 2011

- Submission to Commonwealth Government's Our Cities discussion paper
- Submission to the Commonwealth Government's Issues Paper on a Sustainable Population Strategy for Australia
- Submission to the 12 month review of the NSW Government's Affordable Housing SEPP

April 2011

- Submission to the Commonwealth Government on the proposed regulations covering the National Television and Computer Product Stewardship Scheme

May 2011

- Submission to the Better Regulation Office, NSW Department of Premier and Cabinet, on Islamic banking

Strategic Directions

Headline Issue: Integrated Regional Planning

Strategy 1. DEVELOP A 'BLUE PRINT' FOR THE FUTURE OF WESTERN SYDNEY	
Having regard to the Government's Metropolitan Strategy, Sub-regional and associated strategic plans, WSROC will review its regional management and planning framework (FutureWest) to provide a long-term planning 'blueprint' for Western Sydney.	<ul style="list-style-type: none"> • SIRP – WSROC has engaged ARUP to prepare the first step of a strategic integrated regional plan to be presented to both NSW and Federal Government as the basis of a blueprint for the future of Western Sydney
Strategy 2. SUSTAINABLE AND LIVEABLE COMMUNITIES IN THE FACE OF CONTINUING GROWTH	
At every opportunity advocate for those outcomes that will provide for sustainable and liveable communities, delivering increased employment, improved access to services and facilities (including intra- and inter-regional transport links), greater housing choice, enhanced education opportunities and improved health and well-being.	<ul style="list-style-type: none"> • National Population Summit • Urban Adapt • GWS Transport Forum and Alliance • Centre for Health Innovation Partnerships (CHIP) • Sustainability Strategy
Strategy 3. INFLUENCE GOVERNMENT (STATE AND FEDERAL) AND BUILD BETTER LINKS TO GOVERNMENT LEAD AGENCIES	
Build relationships with key government political representatives, departmental representatives and relevant agencies to enhance further opportunities for the achievement of WSROC strategies by the equitable distribution of funding to the region.	<ul style="list-style-type: none"> • Meetings with Ministers/ Agencies – see page 16-17 • Participation in DECCW Climate Change Strategy, RTA's Bells Line of Road Steering Committee • Submissions: see box page 17
Strategy 4. REFLECT ASPIRATIONS OF THE REGION'S COMMUNITIES AND RECOGNISE/CELEBRATE THE REGION'S CULTURAL DIVERSITY	
Establish an understanding of priority/ community aspirations across cultural groups and propose programs to members designed towards meeting those aspirations.	<ul style="list-style-type: none"> • WSROC employs a part-time Regional Arts and Cultural Coordinator co-funded by Arts NSW to work with arts community and cultural groups across the region • WSROC coordinates and liaises regularly with all local community and cultural groups on issues such as transport (GWS Transport forum), environment and the arts • Water in The Landscape Program is funding more than 15 cultural projects across all member LGAs engaging and supporting different cultural groups in building awareness of water in the environment (including CALD communities)
Strategy 5. WESTERN SYDNEY IS A PLACE OF 'FIRST CHOICE' FOR PEOPLE TO LIVE AND WORK IN AND A WIDE RANGE OF BUSINESS INVESTMENT OCCURS IN THE REGION	
At every opportunity promote the 'brand' of Western Sydney lifestyle and business investment opportunities.	<ul style="list-style-type: none"> • Major events (such as NPS, NSW Leaders Debate) placed Western Sydney in the national spotlight • High level of media coverage (over 30 media releases issued and President McLaren appeared frequently on radio, television and print to comment on Western Sydney issues) has ensured that Western Sydney receives positive coverage and highlights the opportunities and advantages of our region • Forging partnerships with the RDA and local business chambers such as Penrith Business Alliance to connect with the business community

Headline Issue: Employment

Strategy 1. ACCESS
Advocate for the improvement of regional accessible employment opportunities, supported by government commitment to necessary infrastructure and choices for local residents, including improved diversity of employment.
Strategy 2. EDUCATION AND TRAINING
Advocate to raise the level of job skills of a diversified workforce by improving access to and opportunity for quality education and training to improve the regional employment rate.
Strategy 3. PLANNING/LAND USE
Advocate to align the planning strategies of member councils, State authorities and agencies with the growing need for long term employment generating development.
Strategy 4. EMPLOYMENT HUBS
Advocate for member councils, State Authorities and Agencies to identify and provide appropriately serviced, accessible land for the establishment of a range of employment hubs.
Strategy 5. PROMOTION OF BUSINESS OPPORTUNITIES
Develop partnerships between member councils and relevant agencies to enhance and promote the economic profile of the region and opportunities for business investment (including decentralised government precincts).

Headline Issue: Infrastructure and Transport

Strategy 1. AN INTEGRATED TRANSPORT STRATEGY WITH AGREED PRIORITIES

- GWS Transport Forum March 2011 leading to establishment of GWS Transport Alliance
- Regular meetings with Ministers, transport and planning officials to lobby for better cross regional and public transport

Develop an advocacy strategy, based on a regional perspective (including other ROCs) to clearly identify priorities for the reservation of corridors, integrated ticketing, properly planned necessary timetable for the co-ordinated construction of:

- North-West Rail Link
- South-West Rail Link
- North/South Rail Link

complementary to other transport modes.

- Commissioned Strategic Integrated Regional Plan to identify planning and infrastructure priorities and strategies for managing current and future population growth
- Meeting with Former and current Transport Ministers to promote the need for North West Rail link (including extension to Richmond line, South West Rail link and continuing to press for Parramatta-Epping Rail link

- CEO and DCEO met with Vice Chancellor UWS regarding opportunities for collaboration
- CEO met with Western Sydney Institute TAFE regarding opportunities for collaboration – followed up with TAFE presenting to Councils' Environment and Sustainability Officers' group regarding developing new courses in sustainability and environmental sciences

Strategy 2. IMPROVED RAIL SERVICE FOR WESTERN SYDNEY COMMUTERS

Advocate for improvements to the service frequency, reliability, connectivity, comfort and convenience of rail services for Western Sydney commuters.

- Media campaign in support of Western line duplication
- Launched media campaign for free wi-fi on public transport, especially rail for long distance commuters. (Now being trialled on Sydney ferries with a view to expanding it to trains)

- Met three times with former Planning Minister Tony Kelly regarding the need for integrated planning and landuse strategies
- President and CEO met with new Planning Minister Brad Hazzard re Western Sydney Employment Lands and the need for better infrastructure to support them
- Working with our member councils, especially Penrith regarding the release and planning for WSEL
- Lobbied Transport Minister and supported Council submissions on the need for better road access to Erskine Park
- Reconvened Economic Development Officers meeting to co-ordinate regional approach to employment issues

Strategy 3 IMPROVED RAIL NETWORK FOR FREIGHT TO EASE PRESSURE ON PUBLIC ROADS (GREAT WESTERN HIGHWAY AND PARRAMATTA ROAD)

Advocate for substantial improvements and additions to the freight networks so as to effectively reduce the use of the existing road network by heavy vehicles throughout Western Sydney.

- Member M5 Taskforce to expand M5 East ahead of Port Botany expansion
- Board passed motion in support of Moorebank Intermodal Freight terminal
- Supporting Liverpool and Penrith Councils' calls for a series of IMF terminals throughout Western Sydney including Badgery's Creek

- President and CEO met with Commonwealth Regional Planning Minister Simon Crean to discuss opportunities to build employment hubs in Western Sydney

Strategy 4. IMPROVED ROAD LINKS BETWEEN COMMERCIAL/INDUSTRIAL CENTRES

Identify ineffective road links between commercial and industrial areas (including the M4) and subsequently advocate for necessary improvements.

- Lobbying for M4 East, M5 East, F3-M2 Link
- Member Bells Line of Road steering committee
- Supported submissions re Erskine Park road links and need for direct exit from M7

Strategy 5. CONSTRUCT EFFECTIVE BUSINESS CASES

By the use of quality research and analysis and documentary material already available, construct effective business cases to secure political commitment on priority transport issues determined by WSROC from time to time.

- Report "Getting Western Sydney Growing" released October 2010 argues need for new thinking of AAA credit rating to fund urgently needed infrastructure – especially transport and rail.

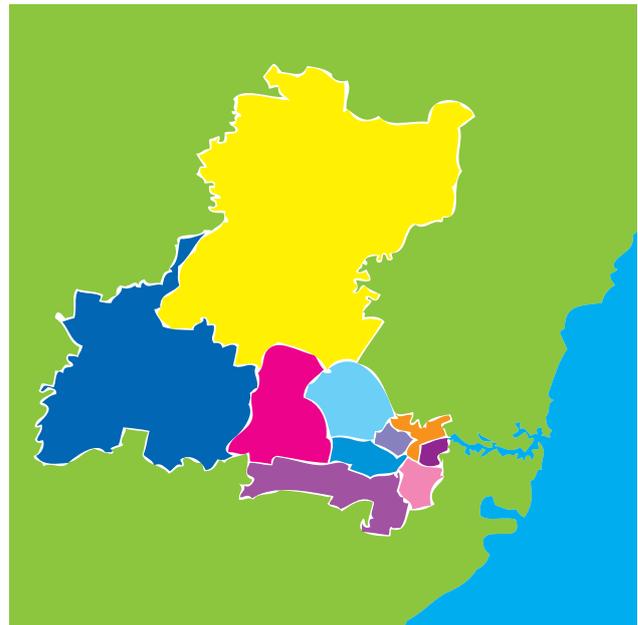
- Continued close collaboration with Penrith Business Alliance to promote Penrith as a health and education precinct
- Supporting Parramatta Council's bid to become second major CBD for Sydney
- Developing the Strategic Integrated Regional Plan to identify opportunities for new employment hubs and potential for decentralising Government services and agencies.
- Met with Western Sydney Business Connection regarding opportunities for collaboration

Strategy 6. NEW HOSPITAL(S) TO MEET GROWTH DEMANDS

Effectively advocate for new hospital facilities throughout the region to cater for the demands of population growth and ageing.

- Conducted media campaign regarding more resources for Blacktown Hospital and funding for beds at Liverpool.
- Formulated detailed health policies at both State and Federal levels as part of Election Issues Paper

- Auburn ■
- Blue Mountains ■
- Bankstown ■
- Blacktown ■
- Fairfield ■
- Hawkesbury ■
- Holroyd ■
- Liverpool ■
- Parramatta ■
- Penrith ■



Geography

The Western Sydney Regional Organisation of Councils has ten member councils: Auburn, Bankstown, Blacktown, Blue Mountains, Fairfield, Hawkesbury, Holroyd, Liverpool, Parramatta and Penrith.

It covers approximately 4,500 square kilometres including national parks, such as the Blue Mountains World Heritage site, major waterways including the Hawkesbury Nepean River, the Georges River and Prospect Reservoir parklands, including 5,280 hectares of Western Sydney Parklands area – a 27 kilometre green corridor which links the North West growth sector at Blacktown with the South West growth sector at Liverpool.

The major land uses in the region are residential, rural, industrial, agricultural, commercial, institutional and military, as the area covers the Holsworthy Army base, and the Richmond Air Force base among others.

It also covers numerous major recreation sites such as Eastern Creek raceway, Olympic Park and the ANZ Stadium, the Sydney International Equestrian, Shooting and regatta centres, Blacktown Olympic Park and the Sydney Superdome and Aquatic Centre.

Blacktown LGA has the largest population, with 271,710 persons, at the last census in 2006, representing 15.1% of Greater Western Sydney's population and growing at an annual rate of 1.8%. Hawkesbury city has the smallest population of 61,000 – which declined slightly from 2001.

In contrast, Hawkesbury covers the largest land area with 2800 square kilometres and Auburn the smallest at 32 square kilometres. ■



Our Population

History

The region was the traditional land of the Cabrogal, Dharug and Eora people. The first European settlers arrived in 1788, but the area grew slowly until the construction of railways in the late 1800 and early 1900s. Large scale suburban development occurred in the 1950s and 60s, aided by postwar immigration and industrial growth, and the area has continued to provide the majority of Sydney's new housing areas.

The current population of the WSROC council areas stands at 1.6 million, 541,000 (34.8%) of whom were born overseas, and this number is expected to increase by over 1 million in the next 25 years. On current trends around 70% of the population increase will be due to the combined effects of birth rates and an ageing population. A further 30% will be due to immigration.

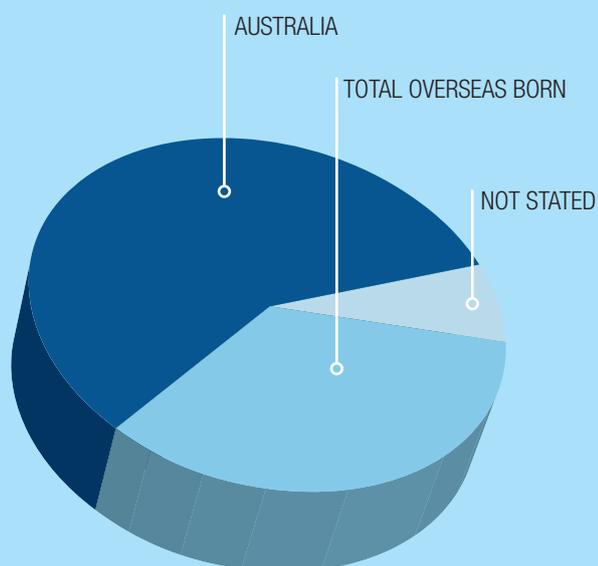


Population Snapshot - A multicultural community

- Western Sydney residents speak over 130 different languages;
- 35% were born overseas (10% higher than NSW average). Figures in some LGAs are much higher - around 60% in Auburn, 43.5% in Holroyd, 44.4% in Parramatta and 38.8% in Blacktown;
- 12% of our residents do not speak English well;
- 60% of new immigrants to Australia settle in Western Sydney, (Blacktown 12.2 % and Auburn, 11.1%);
- Over the past decade about 50% of arrivals were from Iraq (29.2%) and Sudan (19.6%);
- Most WSROC LGAs record below average SEIFA scores (socio economic index for areas) – except Blue Mountains and Hawkesbury; and
- There is a significant indigenous community - about 15,000 people dominated by a younger age group – 59% under 25 compared to 37% in rest of population. Conversely the older age group comprises only 2.4% compared to 9% in the general population. ■



Country of Birth



Country of Birth top 10 overseas birthplaces ranked for 2006 (persons)

WSROC Region 2006

Enumerated data	number	%	Sydney Statistical Division %
Viet Nam	46,682	3.3	1.5
United Kingdom	39,324	2.8	4.2
Lebanon	33,120	2.4	1.3
Philippines	30,325	2.2	1.3
China	29,337	2.1	2.7
India	25,220	1.8	1.3
New Zealand	24,141	1.7	2.0
Iraq	18,025	1.3	0.5
Fiji	17,023	1.2	0.7
Italy	15,303	1.1	1.1
Non-English speaking backgrounds	419,075	30.1	24.0
Main English speaking countries	74,162	5.3	7.8
TOTAL OVERSEAS BORN	493,237	35.4	31.8
AUSTRALIA	801,289	57.5	60.3
NOT STATED	99,045	7.1	7.9
Total	1,393,571	100.0	100.0

Source: Population Stats ABS Census 2006

Economy

The Western Sydney economy is worth around \$85 billion a year – making it the second largest regional economy in Australia after South East Queensland. Manufacturing is the main sector, accounting for \$13.3 billion in GRP, and 102,000 jobs.

Our resident labour force

- 400,000 (65% of labour force) employed Full Time
- 170,000 (28%) employed Part Time
- 45,000 (7%) unemployed

Travel to work

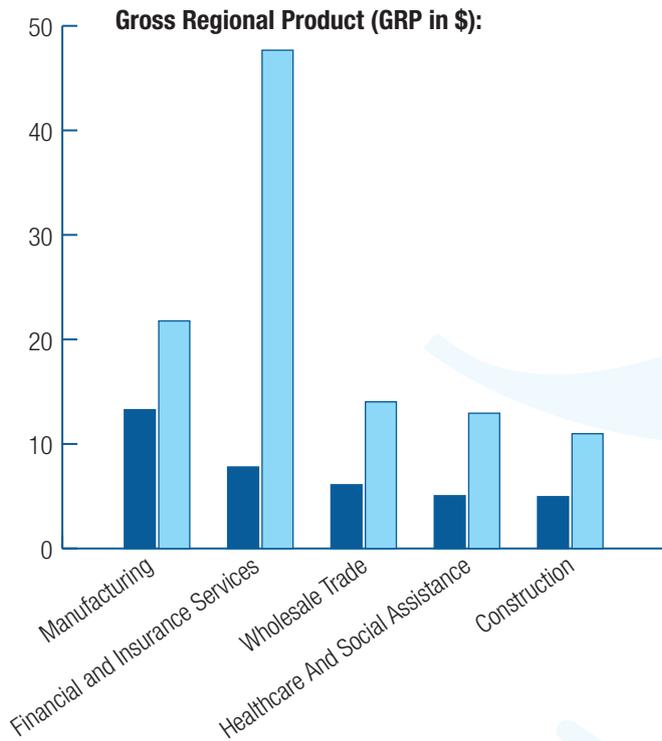
- 157,000 (36% of employed people) travel outside the region for work
- 413,000 (75.4%) of those who work in the region also live in the region
- 131,000 (24.6%) travel from elsewhere to work in the region

Industry in the WSROC region

A snapshot of industries located in the WSROC region includes:

- 10,000 manufacturing businesses employing 106,000 people
- 33,000 construction businesses employing 104,000 people
- 18,000 retailers employing 75,000 (11.1%)
- 2,800 hospitality businesses with 36,500 staff
- 13,600 transport and storage operations with 43,400 staff
- 3,000 communications services businesses employing 7,000 people
- 7,300 finance and insurance businesses employing 20,200 people
- 13,000 businesses in the various services sectors employing 63,000 people

Source: Sydney Regional Development authority 2010



Manufacturing

\$13.28 billion vs Sydney \$21.77 billion

Financial and Insurance Services

\$7.8 billion vs Sydney \$47.67 billion

Wholesale Trade

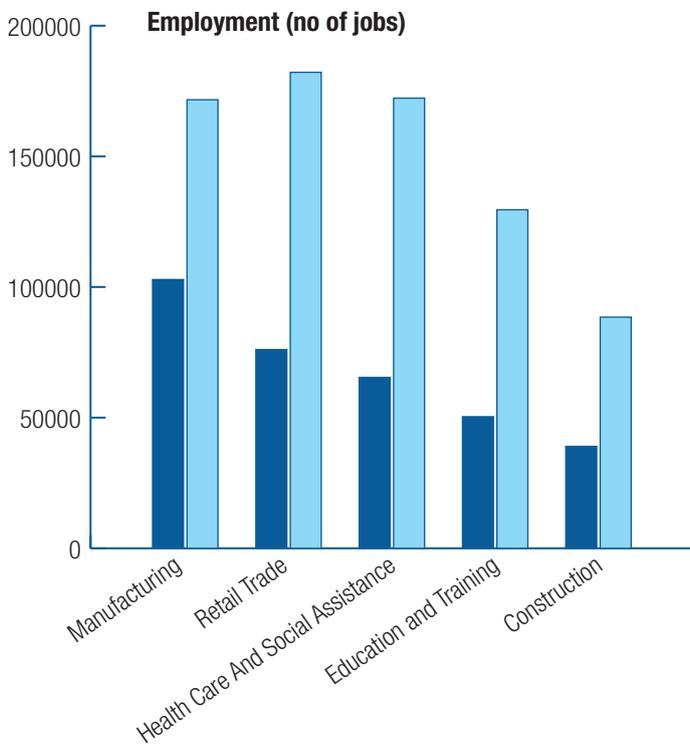
\$6.1 billion vs Sydney \$14.03 billion

Healthcare and Social Assistance

\$5.05 billion vs Sydney \$12.94 billion

Construction

\$4.96 billion vs Sydney \$10.98 billion



Manufacturing

102,853 vs Sydney 171,654

Retail Trade

76,05 vs Sydney 182,154

Health Care and Social Assistance

65,407 vs Sydney 172,273

Education and Training

50,366 vs Sydney 129,547

Construction

38,989 vs Sydney 88,474

Source: Sydney Regional Development authority 2010

Staff



CEO
Jeremy Goff



Deputy CEO
Karin Bishop



Office Manager
Esme Evans



Regional Procurement Co-ordinator
Mal Ackerman



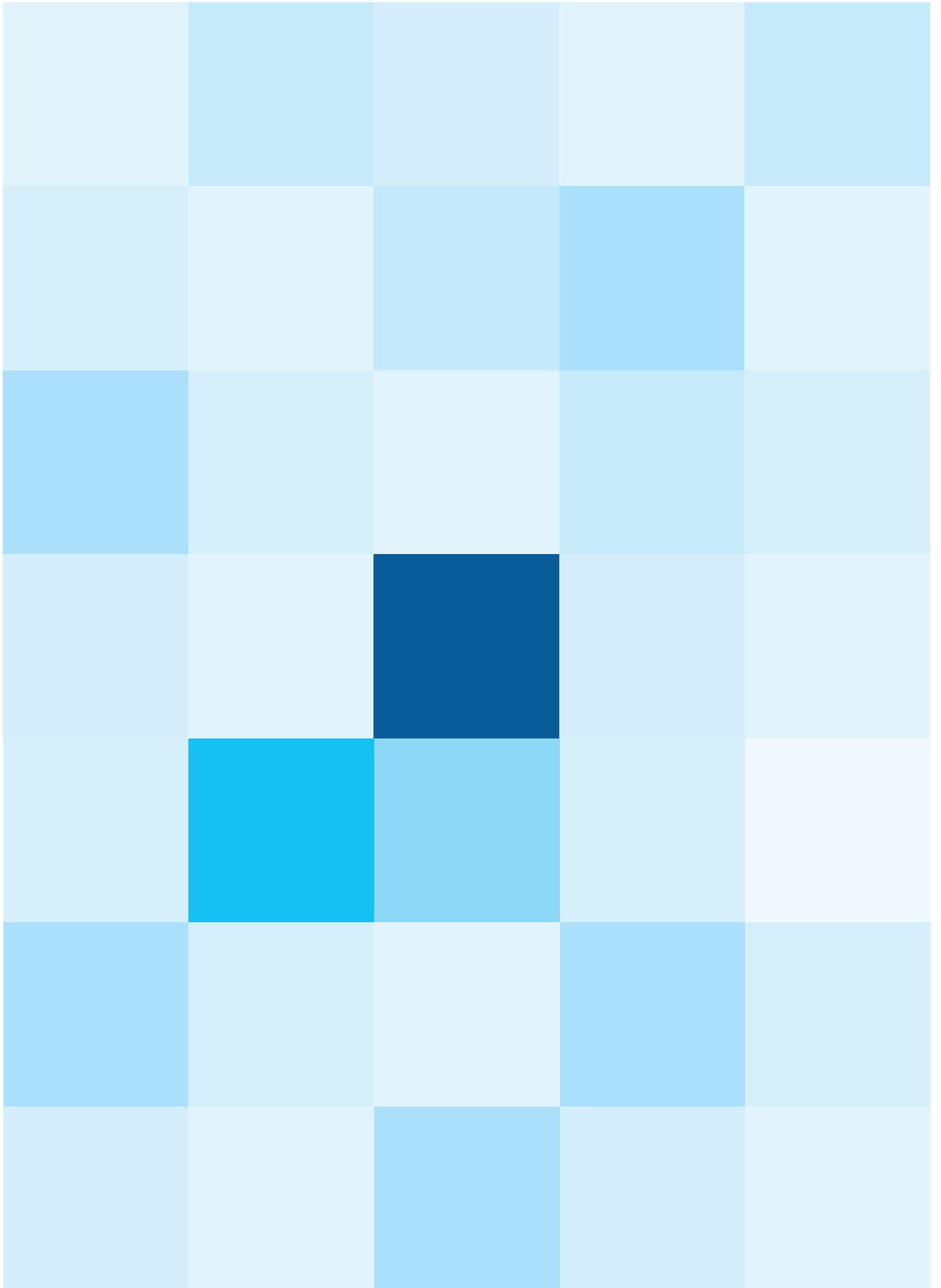
Project Manager
Water in the Landscape
Colin Berryman

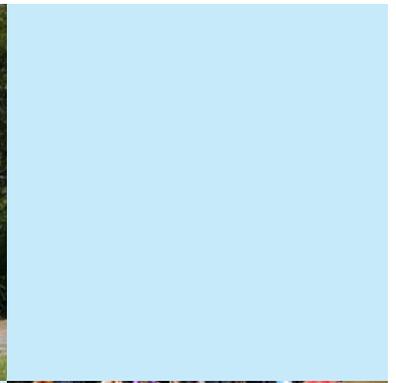


Communications and Liaison Officer
Water In the Landscape
Judith Bruinsma



Accountant
Linda Kepitis





WSROC

