

## Key Issues Outcomes: Action Plan 2010-11

### *Priorities for 2010-11:*

All steps of the Key Issues process identified that Secure and Sustainable Water and the Ballarat West Growth Zone should remain major projects for the Committee, with some refinement. However, there was a distinct shift towards the need to also consider the wider liveability agenda.

### Projects

**Secure and Sustainable Water** for the city and region remains a high, effectively unanimous priority for the Committee membership. While the Committee, through its project team, is urged to continue to press forward, it is encouraged to monitor the progress carefully so that it can execute an exit strategy at an appropriate time.

The Committee through its project team is encouraged to:

- Retain the initiative in pursuing maximum alternative water options for the city and region;
- Look at redefining its communication message around water as issues evolve; test perceptions of the extent to which the community wants recycled water or understands the need for it;
- Develop an aspect of the project to help assure the community that consideration and eventual application of initiatives such as recycled water in potable supplies is, in fact, for the community good; reinforce that the Committee's approach is in the interests of all in the community;
- Elevate the reality that this issue is not only relevant to economic development, but to social welfare and lifestyle imperatives.

**Ballarat West Growth Zone** should also remain a key project for the Committee. The fact that the City of Ballarat is more active on the matter is welcomed, but there remains a need to help drive the agenda, particularly in the light of the 10,000 jobs in 10 years project - jobs growth to lead the imminent population growth in Ballarat.

The Committee, through its project team, is encouraged to:

- Lead discussion of the importance of innovation as a prerequisite to investment associated with the BWGZ and a feature of it; champion the concept of Ballarat becoming a national centre of innovation in manufacturing excellence; set a wider innovation agenda for the Ballarat West Growth Zone.
- Continue to ensure the provision of jobs will lead the development with the motivation that, not only is this an economic imperative, it is a social human and community imperative;
- Participate in consideration of other aspects of the BWGZ development, including ensuring environmental and livability best-practice in the commercial, industrial and housing developments;
- Elevate the reality that this issue is not only relevant to economic development, but to social welfare and lifestyle imperatives.

The Committee is urged to identify – and facilitate the coming together of – the range of stakeholders in consideration of matters related to the BWGZ, particularly in the context of manufacturing excellence and innovation.

**Leadership Ballarat and Western Region** retains the complete support of the membership with encouragement to continue to build, promote and deliver a successful program. Focus our attention too on building partnerships to secure sustainable funding and related support for the program.

### **Project to be scoped**

**Northern Oval Recreation/Sports Precinct:** Reference to this was consistent through the various stages of the Key Issues process. It evolved to the point where:

- The project was recognised as encapsulating a growing expectation among members for the Committee to participate in livability and lifestyle aspirations of the city and region;
- A sub-group was formed to establish what role the Committee could play in the proposed sporting precinct development as a new project proposal or in a partnership;
- Issues to be considered included the wider community access to the precinct in the context of health and wellbeing, social inclusion and the agenda for youth and transport connections. The precinct should go beyond sport to include recreation and entertainment, though not rule out drivers like an iconic national event(s)

### **Position on Population**

Committee for Ballarat will formulate a position on ‘population’, drawing on the present implicit aspects and documenting a set of principles we can adopt for wider communication.

### **Issues Matrix**

Through the Key Issues process the Committee has been encouraged to include or retain in its Issues Matrix the following:

- Broad community wellbeing, including safety and social inclusion;
- Brand Ballarat and the role of Ballarat in the region;
- Major events for the city and region;
- Improved medical and health care.