

Committee for Ballarat asks members to identify key issues for 2011-2012

Committee for Ballarat is currently undertaking its key issues process for 2011-2012. This process ensures that individual and organisational members set the agenda for the committee's work in the region.

The process commenced on March 29 with 35 members and staff attending a 'Breakfast of Champions' at Craig's Royal Hotel.

Tony Chew kicked off the morning by presenting his vision for the region in 2030 and beyond. Then attendees brainstormed issues confronting the Ballarat region and projects that could address those issues.

Potential projects were diverse. City of Ballarat Mayor, Craig Fletcher was the first to raise his priority – making Ballarat the regional capital of the Western Victoria, a capital city experience with arts and culture, vital commerce and retail centres with strong employment opportunities.

Other ideas ranged from development of a sports and entertainment precinct; further development of information and communication technologies across the region; a more vibrant Ballarat CBD and businesses that encourage their staff to support their own community and to deliver in areas of social need.

The Committee then sent a survey to all members encouraging them to provide their priorities for projects. Responses will be reviewed in April and May and an action plan will be considered by the Board at its June 2011 meeting.

"Committee for Ballarat is a member driven organisation and our key issues process is the means to ensuring that members set the agenda, and we remain innovative and relevant." Doug Lloyd, CEO of Committee for Ballarat said.

"The Committee has a pretty good track record so far. Our focus and outcomes on future-oriented developments in economic and social well-being, community cohesion and sustainable environments are widely respected within the community." Doug added.

"Successful projects range from lobbying for the Deer Park Bypass, to setting up Leadership Ballarat and Western Region, and to lobbying for the \$38 million to build the Link Road which is the catalyst needed to develop the Ballarat West Employment Zone and provide a big boost in regional employment."

"Everyone involved in the Committee for Ballarat has reason to feel proud of its work and to look forward to tackling priorities in the future." Doug said.

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