



PRESS RELEASE

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Committee for Ballarat Formed

The Committee for Ballarat has officially formed with the appointment this week of Executive Director Ross Haby. "This is the first initiative that I have seen that harnesses the collective wisdom, leadership, experience and networks of our Ballarat and region business and community leaders in a model that works collaboratively with Council on projects of major significance to the entire Ballarat community and region." said Mr Haby

Haby brings to the position an extraordinary base of expertise that includes over fourteen years experience in Regional Economic Development with three and a half years running Business Ballarat (the Council's economic business arm). The Committee plans to have a central office and is currently investigating their 'city central' options.

The Committee for Ballarat membership will comprise an executive, a board and a community representation from Ballarat and region and be modelled on the Committee for Melbourne and Committee for Geelong. These committees were established (Melbourne in 1985 and Geelong in 1998) with a strategic commitment to unite their power base and further develop their cities social, economic, cultural and environmental conditions for the benefit of their respective communities.

Ballarat Advantage has been involved in discussions with Committee for Melbourne regarding the formation of a Committee for Ballarat dating back as far as 1998 and more recently they have held discussions with similar purpose with Committee for Geelong. Since its inception Ballarat Advantage has been a strong advocate that Ballarat was ready for a Committee for Ballarat modelled along similar lines in structure to the Melbourne and Geelong models but it has delivered what it believes is a model that embraces the best of what the Committees for Melbourne and Geelong offer with an added unique Ballarat initiative. They call their initiative PSOs (Project Specific Objectives).

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- FURTHER INFORMATION -

PSOs are PROJECT SPECIFIC OBJECTIVES...major projects to be undertaken that are tangible, definable, measurable and achievable that will benefit Ballarat and region. Already there has been a number of PSOs suggested as possible projects for the Committee for Ballarat to consider. Once decided these will be driven by the Executive Director, and supported by a task force group. All PSOs must fit a strict criteria, that the PSO outcome will benefit Ballarat and region.

Noel Coxall, founding member of Ballarat Advantage and a member of the Committee for Ballarat task force (commissioned by Ballarat Advantage) along with Julie Stafford (Chair Ballarat Advantage) and other members of the Ballarat Advantage group have spent the last weeks in briefing sessions with the community, business and institution leaders and in consultation with the City of Ballarat. Noel Coxall said, "The model planning and establishment of the Committee for Ballarat has progressed at an unprecedented rate with those attending briefings all agreeing it is a model worthy of proceeding with and an enviable gift to our city. The beauty of our model is that its structure allows us to work cooperatively and cohesively with all levels of our great city."

Ballarat Advantage Chair, Julie Stafford said, "It has been one of the most exciting and humbling projects to have been involved with in my time at Ballarat. We certainly appreciate the overwhelming show of support, confidence and financial backing in the model by corporate Ballarat."

The Committee for Ballarat executive and board will be representative of those who have risen to the top of their business field and those aspiring to rise to leadership roles within the community. They must possess high leadership qualities and have an obvious passion for Ballarat and region and a strong commitment to Ballarat's long-term future.

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