

**Place Leaders** Association

## **2006 – 2007 ANNUAL GENERAL MEETING**

### **President's Report**

#### **Introduction**

I have pleasure in reporting the activities of the Place Leaders Association for the year 2006 – 07.

#### **Value of Membership**

An increase in the number of member agencies, together with an expressed interest in membership by a number of other public sector agencies, re-affirms that the PLA is valued as a network of peers within similar agencies. The recognition that the PLA is a network of similar agencies dealing with common challenges continues to provide opportunities to learn from each other's experiences.

#### **Membership**

The 2006 – 07 year was an exciting year for the Place Leaders Association as it was decided to change the name of the Association to the Place Leaders Association, removing the reference to Australia, in recognition of the international base of its membership. The application to trademark the new name and logo has been lodged and registration is expected to be finalised before the end of the 2007 calendar year.

The membership of the Place Leaders Association increased during the past year to ten members following the addition of the newly formed Darwin Waterfront Corporation.

#### **Management Structure**

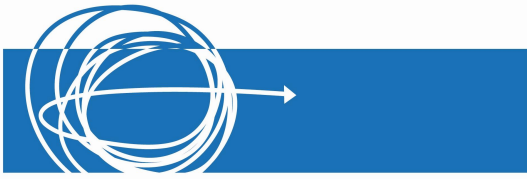
Member agencies are each represented on the Steering Committee by the CEO, and in some cases, a nominated representative of the CEO. The Steering Committee is responsible for the control and management of the affairs of the PLA and the President of the PLA is elected annually at the Annual General Meeting from the members of the Steering Committee.

To assist in planning and delivering initiatives to meet the PLA's objectives, each member agency nominates a senior executive from its team, together with an alternate, to participate in the PLA's Management Team. During the past year, Bob Deacon, of the Sydney Harbour Foreshore Authority has chaired the team and I thank him for his valuable contribution.

#### **Secretariat**

The Secretariat has continued to be managed throughout the year by Trisha Hurley, as Executive Officer, on a part-time basis. The Secretariat has taken a leadership role in the developing further the network of relationships within the PLA by initiating forums for staff in areas of common interest to interact and exchange ideas, experience and information.

Central to the exchange of information and experience amongst the member agencies are the PLA's bi-annual workshops as well as the portal.



## Place Leaders Association

The Secretariat has worked closely with the agencies preparing to host workshops in the development and delivery of interesting and valuable workshop programs.

The launch during the past year of a new version of the PLA's portal has increased the user-friendliness of the tool to assist member agencies in the sharing of information.

Trisha is also a member of both the Steering Committee and Management Team and her significant contribution to the ongoing success of the PLA is recognised and acknowledged.

### **Personal Development**

During the past year the PLA's Working Group on Sustainability published its report on sustainability strategies and practices adopted by its members (and others) and developed guidelines, templates and benchmark options to ensure sustainable applications are optimised in developments, programs and processes within the areas of responsibility of the member agencies. The report also addressed social and economic / financial aspects of sustainability as well as environmental issues, recognising the broad and difference range of member activities including land / place planning, design, development, management and marketing.

Representatives from all the member agencies participated in and contributed to the publication of the Working Group's report.

### **The Future**

The profile of the PLA is growing both within the Asia-Pacific region. The PLA recognises the potential of developing new and building upon existing relationships across the region. The PLA remains committed to its stated purpose :

*to improve the quality of place making in places of significance  
for visitors, residents and workers.*

and it is intended that the PLA will remain a non-profit organisation created for the exchange of information and research between public sector agencies that are in the process of developing, or planning to undertake major urban land development / renewal projects, or are managing such places, designed to attract significant visitor numbers. This knowledge and skill sharing is to assist the education of all stakeholders involved in making and sustaining places that build and support diverse communities into the foreseeable future.

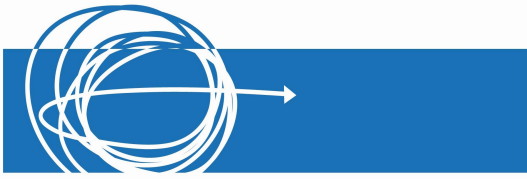
The PLA's three key offerings :

- Experience-sharing workshops
- Joint research projects and initiatives
- Information sharing and exchange

will continue to remain the focus of the network.

### **Conclusion**

It has been my privilege to have been the President of the Place Leaders Association over the past two years and I wish to express my sincere thanks to everyone who have contributed to the continued success of the PLA, particularly :



## **Place Leaders** Association

- Mrs Cheong Koon Hean, Chief Executive Officer, and her team within the Urban Redevelopment Authority, for hosting the PLA workshop, themed "Activating our Waterfronts, Civic and Historic Areas" in September 2006 – the first held outside Australia;
- Dr Rob Lang, Chief Executive Officer, and his team within the Sydney Harbour Foreshore Authority, for hosting the PLA workshop, themed "Delivering the Visitor Experience" in May 2007, as well as for providing some additional resources to the PLA Secretariat.

Finally I thank the Steering Committee and Management Team members who have continued to support the PLA's initiatives and for their contribution to ensuring the ongoing success of valued relationships.

Tony Morgan  
President  
30 April 2007