



Place Leaders
Association of Australia

2004 – 2005 ANNUAL GENERAL MEETING

President's Report

Introduction

I have pleasure in reporting the activities of the Place Leaders Association of Australia for the year 2004-05.

Membership

The PLAA welcomed Midland Redevelopment Authority as a Member during the year, joining the founding Members, namely East Perth Redevelopment Authority, Land Management Corporation, South Bank Corporation, Sydney Harbour Foreshore Authority and Vic Urban (formerly Docklands Authority), to bring the total membership to six agencies.

In response to enquiries received by the Secretariat, the Statement of Purpose was redrafted to clarify the criteria for membership and has been adopted by the Members :

The Association is 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 land development projects, or are managing such places, designed to attract significant visitor numbers. This knowledge and skill sharing is for the education of all stakeholders involved in making and sustaining places that build communities.

Secretariat

The Secretariat has been managed throughout the year by Trisha Hurley on a 1½-day per week basis. The management of the Secretariat by an independent has proven successful as it maintains the momentum in the achievement of the Association's Objectives.

The Secretariat has provided the focused resource required to manage the planning and delivery of the workshops held during the year, as well as maintaining the communication channels between the Members.

Value of Membership

The key drivers for the establishment of the PLAA were :

- Establishment of Australia's "Place Making" leadership position
- Benchmark and share best practices
- Setting up of educational initiatives
- Establishment of an information sharing and exchange facility

Professional Development

The four drivers described above are the basis upon which the PLAA has established a program of workshops to share expertise, knowledge and discuss issues of common interest within a formal network of similar businesses.



Place Leaders Association of Australia

During the past 12 months, the PLAA has held workshops on Benchmarking, Sustainability and Affordable Housing. Workshops are also scheduled during the forthcoming year on Transit-oriented Development, Urban Design, Place Management, Attracting Investment and Community Engagement. Presentations and case studies for the workshops are delivered by Member staff and guest speakers, and participation is encouraged by staff across each Member agency across all segments of their business.

Information Sharing

The launch last year of the PLAA website and Members' portal has proven to be a valuable information sharing and exchange tool, as well as a marketing tool to attract interest in membership from other agencies.

The Members' portal provides access to a secure site within which meeting and workshop papers can be uploaded and retrieved. It has also provided a facility to share research and data of common interest amongst the Members.

Future Plans

Expansion of Membership

An expansion of membership has been a key focus of the PLAA over the past 12 months and a number of agencies both across Australia and internationally have been invited to join as Members. The participation by Midland Revelopment Authority in one of the workshops during the year proved to be a successful demonstration of the value and benefits of membership and it is intended that this practice will continue.

Conclusion

The value of participating in a formal network of similar businesses has been demonstrated by the successful collaboration between members in sharing skills and expertise. It is envisaged this collaboration will continue to grow as the staff of the member agencies identify peers and colleagues who face similar challenges.

The success of the program of workshops is born out in the active encouragement of member agencies to have their staff participate in the program.

The growth of the Place Leaders Association of Australia is dependent upon the continuing support of each member willing to share and draw upon the combined knowledge and expertise of the membership. The future looks promising, based upon the experience of that willingness over the past year.

Rob Lang
President
22 March 2004