



Place Leaders
Association of Australia

2003 – 2004 ANNUAL GENERAL MEETING

President's Report

Introduction

It is with pleasure that I present the inaugural President's Report of the activities of the Place Leaders Association of Australia for the year 2003-04.

Membership

The Membership of the Association has remained constant during its first year, comprising the five founding Members, namely East Perth Redevelopment Authority, Land Management Corporation, South Bank Corporation, Sydney Harbour Foreshore Authority and Vic Urban (formerly Docklands Authority).

The structure of the Association into a Steering Committee and a Management Team has proven successful as a means to begin sharing skills and experience with peers from each other's Agencies.

During the year the reason for creation of the Association was clarified as being for the exchange of information and research *between redevelopment authorities and land development agencies*. The Purpose Statement and Objectives are set out in the Rules of the Association.

Secretariat

The Secretariat was set up in July 2003 to provide resources on a contracted 3-person day per week basis to manage and support communications and information sharing between Members and to plan and stage a National Conference in early 2004.

Following the cancellation of the 2004 Conference, the focus of the Association's activities shifted to one of a recognition and acknowledgement of the opportunity for sharing experience and learnings. Recognising the decreased requirement for support by the Secretariat, Linda van Niekerk's (Van Niekerk Pty Limited) 2-day per week contract was not renewed upon expiry at the end of October 2003. However, on the basis of the need to maintain a focused resource to achieve specifically-defined short-term projects and tasks, Trisha Hurley (Sentient Operations) has to date continued with the Secretariat on a 1-day per week contracted basis.



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Value of Membership

Extending membership beyond the Founding Members was not pursued during the past year as the Members worked towards a common understanding of each other's structure and how to share experience and learnings.

Website

I am happy to announce the launch of the PLAA's website (www.placeleadersassociation.com.au) which includes a Member's Only login to a web-based information sharing and exchange portal. The website has been a focus of the Secretariat over the past three months.

Features of the site include :

- Public and secure information
- Links to Member's web sites
- Member's Only login
- Library of documents and presentation material
- Calendar of events

It is anticipated that the site will become the portal for online registration of future PLAA conferences and events.

Professional Development

The Members of the PLAA have endorsed and supported the development and commencement of a programme of workshops to bring together experts from each Member to workshop and draft a best-practice approach to specific topics.

We welcome feedback on the value of the programme and workshop topics as this initiative develops so that we can include topics and an approach relevant to each Member's areas of interest.

Future Plans

Conference

We are beginning to plan the PLAA's inaugural conference to be held in September 2005 and welcome each Member's contribution to ensure its success. It is proposed that the PLAA engage a conference organiser specialist to develop a program loosely based on the 1998 Harbourside Waterfront Conference held at Darling Harbour, Sydney.

Expansion of Membership

A number of redevelopment authorities and land development agencies across Australia have expressed interest in Membership over the past 12



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months and it is now appropriate to consider extending invitations to Membership. Due to the level of interest in the activities of the Members by similar international agencies, it is appropriate to consider mechanisms by which these agencies can participate in the PLAA.

Conclusion

It is anticipated that Membership will increase from its current five Founding Members to at least double that number over the next 12 months.

The need to plan and deliver specific projects, including the 2005 Conference and the programme of skill-sharing workshops will be a focus of the PLAA over the next 18 months and will require the Secretariat to support these initiatives.

I am confident that with appropriate resources made available within each of the Members, the sharing of skills and expertise, as well as the additional revenue from an increased Membership, the value of the Place Leaders Association of Australia to its Members will continue to grow.

Rob Lang
President
28 March 2004