

Place Leaders Association

2008 – 2009 PRESIDENT'S REPORT

Introduction

I have pleasure in reporting the activities of the Place Leaders Association (PLA) for the year 2008 – 09.

Membership

Membership increased to fifteen (15) organisations during the past year. While the PLA's external profile continues to attract strong interest, the proposed new governance and membership structure offers the opportunity for further growth in membership across a broad range of place-based organisations, within the Australasian region.

Secretariat

Continuity of staff during the past year has ensured the delivery of high quality service to the Members by the Secretariat. In addition to its role of supporting a range of PLA initiatives, those services have included :

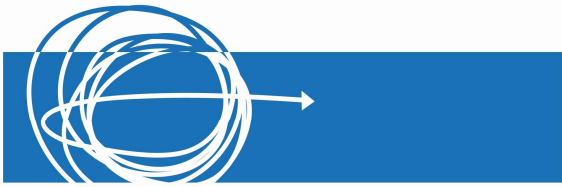
- the provision of secretarial support to ensure the success of the peer groups;
- the ongoing management of the members' online information sharing and exchange portal;
- co-ordination of agendas and participation for bi-annual workshops; and
- fulfilling the role as Secretary to the Steering Committee.

The Secretariat has also played a critical facilitative role in a number of new projects that has supported a dramatic increase in the PLA's external profile, particularly the successful compilation and launch of the PLA's first publication and electronic newsletter.

Key Initiatives

The key initiatives of the Association during the year included :

- Launch of the PLA's first book, ***Place Making for the Future – 14 case studies in sustainable urban design***, for which each of the members contributed articles highlighting one of their projects, was the PLA's first major effort at raising its profile to external stakeholders.
- Publication of the PLA's ***Measuring the Public Domain*** Report was the culmination of a collaborative research project undertaken by the PLA in partnership with the Urban Research Program unit at Griffith University. The project focused on benchmarking elements of the public domain and the factors that instil a 'sense of place'. I presented a paper on the project findings to a national conference "Healthy Cities" in March 2009.
- Conducting skill-sharing workshops :
 - ♦ The ***Benchmarking*** workshop, jointly hosted by City of Melbourne and VicUrban, provided an excellent forum for PLA members to consider a variety of factors that impact the delivery of high quality places. The range of expert presenters, including a renowned guest speaker from USA,



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supported by field trips and case study analyses, focused on considering how the places and practices for which member agencies are responsible are benchmarked.

- ♦ East Perth Redevelopment Authority and Midland Redevelopment co-hosted the workshop themed **Future Perfect? Delivering Places for the Future**. An innovative new approach to PLA workshops was adopted that included an interactive debate, rocket sessions to encourage information sharing and building upon technical expertise relevant to place making and place management, as well as presentations by a wide range of guest speakers.
- Launch of **PLACEnews**, an electronic newsletter, positioned to raise the external profile of the PLA with individuals and organisations, particularly those involved in or have an interest in place making and place management.

The Future

The PLA's Mission Statement :

We will actively promote leadership in the creation and stewardship of successful places throughout Australasia that nurture vibrant communities

supports the Vision :

to be the world's leading place making and place management association

The Place Leaders Association is securing its future by amending its governance and business structure. The future structure of the PLA supports the Vision and Mission as stated in its long-term business plan, and will be governed by a newly elected Board of Directors.

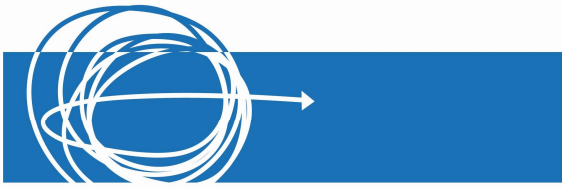
Whilst membership of the PLA, is and continues to be, limited to public sector agencies, it has long been recognised that the contributions of other 'place-based' public or private organisations, professional bodies and academic or research institutions can significantly add to the broader value of the PLA. On that basis, a new Affiliate membership category will be available from July 2009.

Conclusion

For the past two years, it has been an honour to have had the opportunity as President to take a leadership role during an exciting period in the PLA's evolution. Having initially been established as a small network of similar agencies, the PLA is now recognised as a successful international network of public sector agencies that work together collaboratively to promote leadership in place making and place management.

The PLA Steering Committee members have been a great support not only to me, as President, but have also demonstrated their ongoing commitment by participating in the PLA's initiatives throughout the year. I would, however, like to acknowledge the specific contributions of the following individuals :

- Dr Kathy Alexander, Chief Executive Officer – City of Melbourne and Ms Pru Sanderson, Chief Executive Officer – VicUrban and their respective teams who jointly hosted the **Benchmarking** Workshop in September 2008; and also to



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- Mr Tony Morgan, Chief Executive Officer – EPRA and Mr Kieran Kinsella, Chief Executive Officer – Midland Redevelopment Authority and their teams who jointly hosted the “***Future Perfect? Delivering Places for the Future***” Workshop in May 2009.

The support and generous assistance provided by the Sydney Harbour Foreshore Authority is also gratefully acknowledged.

In conclusion, I hold a firm conviction that the success of the Place Leaders Association will continue as it provides an exceptional opportunity to demonstrate leadership in place making and place management.

Malcolm Snow
President
13 May 2009