

Minutes

LeadWest Joint Delegated Committee

6 December 2023



Meeting Details

Title:	LeadWest Joint Delegated Committee	
Date:	6 December 2023	Time: 3:03pm – 4:02pm
Location:	Video Conference via ZOOM	
Acting Chairperson:	Cr Peter Maynard	
Attendees:	Brimbank City Council	Cr Bruce Lancashire Fiona Blair
	Maribyrnong City Council	CEO, Celia Haddock Cr Bernadette Thomas
	Melton City Council	Sam Romaszko (Proxy)
	Wyndham City Council	CEO, Stephen Wall Cr Peter Maynard
	LeadWest Executive Officer	Hillary Hastings
Guests:	Pauline Hobbs	Advocacy Advisor, Melton City Council
	Elie Khalil	Advocacy Advisor, Brimbank City Council
Apologies:	Cr Sophie Ramsey, Chair Aaron van Egmond, Hobsons Bay Roslyn Wai, Melton Cr Mat Tyler, Hobsons Bay Cr Diana Grima (Proxy Hobsons Bay)	
Minute taker:	Hillary Hastings	Executive Officer, LeadWest File ref 23/549450

Meeting Items

No.	Topic	Key discussion points
1.	Welcome, Acknowledgement and Apologies	<p>The Acting Chair opened the meeting at 3:02pm.</p> <p>The Acting Chair acknowledged and recognised Aboriginal and Torres Strait Islander people as the first peoples and Traditional Owners and custodians of the land and waterways on which we live and paid respects to Elders past, present and future.</p> <p>The Acting Chair welcomed LeadWest committee members and guests to the meeting.</p> <p>The Acting Chair welcomed Cr Bernadette Thomas as the newly appointed Councillor delegate from Maribyrnong, replacing Cr Cuc Lam. The Acting Chair also acknowledge Cr Lam's role as a LeadWest delegate and noted she was recently appointed Mayor of Maribyrnong.</p> <p>The Acting Chair noted apologies were received from:</p> <ul style="list-style-type: none"> ▪ Aaron Van Egmond (CEO, Hobsons Bay) ▪ Cr Mat Tyler (Mayor, Hobsons Bay) ▪ Cr Sophie Ramsey (Chair, Melton) ▪ Roslyn Wai (CEO, Melton) ▪ Hobsons Bay proxy Cr Diana Grima was unable to join the meeting due to technical difficulties.
2.	Conflicts of interest to be declared in accordance with the 'Local Government Act 2020'	No conflicts of interest were declared.
3.	Minutes from the meeting held 8 June 2023	<p>The minutes from the meeting held 4 October 2023 were adopted without amendment.</p> <p>Moved: Celia Haddock Seconded: Stephen Wall Carried: Yes</p>
4.	Actions	The action items from the previous meeting were listed. All have been successfully actioned.
5.	LeadWest Advocacy Bus Network Review	<p>The Acting Chair thanked the Advocacy Officers for their work in researching and preparing the background information on the need for a bus review in the West.</p> <p>The Acting Chair recalled at the last meeting it was agreed that we take a soft advocacy approach to advocacy around the need for a better buses review in the west.</p> <p>In September the Chair sent letters to our region's labour MPs asking them to consider asking for a better bus network review to be a consideration when they submit their budgets. Dylan Wight, Member for Tarneit, has advised us that he did so.</p> <p>In November, on behalf of the committee, the Chair wrote to the Premier, Deputy Premier and all newly appointed ministers to congratulate them. She included a reminder of our advocacy</p>

priorities and the bus network problems and requested a meeting opportunity.

At this time she also wrote to local MPs requesting a meeting to discuss the bus network issue.

Ten (10) MP meetings have been scheduled to date.

Positive meetings have been held with MPs Mat Hilakari (Point Cook), Dylan Wight (Tarneit) and David Ettershank (Western Metropolitan).

Cr Maynard provided an overview and feedback from the meetings with MPs.

David Ettershank would like to work with LeadWest to develop a campaign strategy. This would be planned for February.

The Executive Officer said today Infrastructure Victoria released a comprehensive report. *Fast, frequent, fair: how buses can better connect Melbourne*. This has been circulated to the Committee.

The report made 10 recommendations to the Victorian Government to prioritise actions and investment within 5 years. The Executive officer noted these closely aligned with LeadWest's identified issues and need for change.

(Action) The Chair to distribute a media release to announce LeadWest has welcomed Infrastructure Victoria's call for a major overhaul of the state's bus network and urge the State Government to prioritise Melbourne's west.

The Executive Officer advised that our advocacy work in this area has coincided with a recent local media article in the Star Weekly.

The Acting Chair acknowledged Advocacy Officers Josh Chivers from Maribyrnong and Fergus Vial from Melton who have put together a *next steps buses advocacy proposal* for consideration.

The proposal is about creating a LeadWest advocacy campaign for the reconfiguration of and additional investment in the bus network of Melbourne's west and to:

- Create a policy-platform for bus reform and reconfiguration.
- Increase awareness of the inadequacies of the bus network in Melbourne's west and ways we can improve them.
- Engage with the community, local MPs, Ministers and government officials.

The proposal offered 2 options for next steps, Option 1: Advocate for a bus network review; and Option 2: Propose a new network.

The Acting Chair, Cr Maynard, referred to the email he circulated to members on 5 December. He believes LeadWest should not be spending a large amount of money on research by a third party. He said the two options presented are great, but he is thinking of some minor changes to his preferred Option 2.

Cr Maynard reminded the members, as discussed at the last meeting, that Wyndham commissioned a Stakeholder Sentiment Survey to gauge their performance in the advocacy space – to

understand how key decision makers wish to be engaged, and what works and what doesn't.

The survey aimed to ensure we're on the same page as our local MPs and other key decision makers, but also effective and impactful in our advocacy.

Cr Maynard reminded the members that the survey result was resolute in that running public campaigns as the first step doesn't work, and only frustrates those in positions of power. The survey showed a consistent preference to partner with MPs, advocating in partnership.

Cr Maynard proposed option two, but with some minor amendments. A campaign that isn't public – a passive campaign – where we work with our local MPs to lobby Ministers for a bus review, bringing our MPs on the journey with us.

Cr Maynard said that western suburban MPs seem to support better bus services for the west, so working with them as opposed to against them will be beneficial to our cause.

Cr Maynard said at this point we should defer the proposal to commission a University of Melbourne report. He also said that could be using the data from Melton and that the Department of Transport would be using their own modelling when redoing bus routes.

Cr Thomas spoke to offer an alternative view. Cr Thomas stated that LeadWest should be moving into a next step which is less soft, and make *some noise*. At the moment community voice is not there and we represent the community. Seek media and radio opportunities.

Cr Lancashire believes it wouldn't be unreasonable to make some public noise including (non-aggressive) press releases so the public is aware that we are working on this issue.

Stephen Wall believes the government knows the problems and we need to acknowledge that if we push aggressively it could be damaging to LeadWest's relationships. We need to have positive conversations and work out win/wins. Approach needs to be smart and put the proposition forward in a way that it is respectful and recognises the middle ground.

Cr Lancashire is confident officers are capable of drafting communications that get the message out there to bring the community along. Part of our tools should be a PR exercise that is appropriately worded on our actions and give confidence that we are listening and working on the problem.

Consensus is to communicate and advocate with respect and Option 2 was favoured with some adjustments.

Action

- Distribute a press release to welcome the recent report from Infrastructure Victoria
- Circulate an communications approach to bus review advocacy

**5.2
Active transport /
Cycling Connectivity**

The Acting Chair noted the need for improved cycle connectivity has been agreed as a key advocacy ask under our Active and Public Transport pillar.

The Executive Officer provided an update on the exploration of a Cycling Connectivity advocacy campaign.

Cycling and road network infrastructure throughout the region needs to link up. Cycling infrastructure for commuting, leisure, sports and tourism. The members agreed that joining cycle connectivity issues with Bus and Train Connectivity is imperative to how people get around. Cycle Connectivity is a good fit with the Better Buses advocacy work, as both could reduce road congestion.

A working group comprised of subject experts from the 5 member councils held its first meeting on 28 November. Hillary Hastings as EO of LeadWest was invited to be a member of the group.

At the working group meeting it was agreed:

- The member councils work together to develop a plan, identify challenges and issues
- Lead Data Collection - There is an information gap around needs
- Funding for a review would be a first step
- Develop a regional mapping of the paths – ‘we want to sing from the same hymn book’
- Prioritise projects for funding

They will next meet in February 2024.

6. LeadWest Terms of Reference

The LeadWest Committee Terms of Reference was last reviewed in 2021. At our last meeting we recognised the need to ensure our governance documents are up to date and effective in providing the framework that is needed to achieve LeadWest goals.

The Terms of Reference has been reviewed firstly by the LeadWest Advocacy Officers Group and was circulated to the committee for feedback.

The updated Terms of Reference was attached to the agenda documents.

Motion: That the committee accepts, endorses and adopts the revised LeadWest Terms of Reference as included in agenda papers.

Mover: Cr Lancashire

Seconded: Cr Thomas

Carried: Yes

7. LeadWest Committee Strategic Plan 2021-2025 (Review)

The Deputy chair noted we have listed for adoption the reviewed and revised Strategic Plan 2021-2025. This document is part of our 10 year strategic plan. As with the Terms of Reference, our Advocacy Officers spent considerable time reviewing and updating the document, which was then circulated for feedback. The revised plan reflects external changes that have occurred in our fast moving environment. For example North West City Deal is no longer active. The Acting Chair stated that members of the Committee may need further time to review this document. He proposed it goes up for endorsement at the next meeting.

Motion:

That the Committee endorses and adopts the revised LeadWest Strategic Plan 2021-2025 at the March 2024 committee meeting.

Mover Cr Lancashire
Seconded Stephen Wall
Carried Yes

8. **Operations and Finance Update**

The Executive Officer provided an update for the purpose of disclosure of information relevant to the assessment of performance and financial position. This included Operational Account details YTD (31 October 2023) and Trust Account transactions and balance.

Motion: That the committee accepts the Finance report as included in agenda papers.

Mover: Celia Haddock
Seconded: Cr Lancashire
Carried: Yes

Membership contributions – invoices will be raised in December for 2024/25

9. **Other Business**

Position Statements & Approval Process

Pauline Hobbs outlined the concept for a suite of pre-prepared LeadWest advocacy position statements. The EO and Advocacy team to work together to develop a range of positioning statements for all priorities as identified by each council.

These will form the basis of media releases in response to media enquiries and/or proactively respond to announcements on behalf of the region.

Media releases and responses will be developed with the Chair as the key spokesperson and media representative.

Action: Prepare a draft suite of position statement templates for review and endorse at next committee meeting.

10. **Closure of meeting**

The Acting Chair thanked all in attendance and closed the meeting at 4:02pm.

Next meeting:	Weds 13 March to be held at Wyndham City Council Offices
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Actions Summary

Item 5 - LeadWest Advocacy, Bus Network Review

- Distribute a press release to welcome the recent report from Infrastructure Victoria
- Circulate an communications approach to bus review advocacy

Item 9 - Other Business

- Prepare a draft suite of position statement templates for review and endorsement at the next committee meeting