



MINUTES OF THE 17th ANNUAL GENERAL MEETING WEDNESDAY 14 OCTOBER 2015

Held at the Boyd Community Hub, Assembly Hall, 207 City Road, Southbank 3006

Meeting Opened: 6.03 PM

Tony Penna (President) welcomes Guest and Attendees.

In Attendance: 31 total

22 paid members

6 visitors

3 guests

Apologies:

Malle Nogeste, William Wood, Stephanie Pearce, Greg Davies, Suwito Linoh, Angelo Indovino and Roger Redston.

Guest Speaker: Leanne Hodyl, Senior planner at CoM.

Tony Penna introduces the guest speaker.

Leanne Hodyl presented and explained with photo projections the CoM preliminary Master Plan for City Road that is still in public consultation until 21 October 2015. Leanne answers several questions and comments by the audience.

Tony Penna welcomes Martin Foley MP, local member for Albert Park.

Confirmation of the previous AGM minutes of 18 November 2014:

Tony Penna calls for correction to previous minutes re. Building Membership \$500 to be corrected to \$550 which is and has always been the correct figure. Passed unanimously.

Tony Penna calls someone to move that the previous minutes (Appendix A) be accepted as a true and accurate record. Moved by Lyn Carrodus, Seconded by Arji Fry. Passed unanimously.

Treasurer's Report:

End of the financial year reports (Appendix B) presented in accordance with Part 7 of the Associations Incorporation Reform Act 2012.

The treasurer remarks that the financial position has improved during the financial year and compared to the previous year. Even though expenses had increased moderately, SRG achieved



a surplus of \$3151. The increased available funds will be useful for the projects under way and/or any future major project.

The President asks someone to move that the Reports be accepted. Michael Smolders moves, Gabrielle Palmer seconds. The Reports are passed unanimously.

President's Report:

Tony Penna presents his Presidents Report (Appendix C).

The President asks someone to move that the Report be accepted. Peter Renner moves, Arji Fry seconds. The Report is passed unanimously.

Confirmation or vary the amounts of annual subscriptions:

It is resolved that fees remain unchanged: \$10 Individual, \$20 Friend, \$350 Building up to 350 units, \$550 Building above 350 units.

Election of Office Bearers and Committee Members:

The President and Treasurer step down and Tony Penna announces the nominations.

Office Bearers

President: Tony Penna

Vice President: N/A

Secretary: Tracey Allen

Treasurer: Arji Fry

There being no extra nominations or objections the above are declared elected.

Committee Members

Tony Penna calls for nominations to committee members

Samantha Ray

Peter Harkin

Dan O'Keeffe

There being no extra nominations or objections the above are declared elected.

Notice of Special Resolution Meeting:

To change the name to **Southbank Residents Association Inc.**

As per the Associations Regulations 21 days' notice is given for a special resolution meeting to be held on Wednesday 25 November 2015, 6pm at the Boyd Community Hub, 207 City Road, Southbank 3306. Tony Penna explains the merits for the change of name.

General Business:



Tony Penna expresses his thanks to:

- (a) CoM for their continued support through the Community Grants program.
- (b) The members for their continued support through membership renewal.
- (c) Mike Vallis for outstanding contribution as treasurer for the last two years. Mike responds that Tony by his hard work and dedication succeeded in raising the profile of SRG to new levels of attention.

New and any other business:

Marin Foley is asked to address the meeting.

- a) Amendment C262. New building regulations plot to high ratio addresses the problems of extremely high population density in Southbank.
- b) Schools project to be ready in 2017 incorporating community facilities.
- c) New Police Station in Moray Street in March 2016.
- d) Infrastructure developments in City Road, Southbank Boulevard and Sturt Street. More action and decisions need to be taken in developing Sturt Street.
- e) Supportive of SRG and its aims.
- f) Need for setting standards of buildings and design.
- g) Short stay apartments. The VCAT decision has been interpreted differently and complaints continue.

Peter Renner thanks Martin Foley for his interest in Southbank problems. Asks about the Short stay apartments issue. M.Foley responded that possibly legislation may be needed to resolve.

Peter Duras expresses positiveness for progress with the increased members committee. Congratulates SRG for its efforts during the last two years.

Tony Penna reminds members that because your building may be a member of SRG or on it's committee of management that doesn't constitute individual membership for yourself. Individual memberships are equally important to our organisation therefore I ask that those people continue to renew their individual memberships. Tony advises he communicates differently with buildings and our individual membership base and it would be disappointing if you missed something important because you are on the wrong list.

Meeting Closed: 7.48 PM

Minutes Taker: Mike Vallis

Southbank Residents Group Inc.

Minutes of Annual General Meeting

Held in the Assembly Hall, Boyd, 207 City Rd, Southbank

On Tuesday 18th November 2014 commencing at 6.12pm

Minutes

The ordinary business of the annual general meeting was as follows—

- (a) Meeting opened by Tony Penna at 6.12pm
- (b) Register the attendance at the meeting
 - (i) Register of attendance at meeting
 - (ii) Apologies
 - i. Dan O'keeffe
 - ii. Edward & Hazel Brentnall
 - iii. Martin Foley MP
 - (iii) In attendance
 - i. Tony Penna - President SRG
 - ii. Mike Vallis - Treasurer SRG
- (c) Guest Speaker – Ian Penrose – previous River Keeper of Yarra River Keepers Association
- (d) Motion: Confirm minutes of the previous annual general meeting held Monday 31 October 2013 as a true and correct record of that meeting.
 - Moved: Arji Fry Seconded: Peter Renner
 - Carried: Unanimously
- (e) Receive and consider the annual report of the President on the activities of the Association during the preceding financial year (Page 3 - 8)

President Tony Penna discussed the content of his Presidents report for the prior 12 months.

(f) Motion: Receive and confirm the financial statements of the Association for the preceding financial year submitted by the Committee in accordance with Part 7 of the Associations Incorporation Reform Act 2012 (Appendix B).

Moved: Michael Smolders Seconded: Peter Harkin

Carried: Unanimously

(g) Confirm or vary the amounts of the annual subscription fee

(i) SRG membership fees will remain unchanged for 2014/15

Peter Renner requested confirmation of the respective fees. Fees were confirmed as being \$10 Individual, \$20 Friend of SRG, \$350 Building upto 350 lots, \$500 Building over 350 lots.

(h) Election of the office bearers of the Committee

President Tony Penna calls for nominations and steps down.

Tony Penna nominated himself for President.

Mike Vallis nominated himself for Treasurer.

New office bearers appointed unopposed.

President Tony Penna calls for interest in the committee.

Peter Harkin and Brian Read volunteer their services as required.

Tony Penna welcomes the new committee members and urges more participation from individual members.

(i) General business

Peter Renner (OC Chair Freshwater Place) comments favourably and congratulates Tony Penna on his tireless commitment and effort.

Tony Penna thanks Peter Renner for his kind words and elaborates on the time commitment he makes, being around 2.5 days a week, and that it is has been a challenging yet rewarding experience. Tony Penna also remarked that it would appear his relationship with some Councillors and probably the Lord Mayor is rocky at times, but that he makes no apology for that as he is only trying to represent the interests of the residents of Southbank and at times that may come at the expense of a relationship.

(j) Meeting closed at 7.37pm

President's Annual Report 2013/14 – Southbank Residents Group

As this being my first year as a member of SRG, but moreover as an office holder on the committee, I can certainly say it has been an interesting, and rewarding experience.

We were off to a good start with a full committee, but unfortunately not long into the term two members, Andrea Johnson (Secretary) and Dharmendra (Dave) Poobalasingam (Vice-President) had to withdraw. This left Mike Vallis (Treasurer) and myself to soldier-on as best we could.

Overall, despite this setback, it did take almost six months to get my head around the processes of Council, meetings and who is who. I still have yet to completely understand the positions and agendas of all the Councillors, but that is probably always going to be a work in progress.

Having said this, it has been a very busy year with some wins and some losses.

- 1) Numerous submissions and questions to Council were made regarding various aspects of Southbank, the municipality and planning. Nearly all submissions were accompanied with a verbal submission at the respective meeting, normally Future Melbourne Committee meetings.
 - a. Submission - C208 Amendment (Developer Contributions)
 - b. Open Question – Commencement of final stage of Boyd development
 - c. Submission – 8 -10 Riverside Quay
 - d. Submission – Draft Housing Strategy
 - e. Submission – Planning Permit 101-111 Sturt St
 - f. Submission – Planning Scheme Amendment C247 433 – 455 Collins St
 - g. Submission – Planning Permit 248 – 250 Sturt St
 - h. Open Question – Fairness and Transparency – Upmarket Application
 - i. Submission – Notice of Motion – Capital City Zone Rights
 - j. Submission – Planning Permit 68-70 Dorcas St

- 2) Numerous forums, training and briefings were attended and participated in.
 - a. Arts Strategy Forum
 - b. Beyond a Safe City – Social Innovation Forum (2 days)
 - c. Public Briefing - Residential Zone Changes
 - d. Public Talk – The future of walking in Melbourne
 - e. Central City Freight Forum – Getting it to your door
 - f. CoM Training – Recruiting and retaining volunteers

- g. CoM Training – Inducting and orientating volunteers
- h. CoM Training – Managing volunteers
- i. Public Briefing - Community Grants
- j. IMPA Public Forum – City in Crisis
- k. Public Briefing – Peoples Panel
- l. Workshop - 10 Year Financial Plan
- m. CoM Training – Creating an effective board
- n. CoM Training – Weaving your web – online essentials
- o. 2 Schools Now pre-election forum
- p. CoM Training – Media secrets for community groups
- q. MTF Transport Forum
- r. Numerous Peoples Panel Observor Sessions
- s. CoM Training – Understanding your associations rules
- t. Melbourne bicycle forum

I am also normally in attendance at every Future Melbourne Committee meeting (two Tuesday evenings a month) and every Council meeting (held on the last Tuesday evening of the month).

- 3) SRG is a member of and/or active supporter of a number of other community organizations which often require attendance at, and participation in, other committees. Generally attendance is quarterly but sometimes adhoc meetings can make it more frequent. It is rare that I have missed any meetings as I believe in their importance with the link to SRG. Such organizations include:
- a. CoRBA (Coalition of Resident and Business Associations)
 - b. IMPA (Inner Melbourne Planning Association)
 - c. 2 Schools Now
 - d. Fishermens Bend Network
 - e. Mens Shed
 - f. Yarra Riverkeepers Association
 - g. Yarra River Business Association
- 4) Lobbying and meeting with the Minister for Planning, Matthew Guy, on issues regarding Southbank. The Minister was and is very difficult to meet with. I only had one opportunity and during that meeting I raised the issue of general planning of Southbank and in particular internal apartment design, height controls, open space and building separation. I also raised lack of access to schools for families.

The minister was acutely aware of the schooling problem and said he has been in talks with the Minister for Education to try to find the solution. Regarding design standards, the minister advised he had made changes which forbid bedrooms using borrowed light, however I explained to the Minister that I can show him examples of apartments where the 'study' (which used borrowed light) was larger than the master bedroom and coincidentally also had built-in robes. These properties might be sold as one bedroom plus study but once they hit the rental market they are advertised as two bedrooms.

While the Minister listened, and responded where he felt he had a response, I left the meeting feeling the Minister didn't have much regard for the planning issues.

- 5) I frequently met with Councilors to discuss issues with Southbank and to formulate ways in which I can get our needs onto Councils agenda. In particular I would like to thank the guidance and support of Cr's Ong, Leppert, Oke and Watts.
- 6) SRG was engaged by numerous media outlets covering radio and print media. I have developed a close rapport with The Age journalists and Southbank Local News. SRG have made numerous comments on planning issues regarding Southbank and have been quoted numerous times from our submissions to Council. I try my best complete the SRG column each month having only missed one month. Feedback received from the community is that they enjoy and look forward to reading my columns. I would also like to thank Sean Rogash and Sean Car, editors from Southbank Local News, for their attention to the needs of Southbank and working with SRG. These guys do a great telling the Southbank story from month to month.
- 7) Community and member engagement has been sporadic yet strong. With only two committee members it has been challenging to find time to engage with our member base and the community as a whole. Yet the engagement we have undertaken has had positive results with lots of encouragement and good feedback. Most of our engagement has been at the Southbank Farmers market where Mike and I have religiously braved the elements to setup a small stand with the SRG banners and talk to market visitors about Southbank. We only had one members meetings in the last 12 months and that was to discuss the outcome of the community survey on what the members thought were the pressing issues that SRG should be focusing its attention on. Communication has generally been through social media, namely facebook, with significant interaction and discussion generated on numerous posts. With a limited

- committee I found this was the easiest method to keep people informed.
- 8) Our biggest community event was the 'Meet the Candidates' QandA forum and the feedback received and media coverage would indicate this was a big success. I would once again like to thank all the candidates for their efforts to attend and listen to the pressing issues concerning the residents of Southbank.
 - 9) Despite the time limitations on two committee members, I have managed to attend four OC committee/AGM meetings to spruik the benefits of SRG. Representative membership has almost doubled in the last 12 months with the addition of three new OC's. Our individual membership base has held steady with a number of new members replacing members who didn't renew. Most new members came from our presence at Southbank Farmers market.
 - 10) Social media seems to have been a big success over the past 12 months with a doubling of our Facebook followers to 120. At times contentious issues regarding Southbank pushed social media into meltdown (that is of course relative to the significance of Southbank) with tweets and posts referencing Southbank and/or SRG coming from a variety of spectrums including numerous Councillors and State politicians, media outlets and community activists. I can certainly say Southbank and SRG was pushed, pulled and shared when controversial decisions didn't go in our favour and this was noted by Councillors! A valuable tool that should not be underestimated with its power for SRG.
 - 11) In my opinion our biggest loss would have been the rejection of the Up Market application for the weekly market on the forecourt of ACCA. Although this is still not finalized, it was a disappointment to hear the poor excuses from Councillors who, in my opinion, were rejecting it purely on political grounds. Councillor Pinder-Mortimer was the most surprising since she is deputy chair of the arts portfolio yet she had not read the Arts Precinct Blueprint and advising me she was only a 'part-time Councillor and as such didn't have time to read everything'. There were 500+ individual letters of support from residents, including the support of Council officers, yet there were only around 50 objection proforma letters with some very interesting points such as food smells wafting onto balconies and potential urination on fences. The proponent fought hard for this with our support.

On the other hand, the biggest win would have been the Ministers rejection of the

CBUS planning scheme amendment application which would have cast a 25m wide shadow onto the south bank of the Yarra and put the public open space at Queensbridge Square and the forecourt of Crown into shadow at their most used time of the day. There was a lot of work and strategy required to get this result and in particular I would like to send a big thank you to David Collis from the Greens for his support. However from what I have heard, the consequence was potentially the relationship with the Lord Mayor. Cr Ong was not very happy and asked why I had to make this a political issue of which I responded that the Lord Mayor made it political the moment Council didn't reject the application.

What I have noticed though, is that regardless of our position on any submission, is that SRG is considered a significant voice and is listened to. Often SRG will be the first point of call for consultation with the community on a range of matters. This is heartening to know that the efforts of SRG in the past has put us in such high regard.

- 12) I have made considerable effort to 'modernise' the organisation during the last 12 months. Some notable changes additions are:
- a. Establishing a local 039 number through Skype which can be used on all organisation stationary. This alleviates the need to reprint stationary or educate the community of a new contact number should the president change. More importantly the ex President won't continue to get calls to their private number once they have left office.
 - b. Implementing MailChimp program to manage our membership database and to streamline and assist with email communication (this is still a work in progress, but you should have seen some of the results of this in recent emails).
 - c. Updating and streamlining the user experience on the website. There is still a lot of work required with this, but I feel the changes that have been made have assisted the committee greatly with the administration of signups etc...
 - d. Phasing out srgi2000@gmail.com email address and replacing it with our registered domain, southbankresidents.com.au, then setting up info@, president@, treasurer@ and secretary@southbankresidents.com.au email addresses.
 - e. Establishing a cloud storage repository for all SRG files which also allows all committee members to access these files and does away with the need for cumbersome hard storage in an office somewhere.

- 13) I began discussions with stakeholders on establishing an 'Southbank Owners Corporation Network' as a means of OC Chairs to collaborate on issues affecting their building and to exchange ideas on what works and what doesn't for other OC's. This is still in its infancy and will need a lot more work to get it off the ground. But overall a very positive reception to the concept, thereby allowing SRG to value-add to its membership fee.

- 14) Financially the organisation is well positioned with minimal costs. It was deemed necessary to continue to preserve and be prudent with the organizations funds as there may be a need in the future where SRG may need to engage a consultant to produce a report on an issue affecting Southbank. Consultant reports can sometimes cost many thousands of dollars.

Overall, as you can probably see, I have been involved as much as I can. While I have not been able to attend all events I have tried to prioritise those which are important and relevant to Southbank. I would estimate I probably expend in excess of two full days representing SRG/Southbank.

I would like to thank those members who have provided the organisation support throughout the year in varying capacities, in particular Brian Read for keeping me abreast of media items that he knows may be of interest and also Peter Harkin for his architectural knowledge on planning applications. I hope SRG can continue to work with both of you in the coming year.

Lastly I would like to thank the Treasurer, Mike Vallis for his commitment and support despite the trying times when my schedule was tight or I insisted we (I) could attend everything. Your assistance has been a great help with admin duties that would have detracted from my focus.

Regards,
Tony Penna
President SRG 2013/14

Appendix B



ABN 58 986 783 321
Cert. of Inc. A0036364B

| BALANCE SHEET | | |
|---------------------------------------|----------------|-----------------|
| FOR THE YEAR ENDED 30TH JUNE | | |
| | 2014 | 2015 |
| CURRENT ASSETS | | |
| Cash in Hand | \$0 | \$0 |
| Cash in Bank | \$7,225 | \$10,512 |
| TOTAL CURRENT ASSETS | \$7,225 | \$10,512 |
| NON CURRENT ASSETS | | |
| Office Furniture and Equipment | | |
| Cost in 2009 (\$3,645) | \$2,278 | \$2,278 |
| Less Accumulated Depreciation | \$1,373 | \$1509 |
| TOTAL NON CURRENT ASSETS | \$905 | \$769 |
| TOTAL ASSETS | \$8,130 | \$11,281 |
| MEMBERS FUNDS | | |
| Members Funds at beginning of year | \$6,907 | \$8,130 |
| Plus Surplus | \$1,223 | \$3,151 |
| Total Members Funds | \$8,130 | \$11,281 |

Appendix B



ABN 58 986 783 321
Cert. of Inc. A0036364B

| STATEMENT OF INCOME AND EXPENDITURE | | |
|--|----------------|----------------|
| FOR THE YEAR ENDED 30TH JUNE | | |
| | 2014 | 2015 |
| INCOME | | |
| 1. Annual Grant City of Melbourne Council | \$2,000 | \$3,000 |
| 2. Bank Interest | \$3 | \$4 |
| 3. Donations | \$250 | \$390 |
| 4. Membership | \$2,160 | \$3,878 |
| | | |
| TOTAL INCOME | \$4,413 | \$7,272 |
| | | |
| EXPENSES | | |
| 1. Activities and Subscriptions | \$25 | \$611 |
| 2. Advertising and Promotion | \$1,238 | \$1,212 |
| 3. Communications & Computer | \$236 | \$250 |
| 4. Dept Justice Annual Statement Fee | \$51 | \$53 |
| 5. Internet and Web Page | \$0 | \$576 |
| 6. Office Supplies | \$20 | \$35 |
| 7. PayPal Expenses | \$8 | \$10 |
| 8. Printing | \$58 | \$71 |
| 9. Public Insurance | \$1,280 | \$1,167 |
| 10. Depreciation | \$274 | \$136 |
| | | |
| TOTAL EXPENSES | \$3,190 | \$4,121 |
| | | |
| BALANCE RECEIPTS - EXPENSES | \$1,223 | \$3,151 |



President's Annual Report 2014/15 – Southbank Residents Group

Being my second year as a member of SRG and office bearer, I feel a lot more at ease with understanding the real issues of Southbank which are of deepest concern to the residents. I have now started to obtain a good grasp on the agendas/goals of individual Councillors and how to best approach them when I need their support or advice.

The committee continued with a membership of only a Treasurer (Mike Vallis) and myself. While this proved to have its challenges we certainly tried our best to represent our members and the wider community as best we could. The committee met almost every month.

Once again it has been a very busy year with some wins and some losses. Of particular note there was a state election just after our last AGM which kept us all on our toes.

- a) Numerous submissions and questions to Council were made regarding various aspects of Southbank, the municipality and planning. Nearly all submissions were accompanied with a verbal submission at the respective meeting, normally Future Melbourne Committee meetings. There was a 40% increase on the number of submissions made during this period in comparison to the previous.
 - a. Submission – Planning Permit 555 Collins St
 - b. Submission – Homes for People Housing Strategy
 - c. Submission – Reintroduction Capital City Zone Notice Rights
 - d. Open Question – Conflict of Interest – Developer Donations
 - e. Submission – Planning Permit 334 – 342 City Rd
 - f. Submission – Notice of Motion – Amendment to Delegation Polity for Planning Applications
 - g. Submission – Planning Permit 54-68 Kavanagh St
 - h. Submission – Planning Permit 57-59 Haig St
 - i. Open Question – Boyd Park Development Progress
 - j. Submission – Car Share Services Review
 - k. Submission – State Government Discussion Paper – Better Apartments
 - l. Submission – Planning Permit 2 Riverside Quay
 - m. Submission – Draft City Rd Master Plan
 - n. Submission – Planning Permit 65-71 Haig St

Appendix C

- b) Numerous forums, training and briefings were attended and participated in.
- a. CoM Training – Understanding your associations rules
 - b. Car Share Policy Workshop
 - c. CoM Community Funding Forum
 - d. CoM Training – Setting up and running a successful community organisation
 - e. CoM Training – Managing volunteers
 - f. CoM Training – Legal Issues with Managing Volunteers
 - g. CoM Training – Safety, Risk and Insurance for Community Organisations
 - h. CoM Training – Top Legal Tips for Community Organisations
 - i. Riverside Place Renewal Community Reference Group
 - j. CoM - City Marketing – Social Media
 - k. IMPA Better Apartments Review – Rountable
 - l. CoM Training – Public Relations and Media for Non-Profits and Community Groups
 - m. CoM Training – Online Essentials and Digital Marketing Basics
 - n. Melbourne Mens Shed Opening
 - o. Albert Park Education Forum
 - p. Better Apartments Community Workshop
- I am also normally in attendance at most Future Melbourne Committee meeting (two Tuesday evenings a month) and Council meetings (held on the last Tuesday evening of the month) when there is something pertinent to Southbank.
- c) SRG is a member of and/or active supporter of a number of other community organizations which often require attendance at, and participation in, or other committees. Generally attendance is quarterly but sometimes adhoc meetings can make it more frequent. It is rare that I have missed any meetings as I believe in their importance with the link to SRG. Such organizations include:
- a. CoRBA (Coalition of Resident and Business Associations)
 - b. IMPA (Inner Melbourne Planning Association)
 - c. 2 Schools Now
 - d. Fishermens Bend Network
 - e. Melbourne Mens Shed
 - f. Yarra Riverkeepers Association
 - g. Yarra River Business Association

Appendix C

- d) I have not as yet been able to secure a meeting with our new Planning Minister, Richard Wynne. While there was an election since my last report, the Minister was also away from his post for a considerable time owing to a heart-attack. However recent developments from the Ministers office appear to be very positive and I am looking forward to meeting with him in the very near future. Our local member, Martin Foley, has been very accommodating with access from SRG and is keen to know of the issues that are affecting us and assist where possible. Of particular note is his diligence with getting the education woes of the electorate not only onto the agenda but also addressed, although still a work in progress it is thus far very promising?
- e) I frequently met with Councilors to discuss issues with Southbank and to formulate ways in which I can get our needs onto Councils agenda. In particular I would like to thank the guidance and support of Cr's Ong, Leppert, Oke and Watts.
- f) SRG was engaged by numerous media outlets covering radio and print media. I have continued to maintain a close rapport with The Age journalists and Southbank Local News. SRG have made numerous comments on planning issues regarding Southbank and have been quoted numerous times from our submissions to Council. I try my best to complete the SRG column each month having missed none in this term. Feedback received from the community is that they continue to enjoy and look forward to reading my columns. I would also like to thanks Sean Sean Car, editor from Southbank Local News, for his attention to the needs of Southbank and working with SRG. Sean does a great job telling the Southbank story from month to month.
- g) SRG worked closely with The Upmarket to try to bring it to Southank. As such the market was launced on Sat 5 Sept and I was asked, alongside our local Member Martin Foley, to jointly officially open the market.
- h) Community and member engagement has been sporadic yet strong. With only two committee members it has been challenging to find time to engage with our member base and the community as a whole. Yet the engagement we have undertaken has had positive results with lots of encouragement and good feedback. Most of our engagement has been at the two Southbank Markets, firstly the Farmers market and now the new market on Sturt St – The Upmarket. Mike and I attend and setup a small stand with the SRG banners and talk to market visitors about Southbank. This is where most of our new members have come

Appendix C

from. We didn't have any members meetings in the last 12 months as these are very onerous to setup with two committee member but also my travel through the year and military secondments didn't assist either. Communication has generally been through social media, namely facebook, with significant interaction and discussion generated on numerous posts, and our newspaper column. With a limited committee I found this was the easiest method to keep people informed.

- i) Despite the time limitations on two committee members, I have managed to attend two OC committee/AGM meetings to spruik the benefits of SRG. Representative membership has increased by about a third in the last 12 months with the addition of three new buildings. Our individual membership base has increased by 65% mainly being new members. Most new members came from our presence at The Upmarket.
- j) Social media seems to have been a continuing success over the past 12 months with a 50% increase in the number of our Facebook followers to 186.
- k) Regarding Council, regardless of our position on any submission, SRG is still considered a significant voice and is listened to. SRG is still often the first point of call for consultation with the community on a range of matters. This is heartening to know that the efforts of SRG in the past continues to put us in such high regard. SRG has been congratulated by a number of Councillors for continuing to be a strong voice for its residents through its attendance and contribution at Future Melbourne Committee meetings.
- l) I have continued to 'modernise' the organisation during the last 12 months. Some notable changes or additions are:
 - a. Continuing to evolve the MailChimp program to manage our membership database and to streamline and assist with email-outs.
 - b. Liaising and arranging for our tired looking website to be upgraded and more relevant.
 - c. Commissioning of a new logo.
 - d. Development of a cloud filing system.
- m) Last year I reported that I began discussions with stakeholders on establishing a 'Southbank Owners Corporation Network' as a means of OC Chairs to collaborate on issues affecting their building and to exchange ideas on what works and what doesn't for other OC's. I can proudly announce the first meeting of this was launched 6 months ago and has been a resounding success with some buildings

Appendix C

joining SRG purely for the right to be a participant in these meetings. These meetings are held bi-monthly and a wealth of information is exchanged. There have been some great speakers, some notable ones being the State General Manager from Strata Alliance Australia and SSGT Steve Bills from St Kilda Rd police station. This has allowed SRG to value-add to its membership fee.

- n) SRG launched a 'New to Southbank?' project encouraging new residents to register their interest to attend an information session to find out how to get the most out of Southbank's fantastic community, services and public facilities. You may have seen the flyer around in your building notice boards or maybe you are a new resident and you received a flyer from your concierge? We have had a number of residents register and as soon as we obtain a good number of interested new residents SRG will hold a session. These can also be a good way for SRG to obtain new members.
- o) Financially the organisation is well positioned with minimal costs. It was once again deemed necessary to continue to preserve and be prudent with the organizations funds as there may be a need in the future where SRG may need to engage a consultant to produce a report on an issue affecting Southbank. Consultant reports can sometimes cost many thousands of dollars.
- p) There a couple of projects which I think would be prudent for the following year:
 - a. The current interim planning amendment C262, introduced by Minister Wynne about a month ago, is only for 12 months to allow community and industry consultation for a further more permanent amendment. I would suggest a major project for this coming term will be to submit a very robust and professional submission to the Ministers office on this new amendment. This will probably best be done through the SRG Southbank Owners Corporation Network which in consultation with the various building OC chairs and a consultant to prepare to the report.
 - b. Improve engagement and offer incentives between the business and resident community. Encourage local businesses to offer a discount or special deal to SRG members. This is a win/win insofar that the businesses can get better exposure to the residents while it may also improve membership for those seeking access to the special 'deals'. This is still very much a work in progress and is in its' early days.

Appendix C

Overall, as you can probably see, I have been involved as much as I can. While I have not been able to attend all events I have tried to prioritise those which are important and relevant to Southbank. I would estimate I probably expend in excess of two full days representing SRG/Southbank.

I would like to thank those members who have provided the organisation support throughout the year in varying capacities, you know who you are but in particular Peter Harkin.

Regards,

A handwritten signature in black ink, appearing to read 'Tony Penna', with a long horizontal stroke extending to the right.

Tony Penna
President
SRG 2014/15