

## CEO Management Report August 2015

Objective	Measures	Update since April Board meeting and updates following committee meetings	Actions prior to October Board meeting
<p><b>To align the structure, roles and constitution of the Association to reflect our mission</b> <b>20% weighting</b></p>	<p>Establish and coordinate the operation of three Board Sub-Committees by 31 March 2015 and ensure:</p> <ul style="list-style-type: none"> <li>• Each Sub-Committee meets at a minimum of bi-monthly</li> <li>• Each Sub-Committee meeting has an agenda, minutes, action items, is productive and progressive</li> <li>• Key actions and updates from each Sub-Committee form part of an integrated reporting system that links everything back to the Association's Strategic Directions</li> <li>• Executive summary of all Sub-Committee meetings with minutes attached to be emailed to all board members no later than one week following the meeting and executive summaries to be attached to board papers</li> </ul>	<p><b>Committee meetings held</b></p> <ul style="list-style-type: none"> <li>• 15 June - Finance, Audit &amp; Governance</li> <li>• 22 June – Traffic, Transport &amp; Infrastructure</li> <li>• 22 June – Membership and Marketing</li> </ul> <p>No committee meetings organised for August due to possible Board changes and Board commitments with luncheon, board meeting and AGM.</p> <p><b>2015-2016 Business Plan</b></p> <ul style="list-style-type: none"> <li>• Business Plan and updated budget resent to Board for comment on 1 July.</li> </ul> <p><b>2015 Board Nominations and AGM</b></p> <ul style="list-style-type: none"> <li>• <b>16 July</b> -Board Nominations forms sent out to Gold and Silver Members</li> <li>• <b>30 July</b> – Completed forms returned and as number of nominations equalled number of positions available, no ballot required</li> <li>• <b>12 Aug</b> - 2015 AGM Notice papers sent out to all members</li> <li>• <b>27 Aug</b> – AGM , 4pm at Pullman following Board meeting</li> <li>• <b>27 Aug</b> – After-Five networking function follows Board meeting</li> </ul> <p><b>TSA Contract</b> McCulloch Robertson assisted with preparation of the Business Association contract with TSA, using WestLine Partnership contract as the template. <b>10 Aug</b> - Both parties have signed and the matter is now closed. Weekly meetings and/or teleconferences are being held with TSA.</p>	<ul style="list-style-type: none"> <li>• Finalise 2015 AGM minutes and close off file.</li> <li>• Form A12 – Annual Summary of Financial Affairs lodged with Fair Trading to complete AGM / Annual Audit process Form.</li> <li>• Organise and hold committee meetings once committee members for 2015-2016 finalised.</li> <li>• Continue updating Operations Manual</li> <li>• Update website with new Board members details following AGM.</li> </ul>
<p><b>To provide a quality member service</b> <b>15 % weighting</b></p>	<p>Represent the interests of members of the Association and provide members with a high level of service by achieving a 95% satisfaction level rating via the Association's annual member research audit.</p>	<p><b>Annual Members Luncheon</b></p> <ul style="list-style-type: none"> <li>• Around 184 members and guests representing around 40 different businesses will be in attendance.</li> <li>• 18 businesses participating in Mini-Bizness expo in pre-luncheon area</li> <li>• \$3,690 in additional ticket sales</li> </ul> <p><b>Facilitated the following meetings between Members:</b></p> <ul style="list-style-type: none"> <li>• <b>21 July</b> - Telfords and DFO</li> <li>• <b>27 July</b> - Telfords and Sydney Showground</li> <li>• <b>05 July</b> – WatervieW in Bicentennial Park and DFO</li> </ul>	<ul style="list-style-type: none"> <li>• Send out survey to Members seeking feedback on the luncheon and finalise administrative matters with the event.</li> <li>• Finalise distribution of Directories to local businesses.</li> <li>• Send out September and October newsletters.</li> </ul>

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		<p><b>Other existing and potential member meetings</b></p> <ul style="list-style-type: none"> <li>• <b>16 July</b> – GJS</li> <li>• <b>24 July</b> – Apia International Community Advisory group meeting–Tennis NSW</li> <li>• <b>04 Aug</b> – The Huddle Café / Netball NSW</li> </ul> <p><b>Inaugural Retail and Services Directory</b> From the pdf in the August newsletter, there were 2,600 click-throughs to the brochure in two days.</p> <p>Delivered to hotels and apartments in time for Bledisloe Cup, Netball World Cup and Good Food and Wine Fair. Has also been given to all resident/tenants in Australia Towers .Will be included in upcoming settlement packs for next tower.</p>	
<p><b>To improve the accessibility of this iconic precinct – Public Transport Services</b></p> <p><b>25% weighting</b></p>	<p>In order to retain and continue to grow business in Sydney Olympic Park and satisfy the needs of the growing residential community in the Park and proposed adjoining Urban Activation precincts of Wentworth Point and Carter Street, secure a commitment from the NSW Government to implement the following improved public transport services by 30 June 2015:</p> <ul style="list-style-type: none"> <li>• Direct rail services between Central and Sydney Olympic Park (via Strathfield) between 6am and 9.30am, Monday to Friday and from Sydney Olympic Park to Central (via Strathfield) between 4.15pm and 8pm, Monday to Friday.</li> <li>• Direct non-stop STA bus service during am and pm peak hours between Strathfield Station and Sydney Olympic Park. This could also extend to Wentworth Point whose residents have a similar</li> </ul>	<p><b>22 June</b> – Cynthia Gillespie, Executive Director at Transport for NSW who is responsible for Integration of Sydney Metro North West Rail and Sydney Rapid Transit into the NSW heavy rail network, including the development of all enabling infrastructure, operational rail systems and fleet, attended the June Traffic, Transport and Infrastructure Committee meeting. (see minutes attached)</p> <p>Following this meeting Cynthia was introduced to John Ferguson in relation to the preparation of SOPA’s Transport plan as part of their master Plan review.</p> <p>A number of TfNSW contacts invited to Annual Members Luncheon on 27 August.</p> <p>X25 express service between the Park and Strathfield slow to be taken up. Website poll results:</p> <ul style="list-style-type: none"> <li>• 9% Know about it and have used it</li> <li>• 53% Not aware of the service</li> <li>• 26% Yes aware of it and have used it</li> <li>• 12% Don’t know about it but will continue to 525/526 for the time being until I know more about it</li> </ul> <p>Poll results and employees feedback provided has been passed on to TfNSW</p>	<ul style="list-style-type: none"> <li>• Participate in Meetings convened by TSA with Transport for NSW. Provide background information as required.</li> </ul>

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	requirement due to the growing community in this area.		
<p><b>To improve the accessibility of this iconic precinct – Road Access</b></p> <p><b>15% weighting</b></p>	<p>In order to retain and continue to grow business in Sydney Olympic Park and satisfy the needs of the growing residential community in the Park and proposed adjoining Urban Activation precincts of Wentworth Point and Carter Street, secure a commitment from the NSW Government to address the following improvements to road access by 30 September 2015:</p> <ul style="list-style-type: none"> <li>• An off ramp from WestConnex into Hill Rd</li> <li>• A redesigned roundabout at the Australia Ave and Homebush bay Drive intersection</li> </ul>	<p><b>23 July</b> – Liaised with Member DFO and their PR company regarding the journalists approach to them about the roundabout. Provide information previously used in government submissions by way of background for them in their response to the SMH journalist.</p> <p><b>24 July</b> - Australia Avenue Roundabout story appeared in Sydney Morning Herald <a href="http://www.smh.com.au/nsw/avoid-at-all-costs-the-australia-avenuedfo-homebush-roundabout-labelled-sydneys-worst-20150723-qihu40">http://www.smh.com.au/nsw/avoid-at-all-costs-the-australia-avenuedfo-homebush-roundabout-labelled-sydneys-worst-20150723-qihu40</a>.</p>	<ul style="list-style-type: none"> <li>• Meetings to be organised by TSA with WDA and RMS. Participate and provide background information as required.</li> </ul>
<p><b>To improve the accessibility of this iconic precinct – Parramatta to SOP Light Rail Option</b></p> <p><b>15% weighting</b></p>	<p>Work with other organisations as appropriate to secure a commitment from the NSW Government to establish the Parramatta to SOP light rail route as the preferred route by 30 June 2015.</p>	<p><b>26 June</b> - At the Westline Partnership meeting it was agreed that the Business Association would continue to manage the contributions for the Westline Partnership for the extended three months period – July to September 2015 . All 18 contributors were again invoiced and reminders sent by Business Association. See financial update attached separately.</p> <p><b>30 June</b> – Jodi McKay facilitated a meeting between DK,KG and John Sidotti and about a few issues of mutual interest including light rail.</p>	<ul style="list-style-type: none"> <li>• Finalise all contributions for July-September period.</li> </ul>
<p>To generate sufficient funds to achieve our directions</p> <p>10% weighting</p>	<p>Achieve the following financial outcomes for the 2014 / 15 financial year by 30 June 2015:</p> <ul style="list-style-type: none"> <li>• Generate \$245k from membership revenue through the retention of existing members and securing new members.</li> <li>• Generate \$20k from new revenue generating activities.</li> <li>• Maintain a cash reserve of at least \$120k.</li> </ul>	<p><b>End of year accounts and annual audit</b></p> <p><b>Targets achieved</b> - \$245,340 generated in Membership revenue, \$22,000 ( budget \$20,000) and \$133,000 in cash reserve</p> <p><b>07 Aug</b>– Annual accounts &amp; AGM Treasures report sent to BG&amp; DK to review</p> <p><b>17 Aug</b>– onsite audit conducted by David Weekes</p> <p><b>End of Year Results summary in Financial report</b></p> <p><b>2015-2016 Annual renewals – summary in Financial report</b></p>	<ul style="list-style-type: none"> <li>• Finalise payment of outstanding Membership renewals.</li> <li>• Commence New Member campaign.</li> </ul>

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		<p><b>New member/s</b></p> <ul style="list-style-type: none"> <li>• Mirvac – Gold Member</li> <li>• Meriton – Silver Member</li> </ul> <p><b>Cash Deposit account</b></p> <ul style="list-style-type: none"> <li>• Cash reserve of \$133,652.66 in cash deposit account at 31 July .</li> <li>• Facility set up within CommBiz to transfer At Call funds into the Premium Account - \$11,000 for WestLine Partnership July – September contribution transferred from this account AT Call component into Premium Account using this facility which is co-authorised as per other CommBiz Payments</li> </ul>	
100%			