

Annual Report



Progress on Implementation of the Doncaster Hill Strategy 1 July 2007 to 31 May 2008

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2. TheupgradedDoncasterHillpedestrianunderpasslocatedonDoncasterRoadwas reopenedinDecember2007 .
3. Stage1ofthe\$600millionWestfieldup gradedwasopenedinApril2008.

1. ABOUTTHISREPORT

This Annual Report provides a summary of the major work undertaken from 1 July 2007 to 31 May 2008 to further implement the Doncaster Hill Strategy.

It outlines major achievements for the year and highlights the work undertaken by Manningham City Council, its partners and the Manningham community to make the vision for Doncaster Hill a reality.

2. BACKGROUND

The Doncaster Hill Strategy (October 2002 - revised October 2004) is the key strategic document outlining Manningham City Council's vision for the Doncaster Hill Principal Activity Centre. This is the fifth Annual Report on the progress of the Doncaster Hill Strategy implementation.

Previous Annual Reports that can be found on www.doncasterhill.com

3. SUMMARY OF MAJOR ACHIEVEMENTS

2007/08 has seen much activity taking place on Doncaster Hill and the State Government confirmed its commitment to Doncaster Hill through the involvement of the Priority Development Panel (PDP).

Priority Development Panel

The Panel worked closely with Council and prepared a comprehensive report to the Minister for Planning, The Hon. Justin Madden, who endorsed the Doncaster Hill Strategy "as sound planning policy designed to drive growth and create a vibrant activity centre".

The PDP Report identified a number of opportunities for Council to pursue, including:

- Completion of comprehensive master planning for the Civic Precinct
- Simplification of the existing planning controls
- Working with the State Government to give prominence to public transport (bus lanes, interchanges and priority lanes) pedestrian access and traffic calming of Doncaster Road; and
- Creation of an ongoing place management regime to help progress the Doncaster Hill Strategy into the implementation phase.

A detailed summary of the actions undertaken by the Priority Development Panel is included in this report in Section 8.

Major private sector projects

During the year a number of key private sector development projects commenced, including:

- Stage 1 of the \$600 million Westfield Doncaster redevelopment was officially opened on 10 April 2008. The project that is on track to be completed by October 2008.
- Planning permits were approved for
 - 632-640 Doncaster Road (former Doncaster Holdensite) – 12 storey building comprising 124 apartments and a motor vehicles sales showroom;
 - 659-657 Doncaster Road (former Mobil petrol station site) – 7 storey mixed-used development comprising 77 one and two bedroom apartments, retail, gym and offices;
 - 810 Elgar Road – 6 storey development comprising 22 apartments; and
 - 10-12 Hepburn Road – 4 storey development comprising 53 apartments and undercover car parking.



An artists' impression of 632 Doncaster Road

Improving public amenity

Key public amenity improvements include:

- Upgrade of the Doncaster Road pedestrian underpass;
- Commenced improvements on Precinct 1 pedestrian and cycling path network.

Marketing highlights

Other key activities for 2007/08 year included approval of Phase 5 of the Marketing and Communications Strategic Plan which involved a number of events and activities. Highlights included:

- The creation of the 52 member Doncaster Hill Issues Forum in October 2007 to encourage community and stakeholder input into the Doncaster Hill Strategy
- Quarterly local developers' breakfasts with high profile guest speakers including Sam Tarascio, Managing Director of Salta Properties, Justin Krzywokulski, Development Executive of Westfield; Darrell Cain, Chief Operating Officer at Box Hill Institute.

- Release of the Bi-annual factsheet and quarterly newsletters for Doncaster Hill.

Awards and Funding

Council was successful in receiving the following awards and grants:

- Winner of the Parks and Leisure Australia Management Award for Open Space Development in Victoria and Tasmania for the Boulevard and Public Art Fence;
- Creating Better Places Funding (\$96,128) for the Doncaster Hill Place Manager;
- LAAP Funding for Pedestrian and Cycling Improvements (\$173,195);
- Doncaster Hill Boulevard Pedestrian Underpass Stage 2 works for the canopy treatment (\$120,000) ;
- Expert Assistance Program funding for external development facilitation consultant and assistance in developing the permanent zones solution for Doncaster Hill (\$100,000).

Council has been shortlisted for the Department of Education and Early Childhood Development Grant for Municipal Wide Infrastructure Improvements (\$1 million application).

4. COUNCIL COMMITTEES

4.1 Council Meetings

Given the scope, importance and high priority of the Doncaster Hill project, Councillors are briefed on all major items affecting the development of Doncaster Hill. Where necessary, issues are referred to a Council meeting for Council resolution. Councillors continue to take an active and leading role in the project's outcomes.

4.2 Doncaster Hill Implementation Committee

The Doncaster Hill Implementation Committee was established on 31 July 2007 to work strategically and collaboratively to oversee the implementation of Doncaster Hill Strategy. The Implementation Committee, which consists of four Councillors, including the two Ward Councillors and senior Council officers, meet on a quarterly basis or as required. It meets six times during the year, on 17 September, 22 October, 19 November, 22 January, 20 March and 19 May.

The purpose of the Committee is to facilitate the progress of the Doncaster Hill project on behalf of Council. The Committee provides advice and recommendations to Council on key project management issues to ensure that informed and timely decisions are made. The Implementation Committee

facilitates a coordinated and systematic approach with a review of the Doncaster Hill project to Council on a yearly basis.

4.3 Sustainable Design Task Force

The Sustainable Design Task Force continued to meet to discuss the merit of development applications in Doncaster Hill, providing advice and constructive feedback in regard to furthering urban design and ecologically sustainable development (ESD) objectives to developers and their architects. The Task Force also met to discuss all major applications in Manningham, due to the success of using the Task Force for Doncaster Hill applications.

The Task Force comprises two Councillors, the Ward Councillors relevant to the subject application, relevant internal officers and external urban design and architectural professionals. It has considered two developments proposed in Doncaster Hill during this financial year:

- 812 Elgar, and 4&5 Elgar Court (August 2007);
- 659-669 Doncaster Road (August 2007);
- 10-12 Hepburn Road (September 2007); and
- 14-16 Berkeley Street and 16 Tower Street (March 2008).

4.4 Strategic Transport Advisory Committee

This Committee was established in February 2007. The primary aim of the Advisory Committee is to develop and implement an integrated and sustainable transport system for the Manningham community.

Several public transport improvements are set to improve the delivery of public transport in Doncaster Hill, including the Smart Bus service and Doncaster Area Rapid Transit (DART) which are to be implemented in Manningham in the near future.

A transport update is now included on the agenda of the Doncaster Hill Implementation Committee, as the Doncaster Hill project has an impact on future transport planning, particularly the provision of enhanced public transport options for the community.

4.5 Streetscape Taskforce

The Streetscape Taskforce continued to meet bi-monthly during 2007/08 and have held discussions with respect to the Doncaster Hill boulevard treatment and trees. In December 2007 the Taskforce's Terms of Reference was endorsed and now also includes open space.

4.6 Doncaster Hill Boulevard Pedestrian Underpass Steering Committee

This Committee was appointed in 2007 to oversee the Doncaster Hill Boulevard pedestrian underpass upgrade. The main function of the Steering

Committeeistooverseethefinalisationofconceptdesignforthepublicart component,canopy,lightingandsig nage(referSection5.4).

TheCommitteecomprisestwoWardCouncillors,togetherwithofficersfrom Councilandthe DepartmentofInfrastructure, representativesfromDoncaster PrimarySchool,DoncasterandTemplestoweArtists'Society,theDoncaster HillResidents'Association,theRetailAssociationandBrecknockConsulting. ThisCommitteecontinuetoverseeStage2 oftheprojectin2007/08 (Refer toSection5.5) .

4.7 DoncasterHillPedestrianandCyclingLinkImprovementsSteering Committee

ThisSteeringCommitteewasappointedinJuly2007tooverseethe implementationofimprovementstopedestrianandcyclinglinks connecting Precinct1withWestfieldDoncaster .TheCommitteecomprisestwoward Councillors,staffandkeystakeholders.

4.8 ManninghamTourismAdvisoryCommittee

TheManninghamTourismAdvisoryCommitteewasformedon5December 2007 tooverseetheimpleme ntationof theTourismStrategicPlanfor ManninghamCityCouncilandfacilitate theprogressof tourismdevelopmentin theCityofManningham.

TheCommitteecomprisesthreeCouncillors,Councilofficers,industryand localbusinessrepresentativesandco mmunitymembers.

TheTourismStrategicPlanrecommendsawhole -of-Councilapproachto tourismbusinesssupportandsectordevelopmentinManningham. The complexnatureof thetourismsector meansthatthereareinherentlinks between the goalsofimprovi ngtransportservicesandinfrastructureand issuessuchasland -useplanning,recreationandothers ocialand environmentalissues. ItistheAdvisory Group'sroletoworkcooperativelyto integratealloftheseissuesforthebenefitofthecommunity and tourism sector.

5 InternalOfficerCommittees

5.1.1 ExecutiveManagementTeam(EMT)

UpdatingEMTontheprogressoftheDoncasterHillprojectcontinuedtooccur regularlyduring2007/08 .

5.1.2 DoncasterHill WorkingGroup

Duringthe200 7/2008fin ancialyear aDonc asterHillMarketingand CommunicationsProjectManager wasappointed(fromSeptember2007 to September2008).TheDoncasterHill ProjectManager returnedfrommaternity

leave in November 2007 and worked part-time until her appointment in February 2008 to the full-time role of Doncaster Hill Place Manager (refer Section 9.3).

The Group is also supported by consistent input provided by other relevant staff across the organisation on an 'as needs' basis.

The Working Group meets on a monthly basis to discuss progress of the Doncaster Hill Strategy and relevant planning applications. Doncaster Hill Working Group members have liaised with external bodies, including the Department of Community Planning and Development; the Department of Sustainability and Environment; the Department of Education; Melbourne Water; Yarra Valley Water; VicRoads; Sustainability Victoria and Westfield.

5.1.3 Precinct 1 Steering Committee

The Steering Committee was established in early 2006 and has continued to meet as required during the year. The group has worked on progressing the Precinct 1 Concept Plan and opportunities for community infrastructure, including a multipurpose centre (with library and cultural facilities) a family services centre and other related facilities (See Section 7 for a detailed overview of Precinct 1).

5.1.4 Marketing meetings

The marketing of the Doncaster Hill project has continued with the Manningham Marketing Unit working together with the Doncaster Hill Marketing and Communications Project Manager and the Doncaster Hill Working Group on the overall marketing of the Doncaster Hill project.

5.1.5 Westfield meetings

Monthly meetings continued during 2007/08 with key staff from Westfield to discuss aspects of the Westfield redevelopment. The meetings ensure that both parties are well informed of each phase of development and can convey a clear and consistent message to residents and visitors.

5.1.6 Other Resources

Where necessary, consultants have been engaged to undertake specialist work:

- With funding assistance of the Expert Assistance Program, Council engaged a development facilitation consultant to assist current developers with their projects and to promote Doncaster Hill to new developers and investors.
- Council engaged consultants with planning and ESD engineering expertise to assist in preparing the Doncaster Hill Energy Zone.
- An economic planner has been engaged to provide some economic analysis for the permanent zones solution for Doncaster Hill. Planning consultants have also been engaged via the Expert Assistance Program to assist with the permanent zones solution.

- Urban design and streetscape consultants were appointed to assist in the design improvements to the Doncaster Road pedestrian underpass, canopy and Precinct 1 pedestrian and cycling links.
- A specialist consultant was also used to assist in feasibility and economic planning for the Precinct 1 redevelopment.

5. CAPITAL WORKS

5.1 Capital Works Plan

Successful grant funding and developer contributions have provided the opportunity to deliver substantial works on Doncaster Hill in 2007/08.

As part of the budget process, the five year capital works program details expenditure for Doncaster Hill projects for the next five years (refer Appendix 2). All works proposed are to be funded from the Doncaster Hill Reserve, and grant funding.

5.2 Saxon Reserve

Planning for the progressive upgrade of Saxon Reserve occurred during 2007/08, with a focus on community consultation and the development of a Development Plan detailing future works.

Council initially sought feedback from residents through the distribution of 425 community surveys to local residents in August 2007. The surveys invited feedback on what residents value about the reserve, what they use it for, and what issues should be addressed in planning for future use and development.

Community feedback was incorporated into a draft Development Plan, which was sent to residents for comment in December 2007. The Development Plan was finalised in April 2008 and preliminary works are due to commence in July 2008. The upgrade of Saxon Reserve is funded through the Doncaster Hill Open Space Reserve (developer contributions), and will be undertaken in a number of stages.

5.3 Doncaster Hill Boulevard and Pedestrian Underpass

The upgrade of the Doncaster Road underpass includes innovative wall treatments and lighting to improve pedestrian safety and connectivity and make it a more attractive space.

The project is part of Council's effort to improve pedestrian accessibility on Doncaster Hill and create appealing public open spaces. Renowned artist Warren Langley, who designed the Doncaster Hill Public Art Fence, erected an art piece on the walls and ceiling, titled *Immerse*.

The creative design features a striking montage of colour and light, and help to brighten the underground thoroughfare to encourage greater use.

Funding for the project was accessed through the Doncaster Hill Developer Contributions Reserve (\$150,000) and through a \$150,000 grant received from the State Government, under its Local Area Access Program.

The underpass works were completed on 10 December 2007 and it reopened to the public on 24 December 2007. Additional landscaping works and installation of a canopy over the northern entrance will be completed in mid 2008.



5.4 Pedestrian and cycling improvements

Design and construction work has commenced on the creation of a network of shared paths linking Doncaster Hill Civic Precinct and Westfield Doncaster, and eventually through to Ruffey Lake Park. Widened paths will be constructed along the east side of Council Street, from Doncaster Road to Goodson Street, and along the south side of Goodson Street to Westfield.

Community consultation was undertaken with local residents and Doncaster Primary School and a community briefing was held in late May.

The project, jointly funded by Council and the Victorian Government through the Local Area Access Program (LAAP), also involves the development and placement of 'wayfinding' signage at key locations and will link to the existing Doncaster Hill Boulevard and Public Art Fence, completed in mid-2007.

6. DEVELOPMENT UPDATE

6.1 Amendments

6.1.1 Amendment C73 - extension to Comprehensive Development Zone (CDZ)

Amendment C73 was a Ministerial amendment which sought to extend the interim controls applying to the Doncaster Hill Comprehensive Development Zone (CDZ) for another two years. The interim controls, were due to expire on 31 December 2007. Amendment C73 extends the time in which the CDZ applies for another two years, which will result in the zone expiring on 31 December 2009.

The Amendment also made minor changes to the mix of uses required on sites so that the minimum number of uses is reduced from three uses on a site to two. The amendment was gazetted on 20 December 2007.

Summary of key dates

ACTIONS	DATE(2007)
Council resolved to make a request to the Minister for Planning to extend the time in which the Comprehensive Development Zone applies.	20 November
Amendment was gazetted	20 December

6.1.2 Amendment C72 - removal of restrictive covenants in Doncaster Hill

Amendment C72 applies to 16, 18, 20, 22 and 24 Hepburn Road, Doncaster and 1 Short Street, Doncaster. The amendment seeks to remove the restrictive covenants from these properties to enable them to be developed in accordance with the Manningham Planning Scheme controls applying to the property and to facilitate development consistent with the objectives of the Doncaster Hill Strategy.

The amendment implements one of the recommendations made in the report from the Priority Development Panel (December 2007). The Panel recommended that Council prepare an amendment to have the restrictive covenants in Doncaster Hill removed, as a matter of urgency.

Summary of key dates

ACTIONS	DATE(2008)
Council resolved to make a request to the Minister for Planning to prepare and exhibit Amendment C72 to the Manningham Planning Scheme	29 January
Minister authorises Council as planning authority to prepare Amendment C72. The Minister or Planning authorises Council to approve the amendment.	17 March
Exhibition period	17 April – 27 May

6.1.3 Amendment C76 – rezoning of land at 600 A Doncaster Road, 2 Elgar Court, 3 Elgar Court and 101 Tram Road

The amendment proposes to rezone Council owned land (600A Doncaster Road, 2 Elgar Court, 101 Tram Road) and privately owned land (3 Elgar Court and part of Elgar Court -road), Doncaster, to a Comprehensive Development Zone (CDZ1).

The Comprehensive Development Zone will assist in implementing the objectives of the Doncaster Hill Strategy that aim to create a state-of-the-art, sustainable, high-density, mixed-use village urban village for 8,300 residents and provide 10,000 employment opportunities by 2020.

Council has been working closely with Sue Nominees Pty Ltd to undertake a land rationalisation and consolidation of the above properties to fulfil the objectives of the Doncaster Hill Strategy and to enable the properties to be developed in accordance with some of the other planning scheme controls applying to the subject area.

Summary of key dates

ACTIONS	DATE(2008)
Council resolved to make a request to the Minister for Planning to prepare and exhibit Amendment C76 to the Manningham Planning Scheme	1 April
Minister authorises Council as planning authority to prepare Amendment C76. The Minister for Planning authorises Council to approve the amendment.	8 May
Exhibition Period	29 May -30 June

6.2 Westfield Doncaster redevelopment

The long-awaited redevelopment of Westfield Doncaster received planning approval in May 2004, with work on the \$600 million project commencing in January 2007. Large-scale demolition and construction began on all sides of the site, engaging hundreds of workers. At the peak in September 2007, eight tower cranes were in operation around the centre.

The transformation will increase total retail floorspace at the centre to around 109,000m². Among the 400 retailers from October 2008 will be newcomers David Jones, Big W and Target. Village Cinemas returns with a multi-screen complex, on the same level as new rooftop restaurants with sweeping views toward the city.

Redeveloped sections of the centre will open in stages during 2008. The first stage opened on 10 April. This featured Coles, Safeway, Colonial Fresh Markets and more than 80 retail stores, including new fresh food arrivals. These stores are trading on two levels at the southern end of the centre. New undercover customer parking off Doncaster Road also became available to customers.

The second stage opened in June, with the new expanded dining area being unveiled in The Drum. This name relates to the imposing steel and curved glass structure looming over the corner of Doncaster and Williamsons Roads. The final two stages are planned for August and October 2008.

Westfield is promising to create a new flagship shopping centre that will deliver a stunning retail experience to delight local shoppers and draw many new customers.



6.3 Planning applications and permits issued

The table below details the progress of existing planning applications during 2007/08 and summarises planning permits issued during the year.

Address	Description	Status
Westfield Doncaster 619 Doncaster Road, Doncaster (Application no. 15005)	Received on 9/10/03. Use and development of the subject land for the purpose of buildings and works in association with extensions to the existing shopping centre, for the purpose of shops, offices, food and drink premises, cinema and indoor recreation facility (bowling alley) including buildings and works outside the Westfield Shopping town Doncaster Concept Plan 1998, a reduction in car parking, access to a Road Zone Category 1, and removal of native vegetation, in accordance with the various plans and reports to be endorsed as part of this permit.	Planning Permit issued November 2007 for change of use from bowling alley to gymnasium. Planning Permit issued December 2007 for advertising sign package for whole centre. Planning Permit issued January 2008 for additional level of car parking on roof. Planning Application lodged for car wash in car park March 2008. Planning Application lodged for JB Hi-Fi installation bay in car park March 2008. First opening on 10 April 2008, which will incorporate the two new supermarkets and other fresh food and

Address	Description	Status
		smaller retailers. Second opening on 1 May 2008 off fresh food market area.
812 Elgar Road, Doncaster (Application no. 17542.01)	Received on 31/10/2007. Amendment to permit for changes to design and layout of approved 11 storey building to increase number of dwellings from 104 to 110, increase number of car spaces and reconfigure the building form.	Changes to resolved design issues relating to the southern elevation, building setbacks and landscaping areas. Amendment was advertised with no objections received and was presented to SB on 4/3/08. Amendment to plans and permit approved under delegation on 22/4/08 subject to conditions.
659-667 Doncaster Road & 2 Towner Street, Doncaster (Application no. 18716)	Application received on 31/8/07. Buildings and works associated with the construction of a seven storey building incorporating 77 one and two bedroom apartments, with basement car parking, use of the building for purposes of a shop, retail premises (including motor vehicles sale trades supplies and food and drink premises) and an indoor recreation facility (gymnasium), a reduction in the standard car and bicycle requirements and the creation of a Road Zone Category 1	Advertising has been completed and one objection received from the Owner of the adjoining 7 - Eleven. The application was approved at the 30 October Council meeting and a NOD has been issued. No appeals were received and the Planning Permit has been issued. Plans have also been approved.
810 Elgar Road Doncaster (Application no. 18817)	Application received on 28/9/07. Construction of 22 apartments within a six storey apartment building including basement car parking and alteration of access to a Road Zone Category 1.	No appeals were received. Planning Permit Issued 1 April 2008.
8-12 Hepburn Road & part 684 Doncaster Road, Doncaster (Application no. 18881)	Application received on 18/10/07. Construction of a four storey building comprising 53 dwellings and basement car parking	Application was advertised and 14 objections received including a multi-signatory petition. Report to Council January meeting was approved and NOD issued. Appeal from objector has been received. Applicant has appealed Condition 1.6 relating to pedestrian access.

Address	Description	Status
16 Tower Street & 14 -16 Berkeley (Application no. PL08/019453)	Application received on 15 May 2008. Construction of a seven storey apartment building comprising 45 dwellings and two levels of basement car park.	Application yet to be assessed.

7. PRECINCT 1

7.1 Precinct 1 Update

The preparation of the concept plan for a community and civic hub in Precinct 1 represents an exciting opportunity to create a community heart for Manningham. Precinct 1 is situated around the Municipal Offices, Doncaster Primary School, the Bowling Club and extends to Schramms Reserve. The intention of Precinct 1 is to create a focal point where people can meet and participate in community events and access social and civic services and facilities.

During 2007/08, the Doncaster Hill Working Group continue to work collaboratively with a range of units across Council, as well as external consultants to develop a comprehensive concept plan for Precinct 1.

Precinct 1 will be developed in a number of stages. The initial stage of development of Precinct 1 is expected to include:

- Library;
- Cultural centre/Art gallery;
- café;
- family and social services; and
- meeting facilities.

Council officers have undertaken a number of feasibility studies for the Stage 1 redevelopment over this period, involving consultation with key stakeholders. Council has been regularly updated on the project at strategic briefing sessions in October 2007 and January and February 2008.

A report is being prepared for Council's consideration at the 24 June 2008 Council Meeting, giving Council the opportunity to formally consider and endorse the future direction of the Stage 1 redevelopment.

8. OTHER PROJECTS

8.1 Priority Development Panel

On 8 May 2007 Council made a request to the Minister for Planning for assistance to progress the implementation of the Doncaster Hill Strategy.

On 22 June 2007, the Minister for Planning informed Council that he had requested that the Priority Development Panel (PDP):

- Conduct a performance review of the Doncaster Hill interim controls, having particular regard to the application of the zones and overlays (such as the boundary of the Comprehensive Development Zone) and the requirement for a mix of uses in a single development.
- Provide advice on the opportunities for the Civic Centre Precinct and its environs.
- Provide advice on the appropriate suite of provisions to replace the interim controls; and
- Provide advice on an appropriate process for a planning scheme amendment.

In recognition of the importance of facilitating the successful delivery of Doncaster Hill, the Minister for Planning appointed Ms Jillian Smith from the State Government's Development Facilitations Branch to be the Doncaster Hill Champion for this project, to further assist Manningham to develop a more strategic working relationship with the State Government.

The Minister asked the PDP to consult with Council and other relevant key stakeholders. The PDP Working Group included Ms Jane Monkas Chair, and Members Ken McNamara, Rob McGauran and Stephen Sully. The Panel undertook a number of workshops and consulted with a range of stakeholders between July and September 2007. Workshops were held on 20 July, 3 August and 22 August 2007.

The PDP presented its preliminary findings to Councilors and senior officers on the 23 October 2007 and submitted its report to the Minister for Planning in early December 2007.

On 11 March 2008, the Minister for Planning released the report of the PDP in relation to *A Performance Review of the Doncaster Hill Strategy*. The Minister "endorsed Manningham City Council's Doncaster Hill Strategy as sound planning policy designed to drive and create a vibrant activity centre" and was "delighted the PDP report shows the strategy's underlying policy assumptions as accurate".

The PDP report provides advice in terms of the future directions for Doncaster Hill, addressing:

- Simplification of the existing planning controls
- Completion of the detailed master planning for Precinct 1, Civic Precinct; and
- A more proactive development facilitation and placemanagement approach by Council, with the support of State Government and key authorities, including Vic Roads, in making Doncaster Hill into a 'destination' or 'place'.

At its meeting on 29 April 2008 Council noted the Priority Development Panel Report "*A Performance Review of the Doncaster Hill Strategy*", requested further

clarification on some aspects of the recommendations and endorsed its response to the PDP's recommendations as outlined in Appendix 4.

8.1.2 Expert Assistance Panel

The PDP recommended that Doncaster Hill would be a key project to receive strategic support and assistance from the Expert Assistance Panel and an opportunity for the State Government and Manningham to work together as part of the government's initiative for a 'whole of government' approach to planning.

The Expert Assistance Panel is funded by the Department of Planning and Community Development. The \$3 million Expert Assistance Program will give councils in Melbourne's activity centres access to experts who can offer technical advice on a wider range of planning issues.

The Melbourne 2030 Activity Centres Expert Assistance Program (EAP) aims to assist Councils:

- to progress or implement structure planning in activity centres;
- to facilitate development 'on the ground' and to ensure the ongoing economic success of the centres;
- to access advice and assistance from other Government agencies to finalise and implement structure plans;
- to identify blockages or gaps in knowledge and expertise that is hindering the completion or implementation of activity centre structure plans

Manningham City Council has prepared three project briefs to assist in the implementation of the Doncaster Hill Strategy. They are:

- a. Developing a permanent zones solution for the Doncaster Hill Activity Centre;
- b. Advocating a coordinated and strategic response for the application of State and Federal Government funding to ensure a 'whole of government' approach for Precinct 1.
- c. Facilitating development opportunities in Doncaster Hill Activity Centre by means of active promotion, nurturing partnerships with key stakeholders and attraction of investment

To date the Expert Assistance Program has approved two of the three briefs. They are for a) and c) above.

8.2 Doncaster Hill Local Law

Following consultation with Doncaster Hill landowners, Council approved the introduction of Manningham's Doncaster Hill Local Law on 29 April 2008. The Local Law will come into effect from 1 July 2008 and apply to properties within the Doncaster Hill Activity Centre, except for properties with amenity conditions specified in current planning permits. They are:

- 31 –47WilliamsonsRoad,Doncaster;
- 20TowerStreet,Doncaster;and
- ClayDrive,Doncaster

TheLocalLawprovidesCouncilwithamechanismtorequireownerstoundertakeworksiftheirpropertybecomesunsightlyorunsafe. TheLocalLawwillassistCounciltoensur ethatpropertiesinDoncasterHillareappropriatelymaintainedandkeptinanorderlymanner.ItisexpectedthatthisLocalLawwillnotimpactonthe majorityofsiteswithinDoncasterHill,butthosepropertyesthatareparticularlypoorly maintained.

8.3 BoxHillInstitutepartnership

Duringtheyear Councilofficershavemet onanumberofoccasions withrepresentativesofBoxHillInstitutetoexploreopportunitiestoworktogetheron projectssuchas:

- Agreenbusinessincubator
- Abiotechnologycentre
- FuturesiteswithintheHillforapaleotechnology laboratory
- LinkswithhotelsinDoncasterHillandBoxHill's beautyschool
- Studenthousing
- Advocacyforlightrailandgreentraveloptions.

Greenbusinessincubator

CouncilpartneredwithBoxHillInstituteinJanuary2008to investigatethefeasibility of sourcingFederal fundingfor the development of a green businessincubatorin DoncasterHill.

Given the globalemergenceand increasing emphasis on business sustainability, it is anticipated that an incubator in Doncaster Hill –purposefully designed to assist environmentally sustainable start -up businesses become established and profitable in their early stages –will further augment Council's resolve to create a 21st century urban village promoting positive economic, environmental and social performance.

8.4 Integratedtransportimprovements

FuturetransportimprovementswillbeanintegralpartoftheDoncasterHillproject. Manninghamhas takenaleadershiprolethroughtheStrategicTransportAdvisory Committeeto advocatefor improvementsin thequalityofpublicandprivate transportinfrastructureand servicesforourcommunity . Duringtheyear,Council continuedtoadvocateforimprovedpublictransporttoDoncasterHill,particularly throughacomprehensivesubmissiontotheEddingtonEastWestLinkNeeds AssessmentStudy. Councilwasalso successfulinbringingforwardthetimelinesfor implementationof theStateGovernment'sLocalServiceBusReviewsfrom 2009to February2008 .

ActionsinrelationtoDoncasterHilltransportaresummarisedbelow:

8.4.1 Eddington Reports Submission

The final report on the assessment for the need of a east-west link was released by Sir Rod Eddington to the State Government in April 2008. The report made 20 recommendations to address transport issues in the east-west corridor.

A rail option to Doncaster was not included in the recommendations, however, an enhanced Doncaster Area Rapid Transit (DART) system with additional service improvements and bus priority measures was recommended.

Manningham is the lead Council facilitating a submission by a group of six other neighbouring councils to the State Government in response to the final Eddington report. Manningham Council will also submit an individual Council submission to the government in July 2008.

8.4.2 PT4me2



Council continued its public transport advocacy efforts through the PT4me2 web campaign aimed at improving public transport in metropolitan Melbourne.

8.4.3 Local Area Bus Service Reviews

Advocacy for early implementation of Orbital bus services and the Doncaster Area Rapid Transit (DART) program and for improved local bus services (both frequency and number of buses) continued during 2007/08.

Council received formal notification from the Department of Infrastructure (DOI) on 31 October 2007 that a comprehensive bus service review will be undertaken in the City of Manningham, in conjunction with the Cities of Monash and Whitehorse.

The bus review is part of a package of planned bus improvements proposed for both metropolitan Melbourne and Manningham, as announced in the State Government's transport policy statement, *Meeting Our Transport Challenges*, in May 2006. The review of the bus services would complement the other bus programs that are

currently being developed such as the Red, Green and Yellow Orbital bus routes and the Doncaster Area Rapid Transit bus service. DOI held two community workshops on 17 April 2008 to obtain feedback and comments from the public to ensure that bus service improvements are reflective of the needs of the community. Approximately 130 people attended the two workshops and raised a range of issues in relation to bus services in the area. Comments from the community are being collated by DOI, with further community consultation proposed in August 2008.

The bus service review is proposed to be completed by the end of 2008.

8.4.4 Park and Ride facilities

Council's Strategic Transport Advisory Committee worked with the Park and Ride Advisory Committee during the year to identify possible sites for additional park and ride facilities within Manningham.

Council consulted with the community in February 2008 and considered a report on the results from the community consultation which sought public comments on the establishment of park and ride facilities at three possible sites within the municipality.

Feedback from the Manningham community has been forwarded to the DOI.

8.4.5 Tram Extension Feasibility Study

A study on the feasibility of extending the tram line between North Balwyn and Westfield and beyond along Doncaster Road is being undertaken. The study will initially examine the technical aspects of the proposal with a view of determining the viability of the project. Stage 2 of the feasibility study will be dependent on the findings from the technical assessment. It is anticipated that the study to be undertaken by a Consultant will be completed in late 2008.

8.4.6 Manningham Integrated Transport Strategy

The Manningham Integrated Transport Strategy 2003 is currently being reviewed and a draft Strategy is expected to be available for comment in July/August 2008.

8.4.7 Pedestrian and cycling connectivity

Two key projects aim to deliver significant improvements to the Doncaster Hill Activity Centre, though the construction of a series of pedestrian/cycling links connecting the municipal/arts precinct with Westfield Doncaster and the creation of a modal interchange that will act as a transport and information hub.

See Section 9 (Grants) for more information on these projects.

8.5 600 Doncaster Road land rationalisation

A report was presented to a Council meeting on 29 May 2007 outlining an offer from Sue Nominees Pty Ltd to undertake a land rationalisation of 600 Doncaster Road, 600A Doncaster Road, 2 Elgar Court, 3 Elgar Court and 101 Tram Road, with the intention of creating two larger development sites.

The subject area is situated on a prime arterial intersection in Doncaster Hill, bounded by Doncaster, Elgar and Tram Roads. It is identified as a gateway location in the Doncaster Hill Strategy, and is a prime development site in the Doncaster Hill Activity Centre. To facilitate the land swap a few processes need to be undertaken. They generally include:

- The discontinuation of part of the Elgar Court road;
- The zoning of part of the land included in Public Use Zone – Local Government (PUZ6), part Public Park and Recreation Zone and part Residential 1 Zone;
- The consolidation of existing titles and the re-subdivision of the subject land.

Given the complexity of facilitating the land rationalisation, Council sought legal advice on the most appropriate sequencing of the proposal. Maddocks advised that both the owners of 600 Doncaster Road, Sue Nominees Pty Ltd, and Council should enter into a Land Exchange Agreement and an agreement pursuant to Section 173 of the Planning and Environment Act 1987 (Section 173 Agreement).

The purpose of the Land Exchange Agreement is to outline the obligations of each party. Importantly, the Land Exchange Agreement was conditional on the following:

- The sale of Council owned land in accordance with Section 189 of the Local Government Act 1989;
- The proposed plan of subdivision being registered by the Registrar of Titles;
- The zoning of the subject land;
- The discontinuation of part of the road reserve in Elgar Court; and
- Access arrangements for both sites.

Maddocks (Council's solicitors) prepared a draft Land Exchange Agreement and a Section 173 Agreement in January 2008, which have been reviewed internally and were referred to the owners of 600 Doncaster Road for their input.

The draft Land Exchange Agreement and Section 173 Agreement will need to be refined to ensure that the requirements of each party are met. The statutory process for the road discontinuation commenced in May 2008, with two objecting submissions received. Council will consider the submissions and make a decision on the road discontinuation in the coming months.

In order for the land rationalisation to proceed Council needs to rezone the land to ensure that all the subject properties are included in the same zone. This process was commenced through Amendment C76 (refer to Section 5 for further information).

8.6 Ecologically Sustainable Development (ESD) initiatives

Doncaster sets a new benchmark in architectural and sustainable development. Council's ESD Guidelines establish a process for the creation of sustainable, mixed-use buildings in Doncaster Hill that are significantly ahead of current standards and practices for development. The buildings created via this process will become the model for healthier, accessible and ecologically responsive environments, where occupants will collectively enjoy the benefits of living in a sustainable urban village.

8.6.1 Smart Energy Zone

Council was approached by Sustainability Victoria in early 2007 to develop a cohesive sustainability vision and pathway for the Doncaster Hill development, through the Smart Energy Zones project.

Smart Energy Zones will demonstrate the benefits of integrating multiple technologies in one location, for greater energy efficiency and security. The Victorian Government is investing \$4 million over four years in Smart Energy Zones.

On 1 May 2008 consultants were awarded the contract to prepare an energy plan for the Doncaster Hill Smart Energy Zone.

The project seeks to achieve the following outcomes:

- An innovative energy plan incorporating a vision and pathway for achieving sustainable energy developments within Doncaster Hill;
- Establish an estimated energy capacity baseline for Doncaster Hill;
- An implementation strategy that sets out the short, medium and long term goals for the realisation of the sustainable energy plan; and
- Identification of a potential project(s) that will form the basis for developing a project submission to the Smart Energy Zone Project Review Panel.

In mid 2007 Council held preliminary workshops to develop the scope of the project with Sustainability Victoria, developers of some of the key aspects of Precinct 1, specialist consultants and Council staff. Further consultation with community representatives, local and regional stakeholders and where appropriate, the development industry will be undertaken in mid-2008 to further develop the detail required for completing the project plan.

Sustainability Victoria will contribute \$15,000 grant funding toward this project, which will be matched by Council.

8.6.2 Doncaster Hill Water Plan

The Doncaster Hill Water Plan is a joint initiative between Manningham City, Yarra Valley Water and Melbourne Water. It aims to provide a benchmark for other councils in terms of identifying systems and actions that will:

- reduce the demand for potable water through the use of water saving features and the reuse of wastewater and stormwater
- reduce the volume of wastewater through conservation and reuse

- improve stormwater quality runoff and a reduction in peak flow through appropriate treatment and reuse; and
- showcase water sensitive design.

Preliminary work has been undertaken this year on the development of a comprehensive Water Plan for Doncaster Hill. On 28 April 2008 Council officers met with representatives of Yarra Valley Water and Melbourne Water to explore opportunities to work in partnership in this exciting initiative.

A brief for the draft Water Plan was developed in April 2008 and it is expected that a Memorandum of Understanding will be created in mid-2008.

The potential to introduce a precinct based system to capture, treat and reuse water will also be investigated. The redevelopment of Precinct 1, the Doncaster Hill Civic Precinct, offers an exciting opportunity to initiate innovative water strategies as part of the development of the Library/Arts Centre. The Water Plan will also address this.

9. Grants/Advocacy

In 2007/2008 Council has received a total of \$363,177 in government grants towards projects in Doncaster Hill.

9.1 Pedestrian and Cycling Improvements (\$173,195)

This project aims to deliver significant improvements to the Doncaster Hill Activity Centre by the construction of a series of pedestrian/cycling links connecting the municipal/arts precinct with Westfield Doncaster.

The scope of works includes the construction of a new shared path at the rear of Doncaster Primary School connecting to an east-west link along Goodson Street via an upgraded footpath along the street through to Westfield. The project also includes the upgrading of the existing footpath which will provide a pedestrian/cycling link south along Council Street from Goodson Street to Doncaster Road.

This project includes the development and placement of wayfinding signage at key strategic locations to identify and promote the improved pedestrian and cycling network and major destination links.

\$155,774 was received to date by Council this financial year.

9.2 Doncaster Hill Boulevard Pedestrian Underpass (\$150,000)

This project aims to deliver significant improvements to the Doncaster Hill Activity Centre by upgrading the physical appearance of the pedestrian underpass that currently connects the north and south sides of Doncaster Road, located near the Municipal Offices, the Playhouse Theatre and Doncaster Primary School.

Stage 1 of the project has been completed and during this financial year, Council received \$120,000 towards Stage 2 works for the underpass, which include:

- Detailed designs for the canopy, signage, and wall and ceiling treatments

- Remedial work to the underpass as suggested in structural and drainage reports
- Construction of a well-lit steel and glass canopy on the north side of the underpass, approximately 12 metres in length
- Fabrication and installation of high quality public art in the refurbishment treatment to the walls and ceiling of the underpass tunnel and ramps
- Installation of improved lighting within the underpass (integrated with art work), and within the canopy area
- Construction of pedestrian and cyclist wayfinding signage near the underpass entrance. Signage will indicate the underpass location as well as key destinations such as Westfield Shopping Centre, Schramms Reserve, Ruffey Creek Park, the Main Yarra Trail to the north, and Koonung Creek Trail to the south
- Project valuation.

9.3 Doncaster Hill Place Manager funding (\$96,128)



Manningham Council's vision for Doncaster Hill is moving forward, with the announcement in October 2007 by Minister for Planning, The Hon. Justin Madden, of \$96,128 funding to appoint a Place Manager for Doncaster Hill. The Place Manager will drive the implementation of the Doncaster Hill Strategy, play a key role in advocating for additional project funding, and facilitate the delivery of infrastructure works, private sector development and community engagement initiatives. The funding is part of the State Government's Creating Better Places Program grant allocations. \$76,902.40 of this funding was received during the financial year 2007/08, with the balance to be paid in 2008/09.

9.4 Pedestrian and cycling connectivity - moda linterchange (\$15,000)

In March 2008 Manningham Council secured grant funding through the State Government's Local Area Access Program (LAAP), to fund the creation of an innovative modal interchange that will act also as a transport and community information hub. The interchange will be located in the Civic Precinct, on Doncaster Road, and link with the soon-to-be implemented Smart Bus and Doncaster Area Rapid Transit (DART) services, as well as cycling trails and a range of facilities to be included in plans for the precinct.

The project aims to assist in reducing car dependency to, from and around Doncaster Hill and is a partnership between the Victorian Government and Council. The \$15,000 grant follows funding received for projects to upgrade the Doncaster Hill Pedestrian Underpass and improve pedestrian and cycling links between the Civic Precinct and Westfield Doncaster. Council received \$10,500 of this funding during the financial year.

9.5 Shortlisted Department of Education and Early Childhood Development - Municipal Wide Infrastructure Grant (\$1 million)

Manningham City Council's grant for \$1 million for municipal wide family and children's services has been shortlisted as part of a Department of Education and Early Childhood Development Grant application.

9.6 Precinct 1 Advocacy Plan (funding application currently being considered by the Expert Assistance Program)

Manningham City Council has submitted a brief for funding through the Expert Assistance Program in May 2008 for the appointment of a consultant to advocate for a coordinated and strategic response for the application of State and Federal Government funding for Precinct 1.

Expert assistance is required in formulating and advocating a coordinated, strategic response for the application of State and Federal Government funding to ensure a 'whole of government' approach is undertaken to secure investment and support for development of a significant and vital community asset for this Principal Activity Centre and for Manningham residents.

10. Awards

Council nominated its innovative Doncaster Hill Boulevard and Public Art Fence for a number of prestigious awards during 2007/08.

Winner - Parks and Leisure Australia Management Award - Doncaster Hill Boulevard and Public Art Fence

On 16 August 2007 Doncaster Hill's Boulevard and Public Art Fence was awarded the Parks and Leisure Australia Management Award for Open Space Development in the Victoria/Tasmania region and also competed as a finalist in the National Parks and Leisure Awards.



Awards submissions

The Doncaster Hill Boulevard and Public Art Fence was a finalist in the Local Government Professionals state awards, announced in February 2008. The project was also submitted to:

- The Planning Institute of Australia's Australian Award for Urban Design 2007 (20 July)
- The Australian Institute of Landscape Architects' Vic Urban Award for Design in Landscape Architecture 2007 (20 July)
- The Planning Institute of Australia's Victorian Awards for Planning Excellence – Urban Design (17 August)

11. MARKETING AND COMMUNICATIONS

11.1 Marketing and Communications Strategic Plan

The Doncaster Hill Marketing and Communications Strategic Plan was updated in November 2007 and outlines the ongoing public relations, marketing and events promotion for Doncaster Hill from July 2007 to June 2008. Phase 5 of the Plan details the strategic direction and key actions that were undertaken in this financial year. This included ongoing public relations, stakeholder engagement, website update and promotion, and community consultation.

11.1.1 Events

Pedestrian underpass reopened

The Doncaster Hill pedestrian underpass reopened in December 2007 following beautification and safety improvement works. The \$270,000 upgrade was jointly funded by Council and the State Government's Local Area Access Program, and included new wall treatments, removal of a false ceiling and renovations to improve drainage. Renowned artist Warren Langle, who designed the Doncaster Hill Public Art Fence, erected an art piece on the walls and ceiling, titled *Immerse*. The creative design features a striking montage of colour and light, and helps to brighten the underground thoroughfare to encourage greater use. An official opening of the pedestrian underpass will be held in mid 2008.

Manningham Spring Festival



Information on Doncaster Hill was on display in the corporate tent at the Manningham Spring Festival on Sunday 18 November at the Manningham Spring Festival at Ruffey Lake Park. Council staff were also available on the day to answer queries from residents.

Place Manager Funding Announcement

On 16 October 2007, the Minister for Planning, The Hon. Justin Madden visited Westfield Doncaster to make an official announcement that Manningham City Council would receive \$96,128 to fund a Place Manager for Doncaster Hill.

Cr Bill Larkin; Cr Ron Kitchingman and Westfield Development Executive, Justin Krzywokulski were in attendance at the announcement.

Westfield Stage 1 opening

Stage 1 of the exciting \$600 million expansion of Westfield Doncaster was unveiled on 10 April 2008. New Safeway and Coles supermarkets plus a fresh food market drew thousands of shoppers to the event. More than 80 retailers including speciality youth fashion and homewares stores are now trading on two levels of impressive new malls.

New multi-level undercover parking is also now available via Doncaster Rd. With three stages to complete, the project was on schedule to be completed in October 2008.

11.1.2 Briefings

On 16 October 2007, Council made a comprehensive presentation to the State Government's Community Cabinet, providing an overview of the Doncaster Hill's current developments and future plans, including Precinct 1.

11.1.3 Conferences/seminars

During 2007/08, the Doncaster Hill project was showcased at a number of conferences, raising awareness of the project and specific elements of Doncaster Hill, i.e. Ecologically Sustainable Development (ESD)

- Presentation on the Doncaster Hill Boulevard and Public Art Fence at the Parks and Leisure Australia conference in Townsville, Queensland (20 September 2007)
- Presentation on the Doncaster Hill Boulevard and Public Art Fence to the Australian Institute of Landscape Architects (6 October 2007)
- Presentation on Manningham's Doncaster Hill ESD initiatives at the ESD Advocacy Group Launch (29 November 2007)
- Contribution to RMIT's Green Buildings conference planning (30 November 2007)
- Presentation to the Engineers Australia conference (9 April 2007).

11.1.4 Promotional material

Doncaster Hill promotional brochure

An updated promotional brochure which highlights the features of Doncaster Hill was drafted and will be printed in mid 2008 and distributed to interested residents, developers, real estate agents and potential investors.

Doncaster Hill factsheets

A number of Doncaster Hill factsheets have been produced and were distributed at the inaugural meeting of the Doncaster Hill Issues Forum and the Local Developer Breakfast Forum. Fact sheets include :

- Facilitated planning process
- Doncaster Hill Local Law
- Local Developer Breakfast Forum
- Doncaster Hill Place Manager
- Doncaster Hill pedestrian underpass
- Doncaster Hill boulevard and public art fence
- Ecologically sustainable development
- Doncaster Hill Issues Forum

Copies have also been distributed via Council's customer service centre upon request and available at www.doncasterhill.com.

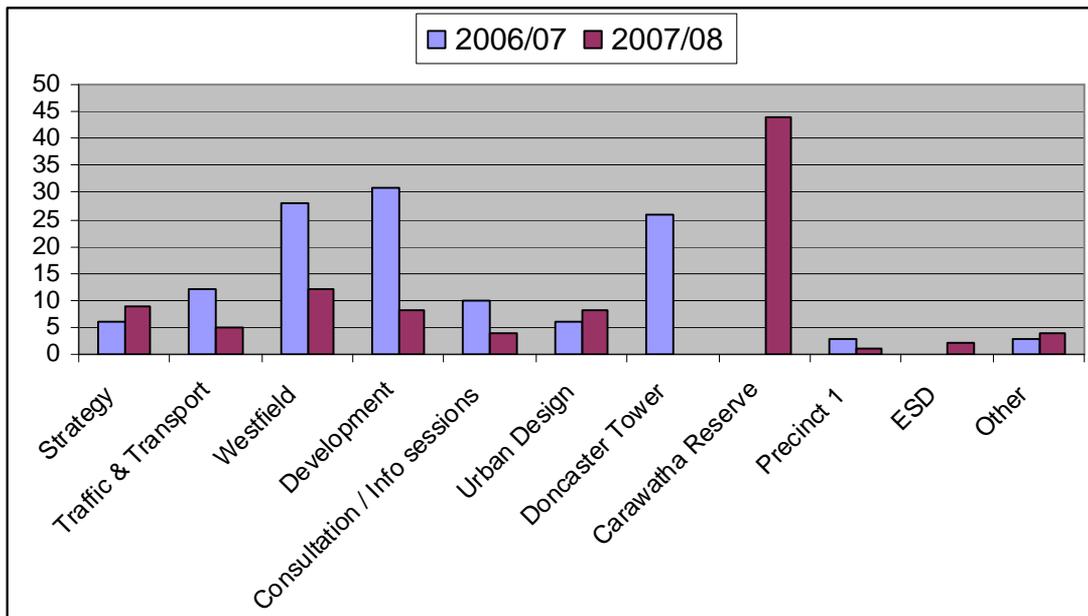
11.1.5 Manningham Matters

The Doncaster Hill project continued to be promoted in each quarterly edition of Manningham Matters (July, September, March), with a minimum of one page allocated for project updates, including progress of the Westfield redevelopment.

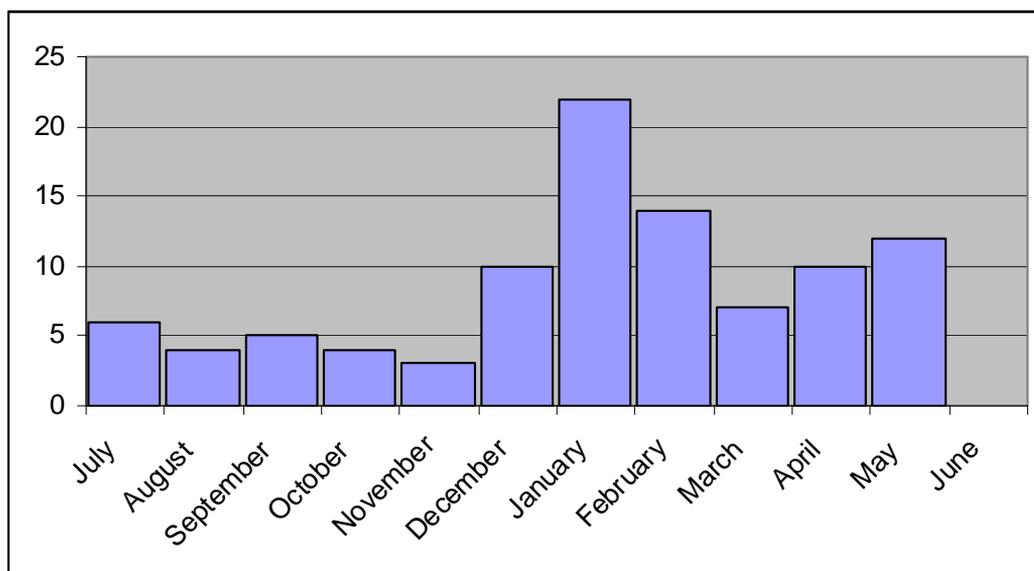
11.1.6 Media management

In total between 1 July and 31 May there were 97 newspaper articles published relating to Doncaster Hill, compared with 118 in 2006/07.

A breakdown of the issues these articles covered is shown in the table below (some articles cover more than one topic).



The table below shows a breakdown of the number of Doncaster Hill related articles and published letters by month for the year. It shows that the project was consistently featured in local news throughout the year, as awareness grows. Coverage spiked over the new year and remained high with articles and letters regarding Carawatha Reserve, the PDP Report and first stage opening of Westfield.



Appendix 3 lists all the articles appearing in newspapers covering Doncaster Hill from 1 July 2007 to 8 June 2008.

Media Releases

Eleven media releases were issued this year for Doncaster Hill, five of which were covered in at least one of the local newspapers. They were:

DONCASTER HILL 'SAWARD WINNING BOULEVARD AND PUBLIC ART FENCE (22 August 2007)

This media release advised that the Doncaster Hill Boulevard and Public Art Fence had been awarded the Parks and Leisure Australia (PLA) Management Award for Open Space Development in the Victoria/Tasmania region.

MANNINGHAM CONTINUE TO ENGAGE DONCASTER HILL LOCAL DEVELOPERS (15 October 2007)

The purpose of this media release was to promote the work Council was undertaking to facilitate development on the hill, by strengthening relations with local developers through a series of breakfast meetings.

DONCASTER HILL PLACE MANAGER FUNDING ANNOUNCED (16 October 2007)

This media release announced that Council had received \$0, 128 funding to appoint a Place Manager to drive the implementation of the Doncaster Hill Strategy.

COMMUNITY NOMINATIONS INVITED FOR DONCASTER HILL ISSUES FORUM (1 November 2007)

This release promoted the establishment of the Doncaster Hill Issues Forum and called for nominations from the community.

INNOVATIVE SHELTER INSTALLED AT CARAWATHA RESERVE (12 December 2007)

This media release advised of the installation of an innovative shelter by Manningham City Council at Carawatha Reserve, Doncaster, and other upgrades to the reserve.

MINISTERIAL AMENDMENT TO BOOST INVESTMENT IN DONCASTER HILL (19 December 2007)

This media release advised that the Minister for Planning has approved Amendment C73 to the Manningham Planning Scheme, which extended the Comprehensive Development Zone.

ALL NOMINEES ACCEPTED FOR DONCASTER HILL ISSUES FORUM (27 February 2008)

Following the acceptance of all 52 nominations for the Doncaster Hill Issues Forum, this media release advised of the decision and the make-up of the group.

DONCASTER HILL WINS MORE FUNDING (2 April 2008)

The subject of this release was Council's successful application for funding to begin preliminary design work on a modal interchange at the Doncaster Road frontage of Precinct 1.

PANEL REPORT ENDORSES DONCASTER HILL STRATEGY (19 March 2008)

This media release followed the State Government's release of its review of the Doncaster Hill Strategy, and outlined the key points and recommendations.

SIDLE STAYS IN CARAWATHA (30 April 2008)

The purpose of this release was to advise of the Council decision to keep the heart work and shelter, *Sidle*, in Carawatha Reserve and review its location in 12 month time.

COUNCIL GETS TO WORK ON PDP RECOMMENDATIONS (30 April 2008)

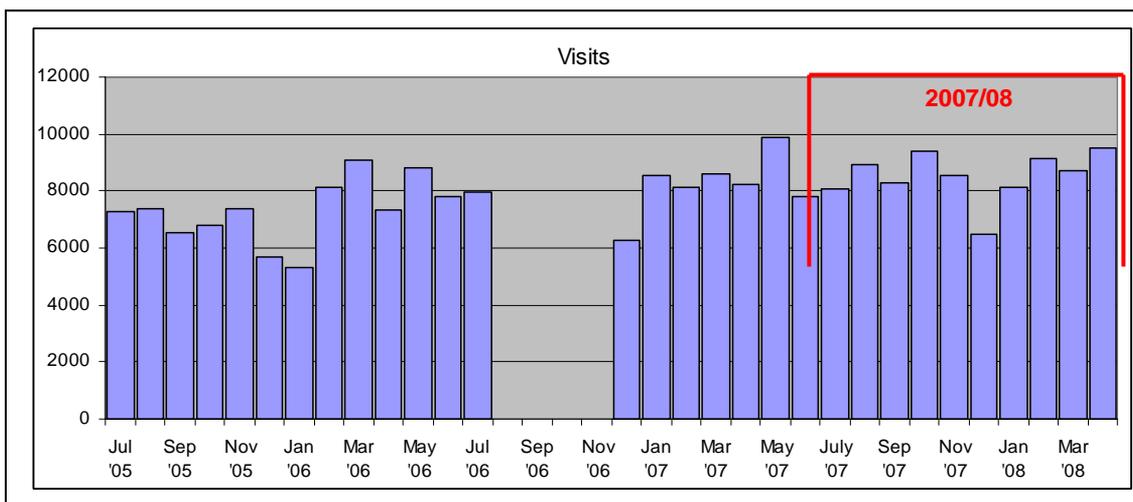
Council's response to the PDP report on the Doncaster Hill Strategy was outlined in this media release.

11.1.7 Doncaster Hill Website

The total number of visits to www.doncasterhill.com from 1 July 2007 to 30 April 2008 was 85,100.

The Doncaster Hill website increased in popularity in 2007/08, with 8,510 visitors per month, compared with 8,175 visits per month in 2006/07.

The chart below shows the number of visits to the Doncaster Hill website each month between July 2005 and April 2008 inclusive. Statistics were not available between August and November 2006.



The following shows a breakdown of the page requests for the 336 days between 1 July 2007 and 30 April 2008 were:

- 1. Homepage - 77,384 page requests
- 2. Current Development - 1,685
- 3. Development Proposals - 1,153

4.Images	-	1,079
5.Westfield	-	907
6.SustainableHill	-	718
7.Vision	-	623
8.PlanningProcess	-	595
9.Location	-	506
10.News	-	480

11.1.8 e-Newsletter

In September 2007, Council published the first edition of the Doncaster Hill e-Newsletter. Two other editions were republished during the year, in December 2007 and April 2008. The subscription database for the e-Newsletter has grown substantially from 48 in September 2007 to 93 in May 2008.

The quarterly electronic newsletter will provide regular updates on Doncaster Hill as it progresses.

11.1.9 Westfield promotion

During the year, Council liaised closely with Westfield's Community Relations Manager to inform residents and the wider community about the redevelopment of Westfield Doncaster.

Articles were included in each edition of the Manningham Matters and Council's biannual factsheets and information was published to the Doncaster Hill website. Westfield also generously provided support to the Manningham Spring Festival to assist in raising their profile in the local community.

11.2 Stakeholder engagement

During 2007/08 a number of exciting initiatives were implemented which enabled all stakeholders to become actively involved in future planning for Doncaster Hill.

11.2.1 Doncaster Hill Issues Forum



Manningham City Council endorsed the formation of the Doncaster Hill Issues Forum on 30 October 2007 to give residents and key stakeholders input to and information on issues related to the implementation of the Doncaster Hill Strategy. Nominations for the Issues Forum were sought from interested Manningham residents, local developers, real estate agents, and other Doncaster Hill stakeholders, such as seniors groups, sporting groups and service clubs.

A Terms of Reference for the Issues Forum was also adopted by Council and stated that the purpose of the Issues Forum is to provide interested stakeholders with:

- information and progress updates on matters associated with the implementation of the Doncaster Hill Strategy
- the opportunity to raise issues that specifically relate to Doncaster Hill planning and implementation
- the opportunity to provide advice as required to other Committees which have linkages to Doncaster Hill initiatives.

The inaugural meeting of the Doncaster Hill Issues Forum was held on 9 April 2008 and future meetings will be held quarterly.

11.2.2 Local Developer Breakfast Forums



Manningham Council is taking an active role in facilitating future development on Doncaster Hill by engaging local developers through initiatives such as the Local Developer Breakfast Forum. The inaugural Doncaster Hill Local Developer Breakfast Forum was held on 13 July 2007 and subsequent Forums were held on 12 October 2007; 15 February 2008 and 15 May 2008.

Guest speakers Justin Krzywokulski, Development Executive of Westfield; Darrell Cain, Chief Operating Officer at Box Hill Institute and Sam Tarascio, Managing Director of Salta Properties, were invited to address the Breakfast Forum and share their knowledge and insights on Doncaster Hill with attendees.

The Local Developer Breakfast Forums have proved to be an effective method for Council to receive an update on current planning and openly discuss issues with developers. The Forums will be continued on a quarterly basis in the future.

11.2.3 Real Estate Agents' luncheon

On 24 July 2007 Council facilitated a luncheon to engage local real estate agents. The purpose of the luncheon was to give an update to the sector on project taking place on Doncaster Hill and provide an opportunity for real estate agents to give feedback to Council on their perspectives on the current trends and issues surrounding development and the residential market in Doncaster.

Nine real estate agents attended the forum and shared their insights with Council on future opportunities for Doncaster Hill development.

12. BUDGET

Appendix 1 shows the operating costs and capital expenditure for the past 2 years, the current financial year, and projected costs for the 2008/09.

It should be noted that the proposed operating budget for 2008/2009 allows for the engagement of resources to implement some of the recommendations of the Priority Development Panel. In particular, the PDP advised among other things the need to engage a broker/'placemaker' to identify key strategic development sites, develop relationships between landowners, developers and investors, identify possible partnerships including public/private partnerships and opportunities for Council involvement in site consolidation or packaging.

As part of the budget process, the draft 5 year capital works detail expenditure for Doncaster Hill projects for the next 5 years (refer to Appendix 2). All works proposed are to be funded from the Doncaster Hill Reserve.

12.1. Work program 2008/2009

Appendix 3 sets out the work program for the Doncaster Hill Unit for the period July 2008 to June 2009.

APPENDIX 1 DONCASTER HILL BUDGET July 05 to June 09

	Actual 05to06	Actual 06to07	Actual 07to08	Projected 08to09
Amendment and related statutory costs:	0	0	2,500	4,000
Specialist costs re corporate plan items	0	31,961	53,000	55,000
Marketing & Promotion	0	14,189	13,677	26,000
Statutory Planning	0	0	0	0
Legal Advice as required	1,324	0	10,000	10,000
General Consultants	5,822	0	30,000	
Administration Costs	0	4,000	11,000	5,000
subtotal	7,146	42,549	120,177*	100,000
Doncaster Hill Unit Salaries	110,151	56,782	166,942**	166,245***
Total Operating	117,297	99,331	287,119	266,245

*estimated to 30 June 08 and includes Council Plan Action Item 2.2.6 allocation of \$100,000

**this includes \$36,000 of Creating Better Places Grant funding for Place Manager and \$50,000 allocation for temporary Doncaster Hill Communications and Marketing Project Manager

***this includes \$60,000 of Creating Better Places Grant funding for Place Manager

DONCASTER HILL CAPITAL BUDGET Expenditure (\$)

	Actual 05to06	Actual 06to07	Actual 07to08	Projected 08to09**
Streetscape Infrastructure	97,018	458,707*	225,000	50,000
Transport Infrastructure			334,000	150,000
Public Art: Art fence, Underpass, Canopy	0	202,347*	286,000	0
Open Space Carawatha, Saxon reserves	6,900	103,440	140,000	50,000
Sovereign Point Artwork (not DCP Feb 05)	(30,000)	(20,000)	0	0
Total delivered against items in DCP Feb 05)	103,918	764,494	985,000	250,000

**Refers to appendix 2 Doncaster Hill 5 Year Capital Works (draft) which includes Precinct 1 redevelopment.

Appendix 2 Doncaster Hill 5 Year Capital Works (Draft)

Expenditure (\$'000s)

TYPE OF WORK	07/08	08/09	09/10	10/11	11/12
Streetscape (boulevard, signage, lighting, street furniture etc)	225	50	375	340	440
Public Art - canopy	286	0	0	0	0
Transport infrastructure (pedestrian/cycle tracks, traffic treatments)	334	150	150	150	150
Precinct 1 (multipurpose Centre)		6,270	6,960	0	0
Social Infrastructure (Family Service Centre)		450	200	1,800	1,550
Open Space	140	50	274	509	880
TOTAL	985	6,970	7,959	2,799	3,020

Income (\$'000s)

INCOME SOURCES*	07/08	08/09	09/10	10/11	11/12
Westfield S173	4,782	4,782			
Sale of assets	0	900	5,000	1,500	
Grants	325	1,300	500	600	900
Developer Contribution/other	0	236	243	243	243
Open Space reserve	125	762	262	962	1,112
TOTAL	5,232	7,980	6,005	3,305	2,255