

# MINISTER FOR PLANNING JUSTIN MADDEN MEDIA PLAN

Date	Event	Media
<b>UPDATED FEBRUARY 24</b>		
Tuesday, 23 February – Thursday, February 25, 2010	<p>PARLIAMENT SITTING GAIC and UGB GAIC debate scheduled to resume on Thursday.</p> <p>Amendment to expand UGB has expired and cannot debate it until GAIC completed. It will return after GAIC approved</p>	
Thursday, February 27, 2009	<p>Renewable Energy Report to be released.</p> <p>Recommendations urging us to cut red tape in the planning process and have the state government take over the administration and enforcement of permit conditions. (From a planning perspective)</p> <p>REPORT RELEASED AT 10AM</p>	<p>Regionals will grab it given recent controversy.</p> <p>Tyner and I working together I think Batch's office have a strategy involving a whack at the Feds.</p> <p>Only was notified of this this arvo and am looking at recommendations.</p>
Thursday for Firday	<p>Sea level package for Age DROP: Minister to stop proposed development at Port Fairy due to rising sea levels.</p> <ul style="list-style-type: none"> <li>- Release of draft advisory committee report on coastal climate change for public comment;</li> </ul> <p>\$1 million to local councils to assist them in geographical studies and other research in relation to rising sea levels.</p>	
Friday, February, 26, 2010	<p>10.30am meet with local Leader Journo in a get to know you session discussing local issues and background jouno on the upcoming launch of the Maribyrnong River Design Guidelines</p>	Local media
Friday, February, 26, 2010	<p>TBC EVENT with Essendon: Representatives going to India this weekend to secure sponsorship deals but will give them opportunity to promote Vic interests.</p> <p>Story to be developed into yarn about spreading the message of Respect Minister to meet with players and speak to them about it and have players spread the message to their peers.</p> <p><b>I AM TALKING TO ESSENDON TO WORK UP SOMETHING NOT SURE WHAT FORM IT WILL TAKE YET FOR FRIDAY</b></p>	<p>Possible long term r'ship with Essendon and a proposed multi-cultural game in round 10 when they play the Bulldogs.</p> <p>Works as JM new electorate and footy – would be along the lines of the Dreamtime game and Essendon can come on board as Respect Ambassadors.</p>
Friday, February, 26, 2010	<p>IF ESSENDON FALLS THROUGH Minister will go to an oldies home with a young person as part of the Respect Agenda ie: respecting and building relationships with communities.</p>	Local media and senior media
Sunday, 28 February, 2010	<p>10am LAUNCH: Kananook Creek Boulevard \$8m Kananook project was funded by DPCD and is being delivered by Frankston City Council as a CAD project - launch to be done during the Kananook Creek Association's annual festival.</p>	<p>All media – to promote Alistar Harkness.</p> <p>Night before Liberals will announce pre-selection candidate for Frankston.</p>

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		Ted will be at event. Minister will need strong attack lines on Opposition.
Monday, 1 March, 2010	<p>PROJECT 15 SERIES STARTS Age online and in print series focusing on the first 15km of Melbourne.</p> <p>NEW THINGS</p> <ul style="list-style-type: none"> <li>- Possibility of incentives for developers to keep housing affordable;</li> <li>- Lot sizes will be smaller; and</li> <li>- Needs are getting smaller.</li> </ul>	Age
THIS WEEK	<p>Approval of planning amendment to hand local planning laws back to Mildura Council.</p> <p>Council were subdividing prime farming land with no plan or regard for the local or state planning schemes so Minister came over the top to pass an amendment to stop any subdivisions.</p> <p>Taskforce was appointed and this has now concluded with recommendations to the Minister. Minister will this week special gazette an amendment to give planning power back and clearly define new zones.</p>	<p>Will be local interest as well as interest in South Gippsland as they are subject to a similar planning provision.</p> <p>Will be some criticism of landholders who want to subdivide or have brought subdivisions. Hardship provisions have been included in the amendment and council is working with residents on an ongoing basis to resolve issues.</p> <p>Will be some who crack it however as they are not deemed to be in genuine hardship by council criteria.</p>
Tuesday, 2 March, 2010	5.30pm – 6.15pm VPELA Seminar – Minister to open 2010 seminar. Treasury theatre	
Tuesday, 2 March, 2010	<p>7.30pm INSIGHT PROGRAM As part of a wider discussion, we'll be looking at the current project in Geelong - an area that's been identified as a growth area by the State Government in the Melbourne @ 5 Million.</p> <p>We're primarily interested in the project because it is a development that has been cited by VicUrban as one that exemplifies what needs to be done to meet Victoria's growing population as set out in the government's Melbourne @ Five Million.</p> <p>The social housing issue will feature in the discussion, but we're primarily interested in the topic of changing neighbourhoods as low/medium-density areas change to make way for more people.</p> <p>We've invited VicUrban on the program as they'd be best placed to talk to the issue from the development's point of view. However, I wanted to put the invite to the Minister in the event VicUrban declines as it's important that either they or the Minister come on the program to talk about the issue.</p> <p>Also joining us on the program will Brendan Gleeson from</p>	<p>No decision on this as yet – awaiting advice.</p> <p>Dept gave program background brief on this and they were focused on Geelong rather than overall policy.</p> <p>Program also attended public meeting in Geelong that went feral about the development last Wednesday.</p>

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	Griffith University, Bill Randolph, an expert on housing affordability at UNSW, and Aaron Gadiel of the developer group Urban Taskforce Australia. We've also invited Treasurer Wayne Swan and Anna Bligh.	
Wednesday, 3 March, 2010	1pm-2.15pm THE BOOKSELLER LUNCHEON – Minister to speak Post-Deng Restaurant 214-216 Little Bourke Street	
Wednesday, 3 March, 2010	5.30pm – 6.30pm Minister to launch UDIA Enviro Development with Jennings Melbourne Museum	
Thursday, 4 March, 2010	1pm MEDIA TRAINING	
Friday, 5 March, 2010	ESSENDON - International Women's Day Breakfast.	Local media
Tuesday, 5 March, 2010 – Thursday, 11 March, 2010	PARLIAMENT SITTING	
Monday, 15 March, 2010	COMMUNITY CABINET: GEELONG	
Tuesday, 16 March, 2010	6.30pm – 9pm: Building Commission and Plumbing Industry Commission Continuing Professional Development Awards.	Embargoed release for industry and local papers.

## PLANNED MEDIA EVENTS

### PROACTIVE

GAA to do an update on works at Trugunina industrial development (local paper) works have begun however no one other than KMart has brought in at this point give it a plug.

Dandenong Government Services Building: Later this month Sod turning to signify Grocon's commencement of construction on Dandenong's Government Services Building; one of the first new developments to be delivered on land acquired by VicUrban under the Revitalising Central Dandenong (RCD) initiative.

This project – to which the State Government has committed funding of up to \$19 million – has been assessed by Ernst & Young as potentially generating \$85 million and 400 jobs for the region during construction.

Building: New advertisement campaign to stop dodgy builders CAV to put out the campaign and Robinson has done story on it in the past will work with her around these. Will work with Bec to beat into something.

March 11 World Plumbing Day – will be marked by release of new advertisements, awards and Kenny to speak at first one.

Coburg social housing development in the same vein as Geelong VicUrban ready to announce and provide information to residents – waiting on VicUrban and Housing to brief Moreland councillors on 24<sup>th</sup> (as requested by Carlo Carli and then VicUrban info and approval can go on 2<sup>nd</sup> March.

Minister's Heritage Award – Feb

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Mildura – restrictions currently in place by Minister on subdivisions. Strategy has been devised by Council and is with Minister for consideration. If appropriate Minister will remove conditions.

New heritage provisions in planning

Advertising Signs review

Kingston Green Wedge announcement on detail

Car parking review

Future Farming Improving rural land use, Rural Planning Group - Report to Minister for Planning

South Gippsland Rural Strategy (Response after implementation of C48) as with Mildura

Windsor Ad C'tee – report due first week of Feb report is expected to recommend that development go ahead. Strategy at this stage is to release it for public comment as this affects the entire community and then use those responses as reason to halt it as we have listened to community views.

This is one of three proposed developments in this end of town that people want to re-develop plan is to work with Melbourne City Council to establish new planning guidelines for this area.

## WEEKEND MEDIA EVENTS

Sunday, 28 February, 2010	10am LAUNCH: Kananook Creek Boulevard \$8m Kananook project was funded by DPCD and is being delivered by Frankston City Council as a CAD project - launch to be done during the Kananook Creek Association's annual festival.	All media – to promote Alistar Harkness.  Night before Liberals will announce pre-selection candidate for Frankston.  Ted will be at event. Minister will need strong attack lines on Opposition.
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Release of River Valley Vision Guidelines – covers a large area and forfills a 2002 election promise to protect the Yarra and Maribryong valleys from inappropriate development.

In doing this the plan is to maximise the open space around river with parkland, doing up the Footscray Wharf, looking at developing a new park, improving trails and pedestrian crossings etc as well as streetscape.

## STATISTICS AND DATA

- Density of suburban blocks – maps and graphics JM spoke to Dowling is to run this as part of larger planning story.
- PULSE data – this is where building permit data comes from (Pulse lady back from leave next week so will discuss).
- Permit activity for bushfire areas.
- Residential advisory committee report
- Residential Zones – response to Ad C'tee recs
- Advertising Signs review

## RESPECT

- Sport code of conduct

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- Respect Grants Program - \$10,000 to small groups
- Respect Awareness Campaign aimed a behavioural Change
- Respect Round Tables
- Respect Ambassadors
- Respect Awards
- Partnerships with Organisations – Fox trucking have a program where they work with employees on building healthy relationships in particularly in relation to domestic violence would be good to do something with them
- Website for feedback
- Online chat with herald sun or through our own site
- O Week at universities
- Collingwood Alternative School has also been in touch re Respect Agenda and the Program they are running in their school – sending info to the Minister.
- Possibility of multi-cultural football game with Essendon and Bulldogs
- Essendon ambassadors for Respect Agenda

## DAYS RESPECT EVENTS CAN BE TIED INTO

- Cultural Diversity Week VIVDA Victoria March 14
- National Youth Week 14- 20 June
- National Volunteers Week 10-17 May
- Refugee Week 1420 June

## KITE FLYERS

- World Heritage Listing MCG – have now received info and am looking into it.
- Providing incentives for developers to provide affordable housing – JM flagged this with Dowling
- Stopping car parking being built for inner city dwellings, free bikes and bike racks provided instead
- New centre of Melbourne – provided amended UGB approved.

## ISSUES

- March 16 and 17 Bastian Point decision in Supreme Court
- Documents tabled on Feb 16 – will need cover as allegations against Minister’s actions.
- Bacchus Marsh Avenue of Honour - VicRoads want to put in a round-a-bout and it is currently under heritage consideration – there is a lot of emotion in the community about the proposal.
- Box Hill Tower – under consideration by the dept.
- Port Bellarine Tourist Resort
- x 3 development proposals in central Melbourne
  - 350 William Street – 50 level mixed use
  - 399 Little Lonsdale Street – 39 storey residential
  - 70 Southbank Boulevard – 62 level mixed use.
- Bushfire Bunkers – first bunker will hopefully be accredited however there are issues with it as it is not accredited for the highest risk areas as a test for that has not been written yet. Producer has been convinced to hold off announcing his bunker accreditation until issues can be resolved – it is thought this bunker will meet the highest standard but a test has not been established to ensure this.
- Social housing – ongoing issue in Geelong and surrounds. *Insight* are looking at doing a program on it next month. Researcher asked to meet with department around planning for future affordability in Melbourne. Dept met with researcher and he was not interests in planning provisions more the welfare side. Since then has gone to Vic Urban and has been directed to speak to OHH and Wynne.
- Domestic Building Insurance – Luke Enright handling
- Royal Commission Planning written submission due March 16, 2010 – this will be releases soon after so will be media interest.

## OPPOSITION ATTACK

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Valley Lake – criticised VicUrban and Govt for charging up to \$1 million for houses in this area... The libs proposed to turn this area into a toxic waste dump.

Inga – Accused Merlino, Madden and Govt in general of having no respect as she was not invited to an event...  
GAIC

## FOIs

## WoVG Requests

N/A

## Planning/Minister specific

The Age: Documents relating to Hotel Windsor between 1/10/08 and 1/8/09 (including correspondence between DPCD and Denton Corker Marshall/Halim Group) - search underway

Matthew Guy: All e-mails sent & received by Minister and his staff between 29/5/09 and 3/6/09 - response being prepared with assistance of AG's office (Brimbank)

## Statutory Entities

GAA: Matthew Guy: Reports, research and analysis undertaken by the GAA in relation to the UGZ and the GAIC - clarification requested 16/7, awaiting applicant response

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## LEGISLATION

- GAIC
- UGB
- Planning and Environment Act – out for consultation
- Building Amendment Bill – in Parliament March

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## RESPECT MEDIA REQUESTS

Herald Sun – Matt Johnston requested first interview with Minister for Respect  
Sunday Herald Sun – Peter Rolfe requested drops in this space  
Tripple J Hack Program – Irene Scott requested interview and talkback ph: XXXXXXXXX  
Sunrise – producer Paul Richards ph: XX XXXXXXXXX  
SEN – morning show Chris XXXX XXX XXX  
- Afternoon Kerry (Sinclair has number)  
3AW - Ross and John (Nicole XXXX XXXX)  
- Mitchell  
- Hinch (Amy XXXX XXX XXX)  
SBS – Greg Dyett XX XXXX XXXX  
ABC  
- National News morning program (Laura XX XXXXXXXXX)  
- National News drive (Steve Chase XX XXXX XXXX)  
ABC Perth – host Geoff Hutchinson (Annie XXXX XXX XXX)

Doug Pollard  
Exec Producer/Presenter, Freshly Doug  
Thursdays 9-noon, Joy 94.9fm  
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