

**Item 2 - Image of the West DVD**

The DVD you are about to see, 'Image and Perception of the West', is set to play a significant role in helping to shape the future of the West.

The collaborative 12 month project has harnessed the thoughts and ideas of the six western region councils – Maribyrnong, Brimbank, Moonee Valley, Melton, Hobsons Bay and Wyndham – and has introduced the key problems and suggested strategies for improvement to visual surrounds and amenity in the West.

A lot of thought and design work has gone into this project and we are presenting State and Federal levels of government with usable ideas on achieving impressive, well kept and modern corridors of the West - the potential and groundwork is all there, we just need the commitment.

The premiere screening of the DVD was held last month at Yarraville's Sun Theatre to an audience of western region Councillors, key ministers, local State Members, stakeholders across key industries and active community representatives – but this is only the beginning.

There is strength in numbers and there is strength in this DVD.

Through this DVD we stand united as the West to lobby the State and Federal Governments for increased funding in the western region of Melbourne.

We want to use the DVD as a key lobbying tool while providing the community with an opportunity to become involved and see for themselves the enormous prospects that exist in the West.

This DVD is a step in the right direction to ensure the West will no longer be left behind, but will step up to the forefront for a new and better future for our Cities and their people.

I'd like to thank Jinny Coyle of Flux New Media, based in Footscray, who developed this DVD, and all staff and Councillors of the western region who took part.

**MOTION TO RESUME STANDING ORDERS**

**Moved by:** Cr Clarke  
**Seconded by:** Cr Rice

**CARRIED.**