

# Judi Moylan MP

Federal Member for Pearce

*Working with you, working for you*



## In this issue...»

» Carers' contributions acknowledged

» Chattering wins Tidy Town Award

» Building a brand vital to tourism in Pearce

A community newsletter from your Federal Member of Parliament, Judi Moylan

SWAN VALLEY EDITION SUMMER 2010

## Annual Championship no poultry matter

Whether it was a Bantam or an Ancona, a Leghorn or an Australorp, the chickens were well and truly home to roost at the Midland Junction Poultry Society Annual Championship Show on Saturday.

The Society, of which the Hon Judi Moylan MP is a patron, has operated since 1912 and this year welcomed 37 entrants who vied for trophies as a mix of young and experienced breeders showed their chickens; big and small.

Poultry Society Life Member Noelene Teague said breeding chickens is an art as much as it is a science, with young people continuing to take up the hobby.

"It is a rewarding and lovely hobby," Mrs Teague said. "From the miracle of watching a chicken hatch, to seeing your breed grow it is really a great thing to be a part of."



While many lucky breeders walked away with prizes, Mrs Teague said such rewards were only part of what keeping poultry is about.

"The showing side of things really isn't the most important part, it is the breeding and growing," she said. "To see your breed grow and improve is the most rewarding part of it."

*Left: York Poultry breeder Jim Fuller shows some of his prize winning chickens to the Hon Judi Moylan MP.*

## Opportunities abound in the 43rd Parliament

**The opportunity to represent the electorate of Pearce is a great privilege, and I would like to thank the people of Pearce for entrusting it to me for a seventh time. The suite of changes ushered in with this Parliament present even greater opportunities to represent the people of Pearce, as well as to bring attention to issues that require reform.**

Housing affordability is one such issue where we have a great opportunity. The Australian Housing and Urban Research Institute estimates that over 860,000 lower-income households currently experience housing stress.

Most worryingly, homes with dependent children are at greatest risk of spending prolonged periods of time in housing stress. Households are spending more than 30 per cent of their weekly earnings on accommodation.

Too many Australians find it difficult to afford a roof over their head. The great Australian dream of having your own home is fast becoming a myth. More should – and must – be done to assist struggling families.

This Parliament also provides an opportunity to address the issue of food labelling, an issue I have continuously represented food producers in Pearce over for many years. Recent controversies of tainted overseas food products, and the potential for such food to be misleadingly marked as a "Product of Australia" due to inadequate food labelling laws, has only served to strengthen my long-held belief that food labelling must be overhauled.

Support must also be given to Australia's farmers and local food producers. With rising rates of obesity, diabetes, allergies and disorders related to food – especially in children – Government should foremost promote healthy food options, and that means supporting locally grown, fresh produce.

All parents share the desire to give their child the best possible chance, yet some families face greater challenges than others. Over 1.2 million Australians have profound or severe disability. Because of limited services, family members often provide most of the care, with a disproportionate number being women.

Many carers have limited opportunities to engage in paid work and as a consequence find they have little in the way of superannuation. Through their selflessness, they impoverish themselves. Providing the best possible opportunities for loved ones should not come at the expense of the individual carer.



Mental Health faces the additional challenge of it being swept under the carpet of the nation's collective conscience. An estimated 20 per cent of the population have suffered mental health disorders, yet our mental health services are desperately under funded and not focused. New perspectives must be brought to this area if we as a nation are serious in combating the serious effects of mental health.

The origins of chronic illness are also complex and in many cases not completely understood, with multiple factors compounding over a period of time contributing to their onset. Recognising the commonalties, we must push for a coordinated national approach, with greater emphasis on both research and education.

Road infrastructure continues to be one of the most important issues for people in the Pearce electorate. Great Northern Highway and Great Eastern Highway are the two major arterial roads in WA, which transport goods to and from the Eastern States and the Mining and Pastoral areas in the north. The construction of Perth-Darwin Highway and further improvements to Great Eastern Highway are essential for continued prosperity in Pearce.

The state of these roads, as well as signage and other local infrastructure, is also integral to regional tourism. While the tourism operators of Pearce each face different challenges and have different priorities relating to their geographical location they all face similar issues and share many of the same ideas for improving the tourism sector. Greater cooperation between operators and the various tourism bodies in WA can ensure the regional tourism market thrives.

- JUDI MOYLAN

## Students sign up for the future

High School students from around the Swan Valley have made a commitment to their own future, signing the Swan Valley Futures Charter in a ceremony at the Swan Theatre recently.

Year 10 students from Governor Stirling Senior High School, Bullsbrook District High School, Swan View Senior High School and Lockridge Senior High School signed the charter which aims to keep young people engaged with education.

Students sign a pledge to be in education, training or employment by 31 March the following year. Their pledge is witnessed with a signature by the school principal, parents and members of the local community; by signing they also agree to support the young people to keep their pledge.

Peter Wilson, Principal at Swan View Senior High School, says his school has signed the charter for the last four years and has witnessed positive outcomes amongst the student body.

"We have had about 400 students sign the charter," Mr Wilson said.

"I think it helps kids find motivation as they head into years 11 and 12 as well as offer them a wider view of the world."

"Sometimes the students can have a narrow view and this helps them realise what opportunities do exist in education and training and what they can achieve by being fully engaged in work and the community."

Mr Wilson said the program is an ideal fit with the school's motto of "dream, believe, achieve".

The Charter is organised and coordinated by the Beacon Foundation, a national non-profit organisation working in 118 secondary schools across all Australian states and territories. The organisation believes every young Australian can develop an independent will to achieve personal success for themselves and their community.



*Hundreds of High School students made a pledge to their future by signing the Swan Valley Futures Charter.*



*Working with you, working for you in Pearce*

PO Box 1005 Midland WA 6936 • Tel 9294 3222 or Toll free 1300 301 852 • Fax 9294 2888

This material has been produced at Australian Government expense by Hon Judi Moylan MP.

Carers WA board member David Singe, Hon Sue Ellery MLC, Carers WA Board Chair Carol Frankin, Hon Judi Moylan MP, Hon Robyn McSweeney MLC and Carers WA CEO Paul Coates at the Carers WA Annual General Meeting.



## Carers' contributions acknowledged

As one of its inaugural patrons, the Hon Judi Moylan MP attended the Annual General Meeting of Carers WA, where she spoke of the vital contribution carers make to the community.

Mrs Moylan joined fellow patron Hon Sue Ellery MLC and Western Australian Minister for Child Protection, Community Services, Seniors and Volunteering Hon Robyn McSweeney MLC in addressing the gathering.

"In its broadest sense, carers are individuals providing unpaid support for others with ongoing needs," Mrs Moylan said.

"Such support can vary in terms of the roles undertaken and the time taken up, but on this definition alone, it gives a sense of the national significance: more than one in eight Australians provide this sort of care – that is, more than 2.6 million people.

As Deputy Chair of the House Standing Committee on Families, Community, Housing and Youth, in producing the Who Cares? report, Mrs Moylan heard first-hand the experiences on young carers.

"None of us on that committee were left in any doubt that too many carers feel desperate, depressed and isolated," Mrs

Moylan said. "For a year we poured over the 1,300 community submissions, mostly from individual carers, and were both saddened and privileged to hear the heart-wrenching stories from carers who found the courage to share their day-to-day challenges.

Mrs Moylan said carers come in many different forms, but one group she has been deeply concerned about for years are ageing carers. Commonly the question is asked, "Who will look after my son or daughter if something happens to me?" The government already provides a vehicle to assist, but as Mrs Moylan highlighted, it is imperfect.

In 2006, the Howard Government created Special Disability Trusts, where families can make provision for the care and accommodation needs for severely disabled dependents in trust, with little or no impact to social security benefits. The concept has much potential, but there are obvious drawbacks.

"The Carers Report asks the question: 'Who Cares?' If we, as decision makers, and the public are to answer 'we care' then we need to confront the issues facing carers head on, match rhetoric with reality and exercise our collective will to ensure a better future for carers, and those they care for."

## Flavours of Chittering a winning formula

The Member for Pearce, the Hon Judi Moylan MP, was one of the more than 4,500 people who flocked to the second Flavours of Chittering food and wine festival, with at least 2,000 of those people visiting the seven participating wineries in the region.

What started as an idea some five years ago to promote Chittering as a high-quality food and wine destination in beautiful surroundings close to Perth has grown in the last two years to be an event with a state-wide profile.

Chairman of the Steering Committee and of the Chittering Valley Wine Trail, Bruce Cussen, is delighted with this year's event and feels organisers have struck a winning formula.

"The venue of the Hub was simply first class," Mr Cussen said.

"It felt like a village green and it was the first time I have experienced that in Australia, where there is a nice, calm and relaxed feel to the day, and I think that is down to the nature of the venue."

At The Hub there was a growers' market with 24 stalls selling fresh, local, seasonal food grown or produced by the stallholders themselves, wine tastings and sales, cooking demonstrations by celebrity and local chefs (Anne Maree Hagge of the Bindoon Bakehaus, Emmanuel Mollois from Choux Café, the Cooking Professor Peter Kenyon and Kate Meinck of Chittering Valley Retreat) also using local ingredients wherever possible and refreshments stalls using mainly local produce.

Mr Mollois, who can also be seen on the ABC's Poh's Kitchen, said the festival is all

about local produce and he loves being able to cook in a friendly atmosphere.

The Flavours of Chittering Long Table Lunch was held in the atmospheric Barrel Room at Western Range Wines. The menu for this wonderful four-course lunch was devised and cooked by Michael Forde of Cantina 663 using fresh, seasonal, local and regional ingredients where possible, and matched with wines from Western Range.

At The Hub there was a voluntary gold coin collection the proceeds of which have been shared between the Lower Chittering Volunteer Bush Fire Brigade and Flavours of Chittering.

The event organisers this year were Julie Mews, co-author of The Food Lovers' Guide to Perth and her retired journalist husband Nelson.

Mrs Mews said Flavours of Chittering was so successful because it knew its demographic and catered for them well, with an abundance of fresh and seasonal produce and high quality local wines.

With continued local support, Mrs Mews and Mr Cussen were confident the event would continue to grow. Mr Cussen was also hopeful visitors would be encouraged to invest in the area.

"One of the objectives is to paint a picture of what the area has to offer," Mr Cussen said.

"Hopefully they will see the region and want to invest, because there is a real demand for more quality accommodation in the Chittering Valley."

*Below: Patrons enjoyed the food and the music at this year's Flavours of Chittering Festival.*



## Mbanya promotes Diabetes awareness in Australia

The world is experiencing unprecedented national debt and an uncertain economic future. The diabetes epidemic is at crisis point and challenges current global health and development approaches and priorities. Diabetes has become a significant determinant of personal poverty, and transgenerational hardship and loss of life chances. These were some of the important issues discussed by Professor Jean Claude Mbanya, President of the International Diabetes Federation (IDF), on his recent trip to Australia.

In a public lecture held at the Menzies Centre for Health Policy in Sydney as well as meetings with Diabetes Australia and Chair of the Parliamentary Diabetes Support Group the Hon Judi Moylan MP, Professor Mbanya was also keen to discuss solutions to these problems.

Professor Mbanya is Professor of Medicine and Endocrinology at the Faculty of Medicine and Biomedical Sciences, University of Yaoundé I, Cameroon and Consultant Physician, Director of the Health in Transition Research Group, Director of the National Obesity Centre University of Yaounde, Cameroon and Chief of the Endocrinology and Metabolic Diseases Unit at the Hospital Central in Yaoundé.

He was instrumental in the IDF-led "Unite for Diabetes" campaign, which led to passage of the United Nations Day Resolution on Diabetes in December 2006. He now steers IDF strategic direction to encourage governments to implement policies for the treatment, care and prevention of diabetes.

Professor Mbanya's research mainly focuses on cultural diabetes-related factors, which are often unique to the African countries

and communities he studies. His practice and research have largely contributed to increase the world's awareness on diabetes in Africa, a continent where non-contagious diseases such as diabetes are too often overlooked. Cameroon has now become an important centre of research, acclaimed by the medical community.

In his lecture, Professor Mbanya spoke of the insidious relationship between diabetes and key development indicators such as poverty and malnutrition; gender inequality and material mortality; major infections such as TB and climate change. He said the impact of forgone income resulting from lost productivity due to diabetes is of concern to both developing and developed countries.

Mrs Moylan hoped Professor Mbanya's presentation and his discussions while in

Australia would assist in drafting possible solution for consideration at the 2011 UN Summit on Non-Communicable Diseases.

"The Millennium Development Goals state that health is critical to the economic, political and social development of all countries and integrating the prevention of NCDs into the national and global development agendas is not only achievable but a priority for developing countries," Mrs Moylan said.

**"Australia has a responsibility and an opportunity to be a leader in this campaign."**

Hon Judi Moylan MP

## Be prepared this bushfire season

If you live in or near a bushland area, bushfire is a real risk to you and your family. Having seen the devastating impact of fire on Toodyay and Brigadoon last summer, the Hon Judi Moylan MP is urging people to be prepared for the bushfire season, one experts are predicting to be amongst the worst on record.

Bushfires can start suddenly and often without warning. Before the bushfire season starts, your family need to decide what they will do if there is a bushfire. Families need to prepare their homes and have a plan, regardless of whether they choose to leave for a safer place (which may be to relocate to family or friends), or choose to take shelter in a well-prepared and defensible home.

You and your family can help firefighters by developing your own bushfire survival plan and preparing your home to make it as safe as possible during the bushfire season. The risk of bushfire to homes greatly depends on how much fuel there is to burn. Understanding how bushfires behave will help you understand how having a bushfire survival plan can help your family protect both themselves and their homes from bushfire.

Talk to your family about all the things that can be done to make your home safer during the bushfire season. It is everyone's responsibility to prepare their homes and properties for the bushfire season.

It is always a good idea to have a bushfire survival plan as it will help your family get prepared for the bushfire season. As a family, sit down together before the start of the bushfire season and develop a bushfire survival plan. Make sure everyone knows what they need to do if a bushfire starts. Practice your plan so you can finetune it before the start of the bushfire season.

Not all families will have the same bushfire survival plan. This is because different families will be faced with different situations and circumstances. A good bushfire survival plan will be detailed, well-thought-out and will include how you and your family will get ready to respond to a bushfire.

Your plan may need to include individual needs of elderly members of your family and those with special needs, as well as what you plan to do with your pets and animals to keep them safe.

For more information and advice on bushfire preparation visit [www.fesa.gov.wa.gov.au](http://www.fesa.gov.wa.gov.au) or contact your local Shire for information about fuel reduction.

\* information courtesy Fire and Emergency Services Association

## Chittering wins Tidy Town Award

The Shire of Chittering has been awarded the award of "Enhancing Cultural Identity" in the recent Central Wheatbelt Regional Tidy Town Awards 2010. The winners were announced at the regional awards ceremony held in Quairading on 24 September 2010.

Chittering's application focused on recent projects and events that have benefited the whole community. Some of these include the Anzac day ceremony, the Chittering Wildflower Festival, the Bindoon Post Office extension, the Regional Bicycle Network; the Stonehouse Walk Trail and Chittering Landcare Revegetation projects.

"We are really impressed with the commitment and dedication of the Shire's Work Supervisor, Melissa Pollock and the Customer Service Officer Technical Services, Tresa White, and the support of community representatives Terry Jones, Rosanna Hindmarsh, Bob Blizzard and the Bindoon Primary School for their time and effort to present to Tidy Towns what the Shire and the community volunteers have done for the region," Shire President Cr Alex Douglas said.

"Without their enthusiasm and attention to detail the Shire would now not be competing with other regional winners for the overall

WA Tidy Towns to be announced at the State awards ceremony on 19 November 2010."

Chittering ultimately lost out to Menzies, however, Cr Douglas wanted to thank the volunteers in the Chittering community for their time, dedication, support and care for their community.

"The Shire relies heavily on volunteers and a lot of our volunteers do what they do not for recognition or credit, but because they love what they do and they have a passion for their community," said Cr Douglas.

"This is a small way that the Shire can say thank you for their support that makes Chittering the place it is."

## Ellenbrook's newest school officially opens

Holy Cross College was blessed by the Roman Catholic Archbishop of Perth, Archbishop Barry Hickey and officially opened by Ms Mary Retel, Deputy Director of Catholic Education in Western Australia on September 14 2010.

The new Catholic College opened this year with students in Years seven and eight and will grow to be a full six-stream College. The College has been designed for learning in the 21st century with bright, flexible learning spaces and the seamless integration of digital technologies.

A highlight of the ceremony was the blessing of crosses received as gifts from 18 Religious Orders. They remind the College community of the service of Religious Orders who have served, and continue to serve, in Western Australia. Representatives from many of the Religious Orders were present at the ceremony.

The work of building Holy Cross College began with the formation of the Foundation

College Board in May 2007. The current Board Chairperson, Ms Flavia Lenzo, spoke of the involvement of the College Board in all aspects of the development of the College, from the appointment of the Principal, the selection of the architect, the design of the logo and selection of uniforms to creating the School's vision and mission.

Foundation Principal, Ms Mandy Connor, acknowledged the work of the College staff.

"They are amazing," she said. "While it is a very special experience to be a foundation staff member, it is also very hard work. From the day they were appointed, staff members have contributed to the development of this College as a place where students have the opportunity to grow as young people who will embrace the College motto, Life to the Full."

The Blessing and Opening Ceremony was a lovely celebration of the many people who have contributed to the building of this new College. Parents and staff joined visitors for

morning tea after the ceremony and students celebrated with a barbecue lunch.



Archbishop Barry Hickey blesses Holy Cross College at its official opening in September.

## Lancelin Primary get insight into Parliament

How does a Bill become law? What roles do the House of Representatives and the Senate play? These were just some of the questions put to Hon Judi Moylan MP, Member for Pearce when she visited Lancelin Primary School recently.

Ahead of their trip to Canberra, where they visited Parliament House, Mrs Moylan met with year six and seven students to discuss life as a parliamentarian and the various roles she fulfils as an MP. Questions ranged from how Mrs Moylan became involved in

politics to what issues are important to the Pearce electorate.

The students also showed a keen interest in how legislation is made and what an average day in Parliament is like.

"The students were very interested and they asked some excellent questions," Mrs Moylan said. "We spoke for more than an hour and we could easily have kept going. It is excellent to see young people with a keen interest in politics and to be so well informed about the world around them.

"As a community we want a strong democracy and education about the government and politics is an essential part of community engagement."

Mrs Moylan said school visits such as these are an important part of the education process.

"Often Question Time is all that people see of parliament," Mrs Moylan said. "This, however, fills a small fraction, about two-and-a-half hours a day, of what our work in Federal Parliament involves.

"The main work of Members of Parliament is to make representations on behalf of constituents and the community as well as researching and debating legislation and working in bipartisan committees to address important national issues and the concerns of the electorate."

## Bindoon Museum settles into its new home

The Bindoon Museum has moved into its new facility at the Brockman Historical Precinct Centre and while President of the Bindoon and Districts Historical Society Terry Jones says it has been a struggle, it has been worth it.

"We are just about at the end of the refurbishment," Mr Jones said. "We are just giving it a final touch up with the paint brush."

The Museum houses a range of vintage and antique agricultural machinery as well as a cacophony of collectibles from the past 50 years. The Bindoon and Districts Historical Society was formed in 1997 primarily to research, foster and maintain heritage sites and memorabilia from within the Shire of Chittering. For a number of years the society has looked for a larger home in which to house their collections, including the Dickerson Collection housed in a shed in Bindoon known as the Bindoon Museum.

The new museum is proving popular with tourists. "We are having more people come through the doors than ever," Mr Jones said. "A lot of groups have been paying us a visit and it is really building a reputation in the Shire as a tourist destination."

Mr Jones said the Museum was looking forward to increasing the museum's collection to include a number of old tractors, which are currently being refurbished.



Judi Moylan speaks to children at Lancelin Primary School about the workings of the parliamentary system.

# Building a brand vital to tourism in Pearce

Speaking at the Gingin Coast Tourism Annual General Meeting on October 12, the Hon Judi Moylan MP spoke about the valuable contribution tourism makes to the economy in Pearce, particularly the Gingin region.

"Tourism contributes about \$6.5 million a year to the Shire of Gingin, and accounts for approximately 20 per cent of employment in the region," Mrs Moylan said.

"Though, as the 2006 study by Murdoch University on the Impact of the Indian Ocean Drive sets out, there is still great potential for growth, especially by focusing on the natural environment."

Prior to the Federal Election, Mrs Moylan hosted a local tourism briefing at her office with the then Shadow Minister for Tourism, the Hon Steven Ciobo MP, with one of the most critical issues raised being recognition – how

to expand outside of the Perth centric tourism structure, how to frame outer lying areas as a destination of choice, and how to direct people to where you are.

"Gingin was singled out as an example of opportunity overlooked, as it is usually omitted from tourist maps," Mrs Moylan added.

"By way of contrast, the Swan Valley was held up as a relatively successful example of destination branding. For the modern 'information hungry, time poor individual' brand recognition and the internet are central. Snaring the virtual visitor requires an instant perception of a unique experience, followed with all the information needed easily plan the actual visit."

Brand marketing is one area where governments of all levels can help to promote tourism.



## DO YOU NEED A FLAG?

Community groups, schools, Shires and not-for-profit organisations may request an Australian, Aboriginal or Torres Strait Islander flag.

Please call the office of Judi Moylan MP on 9294 3222 for more information.



Reg and Veronica Beale, Kerry and Carolyn Fewster and Norm Skoglund with Hon Judi Moylan MP at the Gingin Discovery Centre.

## CAN I BE OF ASSISTANCE?



Do you have a Federal issue you would like to discuss?

Please do not hesitate to contact my office.

Tel: 9294 3222

Fax: 9294 2888

Tollfree: 1300 301 852

or Email: [J.Moylan.MP@aph.gov.au](mailto:J.Moylan.MP@aph.gov.au)

For more information, my latest media releases, newsletters and a list of speeches in Parliament, please visit my website [www.judimoylan.com.au](http://www.judimoylan.com.au)

## Northam Lions convention proves a roaring success

More than 190 Lions members and their partners attended the 39th Annual Lions District Convention in Northam with some from as far away as Canberra making the trip.

Last year the Lions Club of Northam nominated to be host of this year's convention and after several presentations to the Lions District Cabinet, and again at the Albany Lions Convention in Albany last September, were awarded hosting duties. Northam Lions Club secretary Elma Rewell said the whole weekend of events had proved a big success. She said much of the success was down to District Governor for the Convention Terry Gray, who promoted the motto "creating caring communities" throughout the event.

"Being able to give back to the communities where you raise your money is important and is nice to be able to make a positive contribution locally, as well as internationally," Mrs Rewell said.

The convention opened with a civic reception on the Friday night, which was attended by the Hon Judi Moylan MP, followed by the opening ceremony. Saturday featured a number of annual general meetings before a dinner dance on the Saturday night.

"We had all our catering done by the local football Club - Federals Football Club, and on Saturday evening at our dinner dance, we had the local Apex Club do the bar duties. We were delighted to have the Northam community so involved in the convention."

The Hon Graham Edwards MP and Chairman for the Lions International Convention Barry J Palmer AM were amongst the guest speakers, as was Andrew Hogan from InvoCare.



Terry Gray, Robyn Roney and Bruce Hearman with Hon Judi Moylan MP at the civic ceremony for the 39th Annual Lions District Convention in Northam.