

**Victorian Parking Steering Group  
3rd Workshop  
13 July 2010**

**ABOUT OUR PRESENTERS**

**SAM SCHWARZ – Manager City of Melbourne Parking and Traffic Branch**

A pianist, saxophonist, vocalist and orchestrator, Sam graduated from the University of Melbourne with a Bachelor of Music; majoring in music therapy and psychology. During his final years at the Conservatorium, Sam became President of the Music Students Society and instigated *Music Week*, during which he produced *Coojeebear and the Monster* for Rolf Harris, a 45 minute narrated symphonic work which included 450 of Harris' paintings.

During these early years, Sam wrote and performed with *Haircut '73*, an acapella vocal comedy trio, was Executive Producer for *Stars in the Night*, a comedy variety show, was producer and director for *Israel's 49<sup>th</sup> Independence Day Concert* (Melbourne Concert Hall) and worked as Head of Music at Bialik College in Hawthorn, where he introduced their theatre and music programs to great success.

The 90's saw Sam shift his focus to feature films, where he worked alongside Oscar nominee David Hirschfelder as music editor, orchestrator and conductor on films such as *The Interview*, *Sliding Doors*, *Elizabeth & Shine*, for which he received a Golden Reel nomination from the Guild of Motion Picture Sound Editors (USA).

In the late 90's Sam produced *The Journey Girl* and later joined the Australian Entertainment Industry Association to produce the *2000 James Cassius Awards* and the inaugural *Helpmann Awards for Performing Arts in Australia* in 2001. He subsequently joined Marriner Theatres as Executive Producer on such projects as *Noises Off*, the *2002 Organ Spectacular* and *Doctor Zhivago*.

More recently, Sam has undertaken post graduate studies in Management and Organisation Dynamics where he has a keen interest in the study of small work groups. During this time he was Workforce Manager for *Santa's Kingdom*, Company Administrator for Disney's *The Lion King* (Sydney, Melbourne & Shanghai) and Manager People & Culture for MS Australia. He joined the City of Melbourne in early 2010 as Manager Parking and Traffic and is thrilled to be part of and lead such a diverse and interesting operation that is core to helping our City be safe and accessible

**MARK WHITE - Navitas College of Public Safety**

Mark is the College's Training Manager. He has been a vocational trainer for 7 years and for the last 4 has been involved in developing and delivering courses in the public safety sector. Mark's areas of specialism include; occupational health and safety and occupational violence and aggression management with specific emphasis on workplace safety, conflict management, occupational violence and crisis response.

To date Mark has trained a broad variety of client groups from frontline customer service staff, operational staff, supervisors and managers.

Mark spent over a decade working in the hospitality industry at management level within Australia and abroad. He has a degree in psychology and a number of vocational qualifications in workplace training, security and occupational health and safety.

The College has been responsible for many initiatives involving occupational violence and aggression management training and Mark has been instrumental in our "Excellence in Training" and "Violence Prevention" awards.

## **MATTHEW TYRRELL - Chairman Australian National Parking Steering Group (ANPSG)**

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Matt Tyrrell has 30 years experience with the Hobart City Council. Matt is the Manager of Council's Customer Services and Parking Operations Business Unit, a position he has held for the past 10 years. Prior to this his background was in Finance, where he formerly Managed Council's Rates Department for a period of 6 years, and before this held various position in the Finance and Parking Enforcement areas of Council. Matt has been involved with the ANPSG since it's inception back in the 1990's, and was the initial Chairman elected by the group upon formalisation.

## **DAVID NASH**

David Nash is Manager – Road & Traffic Standards in the VicRoads Network & Asset Planning Department.

He has worked at VicRoads and its predecessors since 1980, specialising in the area of Traffic Management. He has particularly contributed to the development of Victoria's Traffic Control System and Driver Information Systems. He now has responsibility for developing traffic management policies, standards and guidelines.

David sits on the Australian Standards committee which has responsibility for the Manual of Uniform Traffic Control Devices.

## **DREENA LAWRENCE, (CITY OF CASEY) SCHOOL CROSSINGS VICTORIA INC**

Dreena started her local government career in the building Department at Frankston in 1985 before moving to Mornington in 1988 to begin a career as a by laws officer. In 1990 Dreena commenced at the City of Berwick and had a portfolio of school crossings, combined with her enforcement work. After amalgamation in 1994, the City of Casey as it is now known had the one of the largest school crossing services (over 200) in the state Dreena became the school crossing coordinator. In 2002 at Casey, the community safety department was formed and the school crossing unit moved across from Local Laws.

With a passion for road safety and school crossings, Dreena initiated School Crossings Victoria Inc, with the aim to provide support to other Councils and gain uniformity and consistency across the state in relation to school crossing operation. School Crossings Victoria now has over 50 Council's as members.

## **VERONICA STEINICKE**

National Sales and Marketing Manager with Procurement Australia. With over 20 years experience in both supply and procurement, Veronica has a comprehensive understanding of the supply chain and how to add value through effective negotiation, maintaining excellent business relationships with both customers and suppliers, contract management and problem solving for win/win outcomes. Veronica's team at Procurement Australia continues to explore opportunities to aggregate the purchasing power of Local Government and the public sector.

Outside business, Veronica passions include contributing to the protection and rehabilitation of endangered and injured animals through her efforts as a Wildlife Volunteer through Wildlife Victoria and the Borneo Orangutan Survival Foundation, where she is a founding member of over 10 years.