

# CITY OF PORT PHILLIP

## DRAFT TERMS OF REFERENCE

### ESPLANADE MARKET ADVISORY GROUP

#### **Purpose**

The purpose of the Esplanade Market Advisory Group (the “Advisory Group”) is to assist Council with the implementation of the recommendations of the Esplanade Art and Craft Market Governance and Management Review Final Report. Specifically the Advisory Group will have input into the development of necessary policy, guidelines and strategic planning.

Member of the Advisory Group will:

- Provide advice on current craft market issues
- Advocate on behalf of all stallholders as well as visitors and community members across the municipality
- assist Council to address the issues outlined in the St Kilda Esplanade Art and Crafts Market Review by the City of Port Phillip and THA Consulting

#### **Context**

The Esplanade market review was conducted to provide an independent and objective assessment of the management and governance issues associated with the market. The review identified the need for improved systems and for cultural change to occur to enable the market to achieve its full potential and to ensure all parties are operating in accordance with good governance standards.

Council has adopted the recommendation from the Review that it take responsibility for governing and managing the Esplanade Market in the short term (2 years) with input from a skills based Advisory Group.

A Market Manager will be appointed by the CEO or nominated delegate to manage all ongoing operational, marketing, coordination and administrative matters. The Advisory Group is one appointed by Council and has no delegated powers. The Advisory Group will have regard to and comply with Council’s policies and decisions. Final recommendations of the Advisory Group will be reported to Council by Council officers for information or decision using established reporting mechanisms.

## **Scope**

Over a two year period, the Advisory Group will assist Council to develop a governance model for the management of the Esplanade Arts and Craft Market as well as contributing to developing:

- A market policy for all temporary market activity across the municipality;
- A review and update of local laws relating to the Esplanade market in accordance with market policy to provide clear unambiguous rules, transparent processes and an understanding of rights and responsibilities;
- A 3-5 year Strategic Plan
- A Business and operational Plan including administration, financial, marketing, operational procedures and policies, infrastructure and risk and compliance;

The Advisory Group will also have input into immediate development of a two year communications strategy to ensure all effected and interested parties are clearly and openly communicated with throughout the process.

The Advisory Group will have a sunset date of 31 December 2011

## **Membership**

In appointing members to the Advisory Group, Council will seek to:

- Achieve a mix of skills relevant to the Group's role;
- Ensure a broad representation of the stallholders of the Market as well as the interests of the Port Phillip community and users of the Market.

Membership will be comprised of:

- 4 Stallholders
- 2 Community representatives (non-stallholders) from across Port Phillip
- 2 representatives with market industry expertise (non-stallholders)
- 2 Council officers including Council appointed Market Manager
- 2 Councillors (1 Councillor to Chair)

## **Key Selection Criteria**

Advisory Group members will be appointed using the following criteria:

- An appreciation of issues related to cultural planning in urban environments.
- The ability to understand competing interests related to public policy and to balance competing issues.
- A demonstrated commitment to participative and consultative processes;
- Demonstrated experience in either one or more of the following skills:
  - Governance procedures
  - Business development and strategic planning
  - Esplanade Market Trading experience
  - Tourism and marketing
  - Arts and crafts markets
  - Finance and accounting
  - Risk Management

Members of the committee will be selected by the City of Port Phillip following an 'Expressions of Interest' process which will be advertised on the CoPP website, ArtsHub website and local media as well mailing lists as deemed relevant.

## **Meetings**

The Advisory Group will meet at times to be determined by the Advisory Group, the first meeting to be convened by the Chair at the earliest opportunity.

The Advisory Group will convene over a period of two years up until 31 December 2011.

The quorum for a meeting will be half the number of members plus one.

## **Resourcing**

Staff, in collaboration with the Chair, will have responsibility for the preparation of agenda papers for meetings and for distributing them prior to the meeting. The business conducted at each meeting will be recorded on the minutes and copies of the minutes will be distributed to Advisory Group members in a timely way.

## **Reporting**

The relevant General Manager is responsible for reporting to Council, via a formal report (or briefing when appropriate) as key milestones are reached or if Council decision is required.

## **Advisory Group Member Responsibilities**

Members of the Advisory Group will need to agree to the following 'rules of engagement':

1. Put views clearly and be prepared to negotiate to achieve acceptable outcomes and compromise where necessary;
2. Balance personal and sectoral interests against the broader interest of the community;
3. Acknowledge that your contribution is only part of a wider process. All members have an equal contribution to make to the debate
4. Acknowledge the roles and responsibilities of the council, State government and other parties under legislation;
5. Observe confidentially and exercise tact and discretion when dealing with sensitive issues;
6. Highlight any potential conflict of interest by declaring financial and other interests in issues under discussion;
7. Contribute to discussion in an open spirit of inquiry and avoid pursuing personal self interest;
8. Try to appreciate the different positions held by others- they are legitimate;
9. Seek common ground on which to build shared understanding;
10. Members representing a community group will be encouraged to table the minutes from the Advisory Group meetings at their Group meetings.
11. Make time for genuine consultation and preparation for meetings;
12. Attend scheduled meetings.