



**12.1 BUSINESS ADVISORY GROUP - TERMS OF REFERENCE
AND COUNCILLOR REPRESENTATION**

**EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND
ORGANISATIONAL CAPABILITY**

**PREPARED BY: ANITA DONNELLY, HEAD OF ECONOMIC GROWTH AND
ACTIVATION**

LAUREN BIALKOWER, MANAGER CITY GROWTH AND CULTURE

1. PURPOSE

1.1 To formalise arrangements associated with the Business Advisory Group.

2. EXECUTIVE SUMMARY

2.1 The Business Advisory Group (the Group) was formed in September 2020. It includes representation of key business communities and sectors in Port Phillip. It was formed quickly to support Council in understanding and responding to the economic conditions facing the municipality at the time. Almost twelve months on it is now appropriate to formalise these arrangements.

2.2 The Group's purpose is to provide advice to Council on how best to retain, expand and nurture existing businesses and encourage growth and investment.

2.3 The Terms of Reference set out expectations for how the Group will operate including composition of membership, intent and purpose of the Group and frequency of meetings.

3. RECOMMENDATION

That Council:

3.1 Endorses the Business Advisory Group Terms of Reference and delegates to the Chief Executive Officer the ability to undertake minor editorial amendments that do not alter the substantive intent of the document.

3.2 Appoints _____ [number of] Councillor delegates to the Business Advisory Group.

3.1 Appoints Councillor(s) _____ to serve as delegate(s) on the Business Advisory Group until December 2021 and notes that appointment beyond this period will be considered as part of Council's regular review of Councillor representation on boards and committees.

4. KEY POINTS/ISSUES

4.1 Commercial rate payers comprise 11% of rateable properties in Port Phillip and almost one fifth of general rates income.

4.2 Pre COVID-19, Port Phillip had an economy with 13% GRP growth over five years, and a Professional Services sector accounting for almost one in four jobs. In 2019/20 the business community contributed 7.1% of Victoria's employment (98,338 local jobs).

4.3 The economic shock associated with responding to the health challenge of COVID-19 resulted in the Port Phillip economy experiencing an estimated 15% drop in GRP and 5.2% job losses factoring in JobKeeper (comparison of 2020 to 2019 data). The



industries hardest hit in Port Phillip have been accommodation and food services, events, arts and leisure industries and retail. In key tourism destinations, such as St Kilda, South Melbourne and Port Melbourne, this has been further exacerbated by an estimated 78% drop in visitor numbers.

- 4.4 The effects of the pandemic have highlighted the need for Council to have a focused approach towards economic development and growth. The Group exists to provide advice to Council on the best way to achieve that from a business perspective in both the short and longer term.
- 4.5 This paper seeks to formalise the Group and importantly provide clarity on respective roles and responsibilities.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 The Group worked with Officers to develop the Terms of Reference on multiple occasions including a workshop held in May 2021.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 The Group provide advice and guidance to Council. It is not a decision-making body.

7. FINANCIAL IMPACT

- 7.1 The Group does not determine nor spend budget.
- 7.2 Officer time is involved in supporting the group.

8. ENVIRONMENTAL IMPACT

- 8.1 A sustainable business community allows Council to work with businesses on sustainable best practice programs that will reduce emissions, waste and energy usage and achieve improved sustainability outcomes.
- 8.2 Vibrant local activity centres provide local residents with the opportunity to shop locally and sustainably by walking, cycling or taking public transport to access their centre rather than driving.

9. COMMUNITY IMPACT

- 9.1 Vibrant activity centres are critical to the health and development of the local community. Centres provide employment, community meeting places, resources, leisure opportunities and essential services to the community. Economic success is not just financial, it relates to cultural and social capital as well.

10. ECONOMIC IMPACT:

- 10.1 The hardship faced by the business community in 2020 and 2021, due to the COVID19 pandemic, has highlighted the need for Council to have a more focused approach towards facilitating growth in the local economy and business community to ensure it becomes more resilient in years to come.

11. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 11.1 An Economic Emergency was declared in September 2020.
- 11.2 The Group contributes to achieving outcomes for the Vibrant Port Phillip Strategic Direction.

MEETING OF THE PORT PHILLIP CITY COUNCIL 1 SEPTEMBER 2021



12. IMPLEMENTATION STRATEGY

12.1 The Terms of Reference will be adopted by the Group upon endorsement by Council.

13. COMMUNICATION

13.1 The Group will be advised of the Delegate/s appointed and endorsement of Terms of Reference.

14. OFFICER DIRECT OR INDIRECT INTEREST

14.1 No officers involved in the preparation of this report have any material or general interest in the matter.

ATTACHMENTS

- 1. PACE Roles, Responsibilities and Agenda Template for meetings when Councillors attend**
- 2. Draft Terms of Reference**
- 3. City of Port Phillip Economic Data**