



Confidential Matter

10.1 SOUTH MELBOURNE MARKET COMMITTEE MEMBERSHIP

The information contained in this Council report is considered to be Confidential Information in accordance with Section 77(2)(a) and Section 89(2) of the Local Government Act 1989 (as amended); as it relates to:

89(2)(h). A matter which the Council or special committee considers would prejudice the Council or any person.



10.1 **SOUTH MELBOURNE MARKET COMMITTEE MEMBERSHIP**

EXECUTIVE MEMBER: KYLIE BENNETTS, DIRECTOR, OFFICE OF THE CEO

PREPARED BY: KATRINA PIZZI, EXECUTIVE PROGRAMS OFFICER
KYLIE BENNETTS, DIRECTOR

1. PURPOSE

- 1.1 To seek Council endorsement of the independent members of the South Melbourne Market (SMM) Section 86 Committee (the Committee).

2. EXECUTIVE SUMMARY

- 2.1 On 3 October 2018, Council approved a revised Charter and Instrument of Delegation for the Committee. This Charter and Instrument of Delegation will take effect from 1 March 2019 to enable a structured transition to the new governance arrangements.
- 2.2 Part of the required transition arrangements is to reconstitute the membership of the Committee. Under the new Charter from 1 March 2019, the Committee will consist of an independent Chair (unless precluded by the Victorian Local Government Act), two (2) independent members and two (2) councillor representatives. This report recommends that Council endorses the appointment of two independent members of the Committee for a period of three (3) years, in line with the provisions in the new Charter. The appointment of Councillor representatives will be addressed in a separate paper also being considered by Council on 12 December 2018.
- 2.3 On Friday 2 November 2018, the positions of the independent members of the Committee were advertised on the City of Port Phillip's website and LinkedIn until Sunday 11 November 2018. This period was extended by one (1) week until Sunday 18 November 2018.
- 2.4 Thirty-three (33) applications were received for the independent members of the Committee. Seven (7) of these applicants were shortlisted and interviewed for the Chair and member positions. This report recommends that Ms Jo Plummer is appointed as independent Chair of the Committee and Mr Andrew Danson is appointed as an independent member to take effect from 1 March 2019 for a period of three years, subject to successfully satisfying Council's requirements with respect to a current police check and working with children check. This report also recommends that a further targeted search is undertaken for the remaining independent member role with a specific focus on customer insight, marketing, branding and communication management coupled with board management experience.



- 2.5 It is proposed that once this process is finalised that this report and minutes of the Council meeting become public documents.

3. RECOMMENDATION

That Council:

- 3.1 Appoints Ms Jo Plummer to the role of Chair of the South Melbourne Market Committee for the period 1 March 2019 to 28 February 2022, subject to successfully satisfying Council's requirements with respect to a current police check and working with children check.
- 3.2 Appoints Mr Andrew Danson to the role of independent member of the South Melbourne Market Committee for the period 1 March 2019 to 28 February 2022, subject to successfully satisfying Council's requirements with respect to a current police check and working with children check.
- 3.3 Approves officers continuing with a targeted search for the remaining independent member role with a specific focus on customer insight, marketing, branding and communication management coupled with strong governance experience particularly experienced board members/directors.
- 3.4 Notes that the outcome of the targeted search will be brought back to Council at the earliest possible opportunity.
- 3.5 Notes that during January and February 2019 the new Committee will be inducted to ensure a smooth transition occurs when the new Committee takes effect on 1 March 2019.
- 3.6 Notes that Councillor representatives on the South Melbourne Market Committee will be determined through a separate report also being presented to Council on 12 December 2018.
- 3.7 Authorises for this report and minutes of this Council meeting to become a public document once the process has been completed.

4. KEY POINTS/ISSUES

Recruitment Process

- 4.1 On Friday 2 November 2018, the positions of independent members of the Committee were advertised on the City of Port Phillip's website and LinkedIn, until Sunday 11 November 2018. This period was extended by one (1) week until Sunday 18 November



2018 to enable sufficient time for a wide range of candidates to consider and apply for the available positions.

- 4.2 Thirty-three (33) applications were received for the independent members of the Committee. Seven (7) were shortlisted and interviewed for the Chair and two (2) member positions.
- 4.3 Shortlisting involved careful review of each application and consideration of the relevant experience of each against the criteria previously determined by Council as being important as outlined in the South Melbourne Market Charter namely: -
 - 4.3.1 Market management;
 - 4.3.2 Retail particularly fresh produce and / or general merchandising;
 - 4.3.3 Small to medium enterprise ownership / general management;
 - 4.3.4 Customer experience management;
 - 4.3.5 Brand management;
 - 4.3.6 Strategic marketing and communications;
 - 4.3.7 Community engagement; and
 - 4.3.8 Placemaking.

In addition, the Charter states that all members of the Committee must have significant understanding and experience at a senior level in corporate governance, risk and financial management.

- 4.4 As part of the shortlisting process, consideration was given to achieving an appropriate mix of skills across the independent members and particularly in the case of the Chair, that the recommended applicant had significant experience in this type of role.
- 4.5 Councillor Voss, Mr Chris Carroll and Ms Kylie Bennetts formed the selection panel. It should be noted that Councillor Voss did not participate in one (1) interview as she indicated that she knew the applicant.

Chair Position

- 4.6 Ms Jo Plummer is recommended for the role as independent Chair, subject to successfully satisfying Council's requirements with respect to a current police check and working with children check.
- 4.7 Ms Plummer has a deep understanding of small business as both a small business owner in addition to her role of providing support and training to other small business owners to



support their expansion. Ms Plummer's current business 'Business in Heels International' was established to support women succeed in business by connecting them with opportunities to successfully and sustainably scale their business by providing access to education, marketing, trade and partnerships. Prior to this Ms Plummer was the owner of 'Out of the Box Business Services', where she specialised in assisting individuals, teams and organisations to think strategically and operate efficiently.

- 4.8 In addition to small to medium business experience, Ms Plummer has significant general merchandising and brand management knowledge having spent over twenty (20) years working at both Myer and Target in various roles.
- 4.9 Ms Plummer has extensive experience as a director / board member at complex organisations with large asset and financial holdings for example she is the current Chair of Barwon Water, Chair of Barwon Asset Solutions and Chair of Vic Water.
- 4.10 Ms Plummer clearly articulated to the panel her understanding of the strategic challenges and opportunities facing the South Melbourne Market over the coming years and importantly the contribution that she would bring if successful. The panel were particularly impressed with Ms Plummer's understanding of the relationship the South Melbourne Market Committee would require with Council and her collaborative approach to working with Council and building a new Committee that worked in the best interests of the Market and the broader community, an essential requirement to the success of the new Committee. Ms Plummer also demonstrated her experience in prudently managing large public assets through her roles at Barwon and Vic Water.
- 4.11 Ms Plummer's referees confirmed the views of the Panel at interview.

Independent Members

- 4.12 Mr Andrew Danson is recommended as one of the independent members of the Committee, subject to successfully satisfying Council's requirements with respect to a current police check and working with children check.
- 4.13 Mr Danson is a Director at the Urban Food Collective which is a food and beverage consultancy business offering strategic advice for food and beverage operators and lessors alike. They assist and advise some of Australia's major landlords and institutions with their strategic planning for food and beverage execution and acquisition.
- 4.14 Prior to this Mr Danson spent around five (5) years holding the positions of National Network Manager at Rolld and Wendys. Mr Danson has also spent around eight (8) years working in a range of roles most notably as a property manager, valuer as well as a commercial and industrial real estate agent at several large commercial property companies.
- 4.15 Mr Danson impressed the panel with his understanding of the opportunities and risks facing the South Melbourne Market and the contribution he could make particularly given his contemporary and direct experience of the food and beverage industry and his extensive experience in property and leasing management. Mr Danson displayed strong



commercial acumen, rigour and discipline but clearly understood the need to balance this to ensure that the Market continues to resonate strongly with customers and the community.

- 4.16 Mr Danson’s referees confirmed the views of the Panel at interview.
- 4.17 At this point in time the Panel recommends that a further targeted search is undertaken for the remaining independent member role with a specific focus on seeking applicants with strong customer insight, marketing, branding and communication management coupled with strong governance experience particularly very experienced board members/directors. It is recommended that this occurs in collaboration with the new Chair and new independent member (dependent upon Council resolution).

Induction

- 4.18 Throughout January and February 2019, officers will work with the new Committee to ensure a smooth transition to the new governance arrangements from 1 March 2019. This will involve a range of written and verbal briefings on the current strategy, governance and operational issues and opportunities facing the Market.
- 4.19 It is proposed that a joint meeting is held between the outgoing and new Committees (subject to approval by both) to share learnings and experiences as part of the transition process. It is also recommended that the Council appropriately acknowledges the significant contribution of the outgoing Committee and officers will work with the outgoing Chair to ensure that this occurs.
- 4.20 In addition, it is recommended that the Chair of the Committee meet with the Chair of the Council’s Audit Committee to ensure that appropriate relationships and processes are developed to meet the assurance requirements of the Audit Committee. This is of critical importance given the Audit Committee is required to provide assurance to Council of the Committee’s operations.
- 4.21 Officers will work directly with the new Chair once appointed, to establish any other requirements they may have to successfully onboard the new Committee.
- 4.22 Throughout January to March 2019, officers will develop a draft operational agreement between with the Committee and the Council to cover the more operational requirements that have not yet been fully articulated in the Charter. This will be provided to the Committee for endorsement and the Audit Committee and Council for noting once developed.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Not as a result of this report.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Not as a result of this report.

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7. FINANCIAL IMPACT

7.1 Not as a result of this report.

8. ENVIRONMENTAL IMPACT

8.1 Not as a result of this report.

9. COMMUNITY IMPACT

9.1 Not as a result of this report.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 The review of the governance of the SMM and in particular the Committee, has been a Council priority for some time. This report responds to that priority.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

Officers will use best endeavours to meet the following timelines: -

11.1.1 December – February 2019 – onboarding of independent members and development of operating agreement;

11.1.2 March 2019 – new charter, instrument of delegation and Committee take effect.

11.2 COMMUNICATION

11.2.1 Current independent Committee members will be advised as soon as possible of Council's decision.

11.2.2 All applicants will be advised as soon as possible of Council's decision following which communication to traders and the broader community will occur.

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: F16/3

ATTACHMENTS Nil