



Confidential Matter

18.1 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.



18.1 **SOUTH MELBOURNE MARKET COMMITTEE MEMBERSHIP**

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

PREPARED BY: IAN SUMPTER, MANAGER SOUTH MELBOURNE MARKET

1. PURPOSE

- 1.1 To seek Council endorsement of one independent member 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.
- 2.3 On 12 December 2018, Council endorsed the appointment of two (2) independent Committee members and noted that a targeted search would be undertaken to fill the remaining position, with a particular focus on candidates with customer experience, branding and marketing as well as strong corporate governance / director experience to ensure that the Committee comprised an appropriate mix of skills. Council also resolved the appointment of Councillor representatives at this meeting.
- 2.4 A targeted search for the one (1) remaining vacancy commenced following the 12 December 2018 Council meeting, and involved direct referral of candidates in addition to an advertisement on the Australian Institute of Company Directors and Women on Boards websites in January 2019. A total of eleven (11) applications were received through this process. A panel was formed consisting of members of the new South Melbourne Market Committee including Ms Jo Plummer (incoming Chair), Cr Marcus Pearl and Cr Bernadene Voss. The panel shortlisted and conducted all interviews.
- 2.5 Five (5) applicants were shortlisted and interviewed. This report recommends that Mr Simon Talbot is appointed as an independent member to take effect from 1 March 2019 for a period of three (3) years, subject to successfully satisfying Council's requirements with respect to a current police check and working with children check.
- 2.6 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 Mr Simon Talbot 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.
- 3.2 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 A targeted search commenced following the 12 December 2018 Council meeting, and involved direct referral of candidates in addition to an advertisement on the Australian Institute of Company Directors and Women on Boards websites in January 2019.
- 4.2 A total of eleven (11) applications were received through this process. A panel was formed consisting of members of the new South Melbourne Market Committee including Ms Jo Plummer (incoming Chair), Cr Marcus Pearl and Cr Bernadene Voss.
- 4.3 The panel undertook shortlisting and five (5) applicants were interviewed.
- 4.4 Shortlisting involved careful review of each application and consideration of the relevant experience required from this targeted search which included: -
 - 4.4.1 Brand, Communications and Marketing;
 - 4.4.2 Customer Experience;
 - 4.4.3 Destination Management;
 - 4.4.4 Corporate governance and Director level experience.

Recommended Applicant

- 4.5 Mr Simon Talbot is recommended, subject to successfully satisfying Council's requirements with respect to a current police check and working with children check.
- 4.6 Mr Talbot has more than 22 years experience in both Australian and international food retailing, consumer marketing and agriculture supply sectors. He has held a range of



executive positions including at Coles supermarkets, the National Farmers' Federation and Kraft/Cadbury.

- 4.7 Mr Talbot is currently employed as the Chief Operating Officer of Parks Victoria where he is leading the transformation of Nature Based tourism within Victoria.
- 4.8 Mr Talbot has significant experience as a company director having held a range of directorships including Kraft Foods Australasia Pty Ltd, the Advertising Standard Bureau, Australian Association of National Advertisers and the Sustainable Agriculture Initiative. He holds no current non-executive and board positions.
- 4.9 Mr Talbot 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 extensive marketing, branding and corporate affairs experience in addition to his understanding of contemporary destination marketing. Mr Talbot displayed strong commercial acumen, rigour and discipline and particularly impressed the panel with his understanding of the management of data and customer insights and how this could be used to build on the success of the South Melbourne Market. Mr Talbot also showed a strong understanding of the role of the Committee and that of the Council.
- 4.10 Mr Talbot's referees confirmed the views of the Panel at interview.

Induction

- 4.11 Throughout January and February 2019, officers have and will continue to work with the new Committee to ensure a smooth transition to the new governance arrangements from 1 March 2019. This has and will continue to involve a range of written and verbal briefings on the current strategy, governance and operational issues and opportunities facing the Market.
- 4.12 The incoming Chair has and continues to meet with a range of key stakeholders including the Chair of the Council's Audit Committee and new Committee members to support the induction process.
- 4.13 Officers have commenced drafting an operating agreement between with the Committee and the Council to cover the more operational requirements that were not 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.



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 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.

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ATTACHMENTS Nil