



PROSPEROUS PORT PHILLIP BUSINESS ADVISORY GROUP

TERMS OF REFERENCE

Background and Purpose

The Business Advisory Group (the Group) was formed quickly in September 2020 to help Council understand and respond to the economic conditions facing businesses in the municipality at the time. The Group's purpose is to provide advice to Council on how best to retain, expand and nurture existing businesses and encourage new growth and investment into the City of Port Phillip.

Aim

To define a desired future vision for Port Phillip's economy, which aims to lift Gross Local/Regional Product (GL/RP) and create new jobs in the City of Port Phillip.

Role

The role of the Business Advisory Group includes:

- Providing strategic advice to Council on issues that impact on the success of businesses and industries in the municipality;
- Informing quick wins that could be pursued or longer-term changes to policy at Council, State or Federal Government levels that would better support businesses in the municipality and specific industry segments;
- Considering data (qualitative and quantitative), identifying gaps and further data sources and using this to identify issues that need to be addressed to achieve the desired future vision;
- Identifying and facilitating the co-creation and co-contribution of short, medium and longer-term actions to achieve the desired future vision; and
- Communicating and engaging with stakeholders and Council throughout the process.

Membership

The Business Advisory Group is comprised of up to 12 community members and Councillor representation. The composition of the Committee includes all formal trader groups within the City of Port Phillip and an equitable spread of representatives from across Port Phillip and diversity of participants. A quorum is majority plus one excluding Councillor representation and officers. All Councillors are welcome to attend the Business Advisory Group as an observer.

Chair and Deputy Chair

The Business Advisory Group elects a Chair and Deputy Chair who are appointed for two years (term). At the end of each term, both elected positions are spilled, and a Chair and Deputy Chair will be elected.

Election of Chair and Deputy Chair will include the following:

1. Nominations of candidates for the election can be made in writing to the Economic Growth and Activation Team as directed by Council
2. A candidate may only nominate or be nominated if they are an existing member of the Business Advisory Group



PROSPEROUS PORT PHILLIP BUSINESS ADVISORY GROUP

3. The ballot for the election of Chair and Deputy Chair must be conducted at the next scheduled Business Advisory Group meeting and determined by a quorum
4. Elected appointments are subject to Council's final approval

The term of the Chair and/or Deputy Chair may be terminated prior to the term if they are:

- Not satisfactorily fulfilling their role and responsibilities as detailed below and as determined by Council
- A motion is raised by a member of the Group and supported by an additional two members and Council

If Council intends to decide to terminate elected roles, it will give the Chair and/or Deputy Chair written notice setting out the intended decision and the grounds on which it is based. The Chair and/or Deputy Chair would then be offered the opportunity to provide a right of reply to Council before the decision is finalised.

If members of the Group decide to terminate elected roles via a motion as detailed above, the Chair and/or Deputy Chair would then be offered the opportunity to provide a right of reply before the decision is finalised by the Group by a ballot determined by a quorum.

In the event that the Chair and/or Deputy Chair positions are terminated, the Group will elect a new Chair and/or Deputy Chair as detailed above.

The Chair and Deputy Chair role and responsibilities include:

- Chair meetings according to the terms of reference to enable equitable participation by all members and create an environment of trust, respect and psychological safety;
- Work with Council officers outside of meetings, to help in establishing agendas and clarifying advice received from the Business Advisory Group;
- Represent and act as a spokesperson for the Group if required;
- The Deputy Chair will act as Chair if the Chair is absent.

Review of Membership

Council may choose to terminate a membership, particularly if:

- A member fails to attend at least two consecutive meetings without providing an apology or an unexplained leave of absence to the Chair and/or Council Officer that is accepted by the Group and Council;
- A member fails to meet the expectations as detailed under Role and Responsibilities of Group Members; or
- A member was appointed to represent an external group which they no longer represent.

If Council intends to make a decision to terminate membership it will give the member written notice setting out the intended decision and the grounds on which it is based. The written notice must inform the member that they may attend the next BAG meeting and may give an oral or written explanation or submission before the decision is finalised.

Council may choose to increase the membership to include representation from any groups/sectors not represented from time to time. If Council chooses to increase membership or if any member resigns or is



PROSPEROUS PORT PHILLIP BUSINESS ADVISORY GROUP

terminated, Council may select a new Group member via an Expressions of Interest process or candidates may be directly invited by Council to join the Group.

Meeting Protocols

The Business Advisory Group will meet at least six times per year with additional meetings scheduled should they be deemed required by the Chair. Councillors can attend at least every second meeting, at a time to be agreed with the Members on a day other than Wednesday or Friday. A record of each meeting will be kept.

The Business Advisory Group will determine how it wishes to conduct and operate its meetings, however, broadly the Business Advisory Group will: -

- Work together with a lens of teamwork and with the whole of Port Phillip in-mind;
- Treat everyone with respect and have due regard to the opinions, rights and responsibilities of others;
- Act with integrity and positive regard for others;
- Acknowledge that each view is valid and of equal merit;
- Contribute to an environment of psychological safety;
- Declare conflicts of interest if they exist.

Role and Responsibilities of Group Members

Each Business Advisory Group member will:

- Be respectful of each other;
- Actively participate in Group discussions and offer their perspective with the whole municipality in mind, not just one sector or geographic location;
- Communicate views to the Group by representing the Port Phillip community;
- Work with other members on endorsed/agreed meeting actions and inform Group of progress;
- Complete Group tasks or advise in a timely manner if unable to complete;
- Contribute their expertise e.g., visitor economy, restaurant, retail, social enterprise, if required for bespoke policies or submissions;
- Attend each meeting in-person where practical and advise the Chair and/or Council Officer when unable to attend;
- Communicate any questions or concerns about the Group to the Chair and Council Officer supporting the Group;
- If required, represent the Group to the Council or the Councillor representative;
- Avoid conflicts of interest and the releasing of confidential information;
- Abide by Council and OH&S obligations;
- Support the induction of new members who join the Group;
- Identify issues and discuss, consult, report back; and
- Submit advice using the process and roles and responsibilities outlined in Attachment 1 - PACE roles, responsibilities.

Role of Councillor Delegate

Report back on Group meetings to fellow Councillors and in-turn, report back to the Group.



PROSPEROUS PORT PHILLIP BUSINESS ADVISORY GROUP

Council Support

Meetings of the Group will be supported by the City of Port Phillip's Economic Growth and Activation Team. The CEO will attend at least every second meeting.



PROSPEROUS PORT PHILLIP BUSINESS ADVISORY GROUP

Attachment 1 - Use of PACE Model by BAG to Progress Economic Development Initiatives

Role	Policy Outcomes	Assessment of Options	Commitment of Resources	Execution & Evaluation
BAG	<ul style="list-style-type: none"> Identify & provide advice to Council on ideas for projects and/or strategies to achieve economic development outcomes as per ToR Consider ideas brought to it by Council & provide feedback on these ideas back to Council 	<ul style="list-style-type: none"> Bring knowledge of local economic impact to options analysis. Advise Council on preferred option(s) and rationale. 	<ul style="list-style-type: none"> Endorsement of proposals prior to those being put forward for approval. Advice to Council on the project proposal. 	<ul style="list-style-type: none"> Provide feedback to Council Officers and Council on implementation as required.
Council Officers	<ul style="list-style-type: none"> Provide short brief on idea for BAG consideration or work with BAG member(s) to develop short project briefs Provide supporting data and evidence base to support BAG and Council discussion of ideas Ensure brief contains draft outcomes and potential outcome measures 	<ul style="list-style-type: none"> Cost options for consideration by BAG Assist BAG as required with options assessment Provide risk, cost, benefit analysis to assist BAG discussion & advice Provide advice on implementation timelines and approvals required 	<ul style="list-style-type: none"> Develop detailed & costed project proposal for endorsement by BAG. Develop Council Report for consideration of approval by Council Liaise with Councillor Delegate 	<ul style="list-style-type: none"> Implement projects as approved Provide feedback to BAG on implementation as required, including if need for major change/s Evaluate outcomes and advise BAG and Council on outcomes of the project/s
Council Delegate	<ul style="list-style-type: none"> Discuss ideas from BAG with Councillor colleagues Take ideas from Council to BAG 	<ul style="list-style-type: none"> Provide feedback to BAG on likely Council view of options & proposals being considered 	<ul style="list-style-type: none"> Bring proposal to Council for consideration of approval 	<ul style="list-style-type: none"> Provide feedback as required to BAG and Council staff on implementation Report back to Council
Council	<ul style="list-style-type: none"> May resolve to formally refer ideas to BAG for advice 	<ul style="list-style-type: none"> May resolve to formally determine which option is preferred prior to detailed proposal being developed 	<ul style="list-style-type: none"> Consider BAG advice Consider formal funding approval of project proposals 	<ul style="list-style-type: none"> Consider and endorse evaluation reports
<i>Supporting Documents To be developed</i>	<ul style="list-style-type: none"> <i>BAG Project Brief Template</i> 	<ul style="list-style-type: none"> <i>Council Briefing Note (As Required)</i> 	<ul style="list-style-type: none"> <i>BAG Project Proposal Template</i> 	<ul style="list-style-type: none"> <i>BAG Project Evaluation Report Template</i> <i>Council Report</i>

Our vision for CoPP

We aspire to be Victoria's most vibrant municipality — offering a breadth and depth of experiences, culture and natural beauty — **focussed on a sustainable, thriving economy that attracts and supports residents, businesses and visitors.**

How the BAG wins

We come together with a shared goal for the City of Port Phillip to be the best-in-class municipality in Victoria that others look up to. Our role is to support initiatives that promote a thriving economy, environmentally and socially sustainable practices, tourism and investment attraction, vibrant high street precincts and a rich and diverse culture.