



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.

The Business Advisory Group elects a Chair and Deputy Chair, which rotates every 12 months with succession planning in place whereby the Deputy Chair will step-up to Chair and a new Deputy will be elected.

Chair and Deputy Chair Role and Responsibilities

- 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 will act as Chair if the Chair is absent.

Review of Membership

Council may choose to run an Expression of Interest to replace or increase the membership to include representation from any groups / sectors not represented from time to time, particularly if:

- A member resigns;
- A member fails to attend at least two consecutive meetings;
- Was appointed to represent an external group which they no longer represent; or
- There is a need to extend the membership to include representation from any group or sector currently not represented.

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 every second meeting (for the last 30 minutes of the 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 your expertise e.g. visitor economy, restaurant, retail, social enterprise, if required for bespoke policies or submissions;
- Attend each meeting where practical and advise the Chair and 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;
- 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

Support

Meetings of the Group will be supported by the City of Port Phillip's Economic Growth and Activation Team.

The CEO will attend every second meeting.