

ENTERPRISE MARIBYRNONG SPECIAL COMMITTEE

Tuesday 7 August, 2018
4.30pm

Functions Room
Level 1
Maribyrnong Council Offices
Corner Hyde and Napier Streets, Footscray

AGENDA

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Agenda Item 5

**CONFIRMATION OF THE MINUTES OF THE PREVIOUS ENTERPRISE
MARIBYRNONG SPECIAL COMMITTEE MEETING - 8 MAY 2018**

Director: Nigel Higgins
Director Planning Services

Author: Katy McMahon
Manager City Business

PURPOSE

To present for confirmation, the minutes of the Enterprise Maribyrnong Special Committee Meeting held on 8 May 2018.

ISSUES SUMMARY

- Section 93 of the *Local Government Act 1989* requires Council to keep minutes of each meeting of the Council and Special Committees, and for minutes to be submitted to the next appropriate meeting for confirmation.

ATTACHMENTS

1. Unconfirmed Minutes of the Enterprise Maribyrnong Special Committee held on Tuesday 8 May 2018

OFFICER RECOMMENDATION

That the Special Committee confirms the minutes of the Enterprise Maribyrnong Special Committee Meeting held on 8 May 2018.

Agenda Item 5**BACKGROUND**

The minutes of meetings remain unconfirmed until the next appropriate meeting of Council.

DISCUSSION/KEY ISSUES**1. Key Issues**

The *Local Government Act 1989* requires Council to confirm its minutes at the next appropriate meeting.

2. Council Policy/Legislation**Council Plan 2017-2021**

This report contributes to Council's strategic objectives contained in the Council Plan 2017-2021 by considering:

- Strong leadership - lead our changing city using strategic foresight, innovation, transparent decision making and well-planned, effective collaboration.

Legislation

Local Government Act 1989

Conflicts of Interest

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

Human Rights Consideration

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

3. Engagement

Not applicable.

4. Resources

Not applicable.

5. Environment

Not applicable.

CONCLUSION

The unconfirmed minutes of the Enterprise Maribyrnong Special Committee Meeting held on 8 May 2018 are presented for confirmation.



Maribyrnong City Council

ENTERPRISE MARIBYRNONG SPECIAL COMMITTEE MINUTES

Tuesday 8 May, 2018

**Functions Room
Level 1
Maribyrnong Council Offices
Corner Hyde and Napier Streets, Footscray**

MEMBERSHIP

Councillor Cuc Lam
Councillor Gina Huynh
Councillor Martin Zakharov
James Fitzgerald (Chair)
Rob Brown
Gary Cooper
Jose Ramos
Julius Rath
Pradeep Tiwara
Melinda West
Sasha Wicker

To be confirmed at the Enterprise Maribyrnong Special Committee Meeting
to be held on 7 August, 2018

1. COMMENCEMENT OF SPECIAL MEETING AND WELCOME

The meeting commenced at 4.42pm.

The Chair, Chair James Fitzgerald made the following acknowledgement statement:

“We acknowledge that we are on traditional lands of the Kulin Nation. We offer our respect to the Elders of these traditional lands, and through them to all Aboriginal and Torres Strait Islander peoples past and present”.

PRESENT

Councillor Cuc Lam
James Fitzgerald (Chair)
Councillor Martin Zakharov
Rob Brown
Gary Cooper
Jose Ramos
Julius Rath
Sasha Wicker

IN ATTENDANCE

Chief Executive Officer, Stephen Wall
Director Corporate Services, Celia Haddock
Director Planning Services, Nigel Higgins
Manager City Business, Katy McMahon

2. APOLOGIES

Apologies for the meeting were received from Councillor Gina Huynh, Melinda West and Pradeep Tiwari.

3. DISCLOSURES OF CONFLICTS OF INTEREST

Nil.

4. PUBLIC QUESTION TIME

Nil.

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

The purpose of this report was to present for confirmation, the minutes of the Enterprise Maribyrnong Special Committee Meeting held on 6 March 2018.

COMMITTTEE RESOLUTION

That the Special Committee confirms the minutes of the Enterprise Maribyrnong Special Committee Meeting held on 6 March 2018.

Moved: Julius Rath
Seconded: Gary Cooper

CARRIED

6. OFFICER REPORTS

6.1. Presentation: Victorian Government Business Office

The purpose of this report was to receive a presentation on the Victorian Government Business Officer (VGBO) by Kai Streicher, Senior Investment Manager VGBO.

COMMITTEE RESOLUTION

That the Enterprise Maribyrnong Special Committee note the presentation and thank Kai Streicher for his presentation.

Moved: Cr Martin Zakharov
Seconded: Jose Ramos

CARRIED

6.2. Presentation - Business Improvement District Grant Program Update

The purpose of this report was to provide an update on the Business Improvement District (BID) Grant program.

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Special Committee note the update.

Moved: Rob Brown
Seconded: Jose Ramos

CARRIED

6.3. Presentation - Better Approvals Project Update

The purpose of this report was to provide an update on the Small Business

Victoria – Better Approvals Project.

COMMITTEE RESOLUTION

Moved: Rob Brown
Seconded: Jose Ramos

CARRIED

6.4. Presentation - Business Workshops and Events

The purpose of this report was to McMahon, Manager City Business to give a verbal presentation on upcoming business workshops and events.

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Special Committee note the presentation and thank Kay McMahon for her presentation.

Moved: Rob Brown
Seconded: Jose Ramos

CARRIED

7. URGENT BUSINESS

Special Committee Membership – resignation of Melinda West

8. SPECIAL MEETING CLOSURE

The Chair, James Fitzgerald, declared the meeting closed at 5.48pm.

To be confirmed at the Enterprise Maribyrnong Special Committee Meeting
to be held on 7 August, 2018.

Chair, Chair James Fitzgerald

Agenda Item 6.1**VERBAL PRESENTATION: WESTGATE TUNNEL PROJECT**

Director: Nigel Higgins
Director Planning Services

Author: Katy McMahon
Manager City Business

PURPOSE

To receive a presentation on the Westgate Tunnel Project, Business Opportunities from the Business Engagement Manager, Megan Walker.

ISSUES SUMMARY

The West Gate Tunnel Project will deliver a vital alternative to the West Gate Bridge, providing a much needed second river crossing, quicker and safer journeys, and remove thousands of trucks from residential streets.

The project includes:

- West Gate Freeway precinct: upgrading and widening the freeway from 8 to 12 lanes. New express lanes between the M80 and the West Gate Bridge will reduce weaving and merging that leads to traffic congestion.
- Tunnels precinct: new tunnels from the West Gate Freeway to the Maribyrnong River, taking motorists and trucks underground and off residential streets.
- Port to City precinct: a new bridge over the Maribyrnong River and an elevated road along Footscray Road will provide direct links to the Port of Melbourne, CityLink and an extended Wurundjeri Way.

The Westgate Tunnel Project is committed to supporting local businesses. Business information sessions have been held providing information to businesses on how they can provide goods and services to the West Gate Tunnel Project and advertise directly to the 6000-strong workforce.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Special Committee note the presentation and thank Megan Walker for her presentation

Agenda Item 6.2

BUSINESS IMPROVEMENT DISTRICT GRANT 2017/18 PROGRAM UPDATE

Director: Nigel Higgins
Director Planning Services

Author: Katy McMahon
Manager City Business

PURPOSE

To provide an end of year summary on the achievements of the 2017/18 Business Improvement District grant program.

ISSUES SUMMARY

- The Business Improvement District (BID) grant program supports the improvement of Maribyrnong's business districts through targeted grants to trader associations and groups of five or more businesses across the city.
- The Enterprise Maribyrnong Special Committee (EMSC) has delegated authority to determine the allocation of funds.
- The 2017/18 BID program supported five projects, designed and implemented by the Footscray Asian Business Association, Footscray Traders Association, West Footscray Traders Association, African Australian Small Business Association and Yarraville Traders Association.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Special Committee notes the update.

Agenda Item 6.2**BACKGROUND**

The EMSC has delegated authority to provide advice on economic development issues and to determine the allocation of BID grants.

The BID grant program objectives are:

- Promote destination marketing and other opportunities to increase trade and business opportunities.
- Strengthen business districts through improved public realm initiatives.
- Increase the viability of business districts through the development of innovative business practices.
- Promote and strengthen business groups that have a shared and common economic interest.

DISCUSSION/KEY ISSUES**1. Projects**

The EMSC allocated five BID grants in 2017/18 to projects:

1	Footscray Promotional Video and Merchandise	Footscray Traders Association
2	West Footscray Marketing Plan	West Footscray Traders Association
3	Footscray Saigon Night Market	Footscray Asian Business Association
4	Afro Aussie Small Business Expo and Website	African Australian Small Business Association
5	Our Village, Your Village	Yarraville Traders Association

a) Footscray Promotional Video & Merchandise
Footscray Traders Association (FTA)

The FTA marketing project included production of a promotional short film and printing of branded shopping bags. This was delivered successfully and within budget. The film launch on 24 May 2018 was well-attended by business owners and other local stakeholders. The music used in the film was by a Footscray-based musician, Quang Dinh. The film was shared widely on social media, with more than 13,000 views as of 30 June. There are plans for a short version of the film to be screened across multiple forums including in cinema. The *Footscray* branded bags have been distributed and serve as a visual promotional tool around Footscray.

Agenda Item 6.2**b) West Footscray Marketing Plan**
West Footscray Traders Association (WFTA)

The WFTA developed a marketing plan for the “Barkly Village” traders to inform ongoing activities to try and increase trade in the area. The project included a survey of local residents and traders and details a suite of future marketing and promotional activities for the WFTA to undertake.

c) Footscray Saigon Night Market
Footscray Asian Business Association (FABA)

Five Saigon night markets were successfully delivered by FABA in November and December 2017 and February, March and April 2018. Each market had a different theme, with Leeds Street blocked off for food stalls and a stage featuring performances. There was significant advertising on social media, in Vietnamese newspapers and radio. FABA exceeded the original project budget contributing almost 40% of the total project funding.

d) Afro Aussie Small Business Expo and Website
African Australian Small Business Association (AASBA)

The project plan included development of a website, training workshops and an “Afro Aussie Expo”. Due to a number of delivery issues the project scope was revised. The website and two pre-expo workshops were successfully delivered.

e) Our Village, Your Village
Yarraville Traders Association (YTA)

The original project involved several large events and activations, but was subsequently revised to focus on Mother’s Day promotional campaign. The BID grant funded reusable jute shopping bags with the #yarravillevillage logo on the front. The bags were distributed by traders to encourage local trade and be a visible promotional tool around Yarraville. This was accompanied by a social media campaign with the YTA running a competition with customers encouraged to pick up a bag at a local shop and upload a photo to either Facebook or Instagram showing their bag being used. The final prize was a large hamper supplied with gifts from local businesses.

2. Council Policy/Legislation**Council Plan 2017-2021**

- Council Plan 2017-2021
- Tourism Visitation Strategy 2017-2021

Conflicts of Interest

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

Agenda Item 6.2**Human Rights Consideration**

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

3. Engagement

Extensive consultation was undertaken to ensure businesses were aware of the BID grant program. This included:

- Advertising on Council's webpage, social media and in publications such as the Maribyrnong Messenger
- Distribution of information flyers to businesses in eligible activity centres including those in small shopping strips
- Two drop-in sessions held at Footscray Town Hall
- Preliminary meetings with potential applicants

4. Resources

Resource requirements are in accordance with existing budgetary allocations.

5. Environment

The BID Grant Program seeks to deliver projects which support Council's sustainable environment objectives and targets.

CONCLUSION

The 2017/18 BID program successfully delivered five projects across the City. These included monthly night markets, filming of a promotional video, sustainable shopping bags, website development, market research and social media campaigns.

Agenda Item 8

CONFIDENTIAL BUSINESS

Closure of meeting to public

Recommendation

That the Enterprise Maribyrnong Special Committee resolve to close the meeting to the public pursuant to Section 89(2) of the Local Government Act 1989 to discuss the following matter(s):

Confidential Agenda Item 8.1, Business Improvement District Grant 2018/19 Program

Confidential Agenda Item 8.1 is considered confidential under section 89(2) of the Local Government Act 1989 as it contains information relating to:

- (h) any matter which Council considers prejudicial to Council or any person.