

**Management report to Council****Agenda item 6.5****Recommendations for the City Economy Advisory Committee membership****Council****Presenter:** Andrew Wear, Director Economic Development and International**31 October 2023****Purpose and background**

1. The purpose of this report is to outline recommendations for the membership of the City Economy Advisory Committee (CEAC).
2. On 27 June 2023, Council approved the establishment of the CEAC in acknowledgement of the ongoing challenges faced by the city's economy. Additionally, on 11 July 2023, the CEAC Terms of Reference (Attachment 2) were adopted by the Future Melbourne Committee.
  - 2.1. The endorsed purpose of the CEAC is to provide Council with strategic advice on the city economy, and in particular, advice that will shape the city's economic recovery. The CEAC will have a day time focus, encouraging broad participation in the city economy from workers, visitors, residents and students.
  - 2.2. Expressions of interest for external members of the CEAC were sought from 12 July to 30 July 2023.
3. The establishment of the CEAC builds on the success of Council's Night Time Economy Advisory Committee (NTEAC), which formally lapsed on 30 June 2023. NTEAC supported and provided advice on a range of Council initiatives, which contributed to the strong recovery of Melbourne's night time economy. The establishment of CEAC was guided by input from former NTEAC members. CEAC will provide advice on a range of matters impacting the city's economy, including the night time economy.
4. Support for the city's economic recovery aligns with Major Initiative 1 in the Council Plan ('Continue to strengthen Melbourne's economic recovery').

**Key issues**

5. The performance of Melbourne's daytime economy is intricately linked with current cost of living pressures and the dampened return of office-workers to the CBD following the COVID-19 pandemic. While Melbourne's economy expanded by more than six per cent in 2021–22, some city businesses continue to be impacted.
6. General economic performance is strong, but patchy. Spend in the City of Melbourne is holding steady, with the average adjusted daily spend growing by 1.4 per cent in Q2 2023, compared to the previous quarter.
7. Some daytime-centric sectors are thriving, while a number of businesses face ongoing challenges. An important function of the CEAC will be to better understand current economic conditions, in order to identify opportunities for growth and sectors and businesses that require additional support.
8. Once established, the CEAC will inform the development of major Council proposals, projects or initiatives that will likely impact the city's economy by using an industry lens to examine proposals and identify opportunities to strengthen Council's support for the city's businesses.
9. Sixty-six expressions of interest for CEAC membership were received from external applicants. Management assessed all applications against the published selection criteria and recommends that Council appoint the following people to CEAC:
  - 9.1. *Arabella Richards*, Dexus. Centre General Manager at QV. 20 years of experience in retail/mixed use property.
  - 9.2. *George Karabatsos*, AsheMorgan. Head of Retail and Mixed Use Investments, CEO of District Docklands. 30 years of experience in retail property and investment.

- 9.3. *Paul Waterson*, CEO of Australian Venue Co., Australia's second largest pubs group (which operates venues such as Beer Deluxe and Morris House). Former CEO of Spotless. Health industry experience.
- 9.4. *Aiman Hamdouna*, CEO of Hatch Quarter, based in Docklands. Start-up sector leader, with networks including the Australia Arab Chamber of Commerce and Industry.
- 9.5. *Rebecca Scott*, Co-founder and CEO of STREAT, social enterprise 'creating healthy people and a healthy planet'.
- 9.6. *Hakim Halim*, Founder of Ripe Cheese, the world's only all-Australian cheesemonger and 2023 winner of Melbourne's Small Business of the Year.
- 9.7. *Jo van Zeeland*, Head of Communications – Enterprise Agreement, National Australia Bank Limited (NAB). NAB is the top employing organisation within the City of Melbourne municipality.
- 9.8. *Jason Tabarias*, Founding Partner at Mandala, a fast-growing economics and policy advisory firm.
- 9.9. *Dr Jaye Chin-Dusting*, Owner, Mary Martin Bookshop. Finalist in Lord Mayor's Small Business of the Year Awards. Former medical researcher turned small business owner.
10. All members of the CEAC will be required to adhere to the Terms of Reference (Attachment 2) and the Code of Conduct (Attachment 3).
  - 10.1. Endorsement of the Code of Conduct by the Future Melbourne Committee will ensure that CEAC's operations are compliant with the City of Melbourne's policies and procedures.
11. In addition to being highly experienced, with expertise and understanding of the city economy and its recovery, the membership recommendation has been made with regard to the Inclusive Melbourne Strategy.
12. The recommended membership comprises four women and five men. Three are from non-English-speaking backgrounds, and three were born overseas. Two have indicated that they are part of the LGBTIQ+ community.
13. While each proposed CEAC member is an expert in their own field, the strength of CEAC is in its diversity. It includes major employers, retail and hospitality providers, a representative from Melbourne's thriving innovation sector and one person from the social enterprise sector.
  - 13.1. This diversity will create a focus on economic recovery that also supports the city's broader objectives relating to community development and inclusion.
14. Following discussions with the Victorian Government about the CEAC, senior executives from the Victorian Government have indicated their support for a role with the CEAC. Management will advise Councillors separately of how this element will be delivered once a suitable representative is identified.
15. The CEAC has no binding decision making authority or executive function in the context of City of Melbourne activities, operations or obligations.

## **Recommendation from management**

16. That Council:
  - 16.1. Approves the recommendations for the City Economy Advisory Committee (CEAC) membership as described in paragraph 9 of the report from management.
  - 16.2. Requests the Lord Mayor writes to successful applicants, advising of their appointment to the CEAC.
  - 16.3. Appoints one Councillor to the position of Chair of CEAC and an additional Councillor as a member.
  - 16.4. Adopts the CEAC Code of Conduct (Attachment 3 of the report from management).
  - 16.5. Authorises the General Manager City Economy and Activation to make editorial changes, corrections, formatting and design necessary to finalise the Code of Conduct prior to publication.
  - 16.6. Requests that management consult with the Victorian Government to identify a suitable representative to participate in the CEAC.

### **Attachments:**

1. Supporting Attachment (Page 4 of 14)
2. Terms of Reference – City Economy Advisory Committee (Page 5 of 14)
3. Code of Conduct – City Economy Advisory Committee (Page 9 of 14)

**Supporting Attachment**

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**Legal**

1. There are no direct legal implications arising from this report.

**Finance**

2. There are no substantial financial implications arising from the recommendation from management. Expenses related to the delivery of the CEAC meetings will be accommodated by Council's Budget 2023–24.

**Conflict of interest**

3. A conflict of interest was declared by a member of the internal assessment panel. The staff member has since completed a Disclosure of Conflict of Interest by Member of Council Staff form and the conflict is being managed in accordance with the Employee Code of Conduct.

**Health and Safety**

4. In developing this proposal, no occupational health and safety issues or opportunities have been identified.

**Stakeholder consultation**

5. A public expression of interest process was open for 2.5 weeks between 12 and 30 July 2023. Applications were sought from a diverse group of people with strong connections to industry bodies, small business, major employers and other stakeholder groups. A total of 66 applications were received.
6. The establishment of CEAC was informed by discussions with members of the former NTEAC.

**Relation to Council policy**

7. The establishment of the CEAC follows a decision of Council on 27 June 2023. The CEAC will assist City of Melbourne to deliver on multiple Major Initiatives, such as Major Initiative 1: 'Continue to strengthen Melbourne's economic recovery' and Major Initiative 3: 'Implement the Economic Development Strategy'.

**Environmental sustainability**

8. Environmental sustainability issues and opportunities are not relevant to the proposal at this stage. They can be considered at a later stage if applicable to CEAC activity.

**Attachment 2: Terms of Reference – City Economy Advisory Committee**



# **City Economy Advisory Committee**

## **Terms of Reference**

Endorsed by Future Melbourne Committee on 11 July 2023

## TERMS OF REFERENCE

### City Economy Advisory Committee

#### Background

In accordance with established best governance practices, Council is committed to ensuring its decision-making processes are timely, informed, considered and consistent with the best interests of the city's stakeholders, residents, businesses, workers and visitors.

The City of Melbourne is responsible for the effective discharge of its duties under the Local Government Act and other relevant legislation. In upholding these duties, the Council is supported, where necessary and appropriate, by support from advisory committees.

On 27 June 2023, Council endorsed the establishment of the City Economy Advisory Committee (CEAC). The committee's primary role will be to provide advice to Council on challenges and opportunities facing Melbourne's economy. The committee will also inform the development of major Council proposals, projects or initiatives that would impact the city economy.

#### Purpose and objectives

The purpose of the CEAC is to provide Council with strategic advice on the city economy, and in particular, advice that will shape the city's economic recovery.

The CEAC will enable Council to draw on the perspectives of business and industry. By serving as a business round table, CEAC will enable exchange and consultation between Council and the city economy representatives and experts. In this way, it will support the economy and advance the Council plan and its agreed goals.

CEAC will have a particular focus on the city's day time economy. In particular, it will consider ways in which visitors, office workers, residents and students can be further encouraged to participate in the city economy.

CEAC will complement the role of the existing Invest Melbourne Advisory Board, which is focussed on reinforcing Melbourne's role as a key investment destination, attracting domestic and foreign direct investment and opportunities of capital city significance.

#### Role and responsibilities

The role of the CEAC is to:

- Provide strategic advice to Council on the current opportunities and challenges relevant to the City of Melbourne's economic recovery, and in particular, the day time economy
- Provide advice on major Council proposals, projects and initiatives that could impact the city economy
- Recommend topics for further examination, that could lend themselves to round table discussions or summits, to explore topics in depth
- Integrate perspectives and advice drawn from various existing business networks

The CEAC has no binding decision making authority or executive function in the context of City of Melbourne activities, operations or obligations.

Members of the CEAC are expected to act with due care, however they are not fiduciaries charged with fiduciary duties and responsibilities.

## Membership

CEAC will comprise six to 10 members, in addition to two City of Melbourne Councillors, all appointed by the Council.

Members will have strong connections to industry bodies, small business, major employers, and other stakeholder groups. They will have the capacity to provide advice in relation to participation by visitors, office workers, residents and students in the city economy. CEAC members will have the capacity to offer strategic advice to Council on the challenges and opportunities facing the city economy.

CEAC will be selected following a public expression of interest and management nomination process.

CEAC will be chaired by one of the City of Melbourne Councillor representatives, determined by the Council. The Chair's role is to officially open, facilitate and close meetings. In the absence of the Chair from a meeting, the meeting shall appoint an acting Chair from the members present.

The composition of the CEAC will be consistent with the requirements of Council's Diversity Policy.

## Tenure

Members of the CEAC will be appointed for the period ending 22 September 2024.

In the absence of the chair deeming that exceptional circumstances apply, any member not able to attend two consecutive meetings will be deemed to have resigned from CEAC.

If the Council proposes to remove a member from CEAC, it must give written notice to the member of its intention to do so and provide that member with the opportunity to be heard if that member so requests.

In the event of a resignation of any member from CEAC, a replacement member can be appointed if required, with approval authority delegated to City of Melbourne management.

## Conflicts of interest

In the event of a conflict of interest arising for any member of the Committee, the matter must be immediately disclosed.

## Confidential and sensitive information

Members are expected to comply with the confidential information provisions contained in sections 3(1) and 125 of the *Local Government Act 2020*.

Members must treat information they receive as confidential unless otherwise advised. The documents presented to the CEAC will often be in draft format and not ready for wider community distribution.

Members must not use confidential information other than for the purpose of performing their function as a member of the CEAC.

Confidential information including draft documents cannot be referred to or used in any grant applications, presentations or in the private working roles of members.

## Public comment

Where CEAC members are invited to provide public comment, they will need to ensure they engage with Council beforehand, to ensure alignment with Council's position. Failure to provide an opportunity for review would mean that the CEAC member would be in breach of their role.

## Meeting frequency

CEAC meetings will take place at minimum three times per year.

## **Agenda, minutes and other papers**

Documents will be sent to members with a minimum of five business days in advance of a Committee meeting. This will include the following:

- Agenda for upcoming meeting
- Minutes of previous meeting
- Any other documents/information/attachments to be considered at the meeting.

## **Quorum requirements**

A meeting quorum will be the majority of committee members.

## **Amendment, modification or variation**

These Terms of Reference may be amended by recommendation of management to councillors by briefing paper, subject to the Council's Delegations Policy. The current and active version will be published on the City of Melbourne website.

## **Evaluation and review**

City of Melbourne will evaluate the CEAC's performance and report to Council within four weeks of the end of the term on the outcomes of its activities.

## **Insurance**

Members of the CEAC will be covered under the Council's insurance program and will not be responsible for any cost or liability incurred by Council as a consequence of Council acting on the advice of the CEAC.

## **Expenses**

No member of the CEAC will incur any expense in relation to his or her activities as a member of the CEAC, without the prior approval of Council's nominated officer.

## **Indemnity**

Council will indemnify the members of the CEAC against any claim or cost that arises from their activities as a member of the CEAC, providing such activities are consistent with these terms of reference and the law.

**Attachment 3: Code of Conduct – City Economy Advisory Committee**



# **City Economy Advisory Committee**

Code of Conduct

August 2023

## **CODE OF CONDUCT**

### **City Economy Advisory Committee**

#### **Foreword**

At the City of Melbourne we set and uphold high ethical standards. As an organisation, we think not just about what we do but also how we do it through our people, the way we work and our customers' experience.

The rules and guidelines in this handbook give examples of how all Committee members are expected to behave, and provide the boundaries within which we must operate.

Council's vision is that Melbourne will be bold, inspirational and sustainable. It's therefore critical that we have a shared understanding of how we collectively work. The code provides instructions and advice as we work to make the difference for Melbourne and its people.

The code works in close harmony with our values and culture and provides instructions and advice as we work to make a difference for Melbourne and its people. A constructive culture is critical to realising our vision. Everyone plays a part in creating our culture at the City of Melbourne.

The code cannot describe every requirement or present all the details of our policies. Committee members must use their own judgement in applying these rules and guidelines. It is up to you to seek information if you are unclear on any area of conduct.

#### **What do you need to do?**

1. Read it: please read this code and make sure you understand it. If there is anything you don't understand it is your responsibility to ask.
2. Agree to it: you must agree to abide by the code by signing and returning this document to Council.
3. Live it: we expect you to always work and behave in accordance with the code.

We encourage you to speak up if you see a potential breach of the code or if there is an opportunity to improve the ways we work.

Breaches of the code are a serious matter and can result in sanctions up to and removal from the Committee.

Together, we can uphold and protect the high ethical standards we have set for ourselves and our organisation and achieve our vision of a leading organisation for a leading city.

## Understanding and using the Code of Conduct

### Why do we need a code of conduct?

The City of Melbourne serves the community and Council and aims to be a leading organisation for a leading city. That's why it's important we provide the best possible service.

Committee members should also respect and promote the human rights set out in the [Victorian Charter of Human Rights and Responsibilities](#). This includes making recommendations consistent with human rights, and actively implementing, promoting and supporting human rights.

Committee members should adhere to the code and not breach its principles.

The CEO will exercise judgement and action where an appointed member may need to be removed from the committee due to poor conduct.

### Disclosable Interest Protocol

The Disclosable Interest Protocol and Declaration applies to all Council's Advisory Bodies. In addition to this code, all committee members will comply with the Disclosable Interest Protocol and Declaration.

## Commitment to our people

### Fairness, equity, diversity and inclusion

The City of Melbourne promotes inclusivity, diversity, fairness and equity. This means the differences between the ideas, aspirations and needs of people are considered and valued equally.

### What do we mean by 'diversity'?

Diversity consists of all visible characteristics such as age, cultural diversity, ability, gender (as well as gender identity and gender expression), sexual orientation and language. It also includes characteristics such as education, caring responsibilities, socio-economic background, life experiences, opinions and working styles. Diversity recognises the characteristics of the whole person and treats all individuals, customers and the communities in which we operate – with fairness and respect.

### What do we mean by 'inclusion'?

Inclusion is the way our organisational culture, values and behaviours make a person feel welcomed, respected, valued and included. An inclusive environment draws on the unique differences of its people; where all people are treated fairly and respectfully with equal access to opportunities and resources. There are anti-discrimination and equal opportunity laws that support fairness, equity, diversity and inclusion. These laws apply to how we treat each other. It is your responsibility to be aware of the relevant laws and comply with them.

### The principles

At the City of Melbourne, we recognise and embrace the diversity each person brings. Our aim is to create an environment of trust, mutual respect and appreciation where everyone is treated fairly and with respect, and has the opportunity to realise their full potential.

Committee members are encouraged to feel confident that the diversity of their experiences will be valued and supported, regardless of their gender, age, language, ethnicity, cultural background, ability, religious belief, identification as gay, lesbian, bisexual, transgender, intersex or queer (LGBTIQ), working style, educational level, work and life experiences, socio-economic background, opinions, job function, geographical location, marital status and family responsibilities.

### Your responsibility

- Value diversity and consider diversity in recommendations, program and policy advocacy.
- Speak up if you see or hear things that are not in the spirit of our commitment to fairness, equity and inclusivity or if you are concerned about discriminatory behaviours.
- Know the policies which guide behaviour, address gender inequality and challenge attitudes and behaviours around issues such as violence against women.

Workplace diversity and inclusion ensures everyone enjoys the opportunity for full participation. City of Melbourne supports the development and achievement of well-informed and culturally-appropriate business outcomes.

It also involves managing and recognising the value of individual differences in the workplace.

Diversity and inclusion are important because we value and embrace all contributions. Everyone is able to bring something unique due to different backgrounds, varying work and life experiences, and multiple perspectives. Collectively this makes us a better organisation.

### **Ask yourself**

- Am I being fair and respectful?
- Are my personal feelings, prejudices or preferences influencing my decisions?
- Am I using inclusive language?
- How will I respond if I witness behaviour that is not respectful?

### **Harassment and bullying**

Harassment occurs when someone engages in conduct that would make a reasonable person feel offended, humiliated or intimidated because of their age, race, religion, gender or gender expression, sexual orientation or some other attribute specified under anti-discrimination legislation.

Bullying is repeated, unreasonable behaviour directed toward an individual or group of individuals that creates a risk to health and safety. There is no place for harassment or bullying at the City of Melbourne. Not only does it go against our values, it is unlawful and breaches our policies. It is fundamental that we recognise and value the diversity of others, and ensure that City of Melbourne is free from discrimination, harassment and bullying.

Unreasonable behaviour includes victimising, humiliating, intimidating or threatening. Whether the behaviour would be considered as unreasonable is based on whether a reasonable person might see the behaviour as unreasonable in the circumstances. Bullying behaviour creates a risk to health and safety.

### **Examples of bullying include:**

- Behaving aggressively
- Teasing or practical jokes
- Pressuring someone to behave inappropriately
- Excluding someone from work-related events
- Unreasonable work demands.

### **The Principles**

The City of Melbourne does not tolerate bullying or harassment.

We do not tolerate any action, conduct or behaviour which is humiliating, intimidating or hostile.

Bullying, harassment and discrimination may lead to removal from the Committee.

### **Your responsibility**

1. Speak up and tell the person if you're upset by their actions or behaviour. Explain why and ask them to stop.
2. Report inappropriate behaviour.
3. We all have a responsibility to create a positive, safe environment which is free from harassment, discrimination and bullying.

### **Ask yourself**

- Have I behaved in an intimidating or threatening manner?
- Have I made inappropriate jokes or comments?
- Have I distributed or displayed potentially offensive material? If I'm witnessing behaviour that goes against our values, do I need to step in and say something?
- Am I supporting a culture of inclusion?

### **Drug and alcohol use and a smoke-free workplace**

We're committed to ensuring that you're able to safely perform the requirements of the role as a Committee member.

#### **The Principles**

If you are affected by alcohol or drugs, you should not attend a Committee meeting.

The possession or use of illegal drugs at any City of Melbourne location is strictly prohibited in line with the law.

Exposure to other people's smoke is a hazard. That's why it's important that City of Melbourne premises are smoke-free.

#### **Your responsibility**

1. Do not smoke or use an e-cigarette within any of our premises or vehicles, or within five metres of any entry point to our premises and vehicles.
2. Be aware of the impacts of your smoke drift on other people's health. Exposure to high levels of environmental tobacco smoke can increase the risk of heart disease by 50 to 60 per cent, as well as increasing the risk of stroke and nose and sinus cancer among non-smokers.
3. Do not litter. Protect our buildings and equipment through keeping them clean and discarding of cigarette butts appropriately.

### **Next steps and key contacts**

Thank you for reading the City Economy Advisory Committee Code of Conduct. It provides you with acceptable standards of behaviour for the way we work. As a member of a City of Melbourne committee you are required to adhere to and uphold these standards.

For further information about City of Melbourne's Code of Conduct, go to [Code of Conduct and Protocol](#)

**Declaration**

I \_\_\_\_\_ confirm I have read and understood the Code of Conduct and agree to uphold the standards of behaviour contained within.

Signed \_\_\_\_\_

Date \_\_\_\_\_

**How to contact us**

- [cityeconomyadvisory@melbourne.vic.gov.au](mailto:cityeconomyadvisory@melbourne.vic.gov.au)
- In person at any scheduled meeting
- Telephone: (03) 9658 9658

**Interpreter services**

We cater for people of all backgrounds. Please call (03) 9280 0726

National Relay Service: If you are deaf, hearing impaired or speech-impaired, call us via the National Relay Service: Teletypewriter (TTY) users phone 1300 555 727 then ask for 03 9658 9658 9am to 5pm, Monday to Friday (Public holidays excluded)