

Management report to Council

Agenda item 6.3

Lady Mayoress' Committee (LMC)

Council

Presenter: Katrina McKenzie, Director City Economy and Activation

30 October 2018

Purpose and background

1. The purpose of this report is for Council to consider a request from the Lady Mayoress Committee to:
 - 1.1. Receive Council's consent for the use of the title of '*Lady Mayoress Committee Inc.*' (LMC) as the name of a new independent, non-Council incorporated association.
 - 1.2. Use a meeting room in a Council library, for future meetings (Attachment 2).
2. The LMC was established in 1959 as a fundraising committee affiliated with the then Lord Mayor's Fund (now Lord Mayor's Charitable Foundation (LMCF)). LMC members include former Lady Mayoresses and others by invitation. The LMC and its long standing members are a close knit group, who value the opportunity to make a difference through fundraising for the LMCF and in recent years, smaller/less well known charities that focus on supporting women and children. The LMC is not a committee of Council nor does it have any legal structure.
3. Much has changed in the fundraising and philanthropic sector since the founding of the LMC, including a significant increase in the complexity of regulation and performance reporting, and competition for the fundraising 'dollar'. This includes annual reports to Australian Charities and Not-for-profit Commission, Australian Taxation Office and Consumer Affairs Victoria.
4. The LMC donor advised charitable fund of \$210,000 (managed by the LMCF), will continue to make annual distribution thus ensuring recognition of the LMC, in perpetuity. The LMC has the opportunity to provide enduring direction in terms of the direction of these funds, in terms of specific charities or to nominate sectors to support.

Key issues

5. The LMCF Board advised Council of its decision to cease providing administrative support to the LMC as of 30 June 2018 and that LMC would cease as a committee of the LMCF.
6. The Lord Mayor facilitated a workshop with LMC members (August 2018), to gather their insights and discuss opportunities for the future. At the LMC annual general meeting (September 2018) members agreed to form a new, independent, incorporated association to meet regularly and support charities focused on women and children. Council management advised the LMC that Council consent should be sought if the name of the new group inferred a connection with the City of Melbourne.
7. Clarification was sought from the LMC which indicated:
 - 7.1. The LMC anticipated Council would consent to the use of term '*Lady Mayoress Committee Inc.*' for the new group (Attachment 2). Later advice has been received that the new group will be called '*Melbourne Ladies Committee Inc.*' with a request Council consent to the use of '*former Lady Mayoress' Committee*' in parenthesis, for the first twelve months to establish the new group (Attachment 3).
 - 7.2. LMC seeks support from Council for the new organisation.
 - 7.3. The new group's purpose will be to fundraise for the underprivileged groups in the community.
8. It is management's view that the continued use of LMC by the new group is likely to give the impression that the group has a direct and formal affiliation with Council. This could expose Council to reputational risk, given the group will be independent of Council. Council will not have any oversight of the group's activities and compliance with relevant Victorian and Australian government regulations as a fundraising organisation.

Recommendation from management

9. That Council:
 - 9.1. Declines the request to use the term 'former Lady Mayoress' Committee' in parenthesis for a new, independent incorporated association *Melbourne Ladies Committee Inc.* given the likelihood of an inferred connection/endorsement by Council.
 - 9.2. Notes arrangements have been confirmed for the new group to have access to community meeting rooms within Council's library network at the community rate.
 - 9.3. Notes the Lady Mayoress Committee donor advised charitable fund (managed by the Lord Mayor's Charitable Fund) will continue in perpetuity, recognising the contribution of the Lady Mayoress Committee to philanthropy in Melbourne for over fifty years.

Attachments:

1. Supporting Attachment (Page 3 of 5)
2. Letter from Lady Mayoress Committee 12 September 2018 (Page 4 of 5)
3. Letter from Lady Mayoress Committee 18 October 2018 (Page 5 of 5)

Supporting Attachment

Legal

1. While the honorary title of 'Lady Mayoress' has been used in the past for the partner of the holder of the office of Lord Mayor, it is not mentioned in current legislation.
2. Members of the LMC have requested Council's consent to form a new incorporated association called '*Melbourne Ladies Committee Inc. (formerly Lady Mayoress' Committee)*', under the *Associations Incorporation Reform Act 2012*.

Finance

3. There is no direct financial implication arising from the recommendations in this report.

Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Occupational Health and Safety

5. In preparing this report, management will ensure the LMC is aware of its Occupational Health and Safety Responsibilities when establishing a new, independent incorporated association.

Stakeholder consultation

6. While it's ultimately the decision of the LMC members (as an independent group) to determine their future direction, senior management representatives have continued to liaise with executive members of the LMC during the transition period. The Lord Mayor facilitated a workshop with LMC members (August) and also attended the LMC annual general meeting (September).
7. The LMCF have been consulted.

12 September 2018

Attachment 2
Agenda item 6.3
Council
30 October 2018

Mr Ben Rimmer, CEO
City of Melbourne
90-120 Swanston Street
Melbourne Vic 3000

Dear Mr Rimmer

The ladies of the Lady Mayoress' Committee are distressed at the lack of progress in finding a way forward in their endeavours to raise the much needed funds that go to assisting the less fortunate and needy within our community. Our committee has been at the cutting edge of supporting the Lord Mayors' Charitable Foundation to the tune of hundreds of thousands of dollars. We have a proud tradition spanning 59 years and we have every intention of continuing this work into the future.

To do this it seems we will need to operate under the LMC name that continues to reflect who we are and what we represent. The ladies are unanimous in their wish to retain ties with the City of Melbourne, as the prestige those connections afford are of a substantial asset as we go out to raise those funds.

To see our LMC fade off into oblivion and those funds that we have been working so hard to raise for almost 6 decades come to an abrupt end has the makings of a heart break. The ladies love doing what they do and are serious in their desire to continue in their support roles.

We ask for very little, a space in which to meet at community rates, a title that retains the links that we currently have and Council support for a mail out to advise our data base of the impending variation to our name.

Kind regards

Sandra Foley

Secretary LMC

Jenny Mayne OAM

Committee Member for 30 years

18th October 2018

Cr Susan Riley

C/- email Susan.Riley@melbourne.vic.gov.au

Dear Susan,

As per your request, I would like to notify you the new name will be MELBOURNE LADIES COMMITTEE INC.

We are requesting that we can obtain the name "FORMER LADY MAYORESS' COMMITTEE" under our new name for one year so we can establish our identity.

Our request would be very much appreciated.

Yours truly,

Sandra Foley

Secretary

Lady Mayoress' Committee