

# Business Advisory Group: Terms of Reference



## 1. Introduction

Council articulates through its Economic Development Strategy (EDS) how it can best support economic development in the municipality.

While it is acknowledged that the private sector remains the primary contributor to economic development driven by a desire to develop business, build the economy and accumulate wealth, Council still has an important role to play.

Most Councils recognise that although they cannot directly deliver business outcomes, they can facilitate and promote economic development within the context of its wider environmental, social and cultural objectives. As such, Council's role is to influence appropriate investment and business development. The main policy levers Council can use include the following:

- **Civic Leadership and Vision** - Developing, communicating and implementing a vision for the future of the city;
- **Marketing and Promotion** - Taking a proactive approach to marketing the city as a desirable place to invest, work and play;
- **Infrastructure** - Delivering a range of enabling infrastructure and improving the amenity of the city;
- **Planning** - Facilitating an efficient planning system that encourages investment and employment;
- **Business Support** - Supporting businesses, especially SMEs, by providing a positive business environment, reducing red tape, and developing a whole-of Council approach to business growth.
- **Advice and guidance** in shaping and promoting Council's Economic Development strategic objectives, is sought from the local business community using the resources of an actively engaged and representative **Business Advisory Group**.

The City of Yarra Business Advisory Group will play a key role in:

- Creating and maintaining a membership and Committee that is representative of the local business community profile;
- Maintaining constant business dialogue with and feedback to Council;
- Promoting and supporting Council's economic development strategy; and
- Working with Council to prepare submissions and comments on Local, State and Federal Government policies and strategies as appropriate.

## 2. Objectives

Specific objectives of the Business Advisory Group include:

- a) Capitalising on the knowledge, experience and skill available in Yarra's large and dynamic local business community to assist Council with the implementation of the objectives in the Yarra Economic Development Strategy;
- b) Raising the profile of the business community in Council activities and planning to support the significant contribution made to our local economy;
- c) Ensuring that a key sector of the community is provided with an appropriate communication mechanism with Council; and
- d) Providing strategic advice to Council on issues that affect the business community.

## 3. Function

The Business Advisory Group will provide advice to Council on:

- a) The delivery of its Council Plan, in particular the implementation Council's currently adopted Economic Development Strategy;
- b) Its annual plan in partnership with the economic development unit to detail key priorities for implementation;
- c) Priorities, strategies, initiatives and issues affecting Yarra's business community;
- d) Resolving issues that may arise from the Agenda of meetings; and
- e) How to engage the business community on matters of significance to the whole Yarra community.

## 4. Chair

The Business Advisory Group (BAG) will be chaired by one of the Councillors appointed as BAG representatives. This gets determined annually at the Ceremonial Council Meeting.

## 5. Membership

- a) The Business Advisory Group will consist of 16 business representatives;
- b) A quorum of at least 8 (50%) business representatives must be present before a meeting can proceed;
- c) Meetings will occur quarterly and generally be of two hours duration;
- d) The Business Advisory Group will have no delegated functions or powers;

- e) Business Advisory Group vacancies will be formally advertised in the Yarra Leader, Business e-bulletin and Council's website;
- f) Candidates will be assessed and selected through a transparent process by the Business Advisory Group having regard to the existing composition of the Group and the following key elements:
  - i) Representation across the municipality;
  - ii) Representation of different size businesses;
  - iii) Representation of different business sectors;
  - iv) Local business proprietor, property owner and/or employee based in the City of Yarra;
  - v) Not a member of another Yarra City Council Community Advisory Committee;
  - vi) Business experience and skills, relevant network connections;
  - vii) Ability to work collaboratively with other businesses and/or between business and government;
  - viii) A strong interest in the ongoing development of a prosperous and unique economy in the City of Yarra;
  - ix) Willing to commit 2 hours per quarter (8 hours per annum) in attending Business Advisory Group meetings; and
  - x) An ability to complement the skills and attributes of other members of the Group.

## 6. Tenure

Members appointed to the Business Advisory Group after October 2009:

- a) Will be appointed for a two year term and will be eligible to serve no more than two consecutive terms (four years).
- b) Advisory Group members will be rotated with due consideration of the need to preserve the continuity of the Group. In principle, this means that one-third of the Advisory Group will rotate each year.

In the interest of maintaining continuity of knowledge and experience whilst ensuring the ongoing renewal of the Group, Members appointed to the Business Advisory Group prior to October 2009 will stand aside in consultation with Council's Economic Development Unit, unless otherwise mutually agreed.

## 7. Council Participation

Business membership of the Group will be complemented by representation from Council as follows:

- Mayor or Councillor representative
- Chief Executive Officer

- Director City Development
- Manager City Strategy
- Coordinator Economic Development

An officer from the Economic Development Unit will be responsible for the organisation of meetings and the preparation and dissemination of minutes of the meetings.

## 8. Resignation and Expulsion

A member of the Business Advisory Group may resign at any time. Notice of resignation is to be provided in writing to Council's Economic Development Unit.

Membership of the Business Advisory Group may be terminated for any of the following reasons:

- a) failure to attend two consecutive BAG meetings without prior notice;
- b) the member's business is no longer based in the City of Yarra; or
- c) conduct unbecoming a member, for example, a breach of confidentiality.

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 he or she may attend the next BAG meeting and may give an oral or written explanation or submission before the decision is finalised.

Any member who resigns or whose membership is terminated, may be replaced by the committee through the processes outlined in Section 5 Membership.

## 9. Conflicts of Interest

In the event of a conflict of interest arising for any member of the Business Advisory Group, the member will disclose the interest and clearly state the nature of that interest at the meeting immediately and before the matter is considered.

## 10. Changes to the Terms of Reference

Council may make changes to the Terms of Reference at any time and they will be reviewed every time a new Economic Development Strategy is adopted (every 5 years).

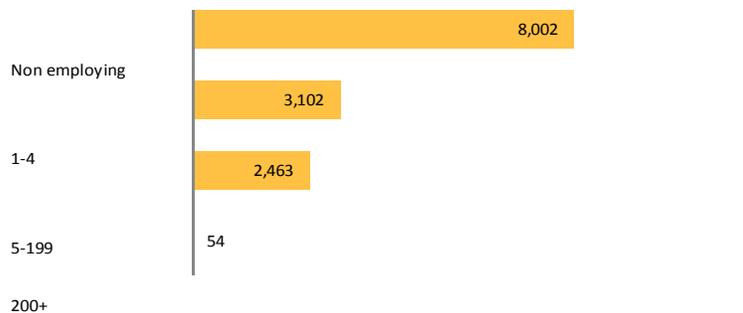
## Business Profile



The City of Yarra, has one of the largest economies in metropolitan Melbourne. In 2011 there were 67,620 workers in the Yarra, the largest concentration of employment in the IMAP region, with the exception of the City of Melbourne. Yarra contributes approximately 10% of Inner Melbourne's Gross Regional Product (GRP), and 3% of Victoria's total Gross State Product (GSP).

Between 2006 and 2011, employment within Yarra grew by 17%, an addition of 9,846 jobs to the Yarra economy. Employment growth was significantly higher than other IMAP Councils, with the exception of the City of Melbourne.

### Business Counts (Staff numbers)



There are 13,621 businesses registered in Yarra. Non-employing businesses, and small businesses (employing 1-4 people) make up 82% of all registered businesses in the municipality.

## Major Industries

### Health

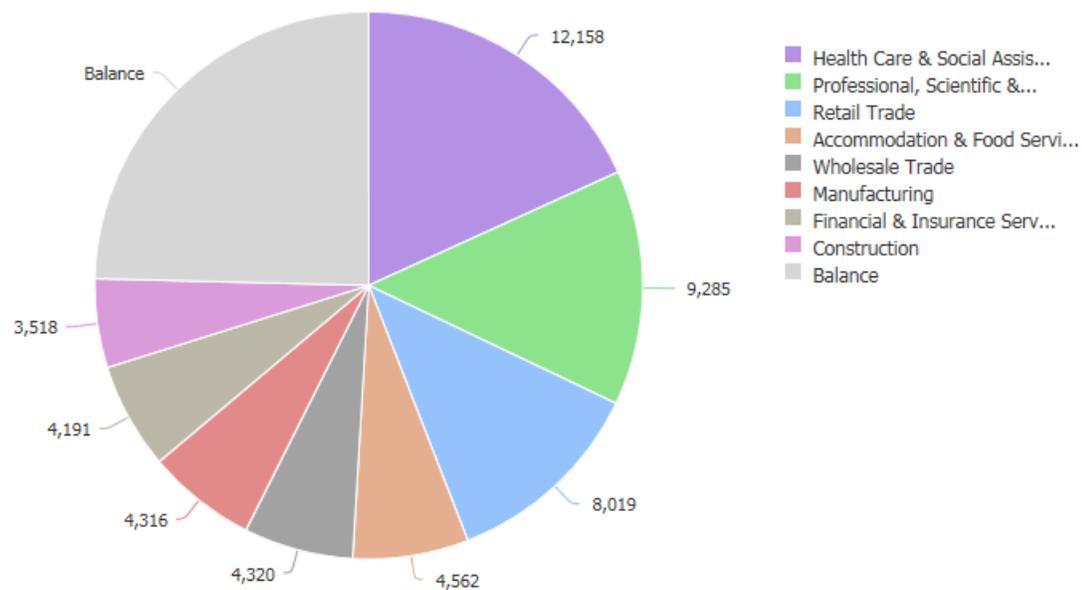
Healthcare and Social Assistance is the largest employing industry in Yarra with over 12,000 workers. The sector is underpinned by the presence of two major hospitals; Epworth Private Hospital and St Vincents Private and Public Hospital, which form the basis of two important health clusters.

### Retail Trade and Accommodation

Retail Trade and Accommodation and Food Services are major employing industries in Yarra, employing 12,589 workers in 2011. They are also the two industries which provide the highest employment containment in Yarra and are important in providing local job opportunities for residents.

Employment by Industry - Yarra

► All Industries - All Zones



### ***Yarra's growing Knowledge Economy accounts for 46% of all employment***

In 2011, 30,950 workers were employed in the Knowledge Sector in Yarra, representing 46% of total employment. Yarra has the highest concentration of knowledge sector jobs in Inner Melbourne, with the exception of City of Melbourne. The strength of the knowledge sector in Yarra is underpinned by a high concentration of workers employed in knowledge intensive industries such as:

- Health;
- Education;
- Architectural and engineering services;
- Finance;
- Advertising; and
- Information Technology.

### ***Yarra's emerging Creative Sector***

The creative sector in Yarra is comprised of 7,186 workers representing 11% of total employment, and 2,280 businesses representing 21% of all businesses in the municipality. The largest sub-sectors include:

- Architecture, Design and Visual Arts; 726 businesses and 2,173 workers;
- Software and Interactive Content; 638 businesses and 2,084 workers;
- Advertising and Marketing; 187 businesses and 1,172 workers