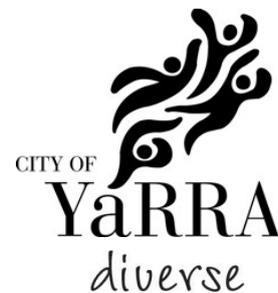


City of Yarra

Business Advisory Group



Minutes

Meeting No. 1- 2021

Date: Thursday 4 March 2021

Time: 08.00 – 10.00am

vibrant

exciting

inclusive

Attendance:

First Name	Initial	Business Name
Present		
Cr Herschel Landes	HL	Yarra Councillor (Chair)
Cr Edward Crossland	EC	Yarra Councillor
Arthur Keramitsis	AK	Keramitsis & Co
Christopher Brown	CB	Ikea
Shini Pararajasingham	SP	Off the Kerb Gallery
Matthew Kovacs	MK	Visionstream
Kevin Tjangdjaja	KT	Makmur Ent
Trang Du	TD	Two Square Pegs
Geoffrey Bowl	MR	Starship
Mark Schiffer	MS	Blick Creative
Apologies		
Natasha Luscri	NL	Launchpad Cremorne
Robert Tickner	RT	Social
David Lawson	DL	Compumedics
Mark Ryan	GB	Eureka Coffee
Jane Stewart	JS	SustainAbility International
Robyn Madeley	RM	Victoria Gardens Shopping Centre
Paula Glynn	PG	Pixelstorm
Sarah Whitty	SW	Homes for Homes
Guest		
Simon Osborne	SO	Yarra Council
Joy Saunders	JS	Yarra Council
Will Anderson	WA	Yarra Council
Esther Kennedy	EK	Yarra Council
Shelley Woolcock	SW	Yarra Council

	Action/Update
<p>1. Acknowledgement of Country</p> <p>Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations here today—and to their Elders past, present and future.”</p>	
<p>2. Welcome, and introduction of new Councillors Cr Herschel Landes and Cr Edward Crossland</p> <p><u>HL:</u></p> <ul style="list-style-type: none"> Involved with the Bridge Road Traders Association Focus on precinct development Victoria St linearity <p><u>EC:</u></p> <ul style="list-style-type: none"> Works as a strategic planner at another local gov Focus on structure plans and activity centres 	
<p>3. Quick introduction of BAG – any notable updates (10min only)</p> <p>CB, SP, AK and MK introduced themselves.</p>	
<p>4. Declaration of conflict of interest</p> <p>No conflicts of interest were declared.</p>	
<p>5. COVID-19 Response</p> <p>SO provided an update on council’s response to COVID-19 and what’s planned for the year ahead. See presentation.</p> <p><u>Questions/comments:</u></p> <p>CB: Very happy to support again Simon- we will have some opportunities for employment coming up</p>	
<p>6. Retail Audit</p> <p>JS gave an update on the latest precinct audit, noting patterns and trends. See presentation.</p> <p><u>Questions/comments:</u></p> <ul style="list-style-type: none"> SO explains council doesn’t have a lot of influence over vacancies TD: What types of businesses have left Victoria St? <ul style="list-style-type: none"> JS: from memory restaurants and cafes, and personal services TD: With the next round of grants will this be a focus? <ul style="list-style-type: none"> JS: it’s a bigger problem than just vacancies, Esther will talk about this more. We didn’t receive any Victoria Street applications in round 1 of our Precinct Recovery Grants, and we received one application for round 2. SP: I had no rent reduction from my landlord for the second lockdown. This info on vacancies would be really helpful to use to discuss with my landlord. SP: Where does Arts and Culture fit in the business mix piechart? <ul style="list-style-type: none"> JS: “Other retail” SP: Can this please be separated out? Arts and culture provide enormous eco dev in precincts 	

	Action/Update
<ul style="list-style-type: none"> HL: Landlord inaction has been disappointing during COVID HL tried to share his screen showing parking data (see attachments) <p>JS gave presentation on Precinct Recovery Grants</p> <p><u>Questions/comments:</u></p> <ul style="list-style-type: none"> HL: Queens Parade project was a collaboration between traders and residents <ul style="list-style-type: none"> JS: we need to be promoting as much as possible 	
<p>7. Yarra Business Application Support</p> <p>WA gave presentation on how the YBAS program has been going over the last 12 months, note any trends, and look at how the program can evolve.</p> <p><u>Questions/comments:</u></p> <ul style="list-style-type: none"> MK: Some businesses decide not to proceed, people are overzealous and have grandiose ideas, business can be doomed to fail before it begins. I did the NEISS program, Cert IV in small business form RMIT, that was good in a sense. Mentoring with concierge is great, businesses need practical info and not bureaucratic roadblocks <ul style="list-style-type: none"> WA: Thank you SP: What's the timeline with permits being processed? Is it being improved? When I opened I applied for my permits retrospectively. It took 6 months <ul style="list-style-type: none"> WA: It's difficult to give timelines, but it's being improved. I imagine it was your planning permit that took 6 months – planning permits always take the longest HL: If I wanted to open an art gallery on Bridge Road, how long would it take? <ul style="list-style-type: none"> WA: Impossible to say without more information. Allow two months. 	
<p>8. Small Business Ambassadors</p> <p>SW (small business ambassador team leader) presented on the small business ambassador program, the results so far and what we're hearing from the business community.</p> <p><u>Questions/comments:</u></p> <ul style="list-style-type: none"> SP: how many staff? <ul style="list-style-type: none"> SW: one team leader and 5 ambassadors SP: how are the areas divided? <ul style="list-style-type: none"> SW and SO: based on business locations and density – precincts and side streets TD: How do we engage with home based businesses and building partnerships? <ul style="list-style-type: none"> SW: we use CRMS to make links between 	
<p>9. North Richmond Special Officer</p> <p>EK has recently been appointed to a new role linked to DHHS to coordinate the significant economic investment going into the North Richmond area. EK gave an overview of what's involved.</p>	
<p>7. Closing</p> <p>SO summarised the meeting and mentioned next meeting dates. Will see if BAG members are interested in a meeting time other than Thursday 8am.</p> <p>Meeting closed.</p>	