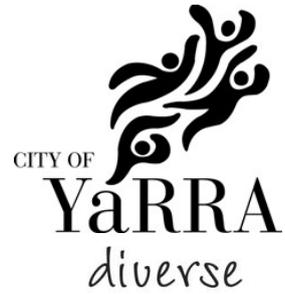


# Yarra City Council

## Business Advisory Group



Minutes

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### Meeting No. 3 – 2021

Date: Thursday 1 July 2021

Time: 8.00am – 10.00am

Location: The Cloud, 1/84 Rupert Street, Collingwood  
and online via Microsoft Teams

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vibrant

exciting

inclusive

### Attendance:

First Name	Initial	Business Name
<b>Present</b>		
Cr Herschel Landes	HL	Yarra Councillor (Chair)
Cr Edward Crossland	EC	Yarra Councillor
Arthur Keramitsis	AK	Keramitsis & Co
Jane Stewart	JS	Sustainability International
Jennifer Jones	JJ	Ikea
Kevin Cahya	KC	Makmur
Mark Ryan	MR	Eureka Coffee/Growers Espresso
Mark Schiffer	MS	Blick Creative
Matthew Kovacs	MK	Visionstream
Paula Glynn	PG	PixelStorm
Robert Tickner	RT	Social Space
Robyn Madeley	RM	Victoria Gardens Shopping Centre
Shini Pararajasingham	SP	Off the Kerb Gallery
Trang Du	TD	Two Square Pegs
<b>Apologies</b>		
Natasha Luscri	NL	Launchpad Cremorne
David Lawson	DL	Compumedics
Geoffrey Bowl	GB	
Christopher Brown	CB	Ikea
<b>Guests</b>		
Bec Nally	BN	Public Journal
Adele Winteridge	AW	Foolscap Studio
Dhiren Das	DD	Relative Projects
Simon Osborne	SO	Yarra Council – Economic Development
Joy Saunders	JS	Yarra Council – Economic Development
Will Anderson	WA	Yarra Council – Economic Development
Esther Kennedy	EK	Yarra Council – Economic Development

Shelley Woolcock	SW	Yarra Council – Economic Development
Fiona van der Hoven	FV	Yarra Council – Strategic Planning
Susan Stanes	SS	Yarra Council – Urban Design
Althena Davidson	AD	Yarra Council – City Strategy

		Action/Update
	<b>Acknowledgement of Country from Bec Nally (Public Journal)</b>	
1.	<p><b>Declarations of conflict of interest</b></p> <p>No conflicts of interest were declared.</p> <p><b>Apologies</b></p>	
2.	<b>Actions arising from previous meeting &amp; adoption of minutes</b>	
	<b>Brief introductions from everyone present in-person and online</b>	
3.	<p><b>Presentation from Susan Stanes (Yarra Council – Urban Design)</b></p> <p>PG: I have four questions:</p> <ul style="list-style-type: none"> <li>- Green spaces are needed. Ability for ppl to walk down street. Issue of ratio of green space to big buildings.</li> <li>- What's an example of a larger green space in Cremorne?</li> <li>- How long is this all going what is the implementation cycle of this?</li> <li>- The new developments like Seek – massive lack of green area, but lots of concrete and cafe seating. How are we making sure the ratio of new developments and green space?</li> <li>- How are we going to communicate all of this</li> </ul> <p>FV responds:</p> <ul style="list-style-type: none"> <li>- We heard your issues and we're focusing on that/ there is an open space in Cremorne. It is astronomically expensive to purchase open space in Cremorne.</li> <li>- Upgrade existing open space,</li> <li>- As part of new developments we look to negotiate new open space with redevelopers.</li> <li>- We are doing work urban design framework, streets &amp; movement work, footpath is small – how do we share that? Current dominated by cars. Hope to come to community later this year about what we've heard and what's our thinking about a preferred future.</li> </ul>	
4.	<p><b>Presentation from Bec Nally (Public Journal)</b></p> <p>RM: Is it live? BN: We're building it right now. We're in the middle of it.</p> <p>RM: Once it's complete, how will it be promoted? BN: It will be promoted by the businesses on the platform, Public Journal and Yarra Council. It's a website – very accessible. It will be available in four languages – Vietnamese, Greek, Chinese and English – the most popular languages in Yarra.</p> <p>TD: In terms of the translation into these languages other than English, what users groups have you worked with to develop this? BN: Visit <a href="http://wearehere.place">wearehere.place</a>. We are inviting ux participants at the moment for testing.</p> <p>SP: Are you including indigenous stories related to these locations? BN: Yes, we've engaged with Uncle Colin Hunter and the Wurundjeri Council to use 3 significant words and Fitzroy Aboriginal Trail.</p> <p>HL: Have you included other parts of Yarra including Richmond? BN: Our focus was 2 precincts – Gertrude and Brunswick streets. We hope to build it bigger. Let's start with this.</p> <p>TD: Will there be any resources for communicating with African community, similar challenges, any resources to support people to delve deeper? This app feels like an entry point. BN: We'll identify those needs and work with Yarra Council to add content as the opportunity arises.</p>	

		Action/Up date
5.	<p><b>Presentation from Adele Winteridge (Foolscap Studio)</b></p> <p>JJ: Lots of similarities between what you're doing and what we're doing. Beautiful design. Great work  AW: Thank you. Neonomadic.</p> <p>TD: It's exciting how this translates to education for younger people.</p> <p>EC: Beautiful. And in different settings, commercial, residential etc. I have to leave the meeting now.</p> <p>MK: Within the business support group, is interior design/flow a service that is provided by Yarra Council?  SO: No.  JJ: We are looking into this and how our interior designers can support business, rather than a home scenario.</p>	
7.	<p><b>Presentation from Dhiren Das (Relative Projects)</b></p>	
8.	<p><b>Presentation from Fiona van der Hoven (Yarra Council – Strategic Planning)</b></p> <p>SP: What are the Johnston Street controls that are complete?  FV: The DDO that sits within the planning scheme, building height, setback, controls DDO15.  SP: Do you have some paperwork?  FV: Yes, we will send you links</p> <p>HL: How do you break up the linearity of these long activity centres?  FV: Most of the east-west streets are owned by DOT/VicRoads so we can't do a lot with these ones, but we try to make the most of side streets. Shop front improvements and activations. Any greening on building.</p> <p>TD: Question  FV: One of the key things we can do is land use and zoning. Residential redevelopment changes property value in the area. Background work being done in affordable work spaces.  SO: We will be reaching out to real estate agents/landlords with vacant properties about opportunities on how to activate and pop up.</p> <p>What is the relationship between Yarra Council and the Victorian Government? Collingwood Yards is a great example. Are there more projects planned?  SO: \$7.7m from Vic Gov for North Richmond Precinct.</p> <p>SP: Is there a timeline for reaching out to landlords and real estate agents?  Answer: 3 months. Instead of just asking to use their property, we want to present them with a proposal – our advocacy work with Vic Gov, hopefully successful grant applications.  SP: Thank you. I would like to help contact these property owners.  SO: Thank you. We're also going to inform property owners of average market rental for the street. i.e. if you're asking for double the price.</p> <p>PG: Will this focus on Bridge Road? They're still living in 1998!  Answer: Yes, we will be focusing on Bridge Road. Victoria Street is different.</p>	
12.	<p><b>General business</b></p> <p>RM: Thank you to all the speakers. Thinking outside the square about how people can travel to the precinct – perhaps park outside of the precinct and then travel in to the precinct via PT or another method of movement.  HL: Spot on</p> <p>JS: From the presentations today, sustainability was front of mind which is great. I encourage us to keep being bold and taking the next steps. It's always encouraging to come to the BAG meetings.  HL: Is it businesses leading community or the other way?  Lots of businesses are leading (we heard from examples today).</p> <p>PG: How do we communicate with our businesses? Especially in Cremorne where there are multiple businesses in a cosharing space. In Cremorne there are lots of people keen to keep Cremorne great (free of cars, retain footpaths).  SO: Sustainable Business Yarra newsletter (200-300 subscribers) and Yarra Business News (10k subscribers).</p> <p>KC: I agree with parking. Electricity issues, especially in summer when people use air-conditioning.</p>	

		Action/Up date
	MK: Have we asked the businesses who subscribe to our EDM what they want? I feel like what is discussed at BAG meetings is very high level, strategic, broad stroke.	
	<b>Meeting closed</b>	