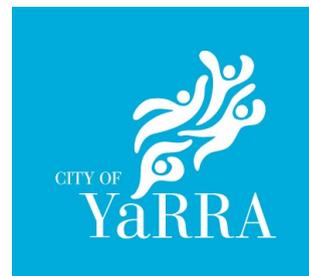


Yarra City Council
Business Advisory Group
Meeting minutes



Meeting number 3 of 4 – 2022

Date: Thursday 8 September 2022

Time: 8am to 10am

Location: Iyf Collingwood, 42 Oxford Street, Collingwood

Attendance:

First Name	Initial	Business Name
Present		
Cr Herschel Landes	HL	Yarra Councillor (Chair)
Cr Edward Crossland	EC	Yarra Councillor
Jeremy Ellis	JE	LaunchPad
Mark Ryan	MR	Eureka Coffee/Growers Espresso
Mark Schiffer	MS	Blick Creative
Mary Minas	MM	Sense of Self
Matthew Kovacs	MK	Ventia
Robyn Madeley	RM	Victoria Gardens Shopping Centre
Trang Du	TD	Two Square Pegs
Apologies		
Freya Berwick	FB	Sense of Self
Guido Melo	GM	Melko
Jane Stewart	JS	Sustain Ability International
Kevin Cahya	KC	Makmur Enterprises
Paula Glynn	PG	PixelStorm
Shane Hryhorec	SH	Push Mobility
Sophie Travers	ST	Collingwood Yards
Guest		
Sarah Griffiths	SG	Yarra Council – Statutory Planning
Mary Osman	MO	Yarra Council – Statutory Planning
Esther Kennedy	EK	Yarra Council – Economic Development
Shelley Woolcock	SW	Yarra Council – Economic Development
Simon Osborne	SO	Yarra Council – Economic Development
Will Anderson	WA	Yarra Council – Economic Development

	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>1. Declaration of conflict of interest</p> <p>No conflicts of interest were declared.</p>	
<p>2. Actions arising from previous meeting and adoption of minutes</p> <p>Minutes adopted</p>	
<p>3. Welcome from Shermaine Chong at IyF Collingwood</p>	
<p>4. Fitzroy and Collingwood planning controls</p> <p>Yarra Council are in the process of introducing built form and design requirements for private development in parts of Fitzroy and Collingwood. These requirements would be introduced into the Yarra Planning Scheme through Design and Development Overlays (DDOs).</p> <p>We are looking for feedback on the proposed DDOs to help decide whether they become permanent controls and how they will be implemented.</p> <p>You can provide your feedback by completing the survey on our Your Say Yarra page.</p> <p>Feedback must be received by 9am on Monday 3 October 2022.</p>	
<p>5. Trang Du</p> <p>Currently looking for mentors and participants for the Women’s Enterprise and Community Projects Program</p>	
<p>6. General business</p> <ul style="list-style-type: none"> • Jeremy – issue we’re seeing on a daily basis. Business in Yarra are seeing difficulty in getting staff back to office. Every business owner I speak to are trying to get staff into the office in some capacity. Business in Melbourne don’t know what to do... some are offering lunch or drinks to staff to come in. workers have been brainwashed to thinking only home is safe... but workplace is unsafe. People will attend the MCG or other events, but not the office. We’re trying an experiment at Launchpad. We want to create a sense of FOMO (fear of missing out). Have more than 50% of people in the office, so people at home want to come in and experience what we’re doing. 50% or greater tipping point. <ul style="list-style-type: none"> ○ Matthew Kovacs – that’s one way to look at it. At Ventia (15k employees in Aus). Retention – tightest job market right now. We’re trying to keep staff and keep them happy. I understand why people want to reactivate offices. We’re downsizing our real estate and having 1 office in Cremorne with hotdesking. ○ Mark Schiffer – some staff in on different days. Keeping the culture alive. Website, branding, advertising, marketing. I want my clients to recognise our workplace culture. That is something that gets lost when people are remote. We have to work out the balance. Our business supports business that can’t be remote e.g. hospitality, retail. Physical barrier – at home I don’t need to commute, pay for parking or PT, hard to get a balance. ○ Jeremy – does Yarra council recognise business need some leadership in this space? A whole series of experiments with no leadership... state gov isn’t working... mixed messages. Good opportunity for Yarra Council to step up and take leadership. ○ Mark Ryan– there needs to be a balance both ways. I see advantages. Hospitality – we’ve seen incentives used. It’s OK to work together and come together. You can make it safe. Promote the advantages of coming together and working together. ○ Mary – my business is about bringing people together. Social connection. Remote working is supporting diverse workforces.. neuro diverse, people with disabilities. 	

	Action/Update
<ul style="list-style-type: none"> ○ Mark Schiffer – we employed people with disability to test our websites for accessibility ○ Trang – some of the communities I work with benefit from working from home... childminding. Something we need to factor in. ○ Cr Crossland – at my full time job, it's mandatory for fulltime staff to work 3 days in the office. For part time staff it's 2 days. Has anyone seen examples of what other municipalities are doing that you want Yarra to replicate? ○ Mark Ryan – what are the other states doing in terms of stats and working from home? ○ Simon – I will find and circulate. ○ Jeremy – could you please provide some stats of social isolation? Today is RUOK Day ○ Cr Landes – thank you everyone – great discussion. Simon – could we find a speaker to give an overview of trends, data on this conversation? 	
<p>7. Presentation from Sarah Griffiths – Statutory Planning</p> <p>Questions:</p> <ul style="list-style-type: none"> • Mary – the lag for our business was not around the application process. But our application paperwork sat on a planner's desk for 4 months waiting to be signed. Cost us a lot of time and money and customer sentiment anticipating our service. Human behaviour aspect. I'm interested to hear how those processes are being developed and reviewed. • Mary – have you ever considered having a business stream for planning applications? Everyone wants to get their applications in a timely way, but there's a lot of community and social benefit that comes from a business planning permit compared to a residential one. • Esther – Darebin Council has a program which accelerates business planning permit applications • Cr Crossland – M9 councils • Mark Ryan – business vs residential applications – what is the percentage of the work you're dealing with the ratio of residential to business. What ratio of your staff are working on residential or business apps? <ul style="list-style-type: none"> ○ Sarah – When applying for RRIF funding, a quarter were for liquor, signage, change of use etc. • Mark – do you know how much time planners spend on business vs residential applications? It would be good to understand the current trends and where the demands will be in the future, with the aim to process applications in a timely manner. <ul style="list-style-type: none"> ○ Mary and Sarah – no ○ Mary – it would be prudent to not analyze the data • Mark Schiffer – I am a systems/process person. It sounds like there are lots of grey areas. 90% of cases have prob happened before... not unique. So the other 10% can be special cases that require extra attention. <ul style="list-style-type: none"> ○ Sarah – there has to be a level of assessment for every application. We're talking about templates, to move things along. • Mary – I don't think my business experience with Yarra planning is an isolated incident. <ul style="list-style-type: none"> ○ SG – would you be interested in giving your feedback to state govt via Nous group study? ○ Mary – Yes • Mark Ryan – One can't search for an advertised application on Yarra website <ul style="list-style-type: none"> ○ SG – I'll look into it • Simon – VicSmart – is this likely to expand to more application types? <ul style="list-style-type: none"> ○ SG – VicSmart is a state gov program for planning permits that do not require advertisement and can be assessed in 10 statutory days. It's not up to Yarra Council to expand the criteria for VicSmart. 	

	Action/Update
<p>6. General business</p> <ul style="list-style-type: none"> • Mark – How is Yarra City Jobs going? <ul style="list-style-type: none"> ○ Simon – Been live 3 months. Great uptake so far. Schools, universities, jobs expo. Advertising through our networks – enewsletter and website. We will embark on marketing campaign soon through print and digital media to really promote the platform to wider community. • Shelley – work experience, volunteer and paid employment. 	
<p>7. Closing</p> <p>Meeting closed.</p>	