



Date	20 May 2026
Time	6.00 - 8.00pm
Location	Rochester Hotel, 202 Jonston St Fitzroy
Chair	Councillor Kenneth Gomez
Secretariat	Brodie Butler-Robey – Coordinator Economic Development
Minute taker	Megan Haberle – Senior Economic Development Officer
Content Manager Reference	D26/201813

Statement of Recognition of Wurundjeri Land

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 and to their Elders past, present and future.

Attendees

Councillor/s	Councillor Kenneth Gomez (KG)
Committee members	Leah Henry (LH) Fiona Newton (FN) Grant Turvey (GT) Nicholas James (NJ) Helen Haines (HH) Sam Rush (SR)
Council Officers	Madeline Riseborough (MR) – Strategic Planning City Strategy Wendy Dining (WD) – Manager Victoria Street Revitalisation Project Kathryn Pound (KP) – Manager Parking and Compliance, Compliance & Parking Services Brodie Butler-Robey (BBR) – Coordinator Economic Development Megan Haberle (MH) – Senior Economic Development Officer
Guests	n/a
Apologies	Councillor Evangeline Aston (EA) Councillor Andrew Davies (AD) Councillor Meca Ho (MH) Andrew Phu (AP) Andrew Stevens (AS)

Item number	Item title or subject	Minute notes
1.	Welcome and Acknowledgment of Country	Chair (KG)
2.	Apologies	As above
3.	Declarations of conflict of interests of interest	No conflicts
4.	Adoption of the minutes / actions arising from the previous meeting	Previous meeting minutes accepted (KG)
5.	Live Music Amendment Project – Update	Presenter: Madeline Riseborough (MR) An overview was provided on Live Music Amendment Project outlining the following matters:

		<ul style="list-style-type: none"> • Following consultation with live music industry and an audit of the current live music venues in Yarra, the Strategic Planning has created a Live Music Amendment to establish 5 Live Music Precincts across Yarra. • The proposed amendment would establish planning guidance and protections for live music venues. • Council has requested authorisation from State Government to exhibit the amendment. The formal exhibition process will provide an opportunity to engage, both community and businesses on the proposed amendment. • Submissions can object to or support the amendment with or without changes. <p>Matters raised by the committee:</p> <ul style="list-style-type: none"> • Will the project consider tangential items such as live music and security needs in this work? • The BAC shared support for this to be approved by State Government and have expressed excitement for what this meant for the venues and creative industries of Yarra. <p>ACTION: Council will conduct a briefing for venue owners across Yarra</p>
6.	Victoria Street Revitalisation Project	<p>Presenter: Wendy Dining (WD)</p> <p>An overview was provided on the Draft Victoria Street Revitalisation Plan engagement outlining the following matters:</p> <ul style="list-style-type: none"> • Victoria Street is recognised as a significantly important cultural precinct and is currently in a time of change. • Economic pressures and housing requirements for State Government has identified Victoria Street as a key area of growth and development. • Council has been able to put together a draft plan for community to review and provide feedback, there is a Your Say Yarra page active currently including a feedback survey. • The plan is structured around five priorities and includes initiatives to improve streetscape presentation, perceptions of safety and nighttime activity, with a trial-based approach to implementation. <p>Matters raised by the committee:</p> <ul style="list-style-type: none"> • It was not clear, the extent to which this plan is reliant of the State Government to get the work done – the language is vague in terms of what Council has control over and what outcomes will definitively be delivered within this plan. • An outline of the proposed project deliverables that sits within Council control would be good to see and would underpin the proposal more solidly. • Looking for opportunities that could prioritise deliverables that are low cost would be beneficial to the plan; a lot of things can be done with not a lot of money. • Bringing in key operators will make a huge difference, as well as greening the street. • Less property vacancies will help boost activity in the centre. • ACTION: Wendy will provide the committee members with the survey, request that they pass them on to other

		people they know.
7.	Break & Network	NA
8.	Gleadell Street Market Policy	<p>Presenter: Kathryn Pound (KP)</p> <p>An overview was provided to discuss consultation on the draft Gleadell Street Market Policy.</p> <ul style="list-style-type: none"> • Policy objectives are fresh food and sustainability. • One of the key changes proposed is to lower the required percentage of fresh food for stall holders into the market, trying to keep the market as viable as possible. • Engagement has been focused on people who operating in and around the market, BAC is the other main stakeholder group being engaged with for the policy changes. • Council's challenge is long term financial viability, due to the recent increases in cost of waste management which will be doubling for the market as of 1 July. As reported to Council at the 12 May meeting • A new stall holder receives a permit information pack from Council and council supports stall holders to navigate the process of applying to sell at the market. <p>Matters raised by the committee:</p> <ul style="list-style-type: none"> • The policy sounds very prescriptive and may work against the success of the market. Can you look at success measure such as how many people visit the market rather than the % of fresh food stall holders present. • Policies around code of conduct for stall holders can be helpful to support positive engagement for stallholders and the community. • Safety requirements aren't addressed either e.g. evacuation plan, weights on marquees first aid areas and fire equipment. • Rose Street Market example: Waste services are managed through a private contractor and stall holder responsible for their own waste management. • If you want to fill the number of stallholders, the market offering needs to be diversified, and consider subsidising the fresh food stalls' permits and costs.
9.	Economic Development	<p>Presenter: Brodie Butler-Robey (BBR)</p> <p>An overview was provided to discuss Engagement of the Draft Economic Development Strategy (EDS)</p> <ul style="list-style-type: none"> • Thank you for your time and feedback in the 1:1 engagement session with Brodie on EDS, it was great to have the opportunity to get to know you all better and all the feedback was very useful. • The engagement process has been very positive and insightful to learn where people/businesses connect with the EDS and how they see themselves engaging with the EDS in the future. • Key themes emerging through consultation include tourism, partnerships, networking, the nighttime economy, future growth, and Yarra's distinct precinct and industry identities. <p>Discussion was held on the following:</p>

		<ul style="list-style-type: none"> • Presenting the document to traders would be a great way for Council to connect with local businesses and get feedback. • The model of direct consultation, specifically 1:1 with Advisory Committee members is fantastic and effective and should be done more. <p>ACTION: Officers to follow up with Nicholas James on email enquiry/next steps</p>
10.	General Business	<p>Presenter: Brodie Butler-Robey (BBR)</p> <p>Update provided for Local Laws: Outcomes of Stage 2 Engagement Update:</p> <ul style="list-style-type: none"> • Stage 2 engagement (Feb–Mar 2026) showed strong business interest in simpler, clearer and more practical Local Law provisions, with 14.5% of respondents identifying as business owners. <p>Key themes from businesses included:</p> <ul style="list-style-type: none"> • The need to reduce red tape, particularly through simplified and more flexible permit processes. • Strong support for activation of public space (events, parklets, footpath trading), alongside concerns regarding permit complexity and fairness, particularly for small operators. • The importance of clear, consistent rules and enforcement, especially in relation to footpath trading, accessibility requirements, and unmanaged activity impacting amenity and trade. • Support for maintaining a balanced approach between economic activity and public amenity, with reduced ambiguity and greater consistency in decision-making and officer discretion. • Outcomes will inform refinements to the draft Local Law, supporting policies and operational practices where appropriate, while balancing the needs of businesses and the broader community. Further work will focus on streamlining business interaction with Council while supporting vibrancy and compliance. <p>Changes will aim to include the following:</p> <ul style="list-style-type: none"> • Introduction of a risk-based permit system, including “deemed to comply” and automatic approvals for lower-risk activities. • Streamlined permit pathways and clearer guidance to support business understanding and compliance • Strengthened and clearer footpath trading and parklet frameworks, with a strong focus on accessibility and consistency. • Exploration of footpath demarcation markers to support businesses with clearer compliance and pedestrian movement • Overall, the changes aim to make it easier for businesses to operate and comply, while supporting activation, accessibility, and the overall amenity of Yarra’s public spaces. • It is important to note that while the Local Law provides the

regulatory framework, many of the most impactful improvements for businesses will be delivered through operational changes and how Council engages with and supports businesses through permits and compliance. This will be part of the implementation.

Next Steps:

- The finalised versions of the Community Local Law, Footpath Trading Policy and Parklet Policy will be presented to Council at the 9 June 2026 meeting for endorsement by Councillors.

Matters raised by the committee:

- There are certain elements in the current Local Law that are impractical. Is there a way businesses can work with Council to create site specific and flexible permits?
- Are there provisions in the local law that allow Council to consider making changes in complex instances that allows for flexibility in the application of the local law.

Update provided for 1-hour Parking Trial:

- Council report was sent through to the group, including an interim research report that is being conducted by an independent consultant.
- The 26/27 draft budget proposes a provision for other options for free parking to be expanded across other precincts, will discuss at June Council meetings

Matters raised by the committee:

- When a precinct has foot traffic issues, it makes sense to do free parking trials this but if there isn't then it's not worth it.
- Free parking is helpful; I like using it for quick trips.
- Users pay parking is imbedded in our culture
- Parking isn't the issue, put the money in other services, it could be money better spent on other things.
- Use money on activation not a parking subsidy.
- There should be a mix of parking times in different precincts, as the free time proposed doesn't service the needs of all areas or all customers.
- Free parking isn't the problem we need to free up parking bays such as loading zones.
- Is all the data being analysed? Yes, as outlined in the report, the independent research piece analysed all the data available on the 1-hr free parking trial precincts including interviews of businesses and customers

Other Business Items:

- BAC member shared feedback that "the.corporate.comm"s.is.very.cool.and.they.have.been.enjoying.the.spotlights.of.precincts.and.businesses". They also mentioned that they have been sharing these on their business pages to help promote their business/precinct.
- Concerns raised around illegitimate business activity going on around the Rose Street Market (RSM), this has gotten slightly better with support from the compliance team, recommended that RSM continue to work with compliant team to resolve.

		<ul style="list-style-type: none"> Is there an update Brunswick Street Festival? – this is included in the 26/27 draft budget, once budget process is finalised the planning can begin for the festival. <p>ACTION: Send final version of the Local Laws policy through to group when available. Waste management policy to be made available to GT for engagement – we can organise a presentation.</p>
11.	Future Meetings	Rochester Hotel is agreed as a good location.
Meeting closed		The meeting closed at 7.53pm
Next scheduled meeting		12 August 2026, 6.00 - 8.00pm at Rochester Hotel