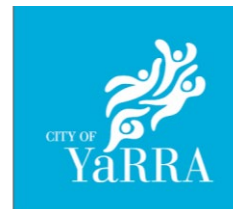


Minutes

Business Advisory Committee



Date	12 August 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	Andrew Stevens (AS) Andrew Phu (AP) Marija Maher (MM) Fiona Newton (FN) Grant Turvey (GT) Nicholas James (NJ)
Council Officers	Adam Quintiliani (AQ) – Strategic Planning City Strategy Jess Nguyen (JN) - Student Strategic Planner Penny Kyprianou (PK) – Coordinator, Festival and Events Christel Starkey (CS) – Festival and Events Lead Wendy Dining (WD) – Manager Victoria Street Revitalisation Project 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) Leah Henry (LH) Helen Haines (HH) Sam Rush (SR)

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.	Committee member updates	Whip around the committee members for updates.

	- Rose Street Market doing well, lots of international recognition, lots of interest from students wanting to get experience working at the market and strategic partnership opportunities coming up (FN). - Is it possible for communications to go out to residents around large events such as Grand Final, many residents and businesses aren't prepared for these types of events (GT). - A survey of businesses in Rathdowne Village was undertaken. A springtime festival is being developed (NJ). COMMENT: Cr. Gomez encouraged the committee to submit issues and requests directly to Councillors.	
6.	Amendment C334yarra – Planning Permit Trigger Removals and Exemptions	Presenter: Adam Quintiliani (AQ) Discuss Updates on Amendment C334yarra Planning Permit Trigger Removals and Exemptions:
	- The amendment is proposing changes to local provisions of the planning scheme such as schedules and overlays to lighten burden on small businesses. - We are changing requirements within local scheme; state requirements can't be changed. - Summary of proposed changes table shows before and after changes, and the conditions for the updated requirements. Discussion/questions on: - Planning will be sending out letters, Your Say Yarra and the utilisation of corporate comms will be the main pathway to getting this information out to community. This is going to exhibition now with approval from State Government, going out to community with the opportunity to provide submissions and objections or support this. The amendment will continue to evolve after public exhibition, changes are likely. ACTION: Team to discuss options for businesses notification with the engagement team. Note from Senior Coordinator Planning - Mailout may be cost-prohibitive as solar panel exemptions would require notifying all heritage properties in Yarra plus all business landowners and operators.	
7.	Brunswick Street Festival 2027 & Festive Events Season	Presenter: Penny Kyprianou (PK) Discuss Updates on 2027 Brunswick Street Festival and Festive Events Season:
	- Regarding Brunswick Street Festival, earlier this year Council endorsed the re-imagined festival for 24 October 2027. - The footprint for the festival is proposed to cover from Rose Street to Victoria Street, over the Johnston Street intersection, with changes designed to contain the footprint to remain within council endorsed budget. - Event schedule is from midday to 6pm, post 6pm will push people into venues, there will be a key performance stage situated at the intersection of Brunswick and Johnston Street. The festival will have a strong music focus. Stalls will focus on the business on Brunswick Street, with capacity for 30-40 stalls within festival footprint. Discussion/questions on: - Road closure will impact the Johnston Street intersection. Team will go out to a first group who were involved in the original feasibility study, as well as a new working group designed to provide general advice on festival objectives. - General feeling is that traders 'can't wait', there's a lot of people wanting to be involved – it's very exciting. - Is the broader Fitzroy business community being engaged? Depends on uptake from Brunswick Steet businesses. Leaps and Bounds (CS): - Leaps & Bounds in 2025 was focused on venues, this year it has been artists. 77 live music venues in Yarra, 34 funding submissions, 29 venues were funded – up from 23 last year, 43 events delivered over the 10 days. - Supported over 100 artists, great feedback from venues including flow-on effects from other gigs with lots of people staying on longer, higher turnout during day. \$106k to run the event with 80% of that going directly to Yarra venues and 20% went to organisations supporting the event.	

	Increased marketing coverage in print, social media and broadcast (Radio/TV). Over 7m consolidated views across all social and online content outputs. A social media campaign which gained 5-10k views weekly, was a Council produced 6-piece content series that featured Yarra venue bookers and operators. ACTION: N/A	
8.	Victoria Street Revitalisation Project	Presenter: Wendy Dining (WD) Discuss Update on Draft Victoria Street Revitalisation Plan:
	- We had just over 580 people involved with the engagement process with the plan being endorsed by Council with some minor amendments. - Thank you to the BAC members for their feedback. Informed by community feedback, the Plan incorporates: ◌ An increased focus on safety, including a greater number of safety-related actions; ◌ More targeted advocacy priorities to support improved safety outcomes across the precinct; and ◌ Additional reporting mechanisms to monitor progress of the Plan's implementation. - Starting to collect base-line data for the precinct to understand perceptions of safety and business confidence. - Arson incident recently, 10 businesses impacted. The Association support through Andrew and Ha was incredible, Council has worked with state government and Vic Pol. Discussion/questions on: - There's a good process in place in terms of emergency management. Knowing that we can switch from residential to business emergency management worked well. - Every precinct might have a different response based on whether there is an Association and/or how active is the Association. - Acknowledgment of Council's response was great yet focused on the businesses not the landlords. - Council: the response was triggered by the severity of this incident and the number of businesses impacted. - Council has a hardship policy which business and property owners may be eligible for consideration. ACTION: Provide information about incident management	
9.	Community Local Law & Footpath Trading Policy	Presenter: Brodie Bulter-Robey (BBR) Discuss Updates on Local Laws:
	- The new Local Laws Policy which has now been adopted, will come into effect on 1 September, links to these updates have been put on the Council website. Footpath trading and Parklet policy has also been endorsed and comes into effect 1 September. - Changes to commercial trader bin provisions, including a reduction in the length of time commercial bins may be left on Council land for collection. Council has taken into consideration public spaces including unique spaces. - It aims to reduce red tape for businesses and intended to provide clarity, consistency and compliance and reducing administrative burden. Further permit streamlining and automation opportunities to be explored in the future. - The introduction of the new Footpath Trading and Parklet Policy and associated changes to permit requirements and public space management is an important note for businesses. Discussion/questions on: - Is there a change log or register that people can review? This is a question that has been raised previously. (GT) ACTION: BBR will find out if there's a register of changes to the Local law and will come back to GT.	
10.	Break & Network	NA
11.	Economic Development Strategy	Presenter: Brodie Bulter-Robey (BBR) Discuss Updates on Economic Development Strategy:
	- Last night Council adopted the strategy with minor amendments, with special mention to BAC for the work put into this document. - We're super excited for getting the work underway.	

	- We'll come back to you with first round of implementation plan and get feedback out of sequence from these committee meetings. Discussion/questions on: - Amazing work, congratulations on behalf of the committee for the Economic Development Strategy. It provides a framework for what we do as businesses and gives practical guidelines for work to be done by Council (AS). ACTION: N/A	
12.	General Business	Presenter: Brodie Butler-Robey (BBR) Discuss Nighttime Economy Study:
	- First look at the new Nighttime Economy report, Council involved for the second time. They have created an interactive website for the data, please use the QR code to access this. - Want to highlight the fact there's of several other contributing factors from industries that operate past standard business hours. - We invested in precinct specific data, as each of the precincts is unique. As part of the strategy, this data will be available to businesses to help them understand their areas. Discuss Other General Business: - Is there a live music update? (FN) - The amendment is still with the minister's office. An update will be provided once there is a next step available. ACTION: N/A	
13.	Future Meetings	Rochester Hotel is agreed as a good location.
Meeting closed		The meeting closed at 8.03pm
Next scheduled meeting		18 November 2026, 6.00 - 8.00pm at Rochester Hotel