



PRESTON BUSINESS ADVISORY COMMITTEE  
(PBAC)

TERMS OF REFERENCE

Endorsed by Advisory Committee on.....

# PRESTON BUSINESS ADVISORY COMMITTEE (PBAC)

## TERMS OF REFERENCE

### 1. Background

- The Preston Business Association (PBA) has been incorporated since 1998 and has been responsible for managing the Preston special charge scheme, under the provisions of a legal agreement between PBA and Darebin City Council (DCC) from July 1999 until February 2006.
- The PBA has been the representative body of retail traders and other businesses in the Preston special charge area as per the attached map.
- During 2005, the PBA wrote to Council requesting that DCC take over the direct management and administration of the Preston special charge scheme. This was due to a number of factors including the inability to fill all of the executive positions on the association.
- In considering this request and in consultation with representatives of PBA, Council resolved to test a trial model of management with Council undertaking the direct management of the Preston special charge in consultation with an Advisory Committee. The advisory committee to be representative of retail traders and other business owners within the Preston special charge area and to also allow for a limited number of community and other business representatives as associate members.
- The trial model proved to be effective from February 2006 and has now been adopted by Council (2 June 2008) as the permanent model for the management, administration and other functions related to the marketing and promotions of the Preston Central Shopping Centre (and the administration of the Preston special charge scheme).
- The model has worked effectively due to a number of factors including the willingness of business and community representatives to work in partnership with Council and to contribute their expertise, particularly with regard to marketing and promotional activities. With Council taking on some of the more administrative functions, local business people have been able to contribute in a more effective manner. The Preston business and community representatives on the PBAC have formed a strong network and leadership role for the Preston community.

- Preston is of significant importance to both Government and the residential and business communities given its status as a Principal Activity Centre under the State Government's Melbourne 2030 planning strategy.
- The Preston special charge raises an amount of \$110,000 pa over a five year period for marketing, promotional and related activities for Preston Central. It is critical for the PBAC and Council to work together to use this fund efficiently and effectively for the marketing and development of the centre.

## **2. ROLE and RESPONSIBILITIES**

- The role of the PBAC is to provide advice to Council on how best to develop and promote Preston as a vibrant and sustainable shopping centre.
- The PBAC provides a forum for the business community of Preston to partner with Council and provide ongoing input, advice and feedback in the development, management and marketing of Preston Central and the administration of the special charge scheme.
- The PBAC seeks to achieve the vision espoused in the Preston Central Business Plan, which is that Preston Central will become:
  - A vibrant open and accessible business and community centre which caters for all cultures and age groups
  - A leading fresh food, market, independent retail and business centre for the northern region of Melbourne
  - The preferred retail, business services and community focus for local residents, workers and students.
- Provide advice to Council on the most effective and efficient management of the Preston Special Rate Levy Fund.
- Provide advice on the implementation of the existing business and marketing plans
- Participate in the development of a new Business Plan and Marketing Plan to guide the marketing activities in the Centre
- Provide advice and assistance on marketing and communication activities to promote Preston Central Shopping Centre
- Monitor the expenditure of the special rate levy fund
- Monitor the implementation and effectiveness of various business and marketing plans
- Provide advice on any issues relevant to the management, marketing, promotions and administration of Preston Central

- Receive Council reports and presentations on Council strategies and policies relevant to Preston Central and provide input and advice relative to their impact on Preston Central.
- Represent the interests and views of businesses within the Preston Special rate Levy area to Council.

### **3. MEMBERSHIP:**

To comprise 13 members as follows:

- 1 Councillor
  - 5 business representatives, liable for the special rate, made up of a representative mix of business types and locations within the centre
  - 1 representative from the Preston Market
  - 2 community representatives (associate members)
  - 2 associate business representatives (associate members)
  - 2 Council officers being the Manager Economic Development and the Activity Centre Co-ordinator
- Expressions of interest to be appointed to the PBAC be advertised in February each year and appointments be made by Council in March each year.
  - **Chairperson and Vice Chairperson**
  - The committee to elect a Chairperson and Vice Chairperson each year after committee appointments are finalised.
  - The role of the Chairperson include:
    - Chairing meetings
    - Direct the minute taker to schedule meetings and notify committee members
    - Invite specialists to attend meetings when required
    - Guide meetings according to the agenda and within the available time

- Ensure all discussion items end with a decision, action or definite outcome
- Review and approve draft minutes before distribution
- Represent the views of the Preston Central business community.
- It is preferable that the Chairperson is a business representative.
- The role of the Vice chairperson is to deputise for the Chairperson in his or her absence.

## **5. Quorum**

- There will be no quorum for meetings. Members present at meetings will make decisions and provide input. It is the responsibility of members to inform Council of their inability to attend and to convey their views about any matter on the agenda.

## **6. Attendance and replacement**

- Any member unable to attend three consecutive meetings without a reasonable excuse will be expected to resign from the PBAC.
- Members are able to request a leave of absence from future meetings for a defined period.
- The Group can reduce to a total number of six members before new members are sought.

## **7. Term**

- The PBAC will be appointed for a 12 month term. Existing members will be invited to be appointed for a further 12 month term, but will have the opportunity to resign if needed, in which case new members will be sought.

## **8. MEETING PROTOCOLS:**

- Meetings to be held ten times each year, being on a monthly basis from February to November inclusive.
- A schedule of meeting dates and times to be agreed to in March of each year.

- Meeting agendas to be emailed to all committee members with one week's notice.
- Meetings to be open to all businesses within the Preston special charge area.
- Visitors to meetings to respect the meeting protocols and are welcome to join in discussions but will not have voting rights.
- All committee members to have equal voting rights, however, the preferred mode of operation is to discuss matters fully and reach consensus.
- Each meeting will include a marketing report and a financial report.
- A new budget will be adopted by the PBAC at the beginning of each financial year and all expenditure reported to the committee.

## **9. Minute Taker**

Council will provide a minute taker. Responsibilities to include:

- Prepare agendas and issue notices for meetings
- Distribute the Agenda one week prior to the meeting.
- Take notes of proceedings and preparing minutes of meeting.
- Distributing the minutes to all committee members one week after the meeting.
- The minutes shall be checked by the chairperson and accepted by committee members as a true and accurate record at the commencement of the next meeting.

## **10. Decision Making Processes**

- When a group decision is required, the PBAC will make every effort to achieve consensus. This places responsibility on members to openly voice concerns or reservations about an issue before the group.
- Exceptions to consensus decisions will be recorded.
- Similarly, if the group is unable to reach any level of consensus on any particular issue, this lack of consensus will also be recorded.

- In order to clearly discern the will of the meeting, the chair may, with the permission of the meeting, put any matter to a vote.

## **11. Relationship with Council**

- The PBAC is an advisory committee to Council. Every effort will be made to ensure that the committee has all the necessary information to advise Council on all relevant issues.
- The objective is for PBAC and Council to work in partnership to improve and further develop Preston Central as a business and community hub and as a flagship Principal Activity Centre.