



**Preston Business Advisory  
Committee Terms of Reference  
Adopted Wednesday 1 July, 2015**

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## **Background**

- The Preston Business Association (PBA) was the responsible for managing the Preston Special Rate scheme, under the provisions of a legal agreement between PBA and Darebin City Council (DCC) from July 1999 until February 2006.
- The PBA was the representative body of retail traders and other businesses for the Business District of Preston Central.
- During 2005, the Preston Business Association wrote to Council requesting that DCC take over the direct management and administration of the Preston Special Rate 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 Rate in consultation with an advisory committee. The Preston Business Advisory Committee (PBAC) is to be representative of retail and other business owners within the Business District of Preston Central and allows for a limited number of community and business representatives as associate members.
- The trial model proved to be effective from February 2006 was adopted by Council (2 June 2008) as the permanent model for the management, administration and other functions related to the marketing and promotions of Preston Central Business District and the Preston Special Rate Levy.
- 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 the 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 Council and the community given its status as a Principal Activity Centre in Councils Economic Land Use Strategy.
- On 7 July 2014, Council declared the Preston Special Rate Levy for an additional five years. The Preston Special Rate Levy now raises \$110,000 per annum with an additional CPI increase in years 2 to 5 for the marketing, promotional and related activities for Preston Central Business District.
- 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.

## **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 Preston Special Rate Scheme.
- The PBAC seeks to achieve the vision set in the five year Business Plan, which seeks to make Preston Central:
  - 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 the 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 Business District.
- Monitor the expenditure of the Preston 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.

## **Membership**

- To comprise of 13 members as follows:
  - One Cazaly Ward Councillor (Chair) and one Cazaly Ward Councillor to act as proxy if the Chair is unable to attend.
  - Five business representatives, liable for the special rate, made up of a representative mix of business types and locations within the Centre.
  - One representative from the Preston Market.
  - Two community representatives (associate members).
  - Two associate business representatives (associate members).
  - Two Council officers being the Coordinator Business Development (for the Manager Economic Development and Civic Compliance) and the Retail and Marketing Officer.

- Membership will be considered in two years terms.
- Expressions of interest (EOI) to become members of the PBAC will be advertised in February every second year (2017, 2019 and ongoing) and appointments be made by Council in March.

### **Spokesperson**

- The Committee is to elect a Spokesperson each year after committee appointments are finalised.
- The role of the Spokesperson includes:
  - Inviting specialists to attend meetings when required.
  - Representing and responding on behalf of the Preston Central business community for media queries.
  - Running the PBAC meetings in the event of the Chair not being available.
- It is preferable that the Spokesperson is a business representative liable for the paying rate.

### **Quorum**

- A quorum of five members (which includes business and/or community representatives) is required 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.

### **Attendance and replacement**

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

### **Term**

- The PBAC members will be appointed for a two year term. Existing members will have the opportunity to resign if needed, in which case new members will be sought.

### **Meeting Protocols**

- Meetings to be held first Wednesday of the month, for the months of February to November inclusive (ten times per year).
- A schedule of meeting dates and times will be provided in January of each year.
- Meeting agendas to be emailed to all committee members with one week's notice.
- Meetings to be open to all businesses operating within the Preston Special Rate 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.

### **Minute Taker**

- Council will provide a minute taker. Responsibilities to include:
  - Preparation of agendas and issuing of notices for meetings.
  - Distribute the agenda one week prior to the meeting.
  - Take notes of proceedings and preparing minutes of meeting.
  - Distribute the minutes to all committee members one week after the meeting.
- The minutes shall be checked by the Business Development Coordinator and accepted by committee members as a true and accurate record at the commencement of the next meeting.

### **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, put any matter to a vote.

### **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 Council's Principal Activity Centre.