

COMMITTEE TERMS OF REFERENCE

Central Geelong City Management Committee	Document No:	CTR 220.1	
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Authorising Officer:	Chief Executive Officer		

1. SUMMARY

Council is committed to maintaining the Central Activity Area (CAA) as the commercial centre for the Geelong Region, representing the hub for a number of higher-order activities. It has made it quite clear from the outset however, that to achieve this will require business helping itself and therefore the success of the whole program will depend upon the harnessing of a partnership between Council, CAA businesses and the community.

Council's primary aim for the Central Activity Area Revitalisation Project (CAARP) was to *".....undertake the development of a comprehensive program of actions relating to the planning, development and economic management of the central city, which will provide realistic implementation plans for physical infrastructure improvements, traffic management, business investment and management, marketing and promotion, land use mix, provision of public art, precinct integration and events management."*

To achieve the objectives of the CAARP, two key platforms will run in conjunction with each other. The first of these is the physical program of works comprising of a \$22 million program over 4 years to physically transform the appearance of the City's public streets and spaces. The second is the establishment of a Centre Management Body that will play a major role in helping shape and promote the business environment as opposed to the physical environment.

Centre Management deals with the way the centre operates, the mix of businesses, the way businesses are promoted and marketed and the image of the centre. It enables the centre to act as a single entity for its combined strength and resources to be focused in the most efficient fashion.

Management systems similar to this already exist in more than 60 business/retail activity centres in Victoria. These management bodies are generally funded through special rate schemes levied on the property owners in the centre through a variety of mechanisms. The Committee is drawn from the businesses and property owners in the centre and is supported and facilitated by the local Council. The Committee usually employs a centre coordinator to manage and undertake its functions.

2. OBJECTIVES

Mission Statement

The role of the Central Geelong City Management Committee is to, market and promote Central Geelong in a coordinated and integrated manner aimed at enhancing its economic and social viability and its general amenity, making it an exciting, and vibrant focus for the whole of the Geelong region.

The Central Geelong City Management Committee will be considered by Council and other stakeholders as the peak body representing the traders and property owners in the Central Geelong area.

The Management Committee will pursue and initiate activities aimed at:

- Increasing the number of visitors to Central Geelong.
- Promoting business activities in Central Geelong.
- Encouraging employment levels in Central Geelong.
- Providing opportunities for the businesses and organisations in Central Geelong to network, exchange information and work in a cooperative fashion.
- To provide the businesses in the City with a central marketing focus.
- To improve all Stakeholders Perceptions of Central Geelong.
- To establish an ongoing viable Marketing Program for Central Geelong.

3. DEFINITIONS

CAARP Central Activities Area Revitalisation Program.

Committee The Central Geelong City Management Committee.

GCPCAC Geelong Central Project Control Advisory Committee

4. TERMS OF REFERENCE

4.1. Expected / Definite life of the Committee

The Committee will have a life span of five-years. This period represents the lifespan of the Special Rate.

Membership to the committee is for a period of two years, concluding at June 30 in the year of expiry. Prior to the completion of these periods nominations will be sought from the representative organisations and via an election process for nominated positions.

It is the role of the Committee to establish its meeting regime, evaluate its effectiveness and membership and to make adjustments as necessary.

4.2. Constituency of the Committee

The Committee is to comprise the following representatives. Depending upon the area of representation the member may be nominated, selected via a ballot of contributors to the special rate or inherit the membership as part of the core function of the position. Voting members are expected to have a commercial interest in the scheme boundaries to be eligible for appointment to the Committee. The committee is to comprise thirteen members from the following categories:

- one Councillor nominated by Council;
- one member of the Geelong Chamber of Commerce;
- one member of the Victorian Employers Chamber of Commerce and Industry – South-west region (VECCI)
- one representative of the shopping centre known as Westfield Geelong;
- one representative of the shopping centre known as Market Square;
- one representative of the Arts sector and based within the special rate scheme boundaries;
- four representatives of strip retail/business premises within the special rate scheme boundaries;
- A representative from the property management sector and nominated by the Real Estate Institute of Victoria (REIV);
- A representative nominated by Tourism Geelong.
- One representative of the Waterfront business operators

The Centre coordinator will act as Executive Officer to the group.

The Committee shall elect its chairperson at the first meeting following the 1st July each year. The Committee may, at its discretion elect a deputy chair and treasurer.

Contributors to the special rate will be expected to elect their representative for vacancies that arise within the strip retail and arts sector areas. Nominations for these positions will be sought via a general ballot of contributors.

The Committee may invite additional individuals or representatives including Council Officers to attend meetings in order to respond to issues that arise during its lifespan.

The Committee will, from time to time, review the membership and structure and identify the most appropriate composition for the ongoing management of the centre.

4.3. Authority of the Committee

The Council endorses the establishment and function of the Committee as a Section 86 Special Committee of Council. The powers, duties and functions of the Committee are as described in the sealed Instrument of Delegation. The Committee will have the ability to develop procedures as required to perform its assignment.

4.4. Meeting Procedure

Committee meetings will be held on a monthly basis. Minutes of key actions and decisions only will be recorded.

The failure to attend 3 consecutive meetings in any one-year without reasonable grounds will result in dismissal from the Committee. In such instances a replacement for the position will be sought as per the process applicable to the position on the Committee.

4.5. Reporting requirements

Annual status reports will be provided to the Council.

4.6. Secretariat

The Executive Officer will provide the secretariat to the Committee.

4.7. Facilities and Resources

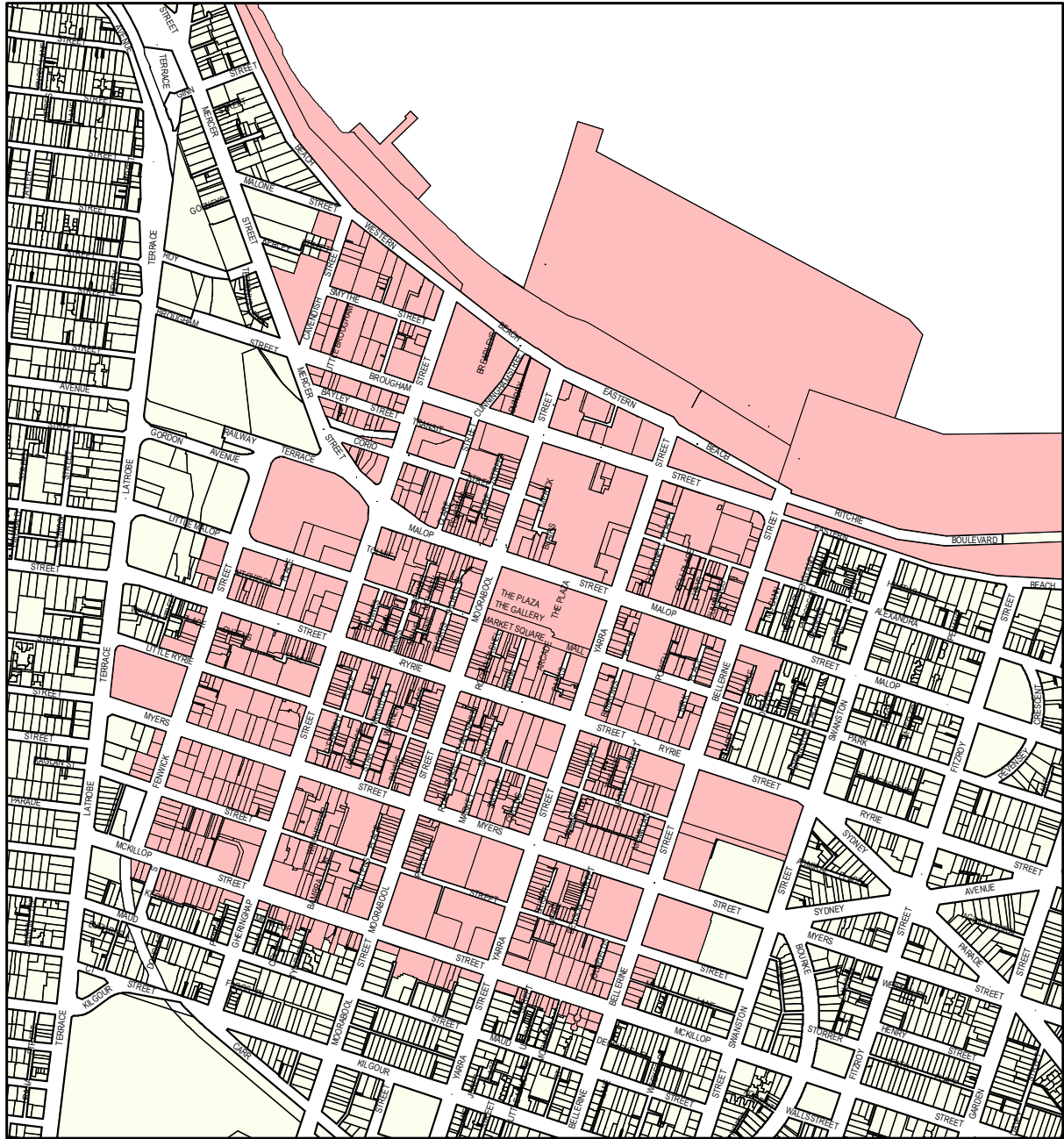
The Committee will determine requirements in due course.

5. QUALITY RECORDS

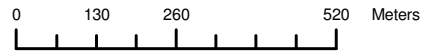
Quality Records shall be retained for at least the period shown below.

Record	Retention/Disposal Responsibility	Retention Period	Location
Centre Management Committee Minutes	Major Projects	Permanent	Records Department.
Public marketing and promotional literature	Major Projects	Permanent	Records Department.

PLAN



All properties in Central
Activities Area Special Rate Scheme
(Plan includes residential properties in
area not subject to the rate)



Instrument of Delegation

Greater Geelong City Council Instrument of Delegation Central Geelong City Management Committee

Greater Geelong City Council (**Council**) delegates to the special committee established by resolution of Council passed on 13 December 2005 and known as the "Central Geelong City Management Committee" (**The Committee**), the powers and functions set out in the Schedule, and declares that:

1. this Instrument of Delegation is authorised by a resolution of Council passed on 13 December 2005
2. the delegation:
 - 2.1 comes into force immediately the common seal of Council is affixed to this Instrument of Delegation;
 - 2.2 remains in force until Council resolves to vary or revoke it; and
 - 2.3 is to be exercised in accordance with the Guidelines set out in the Schedule and any further guidelines or policies which Council from time to time adopts; and
3. all member of the Committee will have voting rights.

THE COMMON SEAL of GREATER)
GEELONG CITY COUNCIL was)
Affixed hereto in the presence of:)

.....
Mayor

.....
Chief Executive Officer

SCHEDULE

Powers and functions

To exercise Council's functions and powers and to perform Council's duties in relation to the administration of the special rate scheme declared by Council:

- a) for the purposes of defraying expenses incurred by Council in relation to the operation and administration of the Central Geelong City Management Committee including marketing and promotion, provision of business information, training and networking, loyalty program and miscellaneous administrative activities;
- b) for the area constituted by all those properties bounded by McKillop Street, Bellerine Street, the Waterfront, Fenwick and Cavendish Street as shown on the attached plan marked "Attachment 1".
- c) In relation to the land within the above area this is rateable other than properties used solely for private, residential purposes; and
- d) For a period of five years.

and for those purposes:

- e) To enter into contracts, and to incur expenditure; and
- f) To do all things necessary or convenient to be done for or in connection with the performance of those functions, duties and powers.

Exceptions, conditions and limitations

The Committee is not authorised by this Instrument to:

- a) enter into contracts or incur expenditure:
 - i.) unless solely in advertising of Council's central activities area, promotion of Council's central activities area, business development programs (including training, advice and guidance for businesses located in Council's central activities area), engaging or employing a person to implement advertising, promotion and business development activities and promoting and encouraging access to and movement around Council's central activities district by the public;
 - ii.) for an amount which, in conjunction with other expenditure incurred during a financial year, would exceed the revenue raised by:
 - A) the special rate for that financial year; and
 - B) any additional revenue received for that financial year whether by way of fundraising, sponsorship, grants or other means.
 - iii.) To undertake activities in a manner which does not benefit the whole of Council's central activities area;
- b) exercise the powers or functions which, by force of section 86(4) of the Act cannot be delegated; or
- c) determine an issue, take an action or do a thing which is already the subject of exclusive delegation to another Committee.

Guidelines

The powers, duties and functions set out in the Instrument are delegated to the Committee. This means that the Committee can only act under delegation when sitting in a formally constituted meeting.

This means that a meeting must be called and conducted in a manner that complies with the provisions of the Act and with the Council's meeting procedures local law.

This Committee cannot exercise its delegated powers when gathered outside the formal meeting structure as described above. For example, an informal coming together of members could not resolve to act under delegation.

Similarly the delegations do not extend to individual members of the Committee.

The Committee must not exercise its delegated powers unless it has first been the item of business on an agenda for transaction at a meeting of the Committee.

All delegations must be read in conjunction with this document and any policies and guidelines that may be adopted by the Council from time to time.

The Committee must report to Council in writing at least annually.