

13 February 2007

**MELBOURNE HOSPITALITY ADVISORY BOARD – PROCESS
TO ESTABLISH BOARD**

Division Commerce and Marketing

Presenter Mary Hennessy, Manager Melbourne Marketing & Retail Development

Purpose

1. To seek in-principle support to establish the Melbourne Hospitality Advisory Board, a formal Board providing City of Melbourne with expert advice on issues and opportunities in relation to the hospitality sector (subject to the outcomes of Council's annual budget process).

Recommendation from Management

2. That the Business and International Relations Committee approve:
 - 2.1. the establishment of the Hospitality Advisory Board 2007-2009;
 - 2.2. the Terms of Reference for the Board (Attachment 1);
 - 2.3. a public process being undertaken to recruit suitably-qualified members; and
 - 2.4. that the formation of the Board is subject to the outcomes of Council's annual budget process.

Key Issues

3. Since mid 2005, City of Melbourne has convened an informal group of professionals (Melbourne Hospitality Advisory Group) working in the Melbourne hospitality sector to provide advice on:
 - 3.1. how Melbourne ensures that its hospitality offer remains outstanding;
 - 3.2. to identify what are the major issues effecting the sector's health; and
 - 3.3. clarify those specific areas where City of Melbourne is best-placed to play an active role.
4. At the last meeting of the Melbourne Hospitality Advisory Group, it was agreed that the Group would be more effective if it were a formally-approved Advisory Board, with published Terms of Reference and a public process implemented to recruit suitably-qualified members.
5. The benefits from this more formal status of the Group were identified as being clarity of purpose, the capacity to ensure that members suitably represented the sector's different tiers, and the capacity to be recognised by Council as the sector's definitive advisory group.

Time Frame

6. The Melbourne Hospitality Advisory Board would take effect from 1 July 2007, following a public process to recruit members in March and April 2007. This would be subject to the outcomes of Council's annual budget process.

Relation to Council Policy

7. The Melbourne Hospitality Advisory Board refers to *City Plan 2010*, specifically the following themes: Connected and Accessible City, Innovative and Vital Business City, Inclusive and Engaging City.

Consultation

8. As specified in the Terms of Reference, a publicly advertised selection process will call for nominations from qualified professionals working within the Melbourne hospitality sector.

Finance

9. The appointment of the Board, and approval of associated costs, will be subject to Council's annual budget process.

Legal

10. The recommendations of the report are within the objectives and functions of the Council.

Sustainability

11. There are no significant sustainability impacts contained within the recommendation of this report.
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Attachment:

1. Melbourne Hospitality Advisory Board Terms of Reference

Terms of Reference

MELBOURNE HOSPITALITY ADVISORY BOARD

2007-2009

OBJECTIVES

Role

The Melbourne Hospitality Board has been established to provide a platform for two-way communication and consultation between the Melbourne City Council (Council) and key retail stakeholders for the ongoing betterment and development of the Melbourne City hospitality offer.

Responsibilities

The Melbourne Hospitality Advisory Board will:

1. assist Council in its goal of delivering a world-class hospitality experience within the Melbourne City Retail;
2. advise Council in developing a strategic and long-term plan to ensure that the city's hospitality sector continues to prosper; and
3. ensure that its activities and recommendations are in the collective best interest of the Melbourne City Hospitality Core, and are transparently free of conflicts of interest.

MEMBERSHIP

Composition

The Melbourne Hospitality Advisory Board will comprise representatives of major hospitality operators, companies, businesses, organisations and individuals with the skills, experience and capacity to assist in meeting its objectives.

All members must have a hospitality-related business, property or community interest within the Melbourne City Retail Core, or be a member/employee of an organisation with such interest.

The members will be drawn from three categories, and will include representation as indicated on the following page.

MEMBERSHIP cont...

Those working within the Hospitality sector: (appointed following a publicly advertised selection process)

- Maximum 8 members which may include:
 - Restaurant owners
 - Bar owners
 - Representatives from associated sectors (eg entertainment, gaming)

Sector Development Representatives (appointed following direct invitation from Lord Mayor)

- Maximum 3 members, nominated as
 - CEO of Restaurant and Catering Association of Victoria
 - CEO of William Angliss Institute of TAFE
 - CEO of Melbourne Food and Wine Festival
 - CEO of Australian Hotels Association

Government (appointed via letter of invitation from the Lord Mayor)

- Maximum 3 members which will include:
 - City of Melbourne Councillor
 - Victorian Government executive (Dept Innovation, Industry & Regional Development)
 - Victorian Government executive (Tourism Victoria)

Size

The Melbourne Hospitality Advisory Board will comprise a maximum of 15 members across the three categories.

Tenure

Members of the Melbourne Hospitality Advisory Board will be appointed for a two year term commencing July 2007 and concluding June 2009.

In the event of a resignation of any member from the Melbourne Hospitality Advisory Board, a replacement member will be appointed to represent the same category, organisation or interest group.

Additional members may be recruited within the two year term to assist with special projects or initiatives, or to fill a particular skill gap within the existing membership, in accordance with the original selection process for the membership category.

Sub Committees

Sub Committees of the Board will be established to progress specific nominated projects within the structure of the hospitality plan.

Chair

The Melbourne Hospitality Advisory Board will be chaired by non Council members on an annual rotational basis.

The Chair and Deputy Chair will be appointed by members of the Melbourne Hospitality Advisory Board via a committee voting process.

Conflicts of Interest

In the event a conflict of interest arises for any member of the Melbourne Hospitality Advisory Board, the matter must be immediately tabled and the member must abstain from any dialogue relating to that matter.

MEETINGS

Frequency

Melbourne Hospitality Advisory Board meetings will take place four times per year, in the following months:

- February;
- May;
- August; and
- November.

Length

The length of the Melbourne Hospitality Advisory Board meetings will generally be contained to two hours.

Meetings of longer duration will be scheduled when applicable to accommodate special presentations and workshops.

EVALUTION

Performance

The Melbourne Hospitality Advisory Board will evaluate its performance on an annual basis, and report to the Business & International Relations Committee at the end of each financial year on the outcomes of its activities during the preceding year.

Reporting

The Melbourne Hospitality Advisory Board will advise Council via the Business and International Relations Committee at the end of each financial year on the achievement of commitments outlined within the Melbourne Hospitality Strategy.

LIABILITY

Insurance

Members of the Melbourne Hospitality Advisory Board should be covered under the Council's insurance program and will not be responsible for any cost or liability incurred by Council as a consequence of Council acting on the advice of the Melbourne Hospitality Advisory Board.

Expenses

No member of the Melbourne Hospitality Advisory Board will seek reimbursement for any expense in relation to his or her activities as a member of the Melbourne Hospitality Advisory Board, without the prior approval of Council's nominated officer.

Costs

Council will indemnify the members of the Melbourne Hospitality Advisory Board against any claim or cost that arises from their activities as a member of the Melbourne Hospitality Advisory Board, providing such activities are in accordance with these Terms of Reference and/or have been approved by Council or Council's nominated officer.

FINANCE ATTACHMENT

MELBOURNE HOSPITALITY ADVISORY BOARD – PROCESS TO ESTABLISH BOARD

Funding will be subject to the 2007/2008 Budget process.

Joe Groher
Manager Financial Services

LEGAL ATTACHMENT

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Section 3C(1) of the *Local Government Act 1989* (“the Act”) provides that:

“The primary objective of a Council is to endeavour to achieve the best outcomes for the local community having regard to the long term and cumulative effects of decisions.”

Section 3C(2) of the Act provides that in seeking to achieve its primary objective the Council must have regard to facilitating objectives including:

“(d) to promote appropriate business and employment opportunities;”

Section 3F of the Act further provides that Council has the power to do all things necessary or convenient to be done in connection with the achievement of its objectives and the performance of its functions.

Section 86 of the Act makes reference to the establishment by Council of advisory committees. There are no specific provisions in the Act concerning membership of such committees or procedures in relation to conduct of committee meetings.

Unlike a Special Committee, an advisory committee cannot be delegated any power, duty or function of the Council.

Kim Wood
Manager Legal Services