



**Melbourne City Council
Business and International Relations Committee**

MINUTES

**Meeting Number 3
Tuesday, 12 September 2006
5.30pm**

PRESENT

Cr Snedden (Chair)
Cr Brindley
Cr Clarke
Cr Jetter
Cr Ng
Cr Shanahan
Cr Wilson
Deputy Lord Mayor, Gary Singer

To be confirmed at the Business and International
Relations Committee meeting on 21 November 2006.

1. COMMENCEMENT OF MEETING AND APOLOGIES (Agenda Item 1)

The meeting commenced at 5.30pm.

The Chair, Cr Snedden, advised that:

- the meeting was being recorded for the purpose of ensuring the accuracy of the minutes of the meeting;
- the agenda comprised three Management Reports; and
- no apologies had been received.

2. DECLARATIONS OF PECUNIARY INTEREST AND CONFLICTS OF INTEREST (Agenda Item 2)

Cr Ng declared a perceived conflict of interest in relation to Agenda Item 5.2, *Melbourne Office Tianjin – 2005/6 Business Plan Outcomes*.

3. CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS (Agenda Item 3)

Resolved:

That the minutes of meeting No 2, held on Tuesday, 11 July 2006, be confirmed.

Moved: Cr Shanahan

Seconded: Cr Jetter

Carried unanimously

4. MATTERS ARISING FROM THE PREVIOUS MINUTES (Agenda Item 4)

There were no matters arising from the minutes of the previous meetings.

5. REPORTS FROM MANAGEMENT (Agenda Item 5)

The Chair, Cr Snedden, advised that an item of correspondence had been received in accordance with the Council's *Conduct of Meetings Local Law 2001* from Mr Peter Nicoll, Chairman Melbourne Business Council in relation to Agenda Item 5.3, *"Melbourne Retail Strategy 2006-2012"*.

6. REFERRAL NOTICE PROCESS

The Chair, Cr Snedden, advised members of the Committee and the public that:

- in accordance with the resolution of the Council on 28 February 2006, where the Committee makes a decision on the basis of fewer than five members voting in favour of it, the decision may be referred, by a Councillor, to Council for decision; and
- information in relation to the referral notice process was available from the Secretariat Officers.

The Chair, Cr Snedden, advised the Committee that the recent Business Mission to India had proven to be very successful.

5.1. Melbourne International Strategy 2005/06 – Outcomes Report

The purpose of this report was to provide an outcomes report on the implementation of the Melbourne International Strategy for 2005-06.

The Chair, Cr Snedden, endorsed the report presented by the Manager Melbourne International, Jane Sharwood, and emphasised the incredible impact that Melbourne has had on the international stage. The Chair, Cr Snedden, commended the International Relations team for all their efforts in making Melbourne a leader in establishing policies on marketing, tourism and retail.

Resolved:

That the Business and International Relations Committee receive the report of the outcomes of the Melbourne International Strategy 2005/06.

Moved: The Chair, Cr Snedden

Seconded: Cr Jetter

Carried unanimously

Cr Jetter congratulated the International Relations team for all their work over the past 12 months and informed the Committee that in discussions with Melbourne based firms, it has been highlighted that Melbourne has become a leader in international interest in local businesses.

5.2. Melbourne Office Tianjin – 2005/6 Business Plan Outcomes

The purpose of this report was to report on the outcomes of the 2005/6 Business Plan for the Melbourne Office Tianjin.

Cr Ng declared a perceived conflict of interest in relation to this item and departed the meeting at 5.54pm prior to any discussion taking place.

Cr Jetter informed the Committee that whilst his business is related to China, he did not perceive that any conflict of interest existed.

Resolved:

That the Business and International Relations Committee endorse the outcomes of the 2005/6 Business Plan for the Melbourne Office Tianjin.

Moved: Cr Shanahan

Seconded: Deputy Lord Mayor, Gary Singer

Carried unanimously

Cr Ng returned to the meeting at 5.58pm.

5.3. Melbourne Retail Strategy 2006-2012

The purpose of this report was to seek approval for the Melbourne Retail Strategy 2006 - 2007 implementation plan.

The Manager Melbourne Marketing & Retail Development, Mary Hennessy, provided the Committee with a DVD presentation highlighting the main aspects of this report.

The Chair, Cr Snedden, invited Mr Peter Nicoll, Chairman Melbourne Business Council, to address the Committee at which point he declined explaining that he felt his item of correspondence was self explanatory.

In response to questions raised by Councillors, comments made by the Manager Melbourne Marketing & Retail Development, Mary Hennessy, included:

- 12 representatives had been involved in the production of the Melbourne Retail Strategy 2006: 2012 booklet, which consisted of the following:
 - 1 representative from the City of Melbourne;
 - 1 representative from the State Government; and
 - 10 business sector representatives;
- each of the representatives had their own prescriptive approval process and the Committee is being requested to approve the City of Melbourne's aspects;
- there has been lengthy deliberations between Council and the State Government and both have auspiced the release of the Strategy; and
- the Strategy is a work in progress and is more of a statement of intent.

Cr Ng moved the following motion:

1. *That the Business and International Relations Committee:*
 - 1.1. *endorses the Melbourne Retail Strategy and its implementation plan 06/07;*
 - 1.2. *requests the review of the Melbourne Retail Strategy 2006-2012 and its deliverables on an annual basis; and*
 - 1.3. *requests the administration submit to Council an annual program with associated costs for the Committee's consideration prior to the next Budget process.*

The Deputy Lord Mayor, Gary Singer, seconded Cr Ng's motion.

Cr Clarke suggested that the following paragraph be added (to read 1.4):

- *"requests a report on the Melbourne Retail Strategy 2006-2012 implementation plan, which establishes a funding programme to reflect the proposed plan and determines benchmarks which achieve the vision statement:
'By 2012 Melbourne City will be renowned globally as Australia's leading retail city'".*

Cr Ng and the Deputy Lord Mayor, Gary Singer, as mover and seconder respectively, agreed to incorporate the amendment proposed by Cr Clarke.

Cr Brindley suggested that the following paragraph be added (to read 1.5):

- *"endorse the Melbourne Retail Strategy with the following amendment:
 - *removal of the suggested "shopping festival".**

Cr Ng and the Deputy Lord Mayor, Gary Singer, as mover and seconder respectively, did not agree to incorporate the amendment proposed by Cr Brindley.

The motion was put and carried with the Chair, Cr Snedden, the Deputy Lord Mayor, Gary Singer, and Councillors Clarke, Jetter, Ng, Shanahan and Wilson voting in favour of the motion and Cr Brindley voting against the motion.

The resolution, in its entirety, reads as follows:

1. *That the Business and International Relations Committee:*
 - 1.1. *endorses the Melbourne Retail Strategy and its implementation plan 06/07;*
 - 1.2. *requests the review of the Melbourne Retail Strategy 2006-2012 and its deliverables on an annual basis;*
 - 1.3. *requests the administration submit to Council an annual program with associated costs for the Committee's consideration prior to the next Budget process; and*
 - 1.4. *requests a report on the Melbourne Retail Strategy 2006-2012 implementation plan, which establishes a funding programme to reflect the proposed plan and determines benchmarks which achieve the vision statement:
"By 2012 Melbourne City will be renowned globally as Australia's leading retail city".*

6. GENERAL BUSINESS (Agenda Item 6)

There were no items of General Business.

7. URGENT BUSINESS (Agenda Item 7)

There were no items of Urgent Business.

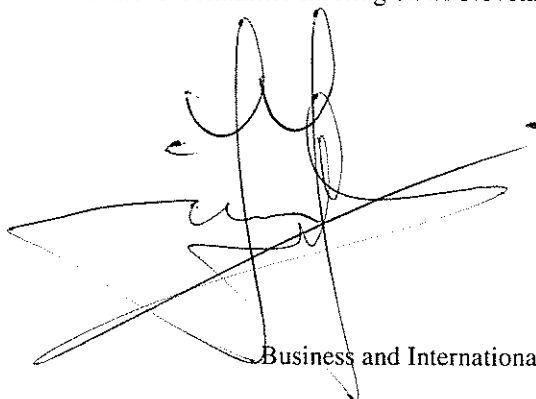
8. PUBLIC QUESTIONS (Agenda Item 8)

There were no Public Questions.

9. CLOSURE OF MEETING (Agenda Item 9)

The meeting concluded at 6.34pm.

To be confirmed at the Business and International Relations Committee meeting on 21 November 2006.

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Chair
Business and International Relations Committee
Town Hall
Melbourne