

Liebig Street Leadership Group

TERMS OF REFERENCE

Part of delivering a successful Stage 2 of the Warrnambool City Renewal Project

Purpose

- To assist with communicating to other traders and businesses about the project, activities and associated work schedules.
- To encourage traders and businesses to participate and leverage the benefits of the Stage 2 promotions and events program delivered by Warrnambool City Council through Project Manager City Renewal and City Renewal Placemaking Officer
- To assist with the development, delivery and promotion of Warrnambool City Council's Business Innovation Program in consultation with Project Manager City Renewal

Aims

- Increased level of trader understanding of benefits of the renewal program
- Increased understanding of the works construction schedule and the principles underpinning them
- Access to information and perceptions of traders in the area that might not otherwise be forthcoming
- Uptake of participation in promotional activities and events
- Increase in additional business activities associated with the promotions and events program through leveraging of this program
- Uptake of trader participation in the Business Support Program
- Transfer of knowledge and skills into individual businesses as a result of the participation in the Business Innovation Program: innovation in action.

Responsibilities

- Make use of Group members' own individual networks to promote the overarching renewal program and the associated detailed works of Stage 2 work with Council's Project Manager City Renewal and City Renewal Placemaking Officer to make sure all trader perceptions are known and understood
- Build understanding and promote participation and leveraging of promotional and event opportunities
- Help design and promote participation in the Business Support Program
- Report any innovations from local traders

Profile

Status:

The group is established by the Warrnambool City Council but is not a formal committee of Council. The Group is bound by the decisions of the Warrnambool City Council.

Operating:

January 2018 to end of Stage 2 construction estimated to be November 2018

Reporting Requirements:

Overall project updates will be developed by Council's Project Manager City Renewal (to be appointed by Warrnambool City Council) and provided to Council every 6-8 weeks. The outputs and outcomes of the work of the Leadership Group will form part of that report.

Membership

Membership (for Stage 2)

- 3 x South Liebig Street block (Liebig Street, between Timor Street and Koroit Street)
- 2 x Koroit Street block (Koroit Street, between Liebig Street and Kepler Street)
- 1 x Central Liebig Street block (Liebig Street, between Koroit Street and Lava Street)
- Mayor (Chair)
- Council's Manager City Renewal (facilitator)

Nomination of membership is open to all businesses located in Central, Northern and South blocks of Liebig Street. Nominations from businesses in other areas of the city centre will be considered on merit.

What is the selection process?

- Membership is advertised
- Responses are assessed against the desirable knowledge, skills, attitudes and experience
- Interviews conducted if necessary
- Successful candidates notified

Desirable Knowledge, Skills, Attitudes and Experience

Knowledge	Broad understanding of business in the area Broad understanding of the local and regional business environment
Skills	Communication skills Networking skills
Attitudes	Positive attitude to Warrnambool's advancement particularly the City Centre
Experience	With marketing, promotion and events

What is the period of appointment?

January 2018 to end of Stage 2 construction – November 2018.

What are the arrangements for new appointments?

Call for participation in Stage 3 Group will occur around October 2018.

Membership (for Stage 3)

To be confirmed.

Review of performance

Review schedule

- Three monthly reviews of relevance and work objective
- More significant review in October 2017 before commencement of Stage 3 Leadership Group

What review process is followed?

As part of the group's regular meetings - discussion around agreed points

An independently facilitated special workshop will be held

Individual interviews may also form part of this review.

What circumstances would disband the group?

If the work and objectives become no longer relevant or being met.

Ways of working

Has the group developed ground rules to guide working together?

Ground rules and boundaries/working agreement will be developed as part of Group's commencement phase.

The group is facilitated and support by Council's Manager City Renewal

Meetings

Number of meetings

Before construction: every two months (or more frequently if needed) including a workshop to establish ground rules and a working agreement.

During construction: monthly to align with the promotional calendar (or more frequently if needed)

Organisation of meetings

The meetings, agenda and any background research and information are organised by Council's Project Manager City Renewal and City Renewal Placemaking Officer.

Meeting format

The meetings will follow standard meeting procedures. They will be chaired by Warrnambool City Council Mayor.

Sharing of information and resources

Sharing

Council's Manager City Renewal is responsible for provision of information and resources to the Group members.

Information and resources will be distributed at meetings or emailed by Council officers.

Other technology will also be used as needed.

Council's website www.cbd.warrnambool.vic.gov.au will be used and updates will be done by Council officers.

How is confidentiality handled?

There might be instances when the Group members might access sensitive or confidential information disclosed to them by other traders located in the area of the project site. The Group members are expected to treat such disclosed information in a sensitive and confidential manner.

How is privacy handled?

As per Warrnambool City Council's Privacy Policy, October 2014

This policy can be accessed at <http://www.warrnambool.vic.gov.au/policies>

Definition of terms

Stage 1 – Project area that includes the section of Liebig Street between Koroit Street and Raglan Parade.

The works in this project area are scheduled for February – October 2017

Stage 2 – Project area that includes the section of Liebig Street between Koroit Street and Timor Street and Koroit Street between Liebig Street and Kepler Street. The works in this project area are scheduled for February – November 2018

Stage 3 – Project area that includes the section of Koroit Street between Liebig Street and Kepler Street. The works in this project area are scheduled for February – November 2019

Construction principles – These principles are decided by Warrnambool City Council. At the time of development of this Terms of Reference document (April 2016), the following construction principles have been adopted by Warrnambool City Council:

- I. Maintain access to businesses for pedestrians during business hours.
- II. Maintain, as far as practicable, traffic flow for vehicles through the construction site during business hours.
- III. Maximize, as far as practicable, customer parking and designated loading zones for businesses during business hours.
- IV. Maintain regular communications with businesses and the community throughout this project.