



**GLEN EIRA
BUSINESS AND ECONOMY
ADVISORY COMMITTEE MEETING**

MINUTES

**Thursday 9 March 2023
8.30am – 10.30am**

Meeting Room 2 - 840 Dandenong Road Caulfield

Present:

<i>Councillors:</i>	Cr Sam Parasol (Chair) Cr Tony Athanasopoulos Cr Anne-Marie Cade	Glen Eira Councillor Committee Member Glen Eira Councillor Committee Member Glen Eira Councillor Committee Member
<i>Community Representatives:</i>	Jai Parasnis Ruth Lewis Shai Dagan Keith Rhodes Deepa Mani Bruno Karalus Chris Giouris Thanh Do	Community Committee Member Community Committee Member Community Committee Member Community Committee Member Community Committee Member Community Committee Member Community Committee Member Community Committee Member
<i>Council Staff:</i>	Ron Torres Matt Slavin Suzette Sutton Eimer Kelly (Online)	Director Manager Officer Officer

1. Apologies

<i>Councillors:</i>	Nil	
<i>Community Representatives:</i>	Steve Antunovic Grahame Leonard AM	Community Committee Member Community Committee Member
<i>Council Staff:</i>	Nil.	

2. Conflicts of Interest Declaration

Nil.

3. Action Items Update from last committee Meeting

Title/Item	Action	Update	Responsible Officer	Active/Closed
5.1 Business Survey	Action: Officers to finalise survey questions and distribute to members	Survey will go out in April.	SS	Active
5.2 Business Awards	Action: provide update at next meeting.	EOI launched. Further update provided at item 5.2.	SS	Closed
5.5 Review of Economic Development Plan	Action: that Officers note the feedback from the Committee and present further updates.	Feedback noted. No further update required.	MS	Closed
6.2 Changes to Committee	Action: that Committee make up for 2023 is communicated to community members.	Communicated in minutes of last meeting.	SS	Closed

4. Summary of meeting minutes from previous meeting

Minutes of the last meeting were confirmed by the Committee.

5. Items for Discussion:

5.1 Business Survey update

Suzette Sutton

The survey will go out in April.

Members queried how Council was going to capture data for business located in Glen Eira but are registered elsewhere. It was confirmed that the survey will be promoted in other ways to capture required audience.

Members discussed survey participants anonymity. It was suggested to add an optional question at the end of the survey for those who wish to provide their details to enter for a prize.

Suggestions from the Committee for ways to promote the survey:

- Phone surveys and door knocking
- Having a targeted approach to ensure businesses don't miss out
- Target the five areas in the city plan.
- Putting QR codes around businesses.
- Committee volunteers to promote the survey.
- Reach out to larger businesses in the area for support.

Action:

1. Committee members to provide details to Council if interested in volunteering to help promote the survey.
2. Survey incentive (prize) to be arranged and promoted with the survey.

5.2 Business Awards

Suzette Sutton

The Expression of Interest (EOI) form was launched on 6 March 2023.

A judging panel will be set up and will include Committee members and volunteer mentors. There will be one winner in each category. Each winner will go into the run for the Mayor's Business of the Year award.

Entries will close on 6 May and the judging panel will convene the following week. Presentations will be held on 16 June in the Art Gallery at Town Hall from 5:30-7:30pm.

Members discussed the award categories and the possibility to streamline them. There was also discussion about the award categories and a suggestion for a small business award or a commendation award.

Action:

- Officers to investigate streamlining the award categories and adding a small business category.
- Committee members to provide details to Council if interested in being on the judging panel.

5.3 Business support programs update

Suzette Sutton

Item not covered in the meeting. Held off to next meeting due to time.

5.4 Round Table discussion

Cr Sam Parasol

Industry Sector - key economic and business considerations relating to the following questions

Have businesses in general made a recovery (from COVID)?

- IT sector has made a recovery –thriving sector
- Marketing as a broad sector was not badly affected by covid
- Businesses are good now but unsure where the next tipping point is
- One of the biggest changes – hybrid working being the norm

What is missing for businesses?

- More business coaching and mentoring
- Technology and innovation

What was a positive takeaway from pandemic?

- WFH/hybrid working - productivity
- Staff are not going to the City as much which is beneficial for local business.

What was the biggest change businesses had to make, and will that stick in the future?

- Businesses becoming more aware of data/privacy, cyber security and automated processes.
- Businesses have had to transform to work in a digital space and to be able to run a business solely digitally.

How does work from/near home affect your business or your sector?

- Limits availability of staff to attend in person.

What is the ingredient most needed to have successful business in GE?

- Promotion of businesses.
- Place based search mechanisms – it's not always easy to find businesses

5.5 Update - Economic Development Plan

Matt Slavin

Update on the scope of the Economic Development Plan will be provided at the next meeting.

6. General Business:

6.1 Mentor Program

Matt Slavin

Council is looking at how we engage mentees across all sectors and how we can promote the opportunity to prospective mentees.

6.2 Networking opportunities/events

Matt Slavin

Cyber security was raised as a potential theme. This is to be further considered.

7. Forward Meeting Schedule

Cr Sam Parasol (chair)

DATE	Items	Officer/Member
March 9, 2023, 8.30am -10.30am		
June 8, 2023, 8.30am – 10.30am		
September 7, 2023, 8.30am – 10.30am		
November 6, 2023, 8.30am – 10.30am		

8. Next Meeting - 8 June 2023

9. Closure of Meeting:

The meeting closed at 10:30am

Minutes to be confirmed at the Ordinary Council Meeting on 2 May 2023.