

DRAFT



The Frankston Central Activities District (CAD) Advisory Committee Terms of Reference

1. BACKGROUND

Frankston's city centre or Central Activities District (CAD) is situated on the eastern shores of Port Phillip Bay approximately 40 kilometres south of Melbourne. It is strategically placed as the activity centre for the Mornington Peninsula and the nearby south east growth corridor of Melbourne. Currently, Frankston CAD provides regional shopping, education, health, community services, financial, recreation and leisure and entertainment facilities for a population catchment far greater than the Frankston City municipal boundaries.

The development and ongoing success of the Frankston CAD requires ongoing management that engages all stakeholders and considers physical, economic, social and environmental aspects in an integrated and coordinated manner.

2. PURPOSE OF COMMITTEE

The Frankston CAD Advisory Committee has been established to provide direction and support to assist and guide Council in its activities relating to the Frankston 2025 vision for the Frankston CAD.

The purpose of the Committee is to ensure the ongoing involvement from all sectors of the community and key stakeholders in realising the Frankston CAD vision.

The Advisory Committee will predominantly provide advice to Council on:

- (a) Initiatives that achieve the further vision elements including a clean, green, safe and inviting city centre with diverse business offerings within distinct precincts, and that reflects the bayside location of Frankston
- (b) Initiatives that support the Frankston City Council Plan

3. FUNCTIONS OF THE FRANKSTON CAD ADVISORY COMMITTEE

The functions of the advisory committee will be to:

- (a) Develop and promote Council's CAD vision and the recognition of strategic projects and government and business sector initiatives that contribute to the achievement of this vision
- (b) Encourage community, business sector and government participation and support in delivery of the CAD vision
- (c) Develop business retention, expansion and attraction strategies to increase the prosperity and resilience of the existing business community, while encouraging a greater diversity of new businesses

- (d) Assist the Council in monitoring and reporting on progress towards achievement of the CAD vision
- (e) Faithfully represent the interests and preferences of the Frankston City community rather than individual stakeholder organisations. This will ensure that the CAD vision remains relevant to the Council and the broader community
- (f) Assist in identifying and prioritising CAD projects as part of Council's rolling Capital Works Program
- (g) Provide advice to Council's budgetary process for support and program/infrastructure funding for Frankston CAD
- (h) Monitor, review and recommend improvements to maintenance standards within the CAD
- (i) Foster community awareness and pride in the CAD
- (j) Guide the marketing of the CAD and the schedule of local events to positively influence perceptions of the CAD

4. PRIORITIES OF THE COUNCIL

The following themes highlight Council's current priorities for the Frankston CAD which are provided for the intent of informing the Advisory Committee that Council may seek its involvement and advice in such issues from time to time.

Parking & Traffic

- Provision and management of parking in the CAD
- Better public transport connections
- Improved linkages between traffic flow and the location of car-parking

Business Prosperity

- Identify and assist with the implementation of key strategies to increase business diversity, attract specialty retailers and reduce commercial premises vacancies
- The relocation of a State Government department to Frankston CAD

Community

- Engaging and entertaining our Youth
- Positioning the Frankston CAD as a hub of community activity and a source of integrated services
- Encourage increased residential activation in the CAD
- Develop further signature tourism events

Major Projects

- The development of a Safe Boat Harbour
- Redevelopment of the Frankston City Council civic centre – including possible integration with the Regional Aquatic Centre
- Ensure provision of quality open space and 'green' the CAD
- Redevelopment of key landmark sites – including the Peninsula Centre

Safety/Law & Order

- Investigate the impact of antisocial behaviour and pharmacotherapy issues across all sectors of the CAD community
- Complete the expansion of the functioning CCTV system

- Lobbying for additional resources, including additional Police, expansion of Frankston City Council's Ambassador program
- Facilitation of improved integration between enforcement agencies within the CAD

Marketing

- Establish strategic marketing partnerships and opportunities
- Undertake strategic marketing campaigns that positively influence people's perception of Frankston as a desirable place to live, learn, play, shop and invest – including encourage people to 'take a closer look'

In addition to the above priorities the Advisory Committee will also undertake an extensive SWOT analysis of the CAD then prepare an Action Plan of how these can be addressed.

5. MEMBERSHIP OF THE COMMITTEE

Frankston City Council is seeking to establish a voluntary committee whose members are drawn from a diverse cross-section of the community. The Frankston CAD Advisory Committee shall comprise the following members appointed by Council:

- Four (4) Business Representatives including:
 - One (1) Frankston Business Chamber representative *(NB/ other Committee members may also be members of the Frankston Business Chamber and may be Frankston Business Chamber Board of Management members)*
 - One (1) Bayside Shopping Centre representative
 - One (1) independent retailer based outside of Bayside Shopping Centre
 - One (1) Finance, Legal and Business Services representative
- One (1) Property Owner/Manager or Estate Agent representative
- Three (3) Community representatives including:
 - One (1) Arts, Culture, and entertainment representative
 - One (1) youth representative or One (1) Chisholm Institute of TAFE representative
 - One (1) CAD (or adjacent) Resident representative
- Three (3) Councillors nominated by the Council of Frankston City Council
- Three (3) Ex-Officio Members
 - One (1) member of Frankston City Council's Corporate Management Team
 - (One) Member of Frankston City Council's Urban Strategy Department
 - One (1) State Government representative from the Department of Planning and Community Development

Ex-officio members shall not have voting rights and are not to move or second motions before the chairperson.

Other key stakeholders to be invited to attend by the committee as required by the business being considered. Other Council officers to be involved at the discretion of the Chief Executive Officer. Such temporary members will not have voting rights.

5.1 ROLE OF THE FRANKSTON CAD ADVISORY COMMITTEE MEMBERS

The Frankston CAD Advisory Committee members are expected to:

- act honestly and within the law at all times
- act in good faith and not for improper or ulterior motives
- act in a reasonable, just and non discriminatory manner
- undertake their role with reasonable care and diligence

- conduct their ongoing relationship with fellow Committee Members, Council Officers
- Councillors and/or the Council and the public with respect, courtesy and sensitivity
- use information in a careful and prudent manner,
- have regard for relevant Council strategies, policies and guidelines
- understand the importance of a holistic approach to the development and implementation of the Frankston CAD vision

5.2 ROLE OF THE CHAIRPERSON

The Frankston CAD Advisory Committee shall elect a Chair at its first meeting each year.

- a) The Chairperson shall chair all meetings of the full Frankston CAD Advisory Committee. The Chairperson need not Chair or be represented at every working party meeting – a delegate may be nominated.
- b) The Chairperson is responsible for ensuring that the Advisory Committee operates in an effective manner within these terms of reference.
- c) The Chairperson shall be available to liaise with Advisory Committee members, government agencies, Council officers, Councillors and/or the Council, and may be required to attend Council meetings or briefings on occasions.

6. RECRUITMENT OF THE COMMITTEE

Where members of the committee are representatives of identified organisations, such organizations will be requested to nominate their representative for endorsement.

Candidates for the Frankston CAD Advisory Committee who are not nominated by identified representative organisations may be nominated by Frankston City Council or any other member of the community. Candidates may also self-nominate.

Members will be selected based on their capacity to contribute to the Advisory Committee and who represent a diverse range of interests and backgrounds from across the Frankston CAD community.

The following procedure will be used to establish the initial members of the Advisory Committee:

- a) A notice will be featured in the local newspapers inviting nominations
- b) Candidates will be assessed by Council's selection panel comprising Council's delegates to the committee and the Chief Executive Officer or his representative.
- c) The short listed candidates may be interviewed
- d) The selection panel will make recommendations to the Council on the suitability of the candidate
- e) An appointment will be made where the candidate's nomination is supported by the Council

Where no nominations are received or no appropriate nominations are received the committee may continue without such positions being filled.

7. TERMS OF APPOINTMENT

- a) Representatives will be appointed for either a period of one, two or three years (having regard to the need to maintain continuity within the Advisory Committee). Existing Committee Members shall be eligible to nominate for another term. No member shall exceed two terms on the Committee

- b) The Committee will elect a Chairperson for a one year term. The Chairperson may have up to two consecutive terms in the role of Chair
- c) A Member shall be deemed to have resigned if that member fails to attend three consecutive meetings of the advisory committee. However, the Advisory Committee may grant leave of absence for an extended period
- d) Resignations shall be submitted in writing to the Council through the Chairperson
- e) Frankston City Council, as necessary, will arrange reappointments and new appointments. Any vacancy on the Committee needs to be filled within four months

8. COMMITTEE OPERATING PROCEEDINGS

- a) Meetings initially will be held monthly in the early stages, with a view to becoming bimonthly as required. Meetings will be held at the Civic Centre, Frankston, unless otherwise resolved by the committee. Future meeting dates and times will be decided on at the initial meeting.
- b) The committee shall aim to operate on a consensus model of decision making. In the event of a vote occurring and that vote being tied, the chairperson shall, in addition to a deliberate vote, have a second or casting vote.
- c) The committee ***may establish working groups for a specified purpose***. Relevant key stakeholders will be consulted when establishing such a working group. Non-members may be co-opted to a working group. A member of the committee shall chair such working groups. The committee shall develop a statement of the role, responsibility and tasks to be achieved by the working group and the reporting procedures to be followed.
- d) Council officers acting in an ex-officio capacity shall not be expected to attend working group meetings unless otherwise approved by the appropriate Council General Manager or Department Manager.
- e) A quorum shall consist of a clear majority of the committee voting members.
- f) General Business items raised at meetings are to be recorded on a database and a report and updates on actions circulated with meeting agendas.
- g) The Frankston CAD Advisory Committee is an advisory body with primary contact to the nominated Frankston City Council Corporate Management Team Member.
- h) The role of the Frankston CAD Advisory Committee (as an advisory body only) precludes it or its members from directing Council officers on any particular matter. Additionally Council officers are not bound by any advice put forward by the Advisory Committee. Council officers are bound, however, to submit all Advisory Committee recommendations to Council for its consideration and determination.

9. MEDIA COMMENT AND CONFIDENTIALITY

Comments to the media on behalf of the Frankston CAD Advisory Committee shall only be made by the Chairperson, or by another member of the Committee with the approval of the Chairperson.

The Committee does not have the power to speak on behalf of Frankston City Council.

Members of the Committee should appreciate that the Committee will from time to time deal with sensitive matters of a confidential nature. The confidentiality of such information should be respected by all members.

10. CONFLICT OF INTEREST

Members of the Committee must, having reviewed the agenda for a meeting, or when becoming aware of a potential conflict of interest, immediately advise the Chairperson and if appropriate leave the meeting whilst the matter is discussed and not participate in any decision making related to the issue.

11. ADMINISTRATION AND RESOURCING THE COMMITTEE

The Council will provide administrative services and other resources (e.g. venue, preparation and distribution of minutes/agendas) to support the functions of the Frankston CAD Advisory Committee and any working groups.

12. REVIEW OF TERMS OF REFERENCE

The function of the committee and its Terms of Reference will be reviewed annually and Frankston City Council shall be provided with a report on the year's activities.