

## Report to the Future Melbourne Committee

Agenda item 6.4

### Night Time Economy Advisory Committee

2 February 2021

**Presenter:** Andrew Wear, Director Economic Development and International

#### Purpose and background

1. On 15 December 2020, Council endorsed the creation of a Night Time Economy Advisory Committee (the Committee) in recognition of the importance of the night time economy to Melbourne's economic recovery. This report outlines proposed Terms of Reference for the Committee (Attachment 2).
2. The night time economy describes the social, cultural and economic activities that take place between 6pm and 6am. While COVID-19 restrictions have substantially lifted, sectors that are still being significantly impacted in the city include accommodation, hospitality, theatre, the arts and retail. These sectors align closely with attracting visitors and represent important sectors involved in the night time economy.

#### Key issues

3. Prior to COVID-19, Melbourne had Australia's fastest growing night time economy. Melbourne's night time economy was a key city differentiator and research from the Council of Capital City Lord Mayors estimated the 2018 night time economy in Melbourne contributed \$3.5 billion in annual turnover and represented 31,000 jobs (Attachment 3).
4. COVID-19 has disproportionately impacted the night time economy due to government policy settings such as the night-time curfew, restrictions on trade for hospitality and ongoing venue density limits. Night time pedestrian activity in the city has dropped 60 to 70 per cent compared to the same time last year. The night time economy is comprised of the sectors with significant COVID-19 related job losses. For example, payroll data indicates that as at 2 January 2020, the Victorian accommodation and food sector had lost 18.8 per cent of jobs since the start of the pandemic.
5. The City of Melbourne has actively supported the night time economy via a wide range of initiatives, including business grants, marketing campaigns and sponsoring and producing events. Appropriate urban planning and permits have also been important contributors to the success of Melbourne's night time economy as has working with a wide range of stakeholders.
6. Reinvigorating Melbourne's night time economy will require ideas, input and support from a broad range of stakeholders. The City of Melbourne is committed to ensuring the night time economy of the city not only recovers, but regains a positive growth trajectory.
7. Cities around the world have adopted a variety of approaches to support their night time economies. For example, London has appointed a 'Night Czar', New York has established a 'Nightlife Advisory Board' and Toronto appointed its Deputy Mayor as 'Night Economy Ambassador'. In Australia, the NSW Government is appointing a 'Coordinator-General' to shape the night-time economy.
8. The draft Terms of Reference propose that the Committee will: provide advice to Council on the growth and sustainability of the night time economy; provide feedback on proposed City of Melbourne initiatives that support the night time economy; and contribute to City of Melbourne decision-making with data and expertise.
9. In addition to chairing meetings, the Chair's role is to coordinate the provision of advice to Council. This may involve presenting at relevant council meetings and other forums as requested.
10. Via an expression of interest process, ten external representatives (including the Committee Chair) will be appointed for an initial 12 month term. Expertise will be sought in fields that contribute to the current or potential future night time economy. In addition, two Councillors and one Victorian government representative will be appointed as members.
11. The Committee will meet at least six times each year. Management will provide secretariat support. The Committee will provide a report to Council at the end of each financial year on its activities during the preceding year.

**Recommendation from management**

12. That the Future Melbourne Committee:
  - 12.1. Ratifies the establishment of the Night Time Economy Advisory Committee (the Committee).
  - 12.2. Adopts the attached Terms of Reference for the Committee
  - 12.3. Authorises the General Manager City Economy and Activation to make any further minor editorial changes to the Terms of Reference prior to publication.

**Attachments**

1. Supporting attachment (Page 3 of 8)
2. Draft terms of Reference (Page 4 of 8)
3. Melbourne's pre-COVID19 Night Time Economy (2018) (Page 8 of 8)

## Supporting Attachment

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### Legal

1. There are no direct legal implications for Council in the recommendation of this report.

### Finance

2. No significant financial implications arise from the recommendation contained in this report

### Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

### Health and Safety

4. In developing this proposal, no Occupational Health and Safety issues or opportunities have been identified.

### Stakeholder consultation

5. Experts from the City Economy Advisory Board subcommittees provided advice and guidance on the draft terms of reference.

### Relation to Council policy

6. The Council's Diversity Policy – Appointments to Key Melbourne City Council Advisory Committees, Bodies and Boards of Subsidiary Companies aims to ensure that opportunities for new or replacement appointments are made known to the broadest cross section of the community. For the purposes of the Policy, diversity includes gender, age, ethnicity and cultural background.

### Environmental sustainability

7. In developing the Committee, environmental sustainability issues have been considered and no direct issues were identified.

## DRAFT TERMS OF REFERENCE

### *Night Time Economy Advisory Committee*

#### Background

Prior to COVID-19, Melbourne had Australia's fastest growing night time economy. Research from the Council of Capital City Lord Mayors estimated the 2018 night time economy in Melbourne contributed \$3.5 billion in annual turnover and represented over 31,000 jobs.

COVID-19 has disproportionately impacted the growth of the night time economy due to government policy settings such as the night-time curfew, restrictions on trade for nightclubs and ongoing venue density limits. The night time economy is also comprised of the sectors with significant COVID-19-related job losses, including accommodation, hospitality, theatre, arts and retail.

The City of Melbourne is committed to ensuring the night time economy not only recovers, but continues with a positive growth trajectory. The recovery effort needs to be coordinated, timely, informed, considered and consistent with the best interests of the city's stakeholders, residents, businesses, workers and visitors.

The City of Melbourne is responsible for the effective discharge of its duties under the Local Government Act and other relevant legislation. In upholding these duties, the Council is supported, where necessary and appropriate, by support from advisory committees.

With respect to the COVID-19 pandemic, this support can be sought through an external advisory committee to provide advice on economic recovery matters. The establishment of a Night Time Economy Advisory Committee (the Committee) will help shape the role of the City of Melbourne in future recovery efforts and is consistent with City of Melbourne governance principles.

#### Purpose and objectives

The purpose of establishing the Committee is to ensure the City of Melbourne harnesses strategic input from relevant industry and government representatives to ensure that the city economy responds to the impacts of COVID-19 on the central city.

Council wishes to formally engage with night time sector representatives to provide strategic advice and direction about the growth and sustainability of this important element of our city.

The Committee will provide a collaborative platform for exchange and consultation between Council and the night time economy sector to respond to COVID-19 and advance the Council plan and its agreed goals.

In conducting its work, the committee will consider the United Nations Sustainable Development Goals to ensure the future we build is prosperous and sustainable for all.

#### Role and responsibilities

The role of the Committee is to:

- Provide advice to the City of Melbourne on the growth and sustainability of the Night Time Economy;
- Provide feedback on proposed City of Melbourne initiatives that support the Night Time Economy; and

- Contribute to City of Melbourne decision-making with data and expertise.

The Committee has no binding decision making authority or executive function in the context of City of Melbourne activities, operations or obligations.

Members of the Committee are expected to act with due care, however they are not fiduciaries charged with fiduciary duties and responsibilities.

## Membership

The Committee will be comprised of representatives from a cross section of the night time economy sector and the broader Melbourne community and will work collectively to ensure Melbourne consolidates its reputation as Australia's leading night time city. It will build positive synergies with Melbourne's other major sectors and identify opportunities for collaboration for the betterment and sustainability of the Melbourne city offer.

Council will make appointments based on merit, skill, expertise and leadership qualities. The Committee will bring specialist experience and skills, relevant network connections, innovative thinking, enthusiasm and passion for Melbourne's future night time prosperity and its role as a major international creative night time city.

To ensure that the objectives are met, Council will take necessary and reasonable measures to reach the broadest cross section of the night time economy sector and community when seeking to fill positions.

It is recognised that given the nature and complexity of issues facing the sector, at various times some members may be more active than others depending on the issues being considered by the Committee.

## Composition

External committee members will be sought from, but not limited to, a cross section of the following categories:

- Melbourne based night time economy sector organisations, including peak bodies and those working with demonstrated local, national and international networks.
- Professional artists, musicians and or producers participating and active in entertainment, music or events sector development, policy, and or advocacy.
- Live music, entertainment, events and hospitality venue operators, based in the municipality.
- Shopping centres and retail precincts, based in the municipality.
- Professionals and entrepreneurs from related sectors who can provide extensive and relevant global perspectives and knowledge.

The Committee will be constituted via a public expression of interest with a maximum of ten representatives external to Council, including the committee chair.

In addition to chairing meetings, the Chair's role is to coordinate the provision of advice to Council. This may involve presenting at relevant council meetings and other forums as requested.

Representation will also be sought from the Victorian Government (1 member) to join the Committee, to maximise the collaboration between the Council and government to ensure the ongoing prosperity of the city's night time economy sector.

In addition, two Councillors are to be appointed.

The Committee may invite relevant industry stakeholders, with specific skills and expertise to participate in discussions from time to time. Other Councillors may participate in meetings and council officers will attend meetings in order to service the Committee.

The composition of the Committee will be consistent with the requirements of Council's Diversity Policy in addition to a set of criteria.

### **Tenure**

Members of the Committee will be appointed for a one year term commencing from the first meeting. An option to extend the Committee's tenure is possible subject to Council approval.

Any member not able to attend two consecutive meetings in a calendar year without providing a substitute/proxy will be deemed to have resigned from the Committee. The member will inform the Chair of the substitution prior to the scheduled meeting. The nominated proxy will provide relevant comments/feedback about the attended meeting to the member they are representing.

In the event of a resignation of any member from the Committee, a replacement member will be appointed.

Additional members may be recruited 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.

### **Conflicts of interest**

In the event of a conflict of interest arising for any member of the Committee, the matter must be immediately tabled and the member must abstain from any dialogue relating to that matter.

### **Public comment**

Where Committee members are invited to provide public comment, they will need to ensure they engage with the City of Melbourne beforehand, to ensure alignment with Council's position. Failure to provide an opportunity for review would mean that the committee member would be in breach of their role.

### **Meeting frequency**

The Committee meetings will take place at a minimum six times per year.

### **Length**

The length of the Committee meetings will generally be limited to two hours. Longer duration meetings will be scheduled when applicable to accommodate special presentations and workshops.

### **Agenda, minutes, and other papers**

Documents will be sent to members with a minimum of three business days in advance of a Committee meeting. This will include the following:

- Agenda for upcoming meeting.
- Minutes of previous meeting.
- Any other documents/information/attachments to be considered at the meeting.

### **Quorum requirements**

A meeting quorum will be seven committee members.

### **Evaluation**

The Committee will evaluate its performance on an annual basis, and report to Council at the end of each financial year on the outcomes of its activities during the preceding year.

### **Insurance**

Members of the Committee will 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 Committee.







### Expenses

No member of the Committee will incur any expense in relation to his or her activities as a member of the Committee, without the prior approval of Council's nominated officer.

### Costs

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

### Melbourne's pre-COVID19 Night Time Economy (2018)

Measure	Core NTE 2018 & Change 17-18	% Total Economy	Sub-sector	Establishments & Change 17-18	% Core NTE
 Establishments	2,510 +4.4%	6.2%	 Drink	243 -2.0%	10%
 Employment	31,130 +2.5%	10.6%	 Entertainment	497 +6.2%	20%
 Sales Turnover	\$3,529m +9.6%	4.2%	 Food	1,770 +4.8%	71%

Based on 2019 Australian Bureau of Statistics data  
 (CABEE 2014-2018 dataset), Ref: WTS1/L1

Based on 2019 Australian Bureau of Statistics data  
 (CABEE 2014-2018 dataset), Ref: WTS1/L3

For more information see Table 28 in the appendix.

Source: Ingenium Research, *Measuring the Australian Night Time Economy 2018*, A report prepared for the Council of Capital City Lord Mayors, September 2019 ([https://www.lordmayors.org/?page\\_id=1226](https://www.lordmayors.org/?page_id=1226))