

Meeting Minutes

Northern Business Liaison Group (NBLG)

Date	20/05/2021	Time	7:30-9:30am
Chair	Jeni Coutts	Meeting no.	2
Location	Watsonia Hub	Minute taker	Nadia Hollins

Attendees

Attendees			
Name	Organisation	Name	Organisation
Jeni Coutts	Independent Chair	Noella Jacobs	Greensborough Chamber of Commerce
Tony Aouad	Kebab Nation & Anchor Fish & Chips	Matt Guest	Watsonia RSL
Danielle Phyland	Nillumbik Shire Council	Jeremy Richards	Watsonia Optical and President Watsonia Trader Association
Hannah Johnson	NELP	Toni Clark	NELP
Bill Himonas	NELP	Nadia Hollins	NELP
Franklin O'Carroll	NELP	Andrew McGlade	Rail Projects Victoria
Raphael Symons	Rail Projects Victoria		

Apologies			
Name	Organisation	Name	Organisation
Sarah Maguire	Watsonia Traders Association	Erica Hardie	Banyule City Council
Emily Abrahams	NELP		

Key discussion points/decisions

Owner	Discussion points
Jeni Coutts, Chair	Outstanding business

Owner	Discussion points
	<ul style="list-style-type: none"> ● Hard or fixed copy content for sharing of works notifications: all current and updated notifications are available on the NELP website. The changing nature of works notifications prohibits hard copy or fixed copy content. Stakeholders are recommended to view works notifications online in order to get the most up to date information. Once the builder consortium is appointed, they will develop an email database of all impacted traders and develop a regular e-newsletter with links to the website for works information. ● Development of a dedicated trader e-newsletter: An additional trader e-newsletter will not be developed as there is minimal content at this time and may result in less engagement from traders, however this will form part of the Trader Engagement Plan once the builder consortium is appointed and the project design is finalised. ● LXRA representative contact details shared with project. ● Chair confirmed minutes from previous meeting have been read and adopted.
<p>Franklin O'Carroll, Deputy Director, Industry Skills, NELP</p>	<p>NELP Skills and Jobs Centre</p> <p>The Skills and Jobs Centre (SJC) was created by the Victorian Government who provided funding to Victoria's Big Build Projects as a conduit to potential employees and career pathways, allowing direct access to employment on the project.</p> <p>NELP will support more than 10,300 jobs during the project and estimated 35,000 indirect jobs to support the project. NELP will help boost the local economy, address social procurement challenges, recovery post-COVID-19 and leave a positive community legacy for present and future generations.</p> <p>NELP has employment targets set, being 10% target for apprenticeship, trainees, cadets, and 2.5% Indigenous employment. Targets are set by the Local Jobs First Policy and are mandatory to all Victorian Government departments. The Local Jobs First Policy is comprised of the Victorian Industry Participation Policy (VIPPP) and the Major Projects Skills Guarantee (MPSG).</p> <p>The project includes the Social Procurement Framework (SPF) in providing direct employment for people from disadvantaged communities, and in providing employment opportunities that are gender equitable and inclusive of people with disability. To date 25 apprentices, 15 cadets and over 30 trainees have been employed in the early works phase of the project.</p> <p>NELP has a local content requirement of 90% during construction and 80% during operation of the project with a focus on small and medium sized enterprises (SMEs). 660 businesses have registered for the works via the Industry Capability Network (ICN) gateway.</p> <p>NELP is establishing a new SJC at the Watsonia Hub as a pilot prior to the announcement of the successful builder consortium. An SJC Project Officer will be based there to provide workers with career and skills advice and address project-specific training needs.</p> <p>The SJC partners with TAFE's to provide training to the project workforce and creating a skilled workforce legacy. The TAFE's will offer various training options e.g. traffic management, trenching, equipment licences and certificates in further career pathways.</p> <p>This funding also provides support for targeted areas such as the Bulleen Industrial Precinct with a pop-up office at the NELP Bulleen Office.</p> <p>The VTC is funded by the State Government through Rail Projects Victoria (RPV). The cost has been shared across the Metro Tunnel, West Gate Tunnel and North East Link projects, which will all use the centre to support their tunnelling operations.</p>

Owner	Discussion points
	<p>The Victorian Tunnel Centre (VTC)(run by Holmesglen TAFE) in Chadstone was established as part of the Metro Tunnel Project which has employed over 150 apprentices who completed training which is aimed at all levels, from new entrants, existing workforce, engineers through to managers.</p> <p>The Big Build Apprenticeships program also provides employment pathways to the project and supports job seekers through apprenticeships and traineeships. The program works in partnership with TAFE's and Group Training Organisations (GTO's) to support the workforce requirements.</p> <p>A time lapse video of the Chadstone VTC being built was shown with a full-height replica mined tunnel (three lanes wide) and a full-height replica Tunnel Boring Machine (TBM).</p>
<p>Hannah Johnson, Senior Communications and Stakeholder Relations Advisor, NELP</p>	<p>Trader Engagement and Disruption Mitigation</p> <p>The Trader Engagement Plan is made up of four key principles.</p> <ul style="list-style-type: none"> • Collaborate and coordinate: • Mitigate and manage impacts • Connect: • Building stronger, more resilient traders: <p>Plan includes a charter outlining NELP's commitment to the traders and how NELP will commit to communicating with traders early, to allow traders to be prepared for any construction impacts.</p> <p>NELP:</p> <ul style="list-style-type: none"> • will communicate regularly to build relationships and inform traders about the project works and manage construction impacts. • will work on managing traffic and plan workforce parking to minimise the impact an influx of workers and truck movements has on the local area. • can help with marketing and promotion strategies to encourage shopping local. • can offer support services, such as business mentoring and commits to procure goods and services locally where we can. • will have dedicated staff liaising with traders to monitor construction impacts and work with the local business and trader community in mitigating risks. <p>Several business strategies are place which set the expectations from our construction partners. They are:</p> <ul style="list-style-type: none"> • Business Disruption Mitigation Strategy: sets the overarching principles, guidelines, objectives, and approach to assessing impacts and engaging with traders. • Trader Engagement Plan: Details the level of engagement with traders that we expect from our construction partners. <p>Area impact assessments will be prepared for each commercial precinct and will be undertaken by the package contractor. The area impact assessment is a profile of each precinct, including a map of the commercial properties, and considers how the precinct as a whole may be impacted by works and how we can mitigate those impacts.</p> <p>The package contractor will also undertake a survey of all local traders and will identify how each business operates and what potential impacts they may experience, together with possible mitigants to reduce the impacts.</p>

Owner	Discussion points
	<p>The package contractor will nominate a specific staff member to be the liaison between traders and the works team. We acknowledge that the local traders have considerable local knowledge and thus will be consulted with when changes to traffic conditions are required.</p> <p>A stakeholder database and local trader directory will be developed for the package contractor.</p> <p>Jeremy Richards expressed his concerns of the future construction impacts to the Watsonia shopping precinct. He added that traders would like a detailed impact assessment, including timelines and input to the disruptions so they can plan. Hannah assured him that the package contractor will engage with the traders in the area to ensure they have input into the work plan and are able to reduce impacts as much as possible.</p> <p>The successful builder consortium is due to be announced mid-year and we expect to be able to share the final design of the project before the end of the year. A representative from the builder consortium will join the NBLG upon announcement of bidder outcome.</p>
<p>Raphael Symons, Senior Advisor, RPV, (Metro Tunnel Project)</p>	<p>Managing Business Disruption through Construction</p> <p>Outlined some of the support measures in place to assist impacted business throughout the project; marketing and promotion materials e.g. vouchers, wayfinding signage, leveraging on existing events, creating visitor attraction opportunities, using features of construction to create focal points, upskilling businesses, regular and ongoing communications, precinct and individual business action plans.</p> <p>Ongoing business assistance included special offers and voucher promotions, social media advertising to encourage public patronage to sponsored events, respite offers in the form of movie vouchers, noise cancelling headphones, business directories, promotion through newsletters, online, social media, and specialised mentoring services.</p> <p>The creative program was introduced to further support local businesses impacted by the project. Raphael showed some examples used around the precinct of large window images, directional maps, and colourful signage.</p> <p>Raphael spoke about the Domain Street and St Kilda Road intersection closure in South Yarra and the changes to the way people move in and out of the area. The business support team worked closely with the traders to create the successful Domain Pop-up Park that increased patronage with an outside dining area and extended dining hours. The outside dining area included planter boxes with native plants from the Botanical Gardens which the business owners maintain.</p> <p>The Flinders Quarter Festival of Independents: Flinders Quarter stretches from Swanston Street to Elizabeth Street, between Flinders Street and Collins Streets. The event originally was one night and then was extended and held during Christmas in the City. The streets were laced with lighting, traders used promotional material, event advertised on social media and a website was created.</p> <p>Tony Aouad asked if NELP had ideas for something similar planned in this area? Hannah Johnson responded that we have no plan at this stage due to the early stage of the project. These kinds of activation events generally take place during the delivery phase of the project as they are aimed at increasing foot traffic and visitation.</p> <p>Raphael presented further examples of activation programs such as Experience an Australian Christmas in Flinders Quarter, Christmas in Campbell Arcade, Christmas in the City, Christmas Festival @ Fed Square, Santa's Big Workshop (augmented art experience), free gift wrapping in Campbell Arcade funded by the Creative Program and the Big Floral Reef that was revived every night.</p>

Owner	Discussion points
	<p>The Flinders Quarter Augmented Art Walk (18 May to 2 July) is a newly launched initiative. Members of the public take a self-guided journey of Flinders Quarter to find 12 hidden augmented art (AR) works using their phone or tablet device. Businesses and local artists worked alongside the MTIA Creative Program to combine elements of the Melbourne Fashion Festival. It was promoted on Channel 9 News, The Age and social media and chances to win various prizes including a Metro Tunnel walking tour. Businesses have been proactive sharing ideas and providing feedback.</p>
Jeni Coutts, Chair	<p>What keeps you up at night? Opportunity for members to raise concerns or questions</p> <ul style="list-style-type: none"> • Danielle Phyland stated that Nillumbik Shire is keen to work collaboratively with NELP to communicate and inform the impacts of works updates that may affect people traveling through their Shire and to also engage in any youth employment opportunities. • Jeremy Richards stated his plan to submit a list of questions to NELP in the coming days. These questions will reflect concerns and queries that have been raised by traders in the precinct to the trader's association. • Tony Aouad has heard a rumour that the package contractor plans to set up their own kiosk for construction staff to use. Hannah responded that NELP would not be supportive of such an initiative and it has not been discussed at the project level. • Jeni Coutts sought feedback from the membership regarding interest in other MTIA projects. The group agreed that they are interested in receiving a briefing from Melbourne Airport Rail Link, Suburban Rail Loop, Fitzsimons Lane upgrade, Hurstbridge 2 and M80 upgrades.

Actions – previous

No.	Action	Owner	Due	Status	Update
1	NJ to share LXRP representative contact information to HJ.	NJ	ASAP	Complete	Response provided
2	HJ to investigate how to share works notifications and updates to NBLG	HJ	ASAP	Complete	Response provided
3	TC e-newsletter campaign for traders	TC	ASAP	Complete	Response provided
4	LXRA representative	TC	20 May	Complete	Response provided

Actions – new

No.	Action	Owner	Due	Status	Update
3	Jeremy Richards to submit questions from the Watsonia Traders Association	JR	ASAP		
4	Jeni Coutts to invite other MTIA projects to present at upcoming NBLG meeting	HJ	1 July		