

2 February 2023



# Meeting Minutes

## Northern Business Liaison Group

Date	2/02/2023	Time	5.30 pm to 7.30 pm
Chair	Jeni Coutts	Meeting no.	1 of 2023
Location	Watsonia RSL	Minute taker	Jacqueline Weedon

## Attendees

Attendees			
Name	Organisation	Name	Organisation
Jeni Coutts(JC)	Independent Chair	Jeremy Richards (JR)	Watsonia Optical
Kim Norton (KN)	AMA	Sarah Maguire (SM)	Watsonia Traders Association
Renato Marnich (RM)	NELP	Matt Guest (MG)	Watsonia RSL
Hannah English (HE)	Spark	Jim Needham (JN)	NELP
Luke Minton (LM)	Spark	Katy Sylvia (KS)	NELP
Derek Ephrem (DE)	Banyule City Council	Patrick Bunney (PB)	Colin Brooks MP Office

Apologies			
Name	Organisation	Name	Organisation
Hesham Mobarek (HM)	Watsonia Pharmacy / Watsonia Traders Association	Yvette Stanfield (YS)	Macleod Traders Association
Danielle Phyland (DP)	Nillumbik Shire Council	Collin Brooks MP (CB)	Member of Parliament
Amy Upton Stokes (AUS)	NELP	Scott Lambert (SL)	NELP

## Actions – previous

No.	Action	Owner	Due	Status	Update
10.6	LM to work with NELP/DoT on development of promotional/branded artwork for hoarding	Luke Minton (LM)	13/10/22	OPEN	OPEN Working with NELP & DoT to understand what

No.	Action	Owner	Due	Status	Update
					<p>constraints will be for barriers/ hoarding once Greensborough Rd realignment is complete. Update to be given at next meeting</p> <p>Meeting will be held on 06.12.22 with Spark and Chris, NELP Head of Design, to discuss what can be done in relation to hoarding and branding.</p> <p>New designs to be shown in today's presentation for feedback</p>
10.7	SM & JR would like to meet with NEL and Spark to discuss options to alleviate the lack of carparking at the south end of the shopping strip.	LM and RM	01.12.2022	OPEN	<p>OPEN</p> <p>LM and RM to arrange meeting</p> <p>RM has contacted Banyule CC who have responded they will look into the 1hr restriction and limitations of parking in that area. RM to update SM, HM &amp; JR when response received</p> <p>There are a couple of options being considered and RM will report back once more information becomes available.</p>
10.8	JR has formally requested access to northern construction timelines	RM	01.12.2022	OPEN	<p>OPEN</p> <p>RM to arrange</p> <p>Update on the Northern Program will be provided at today's meeting.</p> <p>It is expected that the AMA consortium will be in a position to regularly attend the NBLG from March</p>
10.10	NJ has requested RM to present to her newly formed committee early in 2023	RM	March 2023	Open	<p>OPEN</p> <p>RM to arrange with new Centre Manager once appointed</p>

# Key discussion points/decisions

Owner	Action
Jeni Couotts (JC)	<p><b>Welcome and outstanding business</b></p> <ul style="list-style-type: none"> <li>• Welcomed the Northern Business Liaison Group attendees</li> <li>• Introduced Kim Norton, Communications and Stakeholder Relations Lead, AMA (Northern Alliance)</li> <li>• Introduced agenda items</li> <li>• Apologies noted</li> <li>• EPR Presentation will be deferred to next meeting on 16 March</li> <li>• Addressed previous meeting's actions as above.</li> </ul>
Luke Minton (LM)	<p><b>Spark Update</b></p> <p>Provided works update on Greensborough Rd realignment, TBM launch box construction, Vent Tunnel construction, Winsor Reserve compound, Yallambie construction, ongoing trader engagement and community engagement</p> <p><b>JR: Will Winsor Reserve works be ongoing or stop at any point?</b> <i>LM: These will be ongoing</i></p> <p><b>MG: Have you received any comments on staff car parking on Yallambie Rd?</b> <i>LM: We have heard from a number of residents regarding this. We have installed 'no parking' signs and council has installed 'no standing' signs but this has just pushed the problem around. Banyule Council is doing a parking questionnaire with residents and Spark is continuing to look at other options for worker parking. We are aware there are parking issues across parts of the project.</i></p> <p><b>JR: When will the multi story carpark be completed at Watsonia Station and can workers use this?</b> <i>LM: We wouldn't use this as it would impact people who park at the station to catch the train.</i></p> <p><b>MG: Blocking off the intersection to Watsonia Rd is problematic and the information that this was happening came through too late.</b> <i>LM: Works should be completed shortly, and the intersection will remain open at night.</i></p> <p><b>Spark Trader Engagement Update</b></p>
Hannah English (HE)	<p><b>DE: What type of suppliers/businesses are being set up in Spark systems?</b> <i>HE: Food outlets, Watsonia outlets, Watsonia RSL, the Embroidery shop</i></p> <p><b>DE: Are you using any local subcontractors?</b> <i>LM: Will follow up</i></p> <p><b>MG: How many local people have been employed (including the Jobs and Skills Centre)?</b> <i>LM: Will confirm at next meeting</i></p> <p><b>MG: Can letterbox drops within 5kms be done to remind people the shops are open?</b> <i>LM: Yes</i></p> <p><b>DE: With the events that Spark is going to support, it maybe worth reaching out to Dani at Banyule Council re: sponsorships, as potentially she can help with some requirements such as traffic barriers etc.</b> <i>HE: We will work with WTA and are considering hosting a 'lunch and learn' type of event with Banyule Council to show traders what is potentially available to support activations.</i></p> <p><b>SM: Can WTA be involved when you are working on posters and footpath decals?</b> <i>LM: Yes, this will be a bit more flexible as we are not bound by the same design guidelines as with the barriers.</i></p> <p><b>RM: What type of branding would you like to see?</b> <i>SM: Watsonia Shops branding, our logos, colours, shops etc.</i></p> <p><b>LM: We can meet with NELP design team and see what leeway we have with the design.</b></p> <p><b>JN: Are you looking for something similar like what was created for early works at the station?</b> <i>SM: Yes, just to tie in with the brand. LM: We can look into doing that.</i></p> <p><b>DE: When do the TBMs arrive?</b> <i>LM: They are expected to arrive around December and take five to six months to build.</i></p>
Jim Needham (JN)	<p><b>Northern Package Update</b></p> <p>Introduced Kim Norton, Communications and Stakeholder Relations Lead, AMA. Kim will provide updates at these meetings once more detail is available and contract has been awarded.</p> <p>Provided timeline for Northern Package.</p> <p><b>JC: When will the UDLP be exhibited?</b> <i>JN: We are aiming for Q3 of 2023.</i></p>

Owner	Action
	<p><b>DE: A very strong opinion has been expressed by Banyule Council on how the works should be done.</b> <i>JN: Yes, Kim and I met with Banyule Council last week.</i></p> <p>Rail works in conjunction with LXRP: Buses will replace trains between Heidelberg and Eltham stations for rail works from 9pm 10 February until 4am Monday 13 February, no impacts to vehicles during these works.</p> <p><b>DE: Have works notices gone out?</b> Yes, these were distributed last Friday to residents between Ruthven St through to near Greensborough Station.</p>
Renato Marnich (RM)	<p><b>Trader Engagement 2023 Look Ahead</b></p> <p>Presented offer of business photography, which is expected to re-launch in March 2023, examples of business stories and profiles that can be promoted on NELP Social media channels.</p> <p>Fresh NBLG membership drive to coincide with Northern Package award.</p> <p><b>MG: Who are the photos for?</b> <i>RM: Businesses in impacted areas along the project corridor.</i></p> <p><b>DE: Do you need assistance to promote this?</b> <i>RM: We will go out to highly impacted businesses first and then we can work with Banyule Council to promote.</i></p> <p><b>MG: There are 76 traders in Watsonia, how do you get involved?</b> <i>RM: We will advise SM and YS when the offer opens and they can promote to their traders. Once the offer is open we will advise how to book.</i></p> <p><b>MG: How can we use the images?</b> <i>RM: Traders own their images and video and can use them how they wish, they will need to give NELP permission to use.</i></p> <p><b>JR: Some businesses may be resistant as they are too busy to organise.</b> <i>RM: There will be extended timing this round to help enable businesses to take up the offer.</i></p> <p><b>DE: I would be keen to know the value of the offer, this may help people decide if they want to participate.</b> <i>RM: We are currently in the procurement process, and hope to have more information to share at the March meeting.</i></p> <p><b>JC: The opportunity to have professional content on traders websites is invaluable. JC: Where will the business/trader stories be shown?</b> <i>RM: Social media such as Facebook and Instagram.</i></p> <p><b>MG: Can Banyule Council and NELP work together to get electronic signage installed?</b> <i>RM: Is there existing electronic signage? SM: There was but some have been disconnected, there is definitely access – would be great if they could be upgraded.</i></p> <p><b>RM: Moving media?</b> <i>MG: A commercial LCD screen that could rotate through advertising of traders. SM: The cost of changing printed signage regularly is very expensive.</i></p> <p><b>JC: There are potentially four to five years of disruption, it would be great to be able to efficiently get messages to the community.</b> <i>RM: I will investigate with Banyule Council.</i></p>
Jeni Coutts (JC)	<p><b>Other Business</b></p> <p>Nil</p> <p><b>Open Forum</b></p> <p><b>DE: Strongly suggests that the North Alliance listens to Banyule Council on the design for the Northern Package</b></p> <p><b>MG: Would like to see more advance notice of upcoming disruption so traders can be ahead with Marketing and Communication plans.</b> <i>JN: There will be more information coming shortly regarding upcoming rail disruptions for the next few months.</i></p> <p><b>DE: Does someone in Banyule Council get sent notifications?</b> <i>JN: I will send to Banyule Council going forward.</i></p> <p><b>SM: Family Fun Day coming up on 18 March, this event has been lodged with Council today and there has been a lot of interest from Community Groups. Will gratefully accept donations of services and support.</b></p> <p><b>JR: Appreciated the three to six month look ahead for disruptions as traders and shoppers want to be informed. If WTA is supplied with a simplified one pager we can help get the traders onboard as we will have a clear direction. WTA is happy to advocate if they are informed and have simplified detail.</b> <i>LM: A new fact sheet with a look ahead and specific areas is in the final stages of approval and we hope to distribute next week.</i></p>

Owner	Action
	<p><b>JR: Traders should have a clear understanding of the project and receive simplified information to share with customers.</b></p> <p>Next Business Liaison Group Meeting: North Date 16 March            JC thanked the group and presenters for attending and closed the meeting at 6:52pm</p>

## Actions - new

No.	Action	Owner	Due	Status	Update
1.1	LM to advise DE how many local subcontractors are engaged on the project	LM	16.03.23	OPEN	
1.2	LM to advise how many local people have been employed by the project	LM	16.03.23	OPEN	
1.3	RM to advise how many local people have been assisted to find employment through the Jobs and Skills Centre at the Hub	RM	16.03.23	OPEN	
1.4	JN to send Banyule Council rail works notifications	JN	16.03.23	OPEN	
1.5	RM to work with Banyule Council on the possibility of getting electronic message boards installed	RM	16.03.23	OPEN	
1.6	LM and HE to work with traders on simplified fact sheets	LM	16.03.23	OPEN	