

10 September 2024



Meeting Minutes

Southern Business Liaison Group

Date	10/09/2024	Time	5:30pm - 6:45pm
Chair	Mike Marasco	Meeting no.	6 of 2024
Location	Veneto Club	Minute taker	Helena Vun

Attendees

Attendees		Apologies	
Name	Organisation	Name	Organisation
Mike Marasco (MM)	Independent Chair	Christine Gibbins (CG)	Manningham Council
Nic Morton (NM)	NELP, Senior Communications and Stakeholder Relations Advisor	Cam Gardenia (CG)	Commercial Property Owner
Helena Vun (HV)	NELP, Communications and Stakeholder Relations Advisor	Alison Tobias (AT)	Alot of Good Stuff
Tim Sligo (TS)	Executive Director, Heide Museum of Modern Art	Andrea Lomdahl (AL)	Boroondara Council
Paul McMorran (PM)	Bulleen Art and Garden	Clare Davey (CD)	Boroondara Council
Frank Freschi (FF)	Veneto Club		
Mia McMahon (MMc)	Spark, Manager Community Engagement		
Ivan Zarezkij (IZ)	Spark, Senior Communications Advisor		
Chi Chi Luan	Spark, TBM Mechanical Engineer		
Jaimie Ledwidge (JLe)	Burke to Tram Alliance, Senior Communications and Community Relations Manager		
Renato Marnich (RM)	NELP, Trader Engagement Specialist		

Sign up for updates
northeastlink.vic.gov.au



Attendees		Apologies	
Name	Organisation	Name	Organisation
Nathan McAvaney (NMc)	Topgear Cycles		
Soula Grouios (SG)	Arthurs Fish & Chips		
Christine Spencer	MRPV, Marketing and Communications Advisor		
Tom Simper (TSI)	MPRV, Marketing and Communication Senior Advisor		

Actions – previous

No.	Action	Owner	Due	Update
SB25.5	Spark and NEL to look into potential changes to carparking outside Bulleen Road traders	IZ, NM	22/10/2024	RE-OPENED
SB25.7	RM to update group on how to apply for the DJSIR Digital Jobs Program, as well as clear details on the pathway for mid-career Victorians that may find the program suitable	RM	10/09/24	CLOSED
SB26.1	Permanent Road design at Manningham Road intersection to be shown at next meeting	IZ	22/10/24	CLOSED
SB26.2	More detailed breakdown on resident interest areas to be presented at next meeting	JLe	10/9/2024	CLOSED

Key discussion points/decisions

Owner	Discussion
Mike Marasco (MM)	<p>Welcome and Introductions</p> <ul style="list-style-type: none"> Acknowledged apologies Previous meeting minutes read and adopted Outstanding actions to be completed in the presentation
Tom Simper (TSI)	<p>Introductions to Disruptions Marketing Presentation</p>
Christine Spencer (CS)	<p>Presentation covered: Advertising approach, communication channels, impact rating, advertising categories, who are we marketing to, challenges, branding, online disruptions, Spring Campaign 2024, trends, examples, CALD, Digital,</p> <p>TSI noted about 50% of the demographic in the northeast are over the age of 50 years old and emphasised targeting those audiences with TV and radio channels.</p> <p>TS noted Palace cinema advertising is a good initiative and requested historic numbers for channels used to advertise disruptions in past campaigns.</p> <p>TSI asked by TS what was done in response to recent accident at the Manningham/Bulleen intersection. TSI responded that is not part of what the disruptions marketing team does, and the Media team handles public responses in the event of any incidents. JL informed traffic accidents are police controlled and the project team will cooperate with police. TS requested more information on how the NEL media team respond in those situations.</p> <p>FF asked if the marketing activities have a direct effect on disruptions fatigue experienced by impacted stakeholders. TSI responded disruptions advertising is intended to inform community of upcoming disruptions. By informing upcoming disruption, community members can plan their journey and allow for extra travel time, however this can also remind community of the fatigue.</p> <p>JL asked how advertising is evaluated? TSI informed there's a huge market research team at the Office Director General that look at statistics and run focus groups every season to determine findings that will influence marketing activities.</p> <p>JL informed to the group that marketing doesn't work on its own but exists to support localised messaging and communication activities happening at the same time.</p> <p>MM suggested this presentation would be valuable at the next SCLG meeting.</p> <p>ACTION 27.1 Next presentation to include data on past seasonal marketing campaign with breakdown of performance for each channel.</p> <p>ACTION 27.2 Next SCLG meeting to include media process for how MRPV handle incidents.</p> <p>ACTION 27.3 Introduction to Disruptions Marketing to be presented again at next SCLG.</p>
Ivan Zarezkij (IZ)	<p>North East Link Construction Update</p>
Chi Chi Luan (CCL)	<p>Presentation covered: TBM tunnelling begins, Construction update, Bridge Street – works reminder, Bulleen Road design action SB26.1 and Trader update</p>

Owner	Discussion
	<p>CCL provided an update on TBM status which has started and named Zelda and Gillian. First TBM is 120 metres into the tunnel. Second TBM is being commissioned at this stage to prepare for tunnelling. CCL mentioned 55 tonnes of dirt is removed per day and each tunnel ring has 10 segments. CLL showed photo of conveyor belt and Winsor shed where excavated materials will be collected.</p> <p>PM asked if 24/7 works are currently happening. CCL responded SPARK are currently not doing 24/7 works and are working 5 days per week between Mon-Fri with Saturday as an opportunity to do testing.</p> <p>TSI asked how long shifts are. CLL responds with 12 hours is a typical shift which is rotating with different workers and a maximum of 25 people per shift. CLL also notes a rescue chamber is in place with oxygen supplies.</p> <p>IZ provided an update on Bridge Street disruptions which was completed over the weekend and cancelled the following week's disruptions which is a good outcome.</p> <p>FF asked for time delays for Bridge St works. IZ responded that data was showing peak traffic is middle of day on the weekends with 8-9 min delays.</p> <p>IZ showed Bulleen Road design highlighting change in wider lanes from 3 to 3.3 metres wide, traffic islands being longer in the new design to provide more delineation and retaining the number of car spots along Bulleen Road.</p> <p>Comments are passed on from CG that trucks are parking on his kerb and partially blocking the lane on Bulleen Road. MM highlights if a truck parks in the spot, they are often parking on the nature strip of the shop front due to width of truck and then opening their doors with limited space. Noted this is an ongoing issue that needs to be addressed.</p> <p>SG provided feedback that a slip lane needs to be added to the final design of Bulleen Road to help road users safely access the Bulleen Road shops. SG notes some customers have stopped coming to the shop because of this issue.</p> <p>SG highlights the difficulty in accessing the Austin Street car park off Bulleen Road and that a dedicated exit point to Austin Street is needed to help traffic flow.</p> <p>MM concludes the discussion by suggesting that SPARK and NEL to organise a meeting that includes traders and Cam to discuss safety around parking at Bulleen shops and report back by next SBLG meeting.</p> <p>IZ provides Trader Update with customised collateral, photography support for traders and vouchers purchased from a number of traders.</p> <p>TS asked if the idea of lunch orders would be entertained for workers. IZ responded that SPARK are open to any ideas to promote local business collaboration and support.</p> <p>FF requested ACTION SB25.5 to reopened.</p> <p>ACTION SB27.4 Organise Bulleen traders meeting to discuss safety concerns of parking in front of Bulleen shops</p> <p>ACTION SB 27.5 SPARK to engage with CG in relation to truck parking concerns and proximity to his commercial property</p>
<p>Jamie Ledwidge (JLe)</p>	<p>Eastern Freeway BTA Update</p>

Owner	Discussion
	<p>Presentation covered: Upcoming works, Construction Update, Improvements to the Koonung Creek Trail, Sentinel Relocation, Engagement with business and community and Doncaster Park and Ride UDLP.</p> <p>JL talked about upcoming works along Eastern Freeway and noted upcoming works at Bulleen inbound ramp realignment, gantry removal works involving overnight carriageway closures, bridge widening at Bulleen and Doncaster enabling works continuing, noise wall removal to start in Oct and Valda wetland dewatering.</p> <p>Update on Centre median on Eastern Freeway with drainage installation, different layers of pavements completed. Upcoming piling for new gantries that will go in as part of final design and placing final pavement layers before running traffic on it.</p> <p>Bulleen interchange north of freeway, adding new piling rigs and two new work zones: North of Koonung Creek near Carey sport complex and Manningham Hotel and Club. Part of this includes a tweak to SUP detour which was in place late last week.</p> <p>15 nights of overnight ramp and bus stop closure involved for realigning Bulleen citybound on ramp and piling rig to arrive on centre median in the following week.</p> <p>Ariel view of Koonung Creek Reserve site set up was shared and JL informed the site can accommodate up to 700 workers once it reaches full capacity, freeway access to the site is in place, and pointed to car parking area and showed timber hoarding alignment.</p> <p>JL provided an update about improvements to Koonung Creek Trail and mentioned they conducted a walk with council and residents while taking in feedback from FF.</p> <p>Sentinel will be removed in late September which will be lifted and put into storage in a warehouse in Nunawading while BTA is working with council to find its final position in the new design.</p> <p>BTA are engaging with businesses at Greythorn after moving into the Project Information Centre which is also now included in the trader directory and BTA getting involved in upcoming events at Greythorn. Business support flyer was shared through their internal newsletter and will be shared at Belle Vue as well. There is ongoing engagement with Manningham Hotel and Club with additional signage going on gawk screens in their area.</p> <p>More than 380 trees were provided to local residents as part of backyard tree planting program and Project Information Centre saw more than 264 visitors since opening day. Noise continues to be number one issues from nightworks and lots of calls about whether freeway is open following flora and fauna including request for much and general information about tree and vegetation clearing.</p> <p>Doncaster Park and Ride (DPR) UDLP went live for exhibition and feedback on 4 September and is available in public libraries across the 3 council area and the Project Information Centre. The DPR is expanding number of bus platform from one to three, increasing carparking, new drop and go zone, better SUP connections, new forecourt and Parkiteer facilities.</p> <p>TS asked if there will there be electronic parking technology so people know not to come when the DPR is at full capacity. JL advised there will be signage.</p> <p>FF asked if the buses and cars share the same lane. JL advised the lanes split early on but the initial entry point is at the same point.</p> <p>TS raised concerns about potholes and road surfacing at Manningham interchange.</p> <p>ACTION SB 27.6 SPARK to conduct site visit to inspect road surfacing at Manningham Road</p>

Owner	Discussion
	<p>TS enquired if traffic lights at the Bullen diversion has been adjusted. TS shared driving through the diversion has been better but there are still times where traffic is blocked and can't get through to turn around the diversion due to increase traffic coming from Thompsons Road (typically Thursday and Friday nights). JL responded there has certainly been tweaks to the traffic signals since the opening of the diversion and continuing to monitor the performance of the diversion. While BTA does not have direct control of traffic signalling, they will take the feedback and pass it onto the relevant teams.</p> <p>FF asked how long the Bulleen diversion will be in place for. JL responded another year away.</p>

Renato Marnich (RM)	<p>Trader Engagement Update NELP</p> <p>Mike suggested to include Manningham news into other channels, to be discussed with marketing team.</p> <p>RM shares how Digital Job Programs process will look like for candidates as opposed to businesses. Candidates are supported to build confidence, update CVs, prepare, apply for 12 week placement and received industry based training and matched with employer. Candidates will work full time 12 weeks and paid an appropriate entry wage as per Fair Work.</p> <p>TS: Have candidates have been matched? RM: Underway.</p>
---------------------	---

Actions – new

No.	Action	Owner	Due	Update
SB27.1	Marketing to present data on past seasonal marketing campaign with breakdown of performance for each channel	TSI	22/10/2024	OPEN
SB27.2	Next SBLG meeting to include media team to present how MRPV handle incidents	NM	22/10/2024	OPEN
SB27.3	Introduction to Disruptions Marketing to be presented again at next SCLG	TSI	22/10/2024	OPEN
SB27.4	Organise Bulleen traders meeting to discuss safety concerns of parking in front of Bulleen shops and report back to next meeting	SPARK/RM	22/10/2024	OPEN
SB27.5	SPARK to engage with CG in relation to truck parking concerns and proximity to his commercial property	SPARK	22/10/2024	OPEN
SB27.6	SPARK to conduct site visit to inspect road surfacing at Manningham Road	SPARK	22/10/2024	OPEN

No.	Action	Owner	Due	Update
-----	--------	-------	-----	--------

Additional information