

Mooloolaba Business Activation Group

Terms of Reference

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Acknowledgements

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Disclaimer

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Introduction

Sunshine Coast Council (SCC) is seeking to establish two community reference groups for Mooloolaba to support the initiatives from the Place Making Mooloolaba Master Plan:

- Mooloolaba Business Activation Group
- Mooloolaba Stakeholder Interest Group

The Terms of Reference (TOR) for the **Mooloolaba Business Activation Group** is presented in this document.

Scope extent

The Mooloolaba Business Activation Group's area of interest is bound to the extent of the endorsed 2015 Placemaking Mooloolaba Master Plan precinct, (the Mooloolaba precinct) and its four areas of interest.

- Foreshore and Esplanade
- The Mooloolaba Heart
- The Wharf
- Southern Gateway



Note: it does not include the area bound by the extent of the Mooloolaba Spit Master Plan.

Definition

The Mooloolaba Business Activation Group is a forum coordinated by Sunshine Coast Council (SCC) that includes selected community members who provide information, insights and views to Council. The goal is to provide a two-way dialogue between the parties thereby enhancing outcomes and improving relationships for the future benefit of the Mooloolaba precinct.

Purpose of the Mooloolaba Business Activation Group

The primary purpose is to share two-way information between the community and SCC. It is an opportunity for current community issues to be discussed with, and understood by SCC, relevant to the groups' purpose.

The Mooloolaba Business Activation Group is not a decision-making body and it is not a requirement that consensus always be reached between members on issues discussed.

The purpose of the Mooloolaba Business Activation Group is to:

- Engage with local businesses including business operators, accommodation providers, landowners, business groups, events and tourism.
- Provide an opportunity for current business-related issues as relevant to the Mooloolaba precinct, to be discussed with and understood by all stakeholders.
- Identify opportunities and provide ideas to the business activation planning consultant to support the future benefit of the Mooloolaba precinct.
- Support and deliver actions derived from the business activation plan for the Mooloolaba precinct.

It should be noted that there are common aims shared with the Mooloolaba Stakeholder Interest Group, such as:

- Involve the key community groups and stakeholders and understand everyone's views.
- Ensure key community and business stakeholders are appropriately engaged with clear and accurate information regarding the key projects occurring within the Mooloolaba precinct.
- Build capacity within the community to support the future benefit of the Mooloolaba precinct.
- Promote, support, develop and deliver opportunities for the future benefit of the Mooloolaba precinct.
- Further build community understanding about Council projects, their opportunities, and activities for a range of projects in the precinct. An example would include Stage Two of the Mooloolaba Foreshore Revitalisation Project (MFR), an outcome of the the endorsed 2015 Mooloolaba Placemaking Master Plan and subsequently approved 2022 Central Meeting Place.

Primary objectives

The primary objectives of the Mooloolaba Business Activation Group are to:

- Share local knowledge between community and stakeholders regarding Mooloolaba and the projects evolving from the endorsed 2015 Placemaking Mooloolaba Master Plan.

- Encourage the development of collegiate and cooperative relationships between all community groups and stakeholders.
- Act as conduit to the broader community to share information and generate understanding about the project within the terms of the Mooloolaba Business Activation Group.

Membership

- The Mooloolaba Business Activation Group will be facilitated by a third-party independent facilitator. This facilitator may be different for each Mooloolaba community reference group.
- Membership is voluntary and unpaid.
- Members will be representative of the demographic and geographic makeup of the project area.
- SCC staff will provide support through the chairperson in managing the Mooloolaba Business Activation Group.
- Elected representatives may not participate but will be kept informed of progress.
- Visit Sunshine Coast are offered a direct selection membership to the Mooloolaba Business Activation Group.

Participant responsibilities

- Prepare for, attend and actively participate in the meetings.
- Have a strong familiarity and an ongoing relationship with the Mooloolaba area.
- Actively and respectfully engage in a professional and civil manner.
- Share their views but also remain committed to open and shared dialogue.
- Not speak publicly or to the media on behalf of the Mooloolaba Business Activation Group or the project(s) without the approval of SCC.
- No electronic recording equipment, cameras or video materials are permitted at meetings without the consent of SCC and the Mooloolaba Business Activation Group.
- Maintain confidentiality and use material and information provided by SCC only for the purposes and primary objectives set out in these Terms of Reference.
- Represent each user/stakeholder group (where applicable) in helping to inform the broader community of project objectives, status and outcomes. It will be essential for participants to represent the interests of other people in the community. Nominees for appointment to the Mooloolaba Business Activation Group will be required to articulate their involvement in the community, who they will provide updates to, and how these updates will be communicated.

Selection process

A panel, consisting of a third-party independent facilitator and senior representatives and officers from SCC will consider all applications for each group.

The panel will seek:

- members from a range of ages and backgrounds within the project area.
- to select a diverse representation across demographics, cultures and interests to promote a diversity of voices.
- a balance of interests from business focussed applicants including local business operators, accommodation providers, landowners, business groups, events and tourism.

10 members will be selected to participate in each group, subject to panel agreement. Those who are not selected will be advised they are unsuccessful and be provided with the contact details of the successful representative for their interest area.

SCC reserves its right to limit membership numbers based on achieving a balanced approach to community viewpoints and opinions.

Appointment

Nominations for appointment to the Mooloolaba Business Activation Group will be open to all community members who have an interest in the Mooloolaba precinct.

Members will be kept up to date throughout, including during construction, unless members advise they wish to be removed from project mailing lists.

Should an applicant or member intend to nominate as a political candidate, they must resign their position from the Mooloolaba Business Activation Group immediately.

A member may be selected to sit on both the Mooloolaba Business Activation Group and Mooloolaba Stakeholder Interest Group subject to the assessment of their separate nomination.

Terms of membership

Membership appointment is initially for a two-year term, to be reviewed by SCC upon the two-year term's anniversary of the Mooloolaba Business Activation Group.

Members agree to commit to attend at least 75 per cent of meetings during the term of the group.

New members

If the Mooloolaba Business Activation Group requires an appointment of a new member mid-term, SCC may seek other nominations to fill this position as well as previous applications.

Membership resignations and vacancies

A member's position becomes vacant if they provide their resignation in writing. A position may be declared vacant if the member:

- fails to attend more than three consecutive meetings without written advice.
- breaches these Terms of Reference.
- becomes an employee of the project team or nominates for a political party at any level of government.

The chairperson

SCC will appoint an independent Chairperson to the Mooloolaba Business Activation Group to:

- coordinate the agenda
- organises distribution of meeting invites
- develop presentation slides
- facilitate the meeting, ensuring diverse representation from participants
- provide meeting notes (as required) to members and organise updates.

The Chairperson does not have to be the same person for each of the two community reference groups and will be chosen relevant to their skillset suitability to each group's purpose.

Operating protocols

Members will be invited to nominate issues for discussion, as will the project team, through the Chairperson prior to each meeting.

The number of items will be limited to allow for appropriate levels of discussion within the meeting timeframe. Agenda items not covered will be carried over to subsequent meetings.

Where appropriate, there may be times when SCC and the Chairpersons of both the Mooloolaba Business Activation Group and the Mooloolaba Stakeholder Interest Group agree to convene a combined meeting.

Meeting frequency

The frequency and timing of meetings will be determined at its first meeting. Meetings will likely be held every three months, or as required to meet project deliverables.

Most meetings will be held on a weeknight (Monday to Thursday) at a venue in Mooloolaba. It is anticipated that meetings will run for up to two hours.

Management of the panel

SCC staff will assist the Chairperson to prepare meeting agendas, meeting notes and other administrative functions.

Panel members will be notified of the meeting dates no less than one week prior to each meeting.

Project team

The project team agrees to:

- Provide information on the progress of the precinct's projects.
- Where deemed reasonable by the independent Chairperson, arrange consultant(s) to explain technical information to the Mooloolaba Business Activation Group and, where required, invite representatives from relevant government agencies or other individuals to attend meetings as a guest.
- Follow-up requests for additional information and review of specific issues as requested by the Mooloolaba Business Activation Group.

All requests and proposals from the Mooloolaba Business Activation Group would be considered by the project team, whilst maintaining the right to decline, if requests and proposals are not feasible. The project team must report back to the Mooloolaba Business Activation Group on consideration of their comments.

The project team will continue to engage with, and respond to, individual community members if they contact the project team or submit enquiries to other areas of SCC. It is noted that the Mooloolaba Business Activation Group is not intended to facilitate all liaison with interested parties. The project team consists of SCC staff and consultants engaged by SCC. It is responsible for managing and undertaking day-to-day project activities. This Terms of Reference does not govern the project team.

Meeting notes

It is the responsibility of the chairperson and SCC to organise, facilitate and host the Mooloolaba Business Activation Group meetings. Meeting notes will be kept of meeting attendees, key issues raised and actions recommended or agreed. Comments from individuals will not be attributed to them and a verbatim record of the meeting will not be prepared.

The meeting notes will be forwarded to the Chairperson and SCC for approval, prior to distribution to members within 14 days of the meeting.

Any requested changes to the meeting record should be placed in writing and forwarded to the Chairperson to be tabled for discussion at the next meeting, and adoption if agreed to by Mooloolaba Business Activation Group members.

Media liaison

Individual members can speak to the media or share their thoughts on their personal social media channels about the project from an individual perspective, but not as a spokesperson on behalf of SCC or the Mooloolaba Business Activation Group. They must also not make statements relating to the views or involvement of others or pertaining to any confidential or privacy related information.

Breaches of protocol

Should members of the Mooloolaba Business Activation Group not comply with these Terms of Reference, continually disrupt meetings or disrespect the rights of other members to participate, the member may be asked to resign from the group.

Dissolution of the Mooloolaba Business Activation Group

If it is deemed by the members or by SCC that the role of the Mooloolaba Business Activation Group is no longer required, SCC may dissolve the group. Any request for dissolution must demonstrate why the Mooloolaba Business Activation Group is no longer required.

Dispute resolution

It is not a requirement that consensus be reached among members on the issues discussed. Differing views will be noted and taken into consideration. In the event of any dispute between the Mooloolaba Business Activation Group and SCC, the Chairperson will seek to resolve the issue in consultation with SCC.

Confidentiality

From time to time the Mooloolaba Business Activation Group will review information not yet in the public arena, not adopted or approved by SCC or pertaining to particular privately-owned properties. In these instances, the independent Chairperson will advise of the requirement to

maintain the confidentiality of this information. Members will be required to uphold this confidentiality by not taking written notes of the discussion and not discussing the topic or disclosing information concerning it outside the Mooloolaba Business Activation Group forum.

Authority

The Mooloolaba Business Activation Group is not a formal committee but rather an informal community/stakeholder/business interest group that enable the sharing of information between each member of the group and the SCC. It is not a decision-making body.

Yes, I agree to the Mooloolaba Business Activation Group Terms of Reference.

Your name:

Your signature:

Date:

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