



City of **HOBART**

**MEMORANDUM: LORD MAYOR  
DEPUTY LORD MAYOR  
ELECTED MEMBERS**

## **BUSINESS CONSULTATION PROCESS**

**Meeting: Finance and Governance Committee**

**Meeting date: 14 September  
2021**

**Raised by:** Alderman Behrakis

### **Question:**

What is the process for consultation with the small business community when major decisions or projects are being considered? What groups/peak bodies are consulted with? In which cases are businesses directly consulted with?

### **Response:**

The City of Hobart has a community engagement team that provides advice and support to teams across the organisation in delivering major projects and informing decision making. When joining a project team, a community engagement officer will develop an engagement plan that identifies key stakeholders, including small business, and design activities and opportunities for those stakeholders to be informed and engaged.

In designing the engagement methodology, the level of engagement will depend on the scope and complexity of the project, as well as any potential impacts on the community, level of community interest and any project risks.

Community engagement activities are selected depending on the above may include but are not limited to:

- Mail out letter
- In person visits by project team representatives
- Invitation to meet in-person or attend a workshop or forum
- Invitation to participate in a Project Action Team (a deliberative method used in the Retail Precinct projects)

- Online engagement through Your Say Hobart website
- Listening posts – providing on site opportunities for the community to speak with project representatives
- Presentations to the City's various advisory committees, such as the Access Advisory Committee
- Communication campaigns that may include promotion through social media, advertising, media release and promotional material such as posters, information sheets and postcards.

In broadly targeting small businesses, the project team makes use of the City's:

- Business Consultative Group
- Hobart Retailer Safety and Security Committee
- Hello Hobart network and e-newsletter
- Business e-newsletter

Where appropriate the City may also make direct contact with key business stakeholders including:

- Tasmanian Chamber of Commerce and Industry
- Tasmanian Small Business Council
- Waterfront Business Community
- Tasmanian Hospitality Association
- Confederation of Greater Hobart Businesses
- Various traders associations, committees and centre management

In the instance where a business may be directly affected as a result of construction or major changes to City infrastructure. It is common place for that business to be contacted directly via letter, phone call, email or in person by a City officer.

*As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.*



Tim Short

**DIRECTOR COMMUNITY LIFE**

Date: 12 October 2021  
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