

Introduction

The Inner Melbourne Action Plan

Making the Inner Melbourne Region more liveable is the simple objective of IMAP, the Inner Melbourne Action Plan.

In response to the Victorian Government's *Melbourne 2030* strategy (and more recent update, *Melbourne @ 5 Million*) for managing sustainable growth and change, IMAP works collaboratively to strengthen the liveability, attractiveness and prosperity of the region.

IMAP fosters growth, leverages existing strengths and competitive advantages, and encourages

collaboration across the region to plan and implement, influence and drive, promote and position the inner Melbourne region.

Melbourne's inner metropolitan Councils, the Cities of Melbourne, Yarra, Stonnington and Port Phillip have worked together for four years to develop and implement the IMAP, concentrating on actions that can be completed within a 10 year timeframe.

A key commitment is to foster quality relationships with project partners. Many actions require the cooperation of the Victorian

State Government, government agencies or private providers of public services. Completed actions have delivered innovative solutions, recommended changes to planning schemes, and delivered strategies based on qualitative research and implementation of best practice practical applications.

IMAP is entering the fifth year of collaboration and implementation and will continue to deliver agreed regional outcomes with a focus to ensure the continued development and liveability of the inner Melbourne region over future years.



Inner Melbourne Action Plan 'IMAP' *Making Melbourne more liveable*



For a copy of the IMAP Annual Report visit www.imap.vic.gov.au

Annual Report Summary 2009 → 2010

For further information,
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Inner Melbourne Action Plan
'Making Melbourne More Liveable'



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Welcome

Melbourne continues to be recognised as one of the world's most liveable cities. Its energy, culture, environment, education and diversity attract people from all over the world. The Inner Melbourne Action Plan (IMAP) seeks to build on these assets to help foster creativity, liveability, prosperity and sustainability across the inner Melbourne region. The Inner Melbourne Action Plan identifies 57 actions for implementation across the inner Melbourne region and now, having completed its fourth year, many actions have achieved their objectives or are well underway.



Cr Jane Garrett
Mayor
City of Yarra



Cr Tim Smith
Mayor
City of Stonnington



Cr Frank O'Connor
Mayor
City of Port Phillip



Cr Peter Clarke
Chair,
Future Melbourne
(Planning) Committee,
City of Melbourne

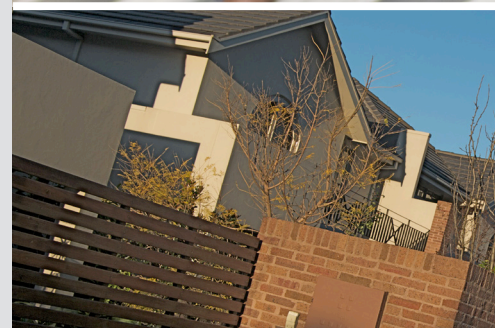
IMAP is the successful collaboration between the cities of Melbourne, Port Phillip, Yarra and Stonnington. **Transport and connectedness, housing affordability, environment and liveability remain the key strategic directions of IMAP.**

In 2009-2010 work has been undertaken in the areas of regional tourism, environmental planning, improving network linkages and activity centre safety. A review of IMAP's future priorities was also undertaken during the year.

IMAP's regional strategies aim to **promote cooperation between local government and state government departments** which add value beyond what could be achieved individually.

IMAP continues to strive to make the inner Melbourne region more liveable for local communities and people visiting the region. We will continue to collaborate, prioritise actions, and influence State policy through our knowledge, expertise and advocacy.

Progress 2009→2010



- Completion of the Wayfinding Signage project has been part funded through the state government's 'Local Area Access Program'. Fifty-four new signs were installed providing consistent, informative directional signage across the IMAP Region. The signs provide a 'hierarchy of maps', indicative walking times and public transport information and follow a demonstration walking and public transport path through the cities of Melbourne, Yarra and Stonnington [Action 2.2].

- Implementation of the Regional Greenlight pedestrian safety project has investigated new pedestrian safety options. Changes to pedestrian lights to improve accessibility and safety on 20 busy inner Melbourne road intersections was completed with the aid of the Victorian Government's 'Local Area Access Program' funding [Action 2.4].

These two projects were achieved through a partnership between the Victorian Government and the Cities of Melbourne, Yarra, Port Phillip and Stonnington.

- IMAP councils committed additional capital to close gaps and link key prioritised routes in the IMAP Bicycle Network across the inner Melbourne region. Continuing collaborative work to implement "best practice" separation and delineation treatments is improving the regional experience for cyclists [Action 2.5].

- Commencement of preliminary work evaluating Roads as Places to assess road sharing, speed and safety issues as well as public realm considerations in activity centres was undertaken [Action 3.2].

- The first stage of developing a regional approach to Parking Management was completed through an Audit and development of 'guiding principles' for a Sustainable Transport Framework and Integrated Travel Plans. Further research on the economic value of parking and car sharing is in progress [Action 3.3].

- Continued advocacy to state government to incorporate an Affordable Housing zoning overlay in the Victorian Integrated Housing Strategy. IMAP representatives met with the Commonwealth Minister for Housing to discuss planning mechanisms to advance Affordable Housing initiatives [Action 5.2].

- Development of planning tools to enable councils to effectively manage the Cumulative Impact of planning proposals, particularly for liquor licensing in activity centres, in a consistent way across the Region was completed. These tools are currently being tested and modified as required by the IMAP Councils [Action 6.3].

- Development of a stronger IMAP role in Regional Development through collaboration between tertiary education providers and Councils has been advanced through the identification of two significant initiatives. The first of these, to develop guidelines enabling greater Council involvement in Work Integrated Learning programmes, is currently in progress [Action 7.7].

- Development of a joint Water Sensitive Urban Design planning policy across the four partner councils was accepted for joint exhibition of the Plan Change [Action 9.3].

- In conjunction with state government departments, IMAP has commenced work mapping and collating information on the Regional Open Space and Trail Network to identify gaps and determine an implementation program for the development and extension of the network [Action 10.1].

- Working closely with Tourism Victoria and Destination Melbourne, IMAP has delivered regional tourism research, production and wide distribution of the regional visitor map and development of on-line experience packages. A further 3 year Tourism promotion strategy for inner Melbourne has been adopted to extend this work [Action 11.1 and 11.2].



Future Focus

During 2009/10 the IMAP Implementation Committee undertook a comprehensive review of the strategies and actions contained in the Inner Melbourne Action Plan to ensure they remained relevant and focussed on current priorities.

Following feedback on the consultation undertaken prior to November 2009, the Committee endorsed the general priorities and direction at their meeting in February, referred a number of items to the IMAP Executive Forum to scope and supported the proposal for staff forums to undertake further planning in the key areas of transport, environment and community planning. These forums have produced updated recommendations for project briefs to be prioritised and undertaken over the next 3 years.