

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 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 to develop and implement 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, developed strategies based on qualitative research and implemented best practice practical applications.

IMAP enters the fourth 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 in future years.



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

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



Annual Report Summary 2008 → 2009



For further information,
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Welcome

Melbourne is a city that has long been proud of its reputation for liveability.

Its energy, sense of adventure and cultural diversity attracts 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 a range of diverse neighbourhoods in the inner Melbourne region.

Now in its third year, the IMAP Action Plan identifies 57 actions within 11 regional strategies. In 2008-2009, many of these actions have reached the implementation phase and others have been completed. Much work has been done in the areas of regional tourism and environmental performance.

Several actions commenced in 2008-2009 will continue into the fourth year of IMAP to deliver stronger relationships, practical solutions, collaborative projects and strategic directions.

These include improving accessibility throughout the region, delivering a consistent approach to parking management, managing conflict in Activity Centres and working collaboratively with Universities. More than 50 council officers and representatives from partnering organisations work collaboratively to deliver these outcomes.

IMAP's regional strategies aim to provide benefits to each stakeholder that could not be achieved individually. IMAP gives the Victorian Government an opportunity to work with the inner Melbourne

Councils to achieve the aims of Melbourne 2030. During 2008-2009, State funding for regional sustainable transport initiatives reflected the increased unity between partner councils and the Victorian Government's support for regional actions.

IMAP continues to strive to make the inner Melbourne region more liveable for local communities, people who visit the region daily to work, and visitors from outside the region. For the benefit of the broader community we will continue to collaborate with our partners, prioritise actions based on hot topics, and influence State policy through our knowledge and expertise.



Amanda Stone

Cr Amanda Stone
Mayor
City of Yarra



Claude Ullin

Cr Claude Ullin
Mayor
City of Stonnington



Frank O'Connor

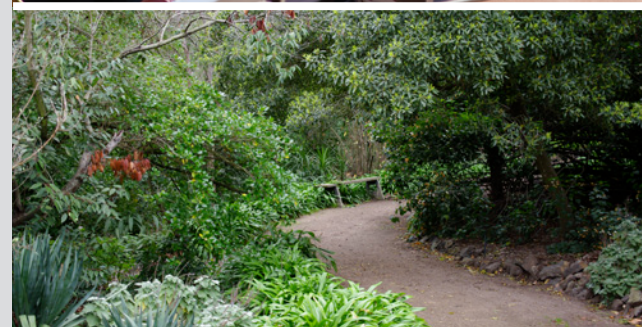
Cr Frank O'Connor
Mayor
City of Port Phillip



P. Clarke

Cr Peter Clarke
Chair Planning Committee
City of Melbourne

Progress 2008→2009



➤ Delivery of consistent, identifiable signage within the inner Melbourne region to strengthen the pedestrian, cycling and public transport links to key regional assets such as Activity Centres, recreational and entertainment facilities and parks and open space (Action 2.2).

➤ Delivery of pedestrian light signals improvements to 20 demonstration sites across the inner Melbourne region maximising safe efficient movement of people and building connectivity between the Cities of Melbourne, Port Phillip, Yarra and Stonnington (Action 2.4).

➤ Delivery of a hierarchy of priority, support and local cycling routes, advocating for quality data and research and implementation of separation and delineation treatments to boost the level of cycling in the inner Melbourne region (Action 2.5).

➤ Development of a regional approach to parking management across the inner Melbourne region focussing on three essential areas; parking measures to mitigate car travel, provision of parking in new developments and management of existing parking supply (Action 3.3).

➤ Advocating for improved tram stops and working with key stakeholders to design and construct improvements within the inner Melbourne region (Action 4.3)

➤ Development of a framework for a proposed, broad based Affordable Housing Overlay that targets residential, commercial and industrial development in the inner Melbourne region and seeks developer contributions (units or cash in-lieu) for affordable housing that are managed or developed by registered housing associations (Action 5.2).

➤ Development of a consistent and 'best practice' approach to minimising conflicts between entertainment, commercial and residential uses in activity centres focussing on planning tools to enable councils to effectively manage cumulative impact.

➤ Summary of IMAP councils' water, waste, and greenhouse emissions targets and development of standardised baseline calculations for greenhouse emissions for the IMAP region enabling IMAP councils to directly compare baseline emissions and to effectively monitor the impact of local greenhouse programs (Action 9.1).

➤ Delivery of a regional approach to achieving water sensitive urban design by development of model Water Sensitive Urban Design Guidelines and Draft Stormwater Management local planning policy recommending common amendments to local planning schemes outlining requirements for developments to treat stormwater quality and flow, reduce wastewater and conserve potable water (Action 9.3).

➤ Delivery of a collaborative study to reduce water usage in inner Melbourne parklands by increasing information available to practitioners about sustainable water use programs and projects and assists with the planning of future works (Action 9.6).

➤ Delivery of research into the value of tourism in the region, a regional visitor map, and on-line experience packages to strengthen the promotion of the Inner Melbourne region as a tourist destination, more effectively respond to visitor's needs and guide future tourism planning (Actions 11.1 & 11.2).



Future Focus

A number of actions from the Inner Melbourne Action Plan have been completed and stakeholders are recognising the value of working across municipal boundaries and at all levels of government.

Other actions are now in the process of being implemented and new actions are expected to commence in 2009-2010 (Year 4 of IMAP) following a review of the Inner Melbourne Action Plan. The review will consider opportunities to further leverage from IMAP successes, confirm the relevance of actions within the 'Plan' and identify gaps and areas of influence for the future.

The IMAP councils will continue to collaborate and partner with key stakeholders to add value, deliver stronger relationships, practical solutions and strategic directions and influence the liveability and sustainability of the inner Melbourne region.