

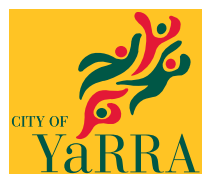


# making Melbourne more liveable

**Inner Melbourne Action Plan**  
Annual Report 2006/2007



**Inner Melbourne Action Plan**  
'Making' Melbourne More Liveable'





# Contents



## Foreword

## Introduction

The Inner Melbourne Action Plan

Launch - April 2006

## Governance

IMAP implementation committee membership

Members - December 2005 - 30 June 2007

Associate committee members

Elected representatives forum

Chief executive officers / senior management forums

November 2006 meeting

April 2007 meeting

## Successes

Support from minister for planning

Support of the department of sustainability and environment

Liveable, walkable Melbourne

Victorian government sustainable transport funding

Plummer street bypass

3

4

4

5

7

6

6

6

7

8

8

8

9

9

9

10

10

10







## Program statement

### Flagship project

St Kilda road

### Priority demonstration projects

Action 2.2 Inner melbourne wayfinding signage

Action 2.3 Bicycle network legibility

Action 9.1 Regional sustainability targets

Action 9.6 Water conservation for open space

### Other actions

Action 2.4 Walking links for pedestrian priority areas

Action 5.2 Affordable housing

Action 6.3 Managing conflicts in activity centres

Action 7.4 Regional economic development statement

Action 9.3 Water sensitive urban design (wsud)

Action 11.1 Inner melbourne map

Action 11.2 Regional tourism program

## Financial statement

Summary imap budget

Imap actions – breakdown of income / expenditure

## Appendix

A list of meetings

B statement of attendance

Station





# Foreword

The 2006-2007 financial year was an important period for inner region councils. We worked together on strengthening the liveability, attractiveness and prosperity of the Inner Region.

In addition, we responded to the demands of Melbourne 2030, the Victorian Government's blueprint for managing sustainable growth and change across metropolitan Melbourne.

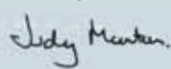
The Inner Melbourne Action Plan (IMAP), adopted in December 2005, is a collaborative project between the Cities of Melbourne, Port Phillip, Yarra and Stonnington. IMAP was launched in April 2006, and the IMAP Implementation Committee, comprising membership from each partner council and Victorian Government agencies, has worked to progress IMAP strategies and actions.

Working in a regionally collaborative manner takes commitment. The Inner Region partner councils have backed this commitment with staff time and capital resources. This commitment is already producing dividends. Even though IMAP is still in its early phase, there is a measurable improvement in connectivity between partner councils and support for regional actions from the Victorian Government, both at Ministerial and departmental level. For example, IMAP has already received Victorian Government funding for both regional sustainable transport and housing initiatives.

This year has been a foundation year for IMAP. Ten new working groups, with representation from each partner council and some Victorian Government agencies, have been established. These working groups are progressing regionally agreed issues on topics as diverse as preserving heritage; linking and improving transport routes; increasing sustainable modes of travel; advocating for increased public transport use; supporting planned residential growth and housing choice; promoting business investment and tourism; considering regional sustainability targets; and investigating ways to minimise potable water use on regional open spaces. Although only one IMAP project is complete, other projects have made considerable steps forward in planning and project work. Significant tangible outcomes are expected in 2007-2008.

IMAP will guide a collaborative and consistent approach to the future growth, development and enhancement of the Inner Region. It will reinforce vital capital city functions across the Inner Region and capitalise on the role the area plays in Melbourne's ranking as a highly creative city, through further developing regional economic capacity and sustaining a diverse community.

Cr Judy Morton



Mayor  
City of Yarra

Cr Claude Ullin



Mayor  
City of Stonnington

Cr Janet Cribbes



Mayor  
City of Port Phillip

Cr Catherine Ng



Chair,  
Planning Committee  
City of Melbourne



# Introduction

## The Inner Melbourne Action Plan

The Inner Melbourne Action Plan (IMAP) sets out 11 regional strategies and 57 actions to address one simple objective: to make the Inner Region more liveable.

IMAP examines and prioritises actions that councils within the Inner Region may need to undertake to meet the aims of Melbourne 2030. It concentrates primarily on actions that can be completed within five to 10 years. Many of these actions require the agreement or cooperation of the Victorian Government, government agencies or private providers of public services such as public transport companies. Other actions recommend changes to planning schemes, which require statutory approval processes. All actions can be led by IMAP partner councils and some require partnerships with other planning and development agencies such as VicUrban. VicUrban was involved in the original drafting of IMAP but is now involved on a project basis.

IMAP will deliver agreed regional outcomes that focus on continued development and liveability of the Inner Region. Through IMAP each stakeholder is likely to achieve benefits that would not be possible separately. IMAP also provides an opportunity for the Victorian Government to consider whether regional action can help achieve some of the aims of Melbourne 2030.

# Launch

April 2006

The Inner Melbourne Action Plan (IMAP) was launched on 21 April 2006. The City of Port Phillip hosted the event at the St Kilda Town Hall.

Approximately 50 guests attended the function including Mr Tony Lupton MLA Member for Prahran, The Hon Johan Scheffer MLC, Member for Monash Province and Ms Genevieve Overell, then Deputy Secretary, Built Environment, Department of Sustainability and Environment. Also attending were senior Victorian Government representatives, and a number of Inner Region councillors.

The launch was preceded by the inaugural IMAP Implementation Committee meeting.



L-R: Deputy Lord Mayor Cr Gary Singer;  
Cr Jackie Fristacky – Mayor, City of Yarra;  
Cr Anne O'Shea – Mayor, City of Stonnington;  
Hon Johan Scheffer Member for Monash Province;  
Cr Janet Bolitho – Mayor, City of Port Phillip

# Governance

## IMAP Implementation Committee Membership

The Cities of Melbourne, Port Phillip, Stonnington and Yarra have each set up identically constituted section 86 Special Committees, in accordance with the *Local Government Act 1989*, to provide a coordinated decision-making process to facilitate the implementation of the Inner Melbourne Action Plan (IMAP) dated January 2006, as adopted by member councils in December 2005.

The IMAP Implementation Committee consists of members, being one councillor and the Chief Executive Officer (or specified Executive Director), from each of the following municipalities:

City of Yarra;

City of Melbourne;

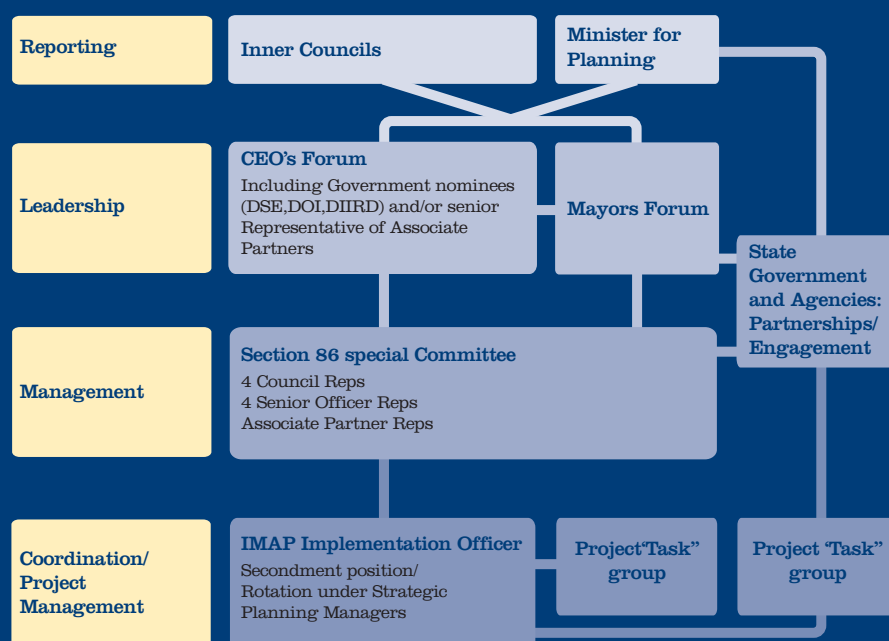
City of Port Phillip; and

City of Stonnington.

## Associate Committee Members

Terms of Reference provides that representative from the following associate partners are invited to attend the meetings of the IMAP Implementation Committee.

- VicUrban;
- Department of Infrastructure;
- Department of Sustainability and Environment; and
- Department of Innovation, Industry and Regional Development



## Members – December 2005 – 30 June 2007

Cr Jackie Fristacky, Mayor City of Yarra (December 2005 – November 2006)

Cr Jenny Farrar, Mayor, City of Yarra (November 2006 - 30 June 2007)

Cr Janet Bolitho, Mayor City of Port Phillip (December 2005 – 30 June 2007)

Cr Anne O'Shea, Mayor City of Stonnington (December 2005 – November 2006)

Cr John Chandler, Mayor, City of Stonnington (November 2006 – 30 June 2007)

Cr Catherine Ng, Chair Planning Committee, City of Melbourne (December 2005 – 30 June 2007)

Ms Lydia Wilson, CEO City of Yarra (December 2005 – November 2006)

Mr Justin Hanney, CEO City of Yarra (January 2007 – 30 June 2007)

Mr David Spokes, CEO City of Port Phillip (December 2005 – 30 June 2007)

Mr Hadley Sides, CEO, City of Stonnington (December 2005 – 30 June 2007)

Mr Geoff Lawler, Director Sustainability and Regulatory Services, City of Melbourne (December 2005 – 30 June 2007)



## Elected Representatives Forum

The Elected Representatives Forum is one of the two key leadership forums for IMAP. Its purpose is to:

- advise on annual priorities;
- provide liaison with the Victorian Government and Ministers; and
- receive progress reports and the annual report.

The City of Melbourne hosted the Elected Representatives Forum on Friday, 23 March 2007.

## Table 1 – List of attendees

IMAP Implementation Committee			
Cr Jenny Farrar, Mayor, City of Yarra			
Cr Janet Bolitho, Mayor, City of Port Phillip			
Cr John Chandler, Mayor, City of Stonnington			
Cr Catherine Ng, Chair Planning Committee, City of Melbourne			
Mr Justin Hanney, Chief Executive Officer, City of Yarra			
Mr David Spokes, Chief Executive Officer, City of Port Phillip			
Mr Jon Brock, Acting Chief Executive Officer, City of Stonnington			
Mr Geoff Lawler, Director Sustainability, City of Melbourne			
Minister for Planning			
Hon Justin Madden, Minister for Planning			
City of Port Phillip	City of Melbourne	City of Stonnington	City of Yarra
Cr Peter Logan, Deputy Mayor	Lord Mayor, Cr John So	Cr Anne O'Shea	Cr Jackie Fristacky
Cr Darren Ray	Cr Brian Shanahan	Cr Steve Stefanopoulos	Cr Kathleen Maltzahn
Cr Karen Sait	Cr Peter Clarke	Cr Judy Hindle	Cr Kay Meadows
Cr Janet Cribbes	Cr Carl Jetter		
Cr Judith Klepner	Cr Fraser Brindley		
Cr Dick Gross	Mr David Pitchford, Chief Executive		
Associate Partner Representatives			
Sally Semmens, Senior Project Manager, Office of Coordinator General, Department of Infrastructure			
Kate Stapleton, A/Manager, Activity Centres and Employment Strategy Development, Department of Sustainability and Environment			
IMAP Implementation Officer			
Martin Hartigan			

Note: RSVPs: due to unforeseen circumstances some attendees were not able to attend the forum.

## Elected members forum in a discus

Cr Ng, acting as Chair of the meeting, welcomed everyone to the Elected Representatives Forum and introduced the IMAP Implementation Committee members.

Following a briefing on the current status of IMAP by the IMAP Implementation Officer, Martin Hartigan, Cr Ng and elected members of the IMAP Implementation Committee led the forum in a discussion about IMAP directions and future strategies.

The outcome of the discussion was that IMAP councillors were satisfied with the direction of IMAP and the key directions proposed of 'housing affordability', 'environment and liveability' and 'transport and connectedness'.

The Lord Mayor, Cr John So, welcomed the Minister for Planning, the Hon Justin Madden. Councillors Ng and Bolitho briefed the Minister on IMAP, its principles, strategies and current actions. Minister Madden responded positively to the intent and collaborative spirit of IMAP (see Section 3 Successes) and indicated further Victorian Government support.

Cr Ng facilitated a discussion between Minister Madden and the forum attendees on the key issues affecting the Inner Region and closed proceedings.



# of the IMAP Implementation Committee led the session about IMAP directions and future strategies.

## Chief Executive Officers / Senior Management Forums

The Chief Executive Officers / Senior Management Forum is a key leadership forum of IMAP, the purpose of which is to:

- determine the annual priorities and program;
- drive regional priorities;
- provide Victorian Government liaison and partnership through identifying synergies and opportunities arising from Victorian Government and council initiatives (recognising implementation will be opportunistic not sequential); and
- consider the annual report/progress reports.

The forum will generally meet every six months or more frequently if special circumstances arise. Prior to 30 June 2007, the Chief Executive Officers /Senior Management Forum had met twice. IMAP partners are also invited to attend these forums.

## November 2006 meeting

The key items on the agenda were:

- action progress report;
- consideration of support for potential capital works bids;
- review of the IMAP Three Year Implementation Plan;
- review, and in principle approval, of six action project briefs.

## April 2007 meeting

The key items on the agenda were:

- IMAP budget;
- review of the IMAP Three Year Implementation Plan;
- outcomes of the Elected Representatives Forum
- proposed briefing to Peter Harris, Secretary DSE
- proposed briefing to Minister Pallas
- proposed briefing to Minister Wynne

Outcomes of the Chief Executive Officers /Senior Management Forum are reported back to the IMAP Implementation Committee in formal minutes as an agenda item for discussion and ratification.

# Successes

## Support from Minister for Planning

On Friday, 23 March 2007 the Inner Melbourne Action Plan (IMAP) Elected Representatives Forum was held at the Melbourne Town Hall.

The Minister for Planning, Justin Madden, attended the meeting. In a facilitated discussion, the Minister, the IMAP Implementation Committee and invited guests discussed issues relating to affordable housing, inner regional and capital city functions, the environment and sustainable transport.

Minister Madden agreed the IMAP philosophy was positive and useful. He also agreed that key priorities raised by the forum such as sustainable transport, the environment and liveability and affordable housing were important issues for the Inner Region. The Minister expressed his willingness to be IMAP's 'champion' in Cabinet and was happy to provide advocacy and assistance to further IMAP actions and directions.

## Mr Peter Harris, Secretary, Department of Sustainability and Environment, 11 May 2007

A successful meeting and discussion was held between Mr Peter Harris and IMAP Chief Executive Officers / Senior Management on 11 May 2007. Other senior DSE officers present included Ms Genevieve Overell, General Manager, Office of Planning and Urban Design, Mr Julian Hill, Acting Executive Director, Metropolitan Planning and Ms Jo Beattie, Director Water Recycling and Innovation.

Mr Hanney, Chief Executive Officer City of Yarra, provided a briefing on behalf of the delegation about IMAP and key priorities for 2007. In particular, he stressed key issues and actions of mutual interest to IMAP and DSE.

Key priorities raised by the forum such as  
and liveability and affordable housing we

## Support from the Department of Sustainability and Environment

The Department of Sustainability and Environment was closely involved in the development of the IMAP document and supports the program through associate partner membership of the IMAP Implementation Committee and through being a single point of contact to the Victorian Government. In September 2007 the town planning division of DSE was relocated to the new Department of Planning and Community Development, which is now the primary point of contact for IMAP.

## Lyndsay Neilson, Secretary Department of Sustainability and Environment 4 May, 2006

A strong delegation of IMAP Implementation Committee representatives met with Mr Lyndsay Neilson on 4 May 2006. Cr Bolitho and Mr Hadley Sides briefed the Secretary on IMAP and its key actions.

The Secretary agreed that Melbourne 2030 provided a framework and principles for the effective articulation of policies and this is reflected in the IMAP document. At the time the Secretary agreed for DSE to be a single point of contact for IMAP and a conduit to the Victorian Government. He also welcomed ongoing dialogue regarding actions and related programs.

The relationship between IMAP and DSE was discussed. It was stressed by IMAP attendees that IMAP is a vehicle to drive Victorian Government planning on environmental, transport and housing issues. In response, it was noted that IMAP was recognised as a good model of collaboration at a high level within DSE, and that DSE would consider the most progressive approach to working with IMAP to implement the Victorian Government agenda.

It was agreed that IMAP's three priority areas of affordable housing, environment (water) and sustainable transport were also high priorities for the Victorian Government. It was noted that affordable housing is a key issue for the Victorian Government that is actively seeking practical outcomes and solutions. Inner city housing opportunities are an important element of the overall solution.

Other key issues discussed included water scarcity, ways of minimising water use and finding alternatives to potable water for open space across the Inner Region. In addition, there was general agreement about aligning planning decisions with public transport outcomes.

pri



### Liveable, Walkable Melbourne

Action 1.1 of the Inner Melbourne Action Plan (IMAP) is complete. The Inner Melbourne Statement of Significance 'Liveable Walkable Melbourne – The Structure, Character and Significance of Inner Melbourne' documents a common understanding of these characteristics of the Inner Region to inform future decision making and policy development.

The Statement was published and circulated to:

- all IMAP partner councils for distribution to council planners, designers and relevant officers; and
- key stakeholders via council planning counters etc.

### Victorian Government Sustainable Transport Funding

In January 2007, Minister Kosky announced IMAP had received round one funding of \$75,000 from the Local Area Access Program for two projects. These projects were both focussed on IMAP's regional approach to investigating improved pedestrian safety and access options – the Regional Greenlight project and the Inner Melbourne Way finding signage project. Both were seen as excellent projects with wider potential application.

This seed funding for pedestrian safety and wayfinding projects arises from the Victorian Government's transport strategy Meeting Our Transport Challenges. It is hoped that successful completion of Stage 1 investigations should lead to Stage 2 funding for demonstration projects.

## s sustainable transport, the environment re important issues for the Inner Region

The Statement is based on the draft report entitled Inner Melbourne Regional Urban Design Elements and can be used by designers and planners across the Inner Region as an agreed tool to inform:

- review/s of their respective Municipal Strategic Statements as they are undertaken, and
- future strategy development, structure planning and local policy.

The working group responsible for developing the Statement was led by the City of Melbourne and included officers from each of the IMAP partner councils, the Department of Sustainability and Environment and VicUrban.

### Plummer Street Bypass

In June 2006, Transport Minister Peter Batchelor announced a new \$19.2 million local truck bypass of Williamstown Road. This project fulfils part of IMAP Action 8.2 to improve links to the port. The bypass will see a 50 per cent reduction in truck traffic on Williamstown Road and provide more direct access to the West Gate Freeway.

# orities

# Program Statement

## Flagship Project

There are 12 actions that are complete or underway as part of the Inner Melbourne Action Plan (IMAP) in 2006/07. These actions include:

### Flagship Project

#### St Kilda Road

#### Priority Demonstration Projects

Action 2.2	Inner Melbourne Wayfinding Signage (previously Coordinated Pedestrian and Public Transport Signage)
Action 9.1	Regional Sustainability Targets
Action 9.6	Water Conservation for Open Space
Action 2.3	Bicycle Network Legibility

#### Other actions

Action 2.4	Walking Links Pedestrian Priority Areas
Action 5.2	Affordable Housing
Action 6.3	Managing Conflicts in Activity Centres
Action 7.4	Regional Economic Development Statement
Action 9.3	Water Sensitive Design
Action 11.1	Inner Melbourne Map
Action 11.2	Regional Tourism Program

#### St Kilda Road

The key objective of IMAP's participation in the Draft St Kilda Road Masterplan (City of Melbourne and City of Port Phillip, 2007) and the St Kilda Road Tram Project (Yarra Trams) is to help facilitate consistent, functional and sustainable urban outcomes for this principal boulevard.

The St Kilda Road Tram Project encompasses the Think Tram Program, accessible tram stops, road and user safety, service reliability and bicycle facilities.

The Draft St Kilda Road Masterplan sets out to protect and improve the boulevard's principal functions as a:

- highly valued tree-lined and landscaped boulevard;
- place of cultural and historic importance;
- principal gateway and important access route to and from the city, serving a variety of transport modes and needs; and
- a landscape-dominated setting for a mix of building types and uses including institutional, cultural, commercial and residential buildings.



## IMAP's participation in the Draft St Kilda Road Masterplan and the St Kilda Road Tram Project is to help facilitate consistent, functional and sustainable urban outcomes for this principal boulevard.

The IMAP Implementation Committee supports the two abovementioned projects for their potential to help meet IMAP's agreed strategies including:

- Strategy 1:** Celebrate the unique and concentrated 19th century heritage of the Inner Region - through conservation of St Kilda Road's landscape character.
- Strategy 2:** Effectively link transport routes so that the Inner Region is accessible throughout by walking, cycling and public transport
- Strategy 3:** Minimise the growing impact of traffic congestion
- Strategy 4:** Increase public transport use – through improvements to traffic conditions for pedestrians, cyclists and public transport patrons.
- Strategy 9:** Substantially improve the environmental performance of the Inner Region – by promoting alternative modes of transport to the car, as well as integrating Water Sensitive Urban Design (WSUD).

### Progress (as at 30 June, 2007)

#### Draft St Kilda Road Masterplan

The City of Melbourne and the City of Port Phillip, in consultation with IMAP partners and principal stakeholders, is currently developing the Draft St Kilda Road Masterplan. A primary piece of work associated with this is the development of proposals to improve traffic conditions for cycling, walking and public transport patronage, which will be informed by an independent traffic study.

#### St Kilda Road Tram Project

The Department of Infrastructure's Public Transport Division (PTD) is continuing to pursue agreement on the construction of Stage 1 of this project which includes a new tram stop at the Arts Centre with a central platform, a section of third track, and a right turn lane for the tram line into Southbank Blvd (which will provide for turning trams to wait clear of the through track). Stage 1 also includes a new pair of platform stops at Commercial Road. A permit application has been submitted to the City of Melbourne for the building works. Stage I project completion is planned for mid 2008.

#### Involvement

This project involves the City of Melbourne, City of Port Phillip, Yarra Trams, VicRoads and the Department of Infrastructure as key partner organisations. IMAP partner councils are consulted regularly as issues arise.

## Priority Demonstration Projects

### Action 2.2

#### Inner Melbourne Wayfinding Signage

The objective of the IMAP Inner Melbourne Wayfinding Signage project is to facilitate the introduction of consistent and informative, regionally-oriented pedestrian-orientated signage across the Inner Region, including indicative walking times and links to public transport.

#### Progress

The implementation of the Inner Melbourne Wayfinding Signage project will provide identifiable regional signage for pedestrians to strengthen pedestrian, cycling and public transport links across the Inner Region.

The signage will be clear, legible and accessible to all. It will also satisfy all legislative requirements and generally be located and directed at and to key sites / destinations and regional assets such as Activity Centres, the CBD, recreational and entertainment facilities, parks and open space,

### Action 2.3

#### Bicycle Network Legibility

The Bicycle Network Legibility project seeks to ensure bicycle signage and path 'gaps' are identified and resolved to improve cyclists' experiences, sustainable transport opportunities and public transport choices across the Inner Region.

#### Progress

The most important outcome of this project to date has been the realisation that encouraging significant numbers of people to cycle in the Inner Region will require a bicycle network of much higher quality than we currently have.

'Super Tuesday' bicycle counts, undertaken by Bicycle Victoria on behalf of IMAP, showed growth in the number of bicycle users was significantly stronger on off-road routes, well separated from motor vehicle traffic.

# Encouraging significant numbers of people to cycle in the Inner Region will require a bicycle network of much higher quality than we currently have.

Port Phillip Bay, Albert Park Lake and other key sites.

The project's Working Group has drawn from the experience of the municipalities of Melbourne and Port Phillip. For example, the Clarendon Street, South Melbourne signage demonstration project, which draws inspiration from the City of Melbourne's Commonwealth Games signage program, provides an indication of the potential for improved wayfinding signage across the Inner Region.

The aims of Stage 1 are to:

1. Identify a hierarchy of signs that provide both regional and local wayfinding information in a consistent format across the Region;
2. Identify the regional and local pedestrian and public transport route system;
3. Identify regional and local signage locations; and
4. Develop a detailed signage plan, based on the research undertaken for 1-3 above, for a "demonstration project" within the Region, showing where each type of sign should be located within the demonstration project area.

Stage 2 will include signage demonstration projects covering selected precincts – the results of which will be distributed for comment and discussion.

#### Involvement

The project's working group was led by the City of Yarra and included officers from each of the IMAP partner councils in collaboration with Metlink and the Department of Infrastructure.

This mirrors overseas experience, particularly in Europe, where separated bicycle networks have encouraged high levels of cycling. The City of Melbourne has already accepted this approach and constructed bicycle lanes on Swanston Street which are separated from moving vehicles by traffic islands.

The Bicycle Network Legibility project has confirmed that the Inner Region's bicycle network will need constant upgrading over many years in the same way as the existing road network or public transport network. A process of continuous improvement, based on thorough analysis and good quality usage data, is needed. The Super Tuesday counts are a significant step forward in data gathering. It is planned to do these counts again in 2008.

The data shows the development of the bicycle network will need to be more sophisticated, with a hierarchy of bicycle routes. High priority routes will carry cyclists across municipal boundaries and will be characterised by high levels of separation and priority for cyclists over other modes. Low level bicycle routes will be on quiet roads and local or neighbourhood routes. In the middle will be support routes. Decisions on investment will need to be based on obtaining the largest possible increase in cyclist numbers.

#### Involvement

The working group responsible for this action was led by the City of Yarra and included officers from each of the IMAP partner councils. Bicycle Victoria was commissioned to undertake the regional bicycle count, Super Tuesday, and gap analysis.



# Progress

## Action 9.1

### Regional Sustainability Targets

The objective of this action is to set targets and programs for greenhouse emissions, water and waste in the Inner Region. IMAP councils have a range of existing targets and programs for water, waste and greenhouse outcomes. Some refer to community use and others to municipal use only.

#### Progress

Considerable synergies exist between IMAP and other agencies to set regional sustainable targets. Water authorities, Port Phillip and Westernport Catchment Management Authority, the Department of Sustainability and Environment and Sustainability Victoria have all contributed to this project with the IMAP councils.

## Action 9.6

### Water Conservation for Open Space

This action seeks to minimise the use of potable water in open space by agreeing on appropriate water reduction and recycling models and prioritising actions for implementation in partnership with water retailers. The action is in line with the Victorian Government's water conservation agenda.

#### Progress

IMAP partner councils are undertaking a joint study into the key regional potable water conservation and recycling opportunities for parks and open space in consultation with the Department of Sustainability and Environment, Parks Victoria, City West Water and the Royal Botanic Gardens of Victoria. IMAP will seek Victorian Government support for development of key water conservation projects where feasible opportunities are identified.

People to cycle in the Inner Region will  
be of a higher quality than we currently have.

IMAP identified the need to restrict itself to targets that provide useful measures of a municipality's performance. A range of external factors that contribute to sustainability outcomes remain outside the direct influence of local government therefore targets and programs should be designed accordingly.

The Implementation Committee has identified significant value in using uniform measurements and baselines for assessing performance against targets. It remains the role of individual councils to determine the extent of these targets. Existing performance measurement activities or standards such as the ICLEI or Australian Greenhouse Office processes are a useful basis for this.

Currently, the working group for this action is examining the range of sustainability programs across IMAP councils and identifying opportunities for greater alignment between councils.

#### Involvement

The working group responsible for this action was led by the City of Melbourne and included officers from each of the IMAP councils and has included representatives from the retail water authorities, Environment Protection Authority, Melbourne Water and Sustainability Victoria.

IMAP is also undertaking development of a Water Management for Open Space – Technical Notes and Case Studies document. The purpose of this document is to act as a toolkit of best practice water reduction, reuse and recycling options for parklands. The document has contributions from:

- The City of Port Phillip
- The City of Yarra
- The City of Melbourne
- The City of Stonnington
- Royal Botanic Gardens of Melbourne
- City West Water
- The Department of Sustainability and Environment

This knowledge sharing initiative will help councils reduce water use in the Inner Region's parklands by increasing information available to practitioners about sustainable water use programs and projects.

The document will be made widely available and the principles are universal.

#### Involvement

The working group responsible for this action was led by the City of Stonnington and included officers from each of the IMAP partner councils, the Department of Sustainability and Environment, Parks Victoria, City West Water and the Royal Botanic Gardens of Victoria.

## Other Actions

### Action 2.4

#### Walking Links for Pedestrian Priority Areas

Inner Region municipalities have a particular challenge to retro-fit established infrastructure as they seek to provide for increased walkability in the context of growing population density.

Crossing busy roads, especially for the young and the elderly, can be daunting and sometimes feels unsafe. Pedestrian operated signals (POS) create gaps in the traffic flow, allowing pedestrians to cross the road safely. These signals should allow adequate crossing time for a safe and comfortable experience. Signal crossings on major roads require sensible pedestrian behaviour to be effective.

The overall goals of the Regional Greenlight project are to:

- enhance walking journeys that involve crossing busy roads to and

### Action 5.2

#### Affordable Housing

The supply of affordable housing (for both rental and purchase) is rapidly declining within the Inner Region and, without intervention, will largely disappear by the year 2030. Affordable housing plays a pivotal role in supporting social and cultural diversity – essential elements of innovative, competitive economies and sustainable communities.

#### Implementation of Melbourne 2030 must:

- ensure a meaningful proportion of the expected new 90,000 dwellings in the Inner Region by 2030 are affordable;
- increase the supply of affordable housing for households on low to moderate incomes and across all tenures to achieve social diversity objectives; and

# Affordable housing plays a pivotal role in sustainable communities – essential elements of innovative, competitive economies and sustainable communities.

from Activity Centres in the Inner Region;

- provide for the reality that people love great urban places and rarely recognise municipal boundaries;
- build connectivity between the Cities of Melbourne, Port Phillip, Yarra and Stonnington, seeing the Inner Region as a whole rather than a patchwork of municipalities; and
- realise the potential for success in creating safer and more comfortable pedestrian networks than would otherwise be possible by individual councils.

#### Progress

Funding for Stage 1 of the project has been provided by the Department of Infrastructure through the Local Area Access Program.

The working group engaged Booz Allen Hamilton consultants to investigate possible treatments to deliver greater access and safety for walking at 20 pedestrian signals across the Inner Region. Latent pedestrian demand exists where a destination is either not currently accessible or access is unsafe and uncomfortable.

The investigation stage is underway with 20 pedestrian signal sites (five in each IMAP council area) audited and early data analysed. The final results, due in mid October 2007, are expected to present new thinking on movement of all transport modes through these crossing points to maximize safe, efficient movement of people. Close consultation with VicRoads both has been sought.

A working description of the critical measure for POS performance has been established, subject to the results of data analysis.

#### Involvement

The working group responsible for this action has been led by the City of Port Phillip and includes officers from each of the IMAP partner councils. The working group is also liaising with the Department of Infrastructure and VicRoads.

- deliver 'key worker' housing, essential to the cultural and economic base of the Inner Region.

#### Progress

The Inner Regional Affordable Housing Initiative (arising from both the Inner Region Housing Statement and IMAP) is exploring a number of ways to progress these actions but is only part of a broader solution to housing affordability. The Affordable Housing action is a threefold initiative that includes:

#### 1. A Housing Needs Website Project designed to:

- inform the setting of affordable housing benchmarks;
- target housing delivered to meet specific identified needs such as key worker housing; and
- provide consistent and comparable data sets, and a supporting IT framework, to enable ongoing monitoring of housing affordability across the Inner Region. The framework would be designed to be transferable to other regions and could provide the basis of a state-wide monitoring program.

This project has been funded by the Department of Planning and Community Development (was Department for Victorian Communities) and is being developed by Swinburne Institute for Social Research.



2. **A Model Affordable Housing Overlay** for the Victoria Planning Provisions to achieve private sector contributions towards the provision of affordable housing. This is well-established practice throughout the UK and the US, and has been successfully applied elsewhere in Australia.
3. **A Delivery Mechanisms Model** which establishes arrangements for the allocation of contributions, and the delivery of affordable housing 'on the ground' (i.e. in accordance with Housing Plans and Structure Plans). It is envisaged that contributions are to be allocated to registered affordable housing associations. It will increase both the funding and certainty of funding essential to building the capacity of affordable housing associations to play a significant role in affordable (social) housing provision.

## Action 6.3

### Managing Conflicts in Activity Centres

The Inner City Entertainment Precinct Taskforce (ICEPT) was established to address conflicts between residential, commercial and entertainment uses in, and close to, Activity Centres.

The final report of ICEPT was submitted to the Minister for Police and Emergency Services in February 2006. The report contains 28 recommendations including actions to better manage licensed premises and entertainment precincts across the Inner Region and to achieve a common approach to enforcement of planning and licensing requirements for licensed premises. The report also includes recommendations regarding joint actions to manage night-time public transport facilities.

# Supporting social and cultural diversity – vibrant economies and sustainable communities.

## Involvement

The working group responsible for affordable housing initiatives has been led by the City of Port Phillip and includes officers from each of the IMAP partner councils. Representatives from the Department of Planning and Community Development have also been involved in discussions.

Each IMAP council is keen to provide for the co-existence of a mix of uses in and near Activity Centres which generally gives these centres their vitality and attraction. The implementation of ICEPT's recommendations should address the interface between different users in Activity Centres and minimise the potential conflict that may occur with further development.

The aim of this project is to adopt a consistent approach to manage the night-time economy and mix of uses in and around Activity Centres to minimise conflicts between residential, commercial and entertainment uses.

## Progress

IMAP is enabling coordinated dialogue between IMAP councils about managing conflicts in Activity Centres. However, this project requires significant leadership from the Victorian Government across a number of key areas such as planning and building. Following initial meetings between IMAP councils, it has been agreed that coordinated action should wait until the Victorian Government's approach to the issue has been established.

IMAP councils have separately undertaken actions on premises management. These actions have included measures such as assisting implementation of the tobacco reforms, introduced across Victoria in July 2007, and ways of addressing music noise from entertainment venues and licensed premises.

## Involvement

The working group responsible for this action is led jointly by City of Stonnington and City of Yarra and includes officers from each of the IMAP councils. It is envisaged future partners will include the Department of Justice and the Department of Planning and Community Development.

## Action 7.4

### Regional Economic Development Statement

Melbourne's Inner Region currently exhibits a vibrant and diverse economy. As a national capital Melbourne has considerable competitive strengths in a wide range of business activities including commerce, finance, tourism and major events. Particular strengths of the Inner Region are its education, health, biomedical and biotechnology, advanced manufacturing and tourism sectors. However, with recent structural changes and pressures for population growth in the Inner Region, there is a need to act responsibly to maintain a strong employment base and ensure a sustainable and prosperous future.

Currently, the degree of regional collaboration on economic development is often limited to development that is site-based or project-based. The development of a Regional Economic Development Statement would provide a vision for the Inner Region and ensure future investment opportunities are capitalised on, clustering and business/industrial

## Action 9.3

### Water Sensitive Urban Design (WSUD)

This action will develop a regional approach and strategy to achieving WSUD. Through knowledge sharing, advocacy and research the action will provide:

- a set of WSUD tools (common guidelines, standard conditions, assessment tools) that help protect catchment hydrology and water quality, particularly aquatic habitats, by reducing the impact of urban development;
- advocacy for supporting regulations and guidelines from State and Federal Government; and
- information, education and professional development opportunities to Inner Region officers, practitioners and developers.

Each IMAP council is keen to provide for the  
Activity Centres which generally gives these

synergies are strengthened, and opportunities for restructuring and growth are provided.

Economic development needs to support the current and emerging business strengths of the Inner Region. Adopting a Regional Economic Development Statement could be used to drive collaboration and promote the Inner Region's competitive strengths in a wide range of business and commercial activities.

### Progress

During preparation of the draft Inner Melbourne Action Plan a draft Economic Development Statement was prepared. On review of the draft statement, gaps were identified that needed to be addressed before it could be finalised for adoption.

Additional, more extensive work is required to ensure drafting of a well-formulated, informed statement. The new statement will identify the regional competitive advantages needed to enhance and protect business clusters in the Inner Region, including business types and/or locations. This will assist the positioning of the Inner Region to attract investment in creative, hi-tech industries and enterprises.

This project also aims to facilitate knowledge-sharing to provide a strong, collaborative base and regional network for capitalising on existing and future investment and development opportunities across the Inner Region.

### Involvement

The working group for this action is lead by the City of Melbourne and includes officers from each of the IMAP partner councils. Key partners include the Department of Innovation, Industry and Regional Development.

The strategy will also provide recommendations for common amendments to planning schemes (considering local, regional and state opportunities) outlining requirements for developments to treat stormwater quality and flow, reduce wastewater and conserve potable water.

### Progress

A 'municipal stormwater target' is being trialled for the City of Melbourne, which will develop a framework for the Inner Region to apply.

An analysis of regulatory gaps for WSUD in the inner urban environment has been undertaken which will inform the development of draft policy and specific amendments for discussion with the Department of Planning and Community Development.

The working group has started development of regional WSUD guidelines. These guidelines will include recent WSUD case studies in the Inner Region to share knowledge and gain insight into successful approaches.

### Involvement

The working group for this action is led by the City of Melbourne and includes officers from each of the IMAP councils. Key partners include Melbourne Water and the Environment Protection Authority.

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## Action 11.1

### Inner Melbourne Map

The objective of this action is to develop a map that promotes attractions and helps people find their way throughout the Inner Region.

#### Progress

Work on production of the map is on schedule. The IMAP Tourism Working Group is working with Destination Melbourne Ltd on development and distribution of the map, and with Tourism Victoria on distribution via their online and direct distribution channels.

Destination Melbourne Ltd is the industry body that produces Melbourne's Official Visitor Guide, the major source of information on things to see and do in Melbourne for domestic and international tourists. Tourism Victoria is another IMAP partner and the Inner Melbourne Map will be integrated into Tourism Victoria's comprehensive marketing schedule and channels.

## Action 11.2

### Regional Tourism Program

This action focuses on developing a regional tourism program to promote the Inner Region through:

- 'regional experience' packages for visitors and tourists – e.g. trails to specialist retail / entertainment across the Inner Region;
- a regional events calendar that details the major events across the entire Inner Region; and
- research into the value and profile of tourism to the Inner Region.

#### Progress

The tourism group is developing Inner Region experience packages and itineraries to underpin Tourism Victoria's 'It's easy to lose yourself in Melbourne' campaign nationally and in New Zealand. The itineraries will link the Inner Region's strengths, such as live music, shopping and fashion, to Tourism Victoria's campaign messages.

the co-existence of a mix of uses in and near  
the centres their vitality and attraction.

The map is likely to be distributed through the Official Visitor Guide, visitor information services such as the Melbourne Visitor Centre at Federation Square, identified municipal tourist services, online via Tourism Victoria's website [www.visitvictoria.com](http://www.visitvictoria.com) (the most visited tourism website in Australia). It will also be made available through council websites and council distribution and marketing channels.

#### Involvement

The City of Port Phillip is the lead council on the Inner Melbourne Map project in collaboration with officers from each of the IMAP councils and key partners including Destination Melbourne Ltd and Tourism Victoria.

Some of the elements of the itineraries will:

- feature on [visitvictoria.com](http://visitvictoria.com);
- be distributed to Tourism Victoria's PR/media teams domestically and internationally; and
- be available through City of Melbourne's visitor services network.

Each IMAP council will be able to adapt the itineraries for their own use. It is proposed the itineraries will be updated seasonally, and featured businesses and attractions would change accordingly.

In addition, the IMAP tourism group has met with Tourism Victoria and the administrator of the City of Melbourne's tourism portal to discuss the 'regional events calendar' project. The events calendar will promote events across the Inner Region to a wider market. The IMAP tourism group will be responsible for collating the information and regularly updating tourist information channels.

A 'visitor research project' is also being undertaken across the Inner region to:

- assess the economic impact and value of tourism to the Inner Region;
- understand what visitors are looking for through visitor analysis; and
- establish what tourism product exists through a business audit.

This project will develop valuable research data to inform councils and local businesses of the economic impact of visitors and visitor market trends.

#### Involvement

The working group responsible for this action is led by the City of Melbourne and includes officers from each of the IMAP councils. Specific aspects of the program are project managed by officers from IMAP councils.

# Financial Statement

To 30 June 2007, the total income to the Inner Melbourne Action Plan (IMAP) was \$220,612.

This income was derived from both IMAP council contributions and Victorian Government grants.

In addition to IMAP councils' agreed annual contribution, the councils have committed a further \$64,477 to the implementation of IMAP actions.

Victorian Government grants received total \$76,135. These grants relate to funding for Stage 1 of 'Action 2.2 Wayfinding Signage Project', Stage 1 of 'Action 2.4 Regional Greenlight' and the Housing Needs Project of 'Action 5.2 Affordable Housing'.

Expenditure for professional services and sundry items related to implementation of IMAP actions was \$42,908.

Overall this results in a positive balance for IMAP of \$177,704.

It is expected there will be both significant income and expenditure in 2007-2008 as IMAP actions mature.

## Summary IMAP Budget – 30 June 2007

Actuals to 30 June 2007	
<b>Income</b>	
Annual IMAP council contributions	80,000
Other IMAP council contributions	64,477
Victorian Government grants	76,135
<b>Total income</b>	<b>220,612</b>
<b>Expenditure</b>	
Professional services	35,500
Materials	860
Printing, copying, stationary	3,430
Telephone charges	1,439
Training	619
Other expenses	1,060
<b>Total expenditure</b>	<b>42,908</b>
<b>Balance</b>	<b>177,704</b>

### Notes:

1. IMAP secretariat and management (IMAP Implementation Officer) salaries and wages were administered by the City of Port Phillip. This contribution is not indicated above.
2. City of Melbourne will host IMAP Implementation Officer and undertake budget management administration in the 2007-2008 financial year.

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## IMAP Actions-Breakdown of Income/Expenditure

	Actuals to 30 June 2007	Notes
<b>Income</b>		
Annual IMAP council contributions	80,000	Operational expenditure as required
Other IMAP council contributions:		
Action 2.2 Wayfinding Signage Project	13,000	Stage 1 contribution
Action 2.4 Greenlight Project	50,000	Stage 1 contribution
Visual presentation materials	1,477	
State Government Grants		
Action 2.2 Wayfinding Signage Project	17,045	Department of Infrastructure (LAAP grant)
Action 2.4 Regional Greenlight Project	34,090	Department of Infrastructure (LAAP grant)
Action 5.2 Affordable Housing Project	25,000	Department of Victorian Communities (LAPSP grant). Funds managed by the City of Port Phillip
<b>Total income for action implementation</b>	<b>220,612</b>	
<b>Expenditure</b>		
Action 2.2 Wayfinding Signage Project	10,000	
Action 5.2 Affordable Housing Project	25,000	Funds managed by the City of Port Phillip
Action 11.1 Inner Melbourne Map	500	
Sundry expenditure (materials, printing etc.)	7,408	
<b>Total expenditure on action implementation</b>	<b>42,908</b>	
<b>Balance</b>	<b>177,704</b>	

# Appendix

## A List of Meetings

Meeting 1	Meeting 3	Meeting 5
<b>Date/Time:</b> 21 April 2006 (8.00 am)	<b>Date/Time:</b> 25 August 2006 (8.00 am)	<b>Date/Time:</b> 23 February 2007 (8.00 am)
<b>Host:</b> City of Port Phillip	<b>Host:</b> City of Melbourne	<b>Host:</b> City of Port Phillip
Meeting 2	Meeting 4	Meeting 6
<b>Date/Time:</b> 26 May 2006 (8.00 am)	<b>Date/Time:</b> 24 November 2006 (8.00 am)	<b>Date/Time:</b> 25 May 2007 (8.00 am)
<b>Host:</b> City of Yarra	<b>Host:</b> City of Stonnington	<b>Host:</b> City of Yarra

## B Statement of Attendance

From 21 April 2006 to 30 June 2007:

Committee member	Position	IMAP mplementation Committee Membership dates to 30 June 2007	Attendance
Cr Jackie Fristacky	Mayor, City of Yarra	December 2005 – November 2006	Three (3) meetings with one (1) apology
Cr Jenny Farrar	Mayor, City of Yarra	November 2006 – 30 June 2007	One (1) meeting with one (1) apology
Cr Janet Bolitho	Mayor, City of Port Phillip	December 2005 – 30 June 2007	Five (5) meetings with one (1) apology
Cr Anne O'Shea	Mayor, City of Stonnington	December 2005 – November 200	Four (4) meetings with nil (0) apologies
Cr John Chandler	Mayor, City of Stonnington	November 2006 – 30 June 2007	Two (2) meetings with nil (0) apologies
Cr Catherine Ng	Chair Planning Committee, City of Melbourne	December 2005 – 30 June 2007	Four (4) meetings with two (2) apologies
Ms Lydia Wilson	Chief Executive Officer, City of Yarra	December 2005 – November 2006	Three (3) meetings with one (1) apology
Mr Justin Hanney	Chief Executive Officer, City of Yarra	January 2007 – 30 June 2007	Two (2) meetings with nil (0) apologies
Mr David Spokes	Chief Executive Officer, City of Port Phillip	December 2005 – 30 June 2007	Four (4) meetings with two (2) apologies
Mr Hadley Sides	Chief Executive Officer, City of Stonnington	December 2005 – 30 June 2007	Five (5) meetings with one (1) apology
Mr Geoff Lawler	Director Sustainability and Regulatory Services, City of Melbourne	December 2005 – 30 June 2007	Five (5) meetings with one (1) apology
Cr Peter Logan	Deputy Mayor City of Port Phillip	Acting on behalf of Mayor, City of Port Phillip	One (1) meeting
Cr Judy Morton	City of Yarra	Acting on behalf of Mayor, City of Yarra	One (1) meeting
Mr Geoff Oulton	City of Port Phillip	Acting on behalf of CEO City of Port Phillip	Two (2) meetings
Mr Jon Brock	City of Stonnington	Acting on behalf of CEO City of Stonnington	One (1) meeting
Ms Jodie Harris	City of Melbourne	Acting on behalf of Director Sustainability and Regulatory Services City of Melbourne	One (1) meeting
Mr Craig Kenny	City of Yarra	Acting on behalf of CEO City of Yarra	One (1) meeting

#### Associate Partner Representatives

Member	Department	Attendance
Ms Rachel Ducker	Department of Sustainability and Environment	Two (2) meetings
Ms Kate Stapleton	Department of Sustainability and Environment	One (1) meeting with one (1) apology
Ms Sally Semmens	Department of Infrastructure	Four (4) meetings with one (1) apology
Ms Lynn Sweeney	VicUrban	One (1) meeting with five (5) apologies
Mr Geoff Millar	Department of Innovation, Industry and Regional Development	One (1) meeting with five (5) apologies.