

Introduction

The Inner Melbourne Action Plan

Making the Inner Melbourne Region more liveable is the simple objective of IMAP, the Inner Melbourne Action Plan. IMAP works collaboratively to strengthen the liveability, attractiveness and prosperity of the region in response to the growth indicators in the Victorian Government's Melbourne 2030 strategy. 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. Melbourne's inner metropolitan Councils, the Cities of Melbourne, Yarra, Stonnington and Port Phillip have worked together for six years implementing the IMAP, concentrating on actions that can be completed within a 10 year timeframe. IMAP works closely with a number of government departments and agencies to advocate on issues facing the

inner Melbourne region and foster cooperation. In 2011, IMAP extended representation on the Committee to include VicRoads, DSE and the City of Maribyrnong. IMAP will continue to deliver agreed regional outcomes with a focus on ensuring the continued development and liveability of the inner Melbourne region. IMAP will continue to plan and implement, influence and drive, promote and position the inner Melbourne region.



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 2011 → 2012

For further information
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Welcome

Melbourne continues to be recognized as one of the world's most liveable cities.

Melbourne's inner metropolitan Councils, the cities of Melbourne, Yarra, Stonnington and Port Phillip work together in a unique partnership to implement the IMAP projects.

The Inner Melbourne Action Plan (IMAP) identifies 57 actions within 11 strategies that aim to help build an inner Melbourne region that fosters creativity, liveability, prosperity and sustainability. The key strategic

directions of IMAP are transport and connectedness, housing affordability, and sustainable environment and liveability.

2011/12 has been the sixth year of IMAP's implementation. A number of new projects have been approved for commencement looking at freight priority routes, through traffic, the design of places around the tram super stops, social housing infrastructure and integration, and energy mapping.

IMAP continues its successful regional tourism promotion and a number of

ongoing research and demonstration projects. It has engaged through Melbourne Knowledge Week and two major tourism conferences as well as with state government on shared concerns.

IMAP completed the publication of a Water Sensitive Cities booklet, a suite of Sustainable Design Factsheets for developers, and resource material to enable tertiary student engagement by local government and will continue to seek innovative and creative solutions to enhance our City.



Geoff Barbour

Cr Geoff Barbour
Mayor
City of Yarra



John Chandler

Cr John Chandler
Mayor
City of Stonnington



R. Powning

Cr Rachel Powning
Mayor
City of Port Phillip



Ken Ong

Cr Ken Ong
Chair
Future Melbourne
(Planning) Committee
City of Melbourne

Progress 2011→2012



- Greater collaboration and involvement of the City of Maribyrnong in IMAP's activities in regional tourism and transport.
- Continued work on developing the bicycle network, linking priority routes across the inner city's municipal boundaries [Action 2.5].
- Establishing new projects to research the impact of through traffic and new tram stops on the street environment [Actions 3.2 and 3.5].
- Participation in national research on Community Land Trusts to determine the applicability of this model in establishing affordable housing in Australia [Action 5.2].
- Commencing a review of the means by which state government engages with local government and local stakeholders in the master planning and implementation phases of Office of Housing developments to develop a best practice model for housing partnership to achieve great outcomes for communities [Action 5.3].
- Meeting with the Victorian Commission for Gambling and Liquor Regulation on alcohol-related issues in inner Melbourne [Action 6.3].
- Increasing communication networks between Councils and Universities through promotion of student placements and showcasing work integrated learning opportunities as part of Melbourne Knowledge Week [Action 7.7].
- Development of a factsheet suite that details the 10 Key Sustainable Building Categories - detailed advice for builders and developers on sustainable building design at the planning permit application stage [Action 9.2].

- Launching the Growing Green Guide project in conjunction with the University of Melbourne and the Victorian Local Sustainability Accord to create a technical guide for the construction of green roofs and walls, develop recommendations for integrating rooftop and vertical greening into regulatory schemes and identify prime sites for future development of green roofs, walls and facades in the inner Melbourne region [Action 9.4].
- Publication of an information booklet on Water Sensitive Cities which promotes the need to transition away from a "water supply city" towards new strategies which develop a more resilient, sustainable water system within our urban environment [Action 9.4].
- Commencement of a partnership with CSIRO to map opportunities for energy efficiency and distributed generation in the IMAP region based on building typologies, economic activities and constraints, and opportunities in the energy distribution networks [Action 9.4].
- Development and review of the Inner Melbourne Region's Tourist Map to update public transport information and to license it for greater circulation as Melbourne's most sought after map [Action 11].
- Promotion of inner Melbourne as a visitor destination throughout regional Victoria through a Famil tour for Geelong Visitor Centre volunteers and advertising through Melbourne Style magazine for wide distribution via the Herald Sun [Action 11].



Future Focus

IMAP continues to progress a broad range of projects. The IMAP Implementation Committee updated its Three Year Implementation Plan in November 2011 and requested an increase in project contributions from the four partner councils in 2012-13 to ensure all new projects can continue to progress. The City of Maribyrnong has also contributed funds towards regional tourism and transport projects allowing for an increase in scope in these projects. The cost sharing approach of IMAP continues to be an attractive model for funding creative ideas.

A number of new projects arising from the 2009/10 IMAP Review have taken time to develop their project briefs. However, with these now adopted, the forthcoming year should see some interesting and innovative solutions for consideration by the IMAP Implementation Committee. IMAP continues to receive support for its positive collaborative approach, with a number of its projects attracting interest from other municipalities and organizations.