

Inner Melbourne Action Plan 'IMAP'

Making Melbourne more liveable



Annual Report 2011 → 2012



CITY OF MELBOURNE



CITY OF
STONNINGTON

Inner Melbourne Action Plan
'Making Melbourne More Liveable'



CITY OF
PORT PHILLIP



CITY OF
YARRA

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Foreword

On behalf of the Inner Melbourne Action Plan Implementation Committee, we are pleased to present the 2011-12 Annual Report, highlighting the key achievements of the Special Committee in its sixth year in operation.

Melbourne continues to be recognized as one of the world's most liveable cities. The Inner Melbourne Action Plan (IMAP) is the successful collaboration between the cities of Melbourne, Port Phillip, Yarra and Stonnington working together on inner city regional issues. **Transport and connectedness, housing affordability, a sustainable environment and liveability remain the key strategic directions of IMAP** with partner councils committed to sharing information, undertaking joint advocacy, and implementing regional projects to progress these priorities.

This year has seen considerable progress with the commencement of a number of new projects. Project briefs for research on freight priority routes and through traffic as well as reviewing best practice for the design of places around the tram super stops have been approved by the IMAP Implementation Committee. Two new projects on social housing infrastructure and integration and finalising the brief for the energy mapping project to be undertaken in conjunction with CSIRO were also approved.

On the delivery side, IMAP published a guide to Water Sensitive Cities and released a suite of Sustainable Design Factsheets for developers and builders requiring information on a number of design solutions. A public launch of the Growing Green Guide project being undertaken in conjunction with the University of Melbourne and DSE to investigate green roofs development also garnered considerable interest. IMAP hosted a showcase at Knowledge Melbourne Week for University, TAFE and Council networking and published resources on the IMAP and Council websites to enable tertiary student engagement by local government.

IMAP continues to successfully promote the profile of Inner Melbourne, inclusive of the City of Maribyrnong, through its active regional tourism working group maintaining a conference and marketing presence. Conversations during the year with the Minister for Local Government and VCGLR officials on regional issues have also emphasised **the value of IMAP's unique partnership on shared concerns.**

We take this opportunity to recognize the commitment of over 50 council officers and representatives from partnering organizations who continue to work collaboratively to deliver these outcomes.



Cr Geoff Barbour
Mayor
City of Yarra



Cr John Chandler
Mayor
City of Stonnington



Cr Rachel Powning
Mayor
City of Port Phillip



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

Introduction

The Inner Melbourne Action Plan

Making the Inner Melbourne Region more liveable is the simple objective of IMAP, the Inner Melbourne Action Plan. The Inner Melbourne Action Plan contains 11 regional strategies and identifies 57 actions for implementation across the inner Melbourne region.

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 for six years to develop and implement the IMAP, concentrating on actions that can be completed within a 10 year timeframe. The recent inclusion of the City of Maribyrnong has broadened this collaboration and extended the partnership to the west.

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 enters the seventh 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.



Achievements of 2011-12

IMAP completed four actions in 2011-12. The following summarises the achievements of these project teams:

Action 5.2 Affordable housing

- › the development of a model Affordable Housing Overlay for application through the Victorian planning system
- › established the Inner Melbourne Affordable Housing Needs Website
- › undertook prolonged advocacy with representatives of the state and commonwealth governments, major developers and development industry peak bodies to promote mechanisms to increase the supply of affordable housing
- › promoted research on Community Land Trusts
- › continues to maintain a watching brief on housing policy which may enable further discussion

Action 6.3 Managing conflicts in Activity Centres

- › established a three part approach to cumulative impact assessment in 2009 and provided this advice to the Department of Justice
- › articulated the issues regarding liquor licensing definitions and some possible solutions.
- › IMAP Councils modified their policy approaches and refined the IMAP working group's work having specific regard to local issues and circumstances
- › continues to maintain an advocacy role with state government over the liquor freeze, policy definitions and adequacy of compliance and enforcement.

Action 7.7 Universities and regional development

- › created greater awareness within local Councils and Universities on how they can partner on student placements
- › developed policy and supporting documents which makes it easier for managers to plan for and access students.
- › developed a Student Placement Inventory and Key Contacts list as an ongoing resource to help broker relationships
- › hosted the Student Placement Showcase as part of Melbourne Knowledge Week on 2 December 2011 for Universities to exhibit their student placement programs to Councils.

Refer: www.imap.vic.gov.au - resources section

Action 9.4 Green demonstration projects - Water Sensitive Cities

- › published the booklet, "Transitioning to a Water Sensitive City" to assist Councils in their level of knowledge and understanding of this concept and its applicability to large development sites and precincts.

Refer: www.imap.vic.gov.au - resources section



→ Progress 2011-12

Strategy 2: Effectively link transport routes so that the inner Melbourne region is accessible throughout by walking, cycling and public transport

Action 2.5 Bicycle Network

The project team was expanded this year with the addition of representatives from the City of Maribyrnong.

The project team has continued to make some progress across the bicycle network with capital work improvements completed or being developed for La Trobe Street, Cecil Street (Part 2), Brunswick Street, Heidelberg Road and Wellington Street, amongst others.

The City of Melbourne has committed \$5.6 million funding for 2012-13 and is currently completing its new Bike Plan 2012-16. Despite the State Government's advice regarding zero funding on bikes across the State, Councils continue to work alongside VicRoads in developing projects for future implementation that are aligned with the Principal Bicycle Network. State Government recently contacted Councils to invite them to a workshop to progress a State Cycling Strategy.

The 2012 Super Tuesday bicycle survey counts confirm that cycling numbers continue to increase across the IMAP area.



Cycling initiatives in 2011-12

Yarra	<ul style="list-style-type: none"> › Elizabeth/Baker/Johnson St – Works have been designed to improve the Elizabeth/Church/Baker St intersection for cyclists depending on priorities. Reconfiguration on the east approach to Hoddle St will be completed this financial year.
	<ul style="list-style-type: none"> › Langridge St between Nicholson St and Smith St – VicRoads completed works including Vibraline and Green Paint.
	<ul style="list-style-type: none"> › Canning St/Princes St intersection upgraded for increased capacity.
	<ul style="list-style-type: none"> › Brunswick St at Victoria, Gertrude, Johnston and Alexandra Pde – VicRoads installing early bicycle/pedestrian /tram head starts.
	<ul style="list-style-type: none"> › Heidelberg Rd between Queens Pde and Merri Ck – VicRoads completed improvement works to reinforce the bicycle lane with green paint, Vibraline and bollards.
	<ul style="list-style-type: none"> › Queens Parade near Michael St. – Yarra and VicRoads working to finalise a difficult section.
	<ul style="list-style-type: none"> › Lennox St – A small section of road will be resheet and line marked with bicycle/car shared lanes.
	<ul style="list-style-type: none"> › Wellington St Copenhagen lanes between Victoria and Johnston St given approval for consultation.
Melbourne	<ul style="list-style-type: none"> › City of Melbourne Bike Plan 2012 – 2016 being prepared (currently in draft form).
	<ul style="list-style-type: none"> › Lloyd St, Dynon Rd to Arden St, North Melbourne, new bike lane.
	<ul style="list-style-type: none"> › Kensington Rd, Dynon Rd to Arden St, North Melbourne, new bike lane.
	<ul style="list-style-type: none"> › Faraday St, Canning St to Swanston, Carlton, bike lane upgrade.
	<ul style="list-style-type: none"> › Installed 170 bicycle storage hoops.
	<ul style="list-style-type: none"> › Footscray Rd shared path upgrade (VicRoads).
	<ul style="list-style-type: none"> › Hobsons Rd, Childers St, Tennyson St (VicRoads East – West Link).
	<ul style="list-style-type: none"> › La Trobe St bike path options developed. Community engagement undertaken and options presented to Future Melbourne Committee in April 2012.
	<ul style="list-style-type: none"> › Canning St / Princes St bike link upgrade (VicRoads).
Port Phillip	<ul style="list-style-type: none"> › Capital City Trail audit of signage / line marking undertaken recently.
	<ul style="list-style-type: none"> › Cecil St Stage 2 (York St – Park St) detailed design completed. Awaits VicRoads funding.
	<ul style="list-style-type: none"> › Wellington St design work – programmed for 2012-13.
Stonnington	<ul style="list-style-type: none"> › Alma St – prioritised to complete the gap – design work between Westbury & Chapel streets underway.
	<ul style="list-style-type: none"> › Implemented the Stonnington Bicycle Parking Implementation Plan in all of Stonnington's strip shopping centres
	<ul style="list-style-type: none"> › Commenced review of the Stonnington Bicycle Strategy
	<ul style="list-style-type: none"> › Commissioned research on the Cyclist Provision for Chapel Street in response to the state government commitment of \$223K – further feasibility studies, plans and improvements to be undertaken.
	<ul style="list-style-type: none"> › Liaising with VicRoads to deliver enhanced bicycle lanes on Chapel Street to remedy the high incidence of dooring
Road Safety Action Group- Inner Melbourne (RSAGIM)	<ul style="list-style-type: none"> › Completed the bi-annual BikeScope survey and a Before and After Survey Review of green treatment in Chapel Street to gauge whether cyclist's feel safer.
	<ul style="list-style-type: none"> › The IMAP Council's, through RSAGIM, investigated 'doorings' through their 'Door Knock' campaign (designed to influence road user behavior), publication of the Bicycle Rider Collisions With Car Doors: Crash Statistics and Literature Review and a series of surveys in May 2012 in Chapel Street, Brunswick Street and St Kilda Road of cyclists and pedestrians to gauge awareness of the issue.

→ Progress 2011-12

Strategy 3: Minimise the growing impact of traffic congestion

Action 3.2 Roads as Places

The IMAP Implementation Committee approved a revised brief for this project in February 2012. Trams are one of the defining aspects of the transport and land use system in the IMAP area. This Action proposes to research the impact of tram stops on the street environment and their contribution to making street and roads into better places in the inner Melbourne region.

A variety of tram stop designs exist in IMAP Councils areas. Some of these have been built relatively recently and appear to have had an impact on the operation of the street in which they are located. IMAP member councils have been at the forefront of innovation in tram stop design, and with the requirement to renew stops to make them compliant with the Disability Discrimination Act, the opportunity exists to make streets and roads better places. There has been relatively little research into the place making impacts of tram stops which this research hopes to address. Expressions of interest will be sought in 2012/13 to commence this work.





Action 3.5 Reduced through traffic

Action 3.5 seeks to determine what actions can realistically be undertaken by the IMAP Councils to ameliorate the impact of through traffic in the inner Melbourne region.

The approved project brief is designed to define and assess the nature and extent of through traffic,

develop a greater understanding of through traffic issues and options and develop a plan with realistic actions for IMAP Councils to implement to reduce the impact of through traffic and advocate to the state government on relevant issues.

Expressions of interest have now been sought to research this project. Work will be undertaken in 2012/13 to complete this project.

→ Progress 2011-12

Strategy 4: Increase public transport use

Action 4.7 Improvements to public transport services

With Melbourne's CBD being a key destination to people moving from and through the IMAP Council's municipalities, the adoption of the Melbourne Transport Strategy has been seen as a key policy document underlying the implementation of IMAP's Action 4.7.

The City of Melbourne's new transport strategy sets key directions and targets for a growing city. Around 800,000 people move through the city every day; this is expected to increase to more than one million by 2030. The strategy acknowledges this expected growth and indicates that there is a link between how easily people can get into and around the city, and the city's economy.

Improvements to the walking environment, upgrades to the cycling network and options for city freight

delivery are part of the strategy, which was adopted by the City of Melbourne in May 2012. The report has been influential in Melbourne's wider transport discussion and debate and on the development of the State Government's transport policy agenda.

The strategy has six key directions. These are:

- › integrated transport and land use planning
- › go anywhere, anytime public transport for inner Melbourne
- › optimise the transport effectiveness of inner Melbourne's roads
- › create pedestrian friendly, high-mobility, public transport streets in the central city
- › make Melbourne a cycling city
- › foster innovative, low-impact freight and delivery in central Melbourne.



Strategy 5: Plan to accommodate 90,000 more dwellings by 2030

Action 5.2 Affordable Housing

Completed

In November 2011 the IMAP Implementation Committee approved the Final Report from the Affordable Housing working party. IMAP seeks to identify new funding sources and build the capacity of housing associations to increase the supply of affordable housing across the region. The development of a model Affordable Housing Overlay for application through the Victorian planning system has been a key IMAP initiative.

The project team developed the model planning Overlay for affordable housing, investigated its economic impact on development activity and established the Inner Melbourne Affordable Housing Needs Website - an interactive database to provide data to inform the identification of housing needs and housing targets under the Overlay process. Advocacy for the proposed overlay extended to engaging with representatives of state and commonwealth governments, major developers and development industry peak bodies for feedback on the provision of affordable housing through its Planning Overlay concept.

The final report acknowledged that all avenues have been pursued to advocate for the establishment of the Affordable Housing Overlay. IMAP decided to suspend proactive work seeking to progress the Overlay until the State and/or Commonwealth Government position changed. IMAP will continue to monitor, and to advocate for future opportunities to promote affordable housing planning mechanisms and has noted other existing affordable housing mechanisms that are currently available or easier to pursue.

IMAP continues to be part of a joint funded study being undertaken by the University of Western Sydney to provide guidance on establishing Community Land Trusts (CLTs) in Australia. A manual on CLTs is in preparation.

IMAP acknowledges the significant contribution Gary Spivak, City of Port Phillip has made to this project.

Action 5.3 Integrating public housing estates

IMAP approved this project brief which aims to review 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.

The project team will research current and best practice models and case studies where State Government works in partnership with Local Government, and implement an advocacy strategy to promote best practice in Melbourne.

This project aims to improve the communication of IMAP Council's expectations to State Government and to develop a comprehensive strategic framework to manage and respond to Office of Housing developments. It is hoped that greater partnership and improved communication between the State Government agencies and the IMAP Councils will result in positive land use, infrastructure and service outcomes for our communities.

Action 5.4 and 5.5 Social infrastructure and services/ Infrastructure development

IMAP has approved the project brief for this project which aims to investigate and determine the capacity of existing social infrastructure services surrounding social housing development sites across the inner Melbourne region. Social infrastructure includes all those amenities and services provided in a precinct which improve the liveability of the area for its residents.

To respond to the state government's consultation process, municipalities need to know what capacity they currently provide for around proposed large housing development sites and the potential service gaps which exist, so that these can be considered at an early stage in the development process in order to assist the future residents of the area.

Expressions of interest will be sought in 2012-13 to commence this work.

→ Progress 2011-12

Strategy 6: Support the distinct and diverse character of Activity Centres

Action 6.3 Managing conflicts in Activity Centres

Completed

IMAP has looked to develop a consistent approach to the consideration of cumulative impact in planning applications for licensed premises and also to identify the issues regarding licensing definitions and some possible solutions. The IMAP working group had established a three part approach to cumulative impact assessment in 2009 and passed this onto the partner Councils to test and review the tools.

The IMAP Implementation Committee considered the final report for this project in November 2011. The report reviewed how the IMAP Councils have each modified their approaches and refined the IMAP working group's work having specific regard to their local issues and circumstances. It also summarised the work of the Department of Justice and DPCD during this period.

The IMAP Implementation Committee, in adopting the final report, resolved to maintain a conversation with the Department of Justice and the Victorian Commission for Gambling and Liquor Regulation (VCGLR) over continuing issues with licenced premises and application approvals. Representatives from IMAP and the VCGLR held a useful meeting on 3 May 2012 clarifying a number of operational aspects of the legislation. IMAP will continue to follow up with the Department of Justice on policy matters.

Strategy 7: Promote the inner Melbourne region as an investment location for knowledge rich business sectors.

Action 7.7 Universities and Regional Development

Completed

Through this project IMAP has worked collaboratively with inner Melbourne Universities and TAFEs to define and develop a stronger role in regional development. The current focus is on the development of a Workplace Integrated Learning (WIL) programme that would promote tertiary student placements within the IMAP councils.

Work Integrated Learning (WIL) is increasingly a key element in Melbourne's tertiary education, attracting students to courses marketed as providing work-ready graduates.

IMAP developed collaboration with the Universities and TAFEs on this project to promote tertiary student placements within the IMAP Councils. A project manager was employed to assist Council managers and tertiary institutions develop the networks required to enable greater access for students.

In the 12 months from May 2011 a broad range of deliverables and achievements were made by the IMAP WIL project team in each of the 3 project areas – **promoting WIL** and creating awareness; **strengthening WIL** processes; and **facilitating WIL** through brokering relationships.

The project achieved greater awareness from both local Councils and the Universities on how they can partner on student placements, identified those student placements relevant to local government and developed ongoing activities which promote the project achievements and deliverables to other councils. Policy and supporting documents have been developed which make it easier for managers to plan for and access students. A Student Placement Inventory and Key Contacts list was developed as an ongoing resource to help broker relationships. The project promoted greater workforce planning by Councils including student placements where particular skills are required.

IMAP hosted the Student Placement Showcase as part of Melbourne Knowledge Week on 2 December 2011 for Universities to exhibit their student placement programs to a wide range of invited Councils. As a result of its success, IMAP has determined to repeat this showcase at the 2012 Melbourne Knowledge Week event.

A conference paper on IMAP's Student Placement project is also planned for delivery at the Australian Collaborative Education Network (ACEN) conference, Geelong in October 2012.

IMAP acknowledges the significant contribution of Alexandra Moloney, Project Manager on this project.

Refer: www.imap.vic.gov.au - resources section

Strategy 8: Facilitate the growing importance of the Inner Melbourne Region as south-east Australia's freight hub.

Action 8.1 Priority for Freight movement

The brief for the first stage of this new project was considered by IMAP in May 2011.

The project aims to develop a greater understanding of freight issues and options and develop expertise within IMAP Councils to enable a position on freight to be adopted. Information to be gathered on commercial and freight traffic movements will assist

in the understanding of road traffic issues relevant to the inner Melbourne region and identify the need for follow up research, surveys and analysis to provide a comprehensive understanding of future trends.

This project has been deferred awaiting the outcome of the research on "reducing through traffic" (Action 3.5).



→ Progress 2011-12

Strategy 9: Substantially improve the environmental performance of the inner Melbourne region

Action 9.2 Environmentally sustainable design – commercial buildings

A new suite of Sustainable Design fact sheets has been jointly developed by the four IMAP city councils and made available to the public at their launch on 11 May 2012. The aim of the fact sheets is to reduce the negative environmental impacts of buildings and improve the lifestyles of people living in and using them.

The fact sheets provide detailed advice on sustainable building design requirements that should be addressed during the early design process and when lodging a planning permit application. They have been developed to suit all project types and sizes from small renovations to professional design teams working on large developments. The fact sheets identify what sustainability initiatives could be implemented when renovating, extending or building.

Individual fact sheets have been developed for each of the 10 Key Sustainable Building Categories, including indoor environment quality, energy efficiency, water efficiency, stormwater management, building materials, urban ecology, transport, waste management, innovation and ongoing building and site management.

Both mandatory requirements and council's best practice standards are provided along with a list of other organisations, able to provide more information.

The fact sheets are available on the IMAP website and each of the IMAP Council websites, helping to deliver a consistent framework for sustainable design assessment across municipalities. Copies have been distributed to major designers and developers in the city, additional reprints are being undertaken and a number of other Councils utilising the SDAPP framework have indicated an interest in using the Factsheets. Additional fact sheets will be created to further develop the series.

Refer: www.imap.vic.gov.au – resources section

Action 9.4 Green demonstration projects

Three separate projects have been initiated under this action.

Water Sensitive Cities

A short research project was undertaken to present case studies on different approaches and projects using the Water Sensitive Cities approach. The booklet, "Transitioning to a Water Sensitive City" is to assist Councils in their level of knowledge and understanding of this concept and its applicability to large development sites and precincts.

The concept of a "Water Sensitive City" addresses the need to transition away from a "Water Supply City" and develops new strategies to establish a more resilient, sustainable water system within our urban environment.

The key principles to achieve this transition strategy are to **reduce** (conserve), **reuse** (without treatment), **replace** (substitution based on fit for purpose use); and **recycle** (treatment and reuse). One of the critical aspects underpinning the planning for this is an approach which addresses the integration of public and private systems.

The booklet, published on the IMAP website, explores some of the various approaches taken in the case study areas it presents.

Refer: www.imap.vic.gov.au - resources section





Growing Green Guide

The Growing Green Guide for Melbourne project proposes to develop a practical tool that will increase knowledge and reduce the technical barriers of green roof and green wall construction. Using a collaborative approach between government, commercial and education institutions, it is intended that the Guide will include best practice guidelines and policy recommendations that can be readily utilised by councils, developers and planners across Victoria. The following outcomes will be delivered:

- › Victorian best practice guidelines for green roofs, wall and facades including a “how-to” guide for developers, landscapers and the general public, and standards for best practice construction.
- › Practical application of the guidelines and policy recommendations by undertaking an opportunities assessment of sites that would benefit from green roofs and walls and a demonstration project using the design guidelines.
- › Recommendations for options to integrate rooftop and vertical greening into regulatory schemes including recommended changes to the planning schemes in each municipality.

The Project Control Group has employed a council Project Officer and university Research Officer to progress this project. Following development of the project plan, timeline and communication strategy, a well attended public launch of the project was held on 11 May 2012. Working group terms of reference have been scoped and two workshops are now planned for August 2012 – to brief key stakeholders and the general public.

This project is made possible through a grant from the State Government’s Victorian Local Sustainability Accord, and contributions from The University of Melbourne and the IMAP Councils.

Refer: www.imap.vic.gov.au - resources section

Distributed energy

The IMAP Distributed Energy Map project is a collaboration between the IMAP Councils and 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.

Work in 2011-12 focussed on establishing the project, identifying the availability of necessary data, and implementing funding and data sharing agreements between the CSIRO and the IMAP Councils. At the conclusion of 2011-12, the parties had implemented a funding grant agreement and agreed to a scope of work and timeframe for the project. Work to extract relevant Council data for the CSIRO modelling has commenced and will continue in 2012-13.

Discussions with State Government departments have taken place to identify the relevance of work previously undertaken by Sustainability Victoria and Department of Planning and Community Development. Work to engage the relevant utilities has also taken place and will continue into 2012-13.

Results of the study, including energy demand modelling, mapping of the potential for energy efficiency, demand management and distributed generation are expected at the end of 2012-13.

→ Progress 2011-12

Strategy 11: Promote the Inner Melbourne Region as a tourism destination

Actions 11.1 and 11.2 Regional Tourism Program

Having largely completed its actions under Strategy 11, the IMAP tourism working group undertook a strategic planning exercise in 2010 to look at how best IMAP could work with the tourism industry. A redeveloped vision, in the form of a new three year Strategic Plan, was developed with an emphasis on working collaboratively to strategically develop inner Melbourne as a vibrant and welcoming destination. In this, its second year of the Strategy, the tourism program continues to successfully enhance the inner Melbourne brand.

The Inner Melbourne map brochure continues to be the most popular publication for Melbourne visitors and the tourism industry. Approximately 47,000 copies have been distributed by IMAP per month in 2011-12. In addition the map has been made available under license to tourism related providers. With some duplication in the market, the IMAP tourism working group has been exploring alternative applications, partnering with Destination Melbourne to produce one brochure, and ensuring the IMAP map continues to be available. During 2011-12 the map was extensively reviewed to align with Public Transport Victoria's guidelines, include visitor information on Myki and test the changes with a volunteer audience.

In an effort to tap into the drive market through regional Visitor Information Centres, IMAP councils, including the City of Maribyrnong, ran a "Famil" in May 2012 for volunteers from the Geelong Visitor Information Centre, taking them to key locations in the Inner Melbourne Region. Volunteers gained a sense of inner Melbourne, better knowledge of product and gained first hand experience to enable them to further influence what visitors directed from Geelong see and do in Melbourne.

Advertising and editorial was also secured in the winter edition of Melbourne Style magazine showcasing the inner Melbourne tourism product. This information was distributed as an insert in the Herald Sun throughout regional Victoria in early July 2012.

IMAP was also a sponsor of the 22nd Annual CAUTHE (Council for Australasian University Tourism and Hospitality Education) National Conference held in Melbourne in February 2012 to promote the IMAP model, the collaboration achieved across the member Councils in conjunction with the tourism industry and to acknowledge and support skills training required in the industry. Similarly, IMAP's sponsorship of the Tourism and Events Excellence Conference held in July 2012 promoted the "excellence in strategic partnerships" theme. Attendees applauded IMAP's approach as a best practice model in the industry.



Focus 2012-13



IMAP Governance

IMAP will work to implement the projects and actions determined by the *IMAP Review* and ensure systems are in place to engage staff, and meet budgets and timeframes to complete projects on time. IMAP will continue to build on the recommendations from the *Review of IMAP Governance and Relationships* report to increase the effectiveness, improve governance and nurture the relationships that underpin IMAP.

IMAP Communications & Advocacy

- › IMAP will continue to partner with key stakeholders to deliver on key issues affecting the liveability of the inner Melbourne region.
- › IMAP will continue to build on the IMAP website and Wiki as a communication tool and document repository.
- › IMAP will communicate the status of current Actions, partnerships and successes widely to promote the benefits of regional collaboration across the inner Melbourne Region.

Focus 2012-13

IMAP Implementation

IMAP will complete

- › **Action 3.3** Regional Parking Management by looking at options for car sharing and the economic value of car parking compared with other forms of transport.
- › **Action 4.7** Improvements to Public Transport Services through participating in the development of the Melbourne Transport Strategy review.
- › **Action 5.2** Affordable Housing by participating in the Community Land Trust research project.

IMAP will continue

- › **Action 2.5** Bicycle Network - the programme of capital works to construct bicycle laneways linking the priority routes of the cycling network across the inner Melbourne region.
- › **Action 3.5** Reduced Through Traffic to determine design improvements to reduce the impact of traffic through activity centres.
- › **Action 5.3** Integrating Public Housing Estates by undertaking a combination of research, advocacy and communication strategies to further advance our approach.
- › **Action 9.2** Environmentally Sustainable Design by communicating ideas and concepts to developers and reviewing ESD policies.

- › **Action 9.4** Green Demonstration Projects by advancing work in the project areas of Green Roofs and Distributed Energy Mapping.
- › **Action 10.1** Regional Open Space and Trail Network to map the network and to address any gaps from a regional perspective to ensure open space and linkages are preserved and enhanced.
- › **Action 11** Regional Tourism Program by developing new initiatives to increase exposure and visits of the inner Melbourne region.

IMAP will commence

- › **Action 3.2** Roads as Places – researching place making design around tram superstops to determine best practice approaches.
- › **Action 5.4/5.5** Social Infrastructure and Services/ Infrastructure Developments – through research and mapping the location and capacity of existing social infrastructure services around large social housing developments.
- › **Action 7.2** Support Creative Businesses through undertaking initial consultation to support and extend the current work being undertaken by Councils and the state government in this business sector.
- › **Action 8.1** Priority for Freight Movement through the commissioning of research on current freight routes and priorities.



Governance

Membership of the IMAP Implementation Committee

The Cities of Melbourne, Yarra, Stonnington and Port Phillip have each established identically constituted section 86 Special Committees, in accordance with the Local Government Act 1989. These Committees 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 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 Stonnington
- City of Port Phillip

Committee Members: 1 July 2011 – 30 June 2012

Cr Alison Clarke,

Mayor City of Yarra (1 July 2011 – December 2011)

Cr Geoff Barbour,

Mayor City of Yarra (December 2011 – 30 June 2012)

Dr Andi Diamond,

CEO City of Yarra (1 July 2011 – April 2012)

Mr Ivan Gilbert,

Acting CEO City of Yarra (April 2012 – 30 June 2012)

Cr Ken Ong,

Chair Future Melbourne (Planning) Committee, City of Melbourne (1 July 2011 – 30 June 2012)

Mr Geoff Lawler,

Director City Planning & Infrastructure, City of Melbourne (1 July 2011 – 30 June 2012)

Cr Melina Sehr,

Mayor City of Stonnington (1 July 2011 – December 2011)

Cr John Chandler,

Mayor City of Stonnington (December 2011 – 30 June 2012)

Mr Warren Roberts,

CEO City of Stonnington (1 July 2011 – 30 June 2012)

Cr Rachel Powning,

Mayor City of Port Phillip (1 July 2011 – 30 June 2012)

Ms Kay Rundle,

CEO City of Port Phillip (1 July 2011 – 30 June 2012)

Associate Committee Members

Terms of Reference provides that representatives from the following associate partner organisations are invited to attend the meetings of the IMAP Implementation Committee.

- › Department of Planning and Community Development
- › Department of Sustainability and Environment
- › Department of Business and Innovation
- › Department of Transport
- › VicRoads
- › City of Maribyrnong

Governance

IMAP Reporting

Executive's Forum

The Executive's Forum is a leadership meeting of IMAP's senior executives, aimed at determining and driving regional priorities and programs, identifying synergies and opportunities and providing support to the IMAP Executive Officer. Forums are held as the need arises. Outcomes of the IMAP Executive's Forums are reported back to the IMAP Implementation Committee in formal minutes as an agenda item for discussion and ratification.

16 August 2011 Meeting

Key items on the agenda were:

- › IMAP proposed meetings with State Government

Minutes were tabled and ratified at the 26 August 2011 IMAP Implementation Committee meeting.

18 October 2011 Meeting

Key items on the agenda were:

- › Action 9.4 Green Demonstration Projects – funding for the Growing Green Guide project
- › Action 7.7 Universities and Regional Development – options for workforce planning through student engagement
- › City of Maribyrnong's financial contribution to IMAP projects
- › Establishment of an IMAP mapping base

Minutes were tabled and ratified at the 18 November 2011 IMAP Implementation Committee meeting.

IMAP Implementation Committee Meetings

26 August 2011

(Host: City of Melbourne)

Key items on the agenda were:

- › Confirmation of the associate membership of the City of Maribyrnong
- › Adoption of the IMAP Annual Report 2010-11
- › Action 2.4 Greenlight Project – approval of the final report and recommendations
- › Action 2.5 Bicycle Network – progress report on work undertaken on identified priority routes
- › Action 7.7 Universities and Regional Development – the Work Integrated Learning project progress report
- › Action 8.1 Priority for Freight Movement – approval of the project brief

- › Action 9.4 Growing Green Guide Project – approval of the project budget
- › Action 9.4 Distributed Energy Project – approval of the project brief and budget
- › Action 11 Regional Tourism – progress report on year 1 and proposals for year 2 of the Three year Strategic Plan

Minutes were tabled and ratified at the 18 November 2011 IMAP Implementation Committee meeting

18 November 2011

(Host: City of Stonnington)

Key items on the agenda were:

- › IMAP Three Year Implementation Plan approval
- › Reporting back on the meeting with the Minister for Local Government
- › Action 3.5 Reduced through Traffic – approval of the project brief
- › Action 5.2 Affordable Housing – final report on advocacy for an affordable housing overlay
- › Actions 5.4 and 5.5 Social Infrastructure and services/Infrastructure development – approval of the project brief and budget
- › Action 6.3 Conflicts in Activity Centres – approval of the final report
- › Action 9.4 Water Sensitive Cities – approval of the final report for distribution

Minutes were tabled and ratified at the 24 February 2012 IMAP Implementation Committee meeting

24 February 2012

(Host: City of Port Phillip)

Key items on the agenda were:

- › Presentation from W Roberts on his USA and UK tour – sustainability projects
- › Action 3.2 Roads as Places – approval of the revised project brief and budget
- › Action 3.5 Reduced through Traffic – confirmation of the project brief and budget
- › Action 5.3 Integrating Public Housing estates – approval of the project brief and budget
- › Action 9.2 ESD Commercial buildings – progress report on development of ten Sustainable Design Factsheets for distribution
- › Action 9.4 Growing Green Guide – approval of the project plan, governance and timeline
- › Action 9.4 Distributed Energy – approval of the CSIRO project brief and overall budget

Minutes were tabled and ratified at the 25 May 2012 IMAP Implementation Committee meeting

25 May 2012 (Host: City of Yarra)

Key items on the agenda were:

- › Presentation by the Department on Transport on Tram Route 96
- › Presentation by the City of Melbourne on the Knowledge Melbourne project
- › Presentation by the Department of Business and Innovation Victorian Government Business Office for Melbourne Central
- › Action 5.3 Integrating Public Housing Estates – approval of project funding review request
- › Action 6.3 Conflict in Activity Centres – update on the IMAP meeting with the Victorian Commission for Gambling and Liquor Regulation
- › Action 7.7 Universities and regional development – approval of the final report on student placements in Councils
- › Action 11 Regional Tourism project – progress report and strategic plan approval

Minutes will be tabled and ratified at the 31 August 2012 IMAP Implementation Committee meeting

Promotion and communication of IMAP projects

The Department of Transport has promoted the work of IMAP through a conference paper at the **State of Australian Cities Conference** in Melbourne in late 2011 which made reference to the Greenlight project (Action 2.2) findings. (Refer “*Maintaining pedestrian access through signalised crossings – Hutchinson – SOAC Full Paper*”). In addition, details of IMAP’s Wayfinding signs project (Action 2.4) were included in a **Wayfinding Guide publication** developed by the Department of Transport in October 2011.

IMAP hosted the Student Placement Showcase (Action 7.7) as part of **Melbourne Knowledge Week** in October 2011 and provided space for universities and other organisations to exhibit their student placement programs to IMAP Councils and other municipalities invited to attend the event. As a result of its success, IMAP has determined to repeat this showcase at the 2012 Melbourne Knowledge Week event. A conference paper on IMAP’s Student Placement project is also planned for delivery at the **ACEN conference**, Geelong in October 2012.

The **public launch of IMAP’s Growing Green Guide Project** (Action 9.4) with project partners, the University of Melbourne and Department of Sustainability and Environment, was held on a Melbourne rooftop in May 2012. In addition, the event showcased the **public release of IMAP’s 10 Sustainable Design Factsheets** (Action 9.2) which have been developed for use by municipalities beyond the IMAP region to provide consistent information to developers on sustainable design solutions. Both projects received print media coverage and they are promoted on the **IMAP and IMAP Council’s websites**. The Factsheets have been requested by other Councils in Melbourne.

The work of IMAP’s Regional Tourism group (Action 11) profiling and strategically positioning Inner Melbourne was promoted during the year through sponsorship of the **22nd Annual CAUTHE (Council for Australasian University Tourism and Hospitality Education) National Conference** in Melbourne during February 2012 and the **Tourism and Events Excellence Conference** held at the MCG during July 2012. In addition, promotion of the inner region to the **Geelong Visitor Centre** Volunteers through a Famil tour of Inner Melbourne in May 2012 proved a successful approach for improving knowledge of the area to visitors. IMAP’s popular regional tourist map has also been reproduced in a larger number of **tourist publications** during the year through establishing licensing agreements to enable wider distribution.



Governance

Statement of attendance

From 1 July 2011 to 30 June 2012

Committee member	Position	IMAP Implementation Committee Membership dates to 30 June 2012	Attendance	
			Meetings Attended	Apologies
Cr Alison Clarke	Mayor, City of Yarra	Jul 2011 - Dec 2011	Two (2)	Nil (0)
Cr Geoff Barbour	Mayor, City of Yarra	Dec 2011 - Jun 2012	Two (2)	Nil (0)
Cr Rachel Powning	Mayor, City of Port Phillip	Jul 2011 - Jun 2012	Three (3)	One (1)
Cr Melina Sehr	Mayor, City of Stonnington	Jul 2011 - Dec 2011	Two (2)	Nil (0)
Cr John Chandler	Mayor, City of Stonnington	Dec 2011 - Jun 2012	Two (2)	Nil (0)
Cr Ken Ong	Chair, Future Melbourne (Planning) Committee, City of Melbourne	Jul 2011 - Jun 2012	Four (4)	Nil (0)
Dr Andi Diamond	Chief Executive Officer, City of Yarra	Jul 2011 - Apr 2012	Three (3)	Nil (0)
Mr Ivan Gilbert	Acting Chief Executive Officer, City of Yarra	Apr 2012 - Jun 2012	One (1)	Nil (0)
Ms Kay Rundle	Chief Executive Officer, City of Port Phillip	Jul 2011 - Jun 2012	Four (4)	Nil (0)
Mr Warren Roberts	Chief Executive Officer, City of Stonnington	Jul 2011 - Jun 2012	Four (4)	Nil (0)
Mr Geoff Lawler	Director, City Planning & Infrastructure City of Melbourne	Jul 2011 - Jun 2012	Three (3)	Nil (0)
Ms Linda Weatherson	Acting Director, City Planning & Infrastructure, City of Melbourne	Feb 2012	One (1)	Nil (0)

Associate Partner Representatives

Member	Department	Attendance	
		Meetings attended	Apologies
Mr Adrian Salmon	Department of Planning and Community Development	Three (3)	One (1)
Mr Rod Anderson	Department of Sustainability and Environment	Two (2)	Two (2)
Ms Adele McCarthy	Department of Transport	Three (3)	Nil (0)
Ms Rebecca Collins	Department of Transport	One (1)	Nil (0)
Mr Tony Pensabene	Department of Business and Innovation	One (1)	Two (2)
Mr Steve Booth	Department of Business and Innovation	One (1)	Nil (0)
Mr Nial Finegan	VicRoads	Two (2)	One (1)
Ms Patricia Liew	VicRoads	One (1)	Nil (0)
Mr Vince Haining	City of Maribyrnong	Four (4)	Nil (0)
Cr Sarah Carter	City of Maribyrnong	One (1)	One (1)
Cr John Cumming	City of Maribyrnong	Two (2)	Nil (0)

Financial statement

Total income for the 2011/12 financial year to the Inner Melbourne Action Plan [IMAP], derived from IMAP partner Councils and IMAP map licensees was \$343,400.

This includes the IMAP partner Councils' annual contribution of \$120,000 plus a further \$80,000 paid towards regional tourism projects undertaken by IMAP. Contributions from the City of Maribyrnong (\$35,830) and additional funding for specific projects (Growing Green Guide, Distributed Energy mapping and additional Tourism Map reprints) made up the total.

No Victorian government grants were received directly by IMAP, however Sustainability Accord Funding has been awarded by the Department of Sustainability and Environment for the Growing Green Guide project.

These funds are being administered by the City of Melbourne as lead council on this project.

The total expenditure for the 2011-12 financial year for professional services, website administration and sundry items relating to IMAP Actions was \$297,269.

This results in a positive balance to the IMAP account in the financial year of \$46,131. Retained Earnings carried forward from the previous financial year as at 1 July 2011 was \$302,577. Therefore the Accumulated Surplus for the year ending 30 June 2012 was \$348,708. These funds have been allocated to current and new projects approved in the 3-Year Implementation Plan in November 2011. The positive balance in the account is due to the timing in implementing these projects.

IMAP Financial Statement as at 30 June 2012

Actual to 30 June 2012

Income		\$
Annual IMAP Council Partner contributions		120,000
Other contributions		
> Action 9.4 - IMAP Councils Distributed Energy Contribution	40,500	
> Action 9.4 - IMAP Councils Growing Green Guide Contribution	40,000	
> Strategy 11 - IMAP Councils Tourism Contribution	80,000	
> Strategy 11 - IMAP Map Annual License fees (3)	1,170	
> Strategy 11 - City of Maribyrnong Tourism Contribution	20,000	
> Strategy 11 - Additional tourism funds - Tourism projects	20,000	
> City of Maribyrnong - transport projects	15,830	
> Training Reimbursement	5,900	223,400
Victorian Government Grants		0
Total Income		343,400
Expenditure		
Professional Services		
> Action 5.2 Affordable Housing	10,000	
> Action 7.7 Universities & Regional Development	27,247	
> Action 9.2 Sustainable Design factsheets	37,307	
> Action 9.4 Water Sensitive Cities report	4,900	
> Action 9.4 Distributed Energy mapping	100,000	
> Strategy 11 Regional Tourism	107,535	286,989
IMAP Annual Report 2010-11		6,480
IMAP Website Administration		2,646
Sundry Expenditure		1,152
Total Expenditure		297,269
Net Surplus for Year Ending 30 June 2012		46,131
Retained Earnings Carried Forward (2010-11)		302,577
Accumulated Surplus for Year Ending 30 June 2012		348,708

Notes: 1.The IMAP Executive Officer position was initially rotated annually with each host council paying all costs. However from 2009/10 it was agreed the position would be hosted by the City of Stonnington for 3 years with the IMAP councils contributing a quarter of the operational costs annually from 2010/11. This contribution is not indicated above.

Progress Summary

Strategy	Action	Status
Heritage	1.1 Heritage statement of significance	Completed
	1.2 Public realm infrastructure standards	
	1.3 Built form controls	
	1.4 Boulevards & major roads	Current
	1.5 Key urban squares	
Link Transport Routes	2.1 Regional physical infrastructure	
	2.2 Wayfinding signage	Completed
	2.3 Bicycle network legibility	Completed
	2.4 Pedestrian priority areas - Greenlight project	Completed
	2.5 Bicycle network	Current
	2.6 Tram & Rail network	Ongoing advocacy
Traffic Congestion	3.1 Commuter car use	Closed
	3.2 Roads as Places	Current
	3.3 Regional parking management	Current
	3.4 40% by 2020	Closed
	3.5 Reduced through traffic	Current
Public Transport	4.1 Travel Smart	Closed
	4.2 Street design standards	
	4.3 Think Tram	Ongoing advocacy
	4.4 Enhanced bus priority	Ongoing advocacy
	4.5 Improved public transport infrastructure	Ongoing advocacy
	4.6 Public transport pricing	Closed
	4.7 Improvements to public transport services	Current
Population Increase	5.1 Regional housing statement	Ongoing advocacy
	5.2 Affordable housing	Completed
	5.3 Integrating public housing	Current
	5.4 Social infrastructure & services	Current
	5.5 Infrastructure development	Current



Strategy	Action	Status
Activity Centres	6.1 Activity centre local policy	
	6.2 Activity centre public environment	
	6.3 Managing conflicts	Completed
	6.4 New cultural facilities	
	6.5 Activity centre services	
Knowledge Rich Business Sectors	7.1 Government industry links	Closed
	7.2 Support creative businesses	
	7.3 Improved information	Closed
	7.4 Regional economic development statement	Completed
	7.5 Wireless broadband	Closed
	7.6 Exporting health services	Closed
	7.7 Universities & regional development	Completed
Freight	8.1 Priority for freight movement	Current
	8.2 Improved links to the port	
Environmental Sustainability	9.1 Regional sustainability targets	Completed
	9.2 Environmental sustainable design	Current
	9.3 Water sensitive urban design	Completed
	9.4 Green demonstration projects	Current
	9.5 Community capacity for sustainability	
	9.6 Recycled water for open space	Completed
Regional Open Space Network	10.1 Regional open space & trail network	Current
	10.2 Physical infrastructure needs	
	10.3 Open space links	Current
	10.4 Riparian open space project	
	10.5 Wild life links	
	10.6 Foreshore open space	
	10.7 Waterways planning & management	
Regional Tourism	11.1 Inner Melbourne map	Completed Ongoing
	11.2 Regional tourism programme	Completed Ongoing







INNER MELBOURNE

Scale & walktime

0 500m 1km 1.5km 2km

Legend

- Shopping, dining, entertainment precinct
- Place of Interest
- Pink names
- Public squares
- Trains
- Trams
- Station name
- Free City Circle to park route (No. 35)
- Route & Number
- Route terminus

Richmond

75

75

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