

Inner Melbourne Action Plan 'IMAP'

Making Melbourne more liveable



Annual Report 2014 → 2015

Inner Melbourne Action Plan
‘Making Melbourne More Liveable’



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Foreword

On behalf of the Inner Melbourne Action Plan Implementation Committee, we present the 2014-15 Annual Report, highlighting the key achievements of the IMAP Special Committees in their ninth year of operation.

The Inner Melbourne Action Plan (IMAP) is the successful collaboration between the cities of Melbourne, Port Phillip, Yarra, Stonnington and the Maribyrnong City Council, working together on inner city regional issues to [help make Melbourne one of the world's most liveable cities](#).

During 2014-15 the IMAP Implementation Committee has seen excellent progress continuing to be made by teams developing projects as varied as the Visitor Wayfinding Signage Master Style Guide, stage 2 of the Community Land Trust project, data modelling for the Distributed Energy project and negotiating solutions for the Melbourne Official Visitor Map and Sustainable Design Factsheets with external partners.

IMAP's Growing Green Guide for the development of green roofs, also continues to gain acclaim being awarded the 2014 Victoria Landscape Architecture Award for education.

In addition, the Committee has overseen the [review of the Inner Melbourne Action Plan](#) itself, looking forward a further 10 years to identify where IMAP's unique Council partnership can make a positive contribution. Following consultation across the five partner councils, the draft plan is soon to be considered by the IMAP Implementation Committee, with review by a wider audience to follow. IMAP Councils make up Plan Melbourne's Central Subregion, uniquely positioning IMAP to have [an ongoing role in the development of inner Melbourne](#).

We also take this opportunity to recognize the commitment of the many council officers and representatives from partnering organizations who continue to work collaboratively to deliver the IMAP projects.



Cr Phillip Vlahogiannis
Mayor
City of Yarra

Cr Ken Ong
Chair
Future Melbourne
[Planning] Committee
City of Melbourne

Cr Nam Quach
Mayor
Maribyrnong
City Council

Cr Amanda Stevens
Mayor
City of Port Phillip

Cr Melina Sehr
Mayor
City of Stonnington

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 Melbourne region more liveable. The IMAP region hosts the capital city of Victoria, incorporating the major financial, administrative, retail, cultural, and entertainment functions of the State.

The Inner Melbourne Action Plan is unique in bringing key government stakeholders together to develop and deliver regionally based actions within an effective governance framework. IMAP strategies and actions are identified as key areas for regional cooperation within the central city.

For nine years, Melbourne's inner Metropolitan Councils - the cities of Melbourne, Yarra, Stonnington, Port Phillip and, more recently, Maribyrnong City Council - have worked together to develop and implement the strategies and actions set out in the Inner Melbourne Action Plan. Their aim is to strengthen the liveability, attractiveness and prosperity of the region and respond to growth and changes occurring in the inner city.

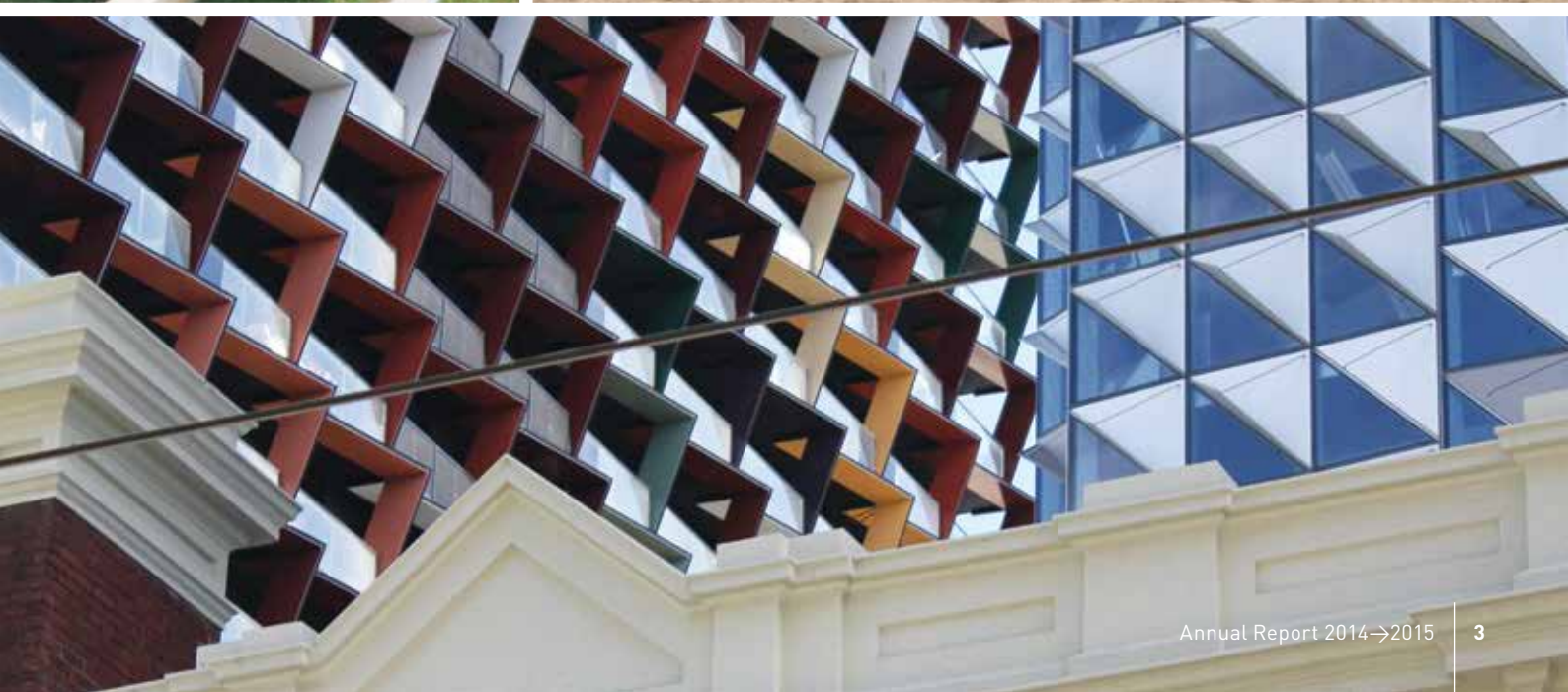
The IMAP projects have been successful in fostering ongoing cooperation, goodwill and active participation between IMAP stakeholders. IMAP is uniquely positioned to have an ongoing role in the development of the inner Melbourne region.

With the inclusion of the Maribyrnong municipality in 2013, and the publication of the State Government's Plan Melbourne strategy, the IMAP partner Councils are undertaking a review of the Inner Melbourne Action Plan to identify our priorities for the next 5-10 years.

Vale: Cr Adrian Stubbs

Cr Adrian Stubbs passed away on 21 June 2015. He was elected in November 2012 to the City of Stonnington Council and served one term as Mayor in 2013-14, during which time he was a member of the IMAP Implementation Committee. We would like to take this opportunity to acknowledge Adrian's contribution to this Committee and to the community.





Highlights of the Year

IMAP completed two actions in 2014-15. Some additional activity to complete the communication strategy and formally launch the projects will continue into 2015-16. The following summarises the achievements of these project teams:

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

Action 9.2 Environmentally sustainable design

A suite of 10 Sustainable Design factsheets has been jointly developed by the IMAP Councils and made available to the public since their launch in May 2012, providing detailed advice on sustainable building design requirements that should be addressed during the early design process and when lodging a planning permit application. Since then the factsheets have been licensed for use by other Councils outside the IMAP area.

This year five additional sustainable design factsheets have been created, largely completing this project for IMAP. The additional factsheets include:

- › Melbourne Climate
- › Site Permeability
- › External Shading
- › Green Walls and Roofs
- › Rating Tools.

The factsheets are substantially completed having undergone a rigorous process of reviews and edits. The final round of minor edits is due to take place at the beginning of the 2015-16 financial year, with the launch of the five additional factsheets to follow. The Council Alliance for a Sustainable Built Environment (CASBE) has been working with the IMAP Councils to explore future licensing and other options. The objective is to ensure that one single, consistent set of factsheets is adopted by all councils that implement the *Sustainable Design Assessment in the Planning Process* (SDAPP) framework.

The Built Environment Sustainability Scorecard (BESS), a new online sustainable design assessment tool, was launched in May this year. The key assessment categories in the BESS online tool relate to nine out of the ten original IMAP sustainable design factsheets (all except factsheet 5.0 Building

Materials). The BESS tool and the sustainable design factsheets are complementary, which enhances consistency of messaging and ensures that consistent sustainable design standards are applied by participating Councils.

The factsheets are intended to be planning scheme reference documents for the six Councils that have lodged planning scheme amendments for Environmentally Sustainable Design (ESD) local planning policies, in accordance with the Ministerial Advisory Committee (MAC) and Panel Report recommendation (April 2014). This year the ESD policy councils continued to advocate for the approval of these planning scheme amendments to the new Minister for Planning. As part of this process, Council officers attended a meeting with the state government (DELWP) to present the BESS tool and to highlight the links between the sustainable design factsheets, BESS and the objectives of the ESD policy.

External Partners: The factsheets are currently being promoted by the following Councils in addition to the IMAP councils: Knox, Kingston, Darebin, Nillumbik, Whitehorse, Whittlesea, Banyule, Hume, Moreland - and CASBE (Council Alliance for a Sustainable Built Environment). Copies of the Sustainable Design Factsheets are available on the IMAP and Council websites. Council enquiries are welcome.



Action 9.4 Green demonstration projects

Distributed energy

The IMAP Energy Map was developed in partnership with the CSIRO and four of the IMAP Councils – the Cities of Melbourne, Port Phillip, Stonnington and Yarra. The project has developed an energy demand map of the city, identifying energy consumption trends resulting from growth and development.

The distribution of energy consumption has been modelled at 5 year intervals and models expected growth rates in energy consumption based on population growth and urban development. Importantly, the energy demand model also identifies opportunities for energy efficiency, demand reduction and opportunities for distributed generation. The project will identify the energy savings that can result from a variety of solutions.

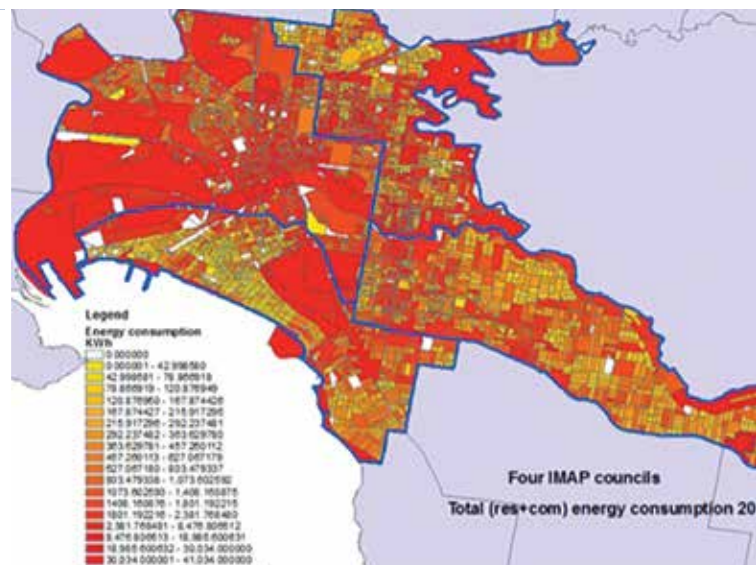
This growth and demand reduction model will be able to inform decisions about electricity network planning, strategic city planning, and the design and development of energy efficiency programs and renewable energy programs delivered by councils or other agencies.

The study also identifies how energy consumption can be reduced by implementing various energy efficiency initiatives.

The buildings energy demand model was developed utilising census data and buildings and property data collected from participating Councils. Data from utilities was used to validate the energy demand model. Various energy saving intervention scenarios were developed and modelled. A mapping model was also developed to create a visualisation model for the data.

The data set will be made available through the IMAP website and City of Melbourne open data platform.

External Partner: CSIRO.



→ Progress 2014-15

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

Action 2.2 Wayfinding signage

Good wayfinding signage is key to encouraging people to walk more. Good wayfinding signage in other cities has been shown to deliver health and economic benefits, as well as lead to improvements to the public realm and journey time savings.

In 2010-11 the City of Melbourne worked with VicRoads, Metlink (now Public Transport Victoria) and Tourism Victoria to explore wayfinding signage improvements to assist visitors orient themselves on arrival in Melbourne and explore the city on foot and by public transport. Initially, the four authorities collaborated on a visitor-focused audit of wayfinding signs within the Melbourne municipality, and from Melbourne Airport to the city centre.

Following the audit, the project was expanded to incorporate the rest of IMAP and Wyndham municipalities.

In late 2012, the Melbourne Visitor Signage Coordinating Committee was established to build 'common threads' between roads, public transport, pedestrian and cycling signage systems within Melbourne. It was proposed that the common threads include agreed signing principles and guidelines, language and infrastructure, and coordinated placement of signs to assist people move easily between transport modes.

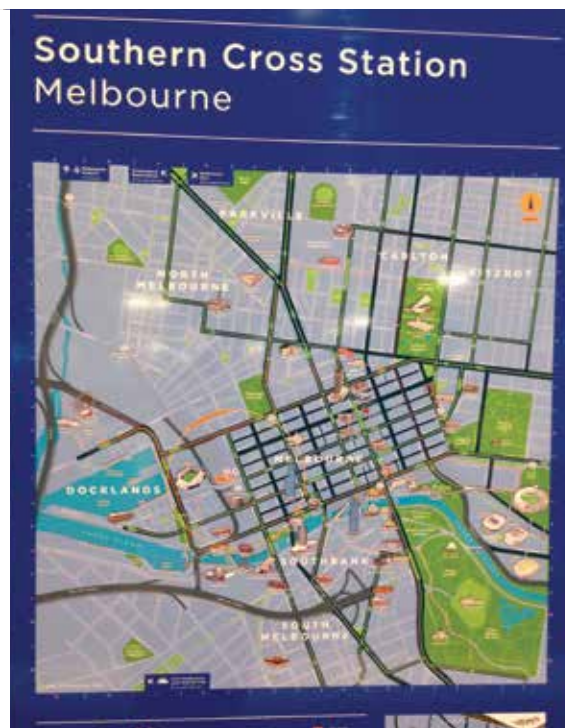
During 2014-15, the committee's work covered the following:

1. Development of a Visitor Signage Master Style Guide

Through a series of workshops, committee members developed key elements of the draft style guide.

The first complete draft of the Master Style Guide will be submitted in December 2015 to the nine participating authorities for their consideration. The draft guide will include the following:

- › The vision for wayfinding signage in Melbourne
- › The case for good wayfinding signage
- › Signing principles for Melbourne's wayfinding
- › Wayfinding signing guidelines
- › Eligibility and selection criteria for signing
- › Naming conventions
- › Symbols and arrows
- › Frequency and siting (placement) of signs
- › Wayfinding signage infrastructure.





2. Building a good wayfinding signage system: learning from the best

In April, Coordinating Committee members participated in a series of workshops led by Paul Street, Programme Manager Legible London, Transport for London's (TfL) acclaimed pedestrian wayfinding system. Paul's workshops over a 12 day program focused on TfL's wayfinding strategy (its objectives and development), the system design process (map principles and signs), roll-out of *Legible London* and user evaluation results.

Following the Transport for London visit, the Coordinating Committee considered a two-pronged approach to its next steps:

- › **Strategic level:** developing a wayfinding signage system that could be adopted across Melbourne. This approach would involve:
 - Establishing a formal collaboration between State and Local Government
 - Building the business case for improving wayfinding signage in Melbourne
 - Engaging with metropolitan councils
 - Creating a basemap for use in wayfinding signage across municipalities and transport modes
 - Developing a consistent style of pedestrian wayfinding signage infrastructure

- › **Collaborative projects:** continuing to collaborate on a number of projects. During 2015-16, these will include:

- Wayfinding signage infrastructure: design and prototype
- Pilot project: an opportunity to link pedestrian and public transport signage systems, and test the approach proposed in the draft style guide. City of Melbourne will conduct a pilot in North Melbourne and the central city. The City of Port Phillip, in collaboration with PTV, Yarra Trams and Port of Melbourne Corporation, are proposing to develop a pilot for Station Pier (budget dependant). A second possible test site for integrated public transport signage has also been identified at the tram stop upgrade outside Balaclava Station in St Kilda.
- Evaluation framework: the pilot projects will also be an opportunity to test the new sign design with users: to understand users' wayfinding needs and to build a robust evaluation framework for shared use.

External Partners: The Coordinating Committee comprises representatives of IMAP councils, City of Wyndham, Public Transport Victoria, VicRoads and Tourism Victoria.

Enquiries from other councils are welcome.

→ Progress 2014-15

Action 2.3 Bicycle network legibility

The State Government and local Councils have been working collaboratively to put together a Strategic Cycling Corridor Map for inner Melbourne during the past 12 months.

The 19 routes have been refined in late 2014 -15 with a revised map due out shortly. The aim is to provide continuous cycling corridors across the city that have consistent high quality and safety along the entire route.

These cycling corridors have been planned to provide a geographic spread, located on routes that are able to be upgraded, tie into activity centres and provide links between the routes.

External Partners: Department of Economic Development, Jobs, Transport and Resources; VicRoads.

Action 2.5 Bicycle network

The IMAP councils have been working hard in the last 12 months to deliver a variety of route improvements on local streets, off-road trails and end of trip facilities.

Traditional bike lanes, buffered bike lanes and separated Copenhagen lanes have been used to improve safety and separation of cyclists throughout the IMAP councils region.

The City of Melbourne has implemented infrastructure projects through \$ 3.0 million funding in 2014-15 and will continue to implement projects from its Bike Plan 2012-16. In addition to projects funded from the 2014-15 capital works program, carry forward funding from 2013-14 was utilised in order to complete the installation of the William Street bike lanes and the construction of a ramp to connect cyclists and pedestrians between the Capital City Trail and Morrell Bridge which will enable cyclists to transition between the trails on each side of the Yarra River.



Cycling initiatives in 2014-15

Major projects implemented in 2014-15 include the following:

Yarra	› Wellington Street between Gipps and Victoria Parade – Construction of physically separated Copenhagen bicycle lanes.
	› Elizabeth Street at Hoddle – Reconfiguration of the Elizabeth Street intersection to improve safety and facilitate reconfiguration of Albert Street.
	› Capital City Trail and St Georges Road – Signal Improvements and a bicycle hook turn facility.
	› Drummond Street and Rathdowne Street, Carlton North – Installed buffered bicycle lane to protect cyclists from moving vehicles and doorings.
Melbourne	› Flemington Road, North Melbourne – Upgrade existing bike lanes.
	› Installation of bike hoops – approximately 80 installed.
	› Gisborne Street, East Melbourne – Upgrade existing bike lanes.
	› Dynon Road, North Melbourne – Upgrade existing on and offroad bike facilities.
	› Spring Street, Melbourne – Upgrade existing bike lanes.
	› Wreckyn Street, North Melbourne – Upgrade existing bike lanes.
	› Turner Street, Port Melbourne – Install onroad bike lanes.
	› Elizabeth Street & Chelmsford Street, Kensington – Install contraflow bike lanes.
	› The Avenue, Parkville – Install contraflow bike lane.
	› Leveson Street, North Melbourne – Upgrade existing bike lane.
	› William Street, West Melbourne – Upgrade existing bike lane.
Maribyrnong	› Ashley Street, Braybrook – Construction of shared bike path from Rupert Street to South Road.
	› Birmingham Street, Yarraville – Construction of kerb outstand to accommodate Parkiteer cage at Yarraville station.
	› Whitehall Street, Footscray between Lyons Street and Youell Street – Duplication of shared path to eliminate conflict point.
	› Maribyrnong River Trail, Maribyrnong – Installation of deluxe bike repair stand and pump.
Stonnington	› Church Street Bridge – Reconstruction of the Capital City trail Church Street bridge underpass.
	› Capital City trail – Stage 3 of the Yarra River Biodiversity Linkages project, including the widening and realignment of the Capital City trail.
	› Sir Zelman Cowen Reserve, Kooyong – Reconstruction and widening of the shared path at Sir Zelman Cowen Reserve.
Port Phillip	› Marine Parade – Point Ormond Road to Shakespeare Grove – On-road painted bike lane.
	› Hotham Street – Brighton Road to Glen Eira Road – On-road painted bike lane.
	› Cowderoy Street – York Street to Canterbury Road – On-road painted bike lane.
	› Greeves Street – Vale Street to Inkerman Street – Contraflow bike lane.
	› Broadway – On-road painted bike lane.
	› Blessington Street – Installation of kerb extension and bike hoops to replace parking space.
	› Carlisle Street – Westbury Street to Hotham Street – On-road painted bike lane.

→ Progress 2014-15

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

Action 5.2 Affordable Housing – Community Land Trust Research Project

The overall project's primary aim is to undertake research on Community Land Trust (CLT) options in the Australian context, to identify issues for developing CLTs and provide feasibility studies and models for implementation. The project also focuses on making this material openly available to the emerging sector and on enabling governance of the work by partner organisations.

In Phase 1 of this project, a research team led by Dr Louise Crabtree at the University of Western Sydney undertook research on CLTs, leading to the release of the Australian CLT Manual in February 2013. The Manual can be accessed online and includes an overview of CLTs in the US and UK, their relevance and potential in Australia, tax issues for organisations considering CLT housing, possible organisational structures, preliminary financial modelling, two possible legal mechanisms (long-term leaseholds and modified shared equity) and a model long-term lease, co-ownership deed and constitution.

Phase 2 of the project will involve two research tasks.

The first involves working with banks and other lending institutions to develop appropriate loan products for CLT residents. This includes identifying the criteria and conditions that would enable lending to households without exposing the household or the housing organisation to unacceptable risk. It is intended that the work will include the creation of an acceptable pro forma lending instrument.

Since commencing in November 2014, the project team is preparing a 'risk matrix' to identify how risk will be managed to assist financial institutions in their consideration of this proposal.

The second task involves working with organisations with a commitment to implementing CLT housing. This task involves the completion of up to four in-depth case studies, with a diversity of sites, organisational structures and market conditions. These will involve financial modelling, as well as identification of the appropriate legal mechanism and governance concerns.

External partners: University of Western Sydney; University of Sydney; St Kilda Community Housing; Mount Alexander Community Land Ltd; Hobart Ecovillage; SEMZ Property group; Tasman Ecovillage; Committee for Lorne.





Action 5.5 Infrastructure Development

The IMAP Implementation Committee was briefed in May 2015 on a new proposal for a joint regional planning study for the provision of open space and recreational facilities to cater for active and passive recreation which will accommodate current and projected future demands. The Committee provided support in principle for the more detailed work to develop the brief to be undertaken.

Council officers from each of the five partner Councils met in May to share current challenges in the provision of active and passive recreation spaces across inner Melbourne, and discuss working together on the proposed study. Faced with growing pressure on facilities and space as a result of population growth in the city centre, there has been significant support for further collaboration.

External partners: Metropolitan Planning Authority.

→ Progress 2014-15

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

Action 7.2 Supporting creative businesses – Urban Manufacturing

Melbourne's future vibrancy, competitiveness and jobs growth will benefit from new research geared toward improving opportunities for small-scale urban makers.

IMAP Councils, together with the University of Melbourne, are undertaking a study aimed at promoting centre-city economic development and guiding rezoning.

Through participation with local businesses and creative specialists operating in this exciting and innovative space, the study will guide strategic decisions about rezoning of urban commercial and industrial-zoned land in the IMAP area.

There is great value to the urban economy in preserving a place for small, high-value added, highly-innovative urban makers and innovators in the central city and immediate inner suburban areas.

This project aims to examine the competing needs for industrial and commercial land in central cities and the shift with small producing firms innovating toward being more service-oriented and no longer needing to be housed exclusively on industrial-zoned land.



To understand the complex urban systems underlying small urban manufacturing, the study will examine:

- › A land perspective – examining what's currently happening in industrial/commercial zoned land.
- › A sector perspective – ensuring the survival, growth and capacity to innovate
- › An economic perspective – investigating the ongoing economic benefits to the inner Melbourne region.

Understanding these three areas will help determine the implications for planning controls and design in inner city industrial and commercial zones.

Engaging businesses, makers and creative specialists as a central source of information for the research and how high-value central locations impact on small urban makers will be through an online engagement space portal.

The research will open a new front in domestic urban research with implications for government programs dealing with balanced labour markets, social inclusion and environmental sustainability.

The Project Team anticipates the study to have an immediate impact on planning policies for key employment and urban growth areas. It will provide evidence to support decision making about if and when employment areas should be 'protected' from property market pressures or how to leverage off investment to create value adding employment opportunities. The same insights may support the development of more nuanced and innovative planning mechanisms and design models to accommodate the needs of contemporary manufacturers, promote business development and profitability, strengthen positive interaction between industrial and non-industrial uses, and promote industry-university partnerships.

External Partners: The University of Melbourne; Metropolitan Planning Authority; Department of Environment, Land, Water and Planning; Department of Economic Development, Jobs, Transport and Resources.



→ Progress 2014-15

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

Action 9.4 Green Demonstration Projects - ARC Linkage grant: 'Mimicking natural ecosystems to improve green roof performance'

IMAP councils together with Melbourne Water and the Australian Research Council are funding a three year University of Melbourne project designed to improve the hydrological and energy performance of green roofs by learning from natural ecosystems that occur in similar harsh environments, to that found on rooftops. It is hoped that improving the stormwater capture and cooling functions of green roofs will increase their uptake in medium density areas such as Melbourne's inner city.

The research team, led by Dr Nicholas Williams, started the project in mid-2014. The first year has been spent planning the research program and establishing the green roof module irrigation, weighing, stormwater collection and instrumentation infrastructure as well as finalising the instrumentation of the University's research green roof, where the modelling results will be validated. The research team completed one of the project's major experiments which aimed to identify plant species that require either less fertiliser input or have high nutrient uptake rates if nutrients are in excess. This is important because there is increasing international realisation that due to the high mineral content of their substrates, green roofs can sometimes act as nutrient sources. The second major experiment is designed to test the effect of green roof plant diversity on hydrology and thermal performance.

The University have three PhD students working on the project which has significantly increased the research capacity and scope of the ARC Linkage project.

Andrea Pianella is quantifying the effects of substrate, soil moisture and the vegetation on the thermal performance of green roofs in south eastern Australia. He has completed a set of experiments in conjunction with CSIRO researchers that determined the R value of the 3 substrates developed by the Burnley green roofs research team at various water contents.

The EnviroAgg substrate based on bottom ash from coal fired power stations was found to be the best insulator, followed by a scoria-based substrate and then the crushed roof tile mix. He has also instrumented the green roof modules so he can determine the effect of plant diversity on green roof energy performance.

Zheng Zhang is investigating the role of diverse versus simple green roof planting palettes on the quantity and quality of stormwater runoff and nutrient uptake rates.

Joerg Werdin will continue the development of green roof substrates by investigating if biochar can improve their runoff quality, water holding capacity and plant survival and whether grey water can be used to irrigate green roofs.

External Partners: The University of Melbourne; Melbourne Water, Australian Research Council.



Green roof module irrigation, weighing and stormwater capture research infrastructure.



→ Progress 2014-15





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

Action 11 Regional Tourism Program

2014-15 was the second year of the current three-year Tourism Strategic Plan for IMAP. The purpose of the IMAP Tourism Working Group (TWG) is to work collaboratively to:

- › Influence visitors and locals to choose Inner Melbourne as a place to visit, explore and return; and
- › Make it easy for visitors and locals to explore and engage with Inner Melbourne.

The major focus in year two was to

1. develop a proposal and business case for a digital presence to promote Inner Melbourne as a visitor destination: and
2. to ensure that the trial of a single visitor map, being the Official Visitors Map as managed by Destination Melbourne, was working and beneficial to IMAP and visitors.

Highlights of 2014-15 included:

- › **Options for a digital presence to promote Inner Melbourne to visitors:** A business case is currently being developed and discussions are underway with Destination Melbourne as a possible host for an Inner Melbourne presence in the new Melbourne Now website. This will be finalised in 2015-16.

- › **The single Inner Melbourne map trial with Destination Melbourne:** The Inner Melbourne map production was handed over to Destination Melbourne (DML) for a year to reduce duplication and cost. The TWG is satisfied that, at this time, a single Official Visitor Map (OVM), incorporating IMAP TWG requirements, is meeting the needs of the IMAP Councils and visitors. This has also resulted in a rationalised distribution with the need for only 1 million maps to be printed in total – a saving for both organisations. DML produced a media release on the incorporation of the Inner Melbourne Map into the OVM.

A new online system for updating the map was also introduced.

- › **AIDS 2014:** IMAP was involved in the cultural program for the conference, including the lighting of various buildings red and a number of key events within a number of the IMAP Councils.

External Partners: Destination Melbourne Ltd; VTIC; Tourism Victoria.

→ Progress 2014-15

IMAP Review

In February 2014 the IMAP Implementation Committee adopted the project plan to review the Inner Melbourne Action Plan. The IMAP Executive Forum continues to review progress on the draft plan and provide guidance to the working group.

Following a literature review and survey analysis, consultants were appointed in June to progress plan development. During July/August, workshops were held for staff and external representatives, Councillors and executives to determine priorities for the plan. Following that, 5 staff reference group workshops were held in October to identify potential strategies to address the key goals.

The consultant presented the first draft of the full plan in March 2015. This was circulated across staff of the 5 councils for further input by early April, and, during July, to groups of senior staff likely to be tasked with implementing each goal. This assisted in narrowing the strategic priorities for IMAP and involved key staff at an early stage in its development.

Following its vigorous review stage, it is expected that the draft plan will be considered by each of the IMAP Council's during the 2015-16 year, prior to an open consultation stage and adoption.





Governance

Membership of the IMAP Implementation Committee

The Cities of Melbourne, Yarra, Stonnington, Port Phillip and the Maribyrnong City Council have each established identically constituted section 86 Special Committees, in accordance with the Local Government Act 1989. These Committees meet as one, and 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. Maribyrnong City Council established its Special Committee in June 2013 to come into effect on 1 July 2013.

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

Committee Members: 1 July 2014 – 30 June 2015

Cr Ken Ong

Chair Future Melbourne (Planning) Committee, City of Melbourne
(1 July 2014 – 30 June 2015)

Mr Geoff Lawler

Director City Operations,
City of Melbourne
(1 July 2014 – 30 June 2015)

Cr Jackie Fristacky

Mayor, City of Yarra
(1 July 2014 – November 2014)

Cr Phillip Vlahogiannis

Mayor, City of Yarra
(November 2014 – 30 June 2015)

Ms Vijaya Vaidyanath

Chief Executive Officer, City of
Yarra (1 July 2014 – 30 June 2015)

Cr Adrian Stubbs

Mayor, City of Stonnington
(1 July 2014 – November 2014)

Cr Melina Sehr

Mayor, City of Stonnington
(November 2014 – 30 June 2015)

Mr Warren Roberts

Chief Executive Officer,
City of Stonnington
(1 July 2014 – 30 June 2015)

Cr Amanda Stevens

Mayor, City of Port Phillip
(1 July 2014 – 30 June 2015)

Ms Tracey Slatter

Chief Executive Officer,
City of Port Phillip
(1 July 2014 – 30 June 2015)

Cr Grant Miles

Mayor, Maribyrnong City Council
(1 July 2014 – November 2014)

Cr Nam Quach

Mayor, Maribyrnong City Council
(November 2014 – 30 June 2015)

Mr Nigel Higgins

Acting Chief Executive Officer,
Maribyrnong City Council
(1 July 2014 – October 2014)

Mr Stephen Wall

Chief Executive Officer,
Maribyrnong City Council
(October 2014 – 30 June 2015)

Associate Committee Members

The 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 Environment, Land, Water and Planning (DELWP) – 2 representatives;
- › Department of Economic Development, Jobs, Transport and Resources (DEDJTR) – 2 representatives;
- › Metropolitan Planning Association – 1 representative;
- › VicRoads – 1 representative.

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.

10 September 2014

Key items on the agenda were:

- › IMAP Review – format of the draft plan, consultation and approval process
- › Regional Management Forum – project funding

Minutes were tabled and ratified at the 28 November 2014 IMAP Implementation Committee meeting

14 November 2014

Key items on the agenda were:

- › IMAP Review – discussion with the working group on content
- › Three Year Implementation Plan – funding approach for new proposals

Minutes were tabled and ratified at the 28 November 2014 IMAP Implementation Committee meeting.

IMAP Implementation Committee Meetings

29 August 2014 (Host: City of Yarra)

Key items on the agenda were:

- › Action 2.2 Visitor Signage Project: Update from the Coordinating Committee
- › Action 7.2 Support Creative Businesses: Urban manufacturing project proposal
- › Action 9.2 Environmental sustainable design: Final report outlining agreement with CASBE
- › Action 9.4 Distributed Energy Project: 'Final Report' distributed
- › Action 11 Regional Tourism: Annual report; VTIC media release on IMAP work at the International AIDS conference 2014; agreement with Destination Melbourne on distributing the Official Visitor Map
- › Draft IMAP Annual Report 2013-14 and summary
- › IMAP Review update
- › Communications: Noted conference promotion of the Growing Green Guide (Action 9.4); VTIC media release on International AIDS conference (Action 11)

Minutes were tabled and ratified at the 28 November 2014 IMAP Implementation Committee meeting.

28 November 2014 (Host: City of Melbourne)

Key items on the agenda were:

- › IMAP Executive Forum: Minutes approval
- › Action 7.2 Urban manufacturing: Progress report
- › IMAP Three Year Implementation Plan: review of the 3 year budget, including RMF project funding
- › IMAP Review update
- › Communications: Noted AILA award for the Growing Green Guide (Action 9.4); and Destination Melbourne's official Visitor Map media release (Action 11)

Minutes were tabled and ratified at the 13 February 2015 IMAP Implementation Committee meeting.

Governance

13 February 2015 (Host: City of Stonnington)

Key items on the agenda were:

- › Action 2.2 Wayfinding: Visitor signs master style guide – Legible London visit
- › Action 7.2 Supporting creative business: Finalising the Urban Manufacturing project scope, staging and funding in conjunction with Carlton Connect
- › Action 8.1 Freight movement: Presentation by VicRoads on the Inner West Freight Update
- › Action 9.4 Green Demonstration projects: Growing Green Guide Project – establishing a policy group
- › Action 9.4 Green Demonstration projects: Presentation on the University of Melbourne: ‘Mimicking natural ecosystems to improve green roof performance’ project (ARC Linkage Grant partner)
- › Communications: Noted VicRoads Road Use Hierarchy map; CLT Project Agreement with University of Western Sydney (Action 5.2)

Minutes were tabled and ratified at the 29 May 2015 IMAP Implementation Committee meeting.

29 May 2015 (Host: Maribyrnong City Council)

Key items on the agenda were:

- › Action 5.2 Affordable Housing: CLT research update
- › Action 5.2 Affordable Housing: Forum proposal
- › Action 5.5 Infrastructure development - Joint planning study proposal for the provision of active and passive recreation spaces
- › Action 9.4 Green Demonstration Projects: Energy Mapping communications plan and action plan
- › IMAP Review update
- › Communications: noted Transport for London representative’s visit and workshops (Action 2.2); priority cycling corridors meeting with state government (Action 2.3); ARC linkage grant and Canopy meetings with staff (Action 9.4); Urban manufacturing stakeholder workshop (Action 7.2).

Minutes were tabled and ratified at the 29 August 2015 IMAP Implementation Committee meeting.





Promotion and communication of IMAP projects

The work of the Inner Melbourne Action Plan was publicised as follows during the year:

Governance

- › Circulated the IMAP Annual Report 2013-14 to federal, state and local government contacts, IMAP councillors and staff in October 2014.
- › IMAP Review: In 2014, consultation workshops were held with councillors, executives, staff and external representatives; five Reference Group workshops were held, the Executive Forum and senior staff consultation also undertaken. In 2015 staff were surveyed for comments on the first draft; the IMAP Committee and the IMAP Councils were briefed on content in May through to July.

Housing

- › The Community Land Trust Agreement for Phase 2 of this project was finalised by IMAP and a number of external partners with the University of Western Sydney.

Sustainability

- › The Growing Green Guide has received promotion through:
 - Regular meetings of 'Canopy', Melbourne's green roof public forum,
 - A paper delivered at the 7th Liveable Cities conference NSW July 2014
- › The Growing Green Guide was awarded the AILA Victorian Landscape Award in 2014 in the education category.

Regional development

- › A VTIC media release on IMAP's work at the International AIDS conference 2014;
- › A media release publicised the agreement reached with Destination Melbourne on distributing the IMAP tourism map as the Official Visitor Map. One million copies were printed for distribution during the year.
- › Continued to licence the IMAP Tourist map for use in regional publications
- › IMAP continued to liaise with the Wyndham Council, Tourism Victoria, Public Transport Victoria and VicRoads on the Master Style Guide being developed through the Visitor Signage Coordinating Committee
- › A representative from Transport for London visited Melbourne to assist the IMAP councils and the Visitor Signage Coordinating Committee with wayfinding, based on their Legible London experience
- › The Urban Manufacturing project is being undertaken in conjunction with The University of Melbourne. The first stakeholder workshop was well attended by over 60 people, including local creative business owners.

Governance



IMAP Governance

IMAP will work to implement the projects and actions contained in the rolling IMAP 3-year Implementation Plan and ensure systems are in place to engage staff, and meet budgets, grant funding requirements and timeframes to complete projects on time.

IMAP will continue to develop its effectiveness on behalf of the 5 member councils, to improve governance across the inner Melbourne region 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, Wiki and Growing Green Guide website 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.
- › IMAP will progress the development and use of the IMAP GIS (Geographic Information Systems) to provide an Inner Melbourne region mapping base for the IMAP projects.
- › IMAP will consult widely across the five IMAP Councils on the IMAP Review project to develop a plan which reflects the priorities of the inner Melbourne region councils.

Financial statement

Total income for the 2014-15 financial year to the Inner Melbourne Action Plan [IMAP], derived from IMAP partner Councils and IMAP map licensees was **\$395,410**. This includes the IMAP partner Councils' annual project contribution of \$175,000, and \$100,000 for the regional tourism projects undertaken by IMAP.

This year IMAP collected an additional \$100,000 in council contributions for the Regional Management Forum projects, undertaken jointly with the state government. The City of Wyndham also contributed \$20,000 towards the IMAP wayfinding signage project, as an equal contributor on the coordinating committee. No Victorian government grants were received directly by IMAP.

The **total expenditure** for the 2014 -15 financial year for professional services, website administration and sundry items relating to IMAF Actions was **\$371,900**.

This results in a positive balance to the IMAP account in the financial year of **\$23,509. Retained Earnings** carried forward from the previous financial year as at 1 July 2014 was **\$409,557**. Therefore the **Accumulated Surplus** for the year ending 30 June 2015 was **\$433,066**. These funds have been allocated to current and new projects approved in the 3-Year Implementation Plan in November 2014 and will be carried forward. The positive balance in the account is due to the timing in implementing these projects.

IMAP Financial Statement as at 30 June 2015

Actual to 30 June 2015		
Income		\$
Annual IMAP Council Partner contributions		175,000
Annual IMAP Council Tourism contributions		100,000
Other contributions		120,410
<ul style="list-style-type: none"> <i>Council contributions to Regional Management Forum Projects</i> <i>Action 11 – IMAP Map Annual License fees</i> <i>Action 2.2 – City of Wyndham project contribution</i> 	100,000 410 20,000	
Total Income		395,410
Expenditure		
Regional Management Forum Projects contribution from IMAP Councils		100,000
Professional Services		185,876
<ul style="list-style-type: none"> <i>Action 2.4 Wayfinding Signs: Visitor Signs project</i> <i>Action 5.2 Affordable Housing: CLT project</i> <i>Action 7.2 Support Creative Business: Urban Manufacturing project</i> <i>Action 9.2 Environmental Sustainable Design: Factsheets project</i> <i>Action 9.4 Green Demonstration Projects: Growing Green Guide</i> <i>Action 9.4 University of Melbourne ARC Linkage Grant contribution</i> <i>Action 11 Regional Tourism</i> 	36,000 10,000 2,800 2,419 3,284 20,000 111,373	
IMAP Annual Report 2013-14		5,977
IMAP Website & GIS Administration		10,263
IMAP Review		62,908
Sundry Expenditure		6,877
Total Expenditure		371,901
Net Profit for Year Ending 30 June 2015		23,509
Retained Earnings Carried Forward (2013-14)		409,557
Accumulated Surplus for Year Ending 30 June 2015		433,066

Notes: The IMAP Executive Officer position has been hosted by the City of Stonnington with the IMAP councils each contributing a quarter of the operational costs annually from 2010/11. This contribution is not indicated above.

Appendix

Statement of attendance

From 1 July 2014 to 30 June 2015

Committee member	Position	IMAP Implementation Committee Membership dates to 30 June 2014	Meeting Attendance		
			Attended	Apology	Total Meetings
Cr Jackie Fristacky	Mayor, City of Yarra	Jul 2014 – Nov 2014	1	0	1
Cr Phillip Vlahogiannis	Mayor, City of Yarra	Nov 2014 – Jun 2015	3	0	3
Cr Amanda Stevens	Mayor, City of Port Phillip	Jul 2014 – Jun 2015	3	1	4
Cr Adrian Stubbs	Mayor, City of Stonnington	Jul 2014 – Nov 2014	1	0	1
Cr Melina Sehr	Mayor, City of Stonnington	Nov 2014 – Jun 2015	2	1	3
Cr Ken Ong	Chair, Future Melbourne (Planning) Committee, City of Melbourne	Jul 2014 – Jun 2015	4	0	4
Cr Grant Miles	Mayor, Maribyrnong City Council	Jul 2014 – Nov 2014	1	0	1
Cr Nam Quach	Mayor, Maribyrnong City Council	Nov 2014 – Jun 2015	2	1	3
Ms Vijaya Vaidyanath	Chief Executive Officer, City of Yarra	Jul 2014 – Jun 2015	3	1	4
Ms Tracey Slatter	Chief Executive Officer, City of Port Phillip	Jul 2014 – Jun 2015	4	0	4
Mr Warren Roberts	Chief Executive Officer, City of Stonnington	Jul 2014 – Jun 2015	2	1	3
Mr Geoff Cockram	Acting Chief Executive Officer, City of Stonnington	Aug 2014	1	0	1
Mr Geoff Lawler	Director, City Operations, City of Melbourne	Jul 2014 – Jun 2015	3	0	3
Mr Alistair Miller	Acting Director, City Operations, City of Melbourne	Aug 2014	0	1	1
Mr Nigel Higgins	Acting Chief Executive Officer Maribyrnong City Council	Jul 2014 – Oct 2014	1	0	1
Mr Stephen Wall	Chief Executive Officer, Maribyrnong City Council	Oct 2014 – Jun 2015	3	0	3

Associate Partner Representatives

Associate Member	Representing	Meeting Attendance		
		Attended	Apology	Total Meetings
Mr Adrian Salmon	Department of Environment, Land, Water and Planning (DELWP)	3	1	4
Mr Rod Anderson	Department of Environment, Land, Water and Planning (DELWP)	4	0	4
Ms Rebecca Collins	Department of Economic Development, Jobs, Transport and Resources (DEDJTR)	1	2	3
Mr Sasha Yarwood	Department of Economic Development, Jobs, Transport and Resources (DEDJTR)	1	0	1
Mr Jay Meek	Department of Economic Development, Jobs, Transport and Resources (DEDJTR)	0	2	2
Mr Steve Booth	Department of Economic Development, Jobs, Transport and Resources (DEDJTR)	1	0	1
Ms Annick Philipsz	Department of Economic Development, Jobs, Transport and Resources (DEDJTR)	1	0	1
Ms Patricia Liew	VicRoads	1	0	1
Mr Adam McGuire	VicRoads	2	0	2
Mr Nick Fisher	VicRoads	1	0	1
Ms Jane Monk	Metropolitan Planning Authority	3	1	4

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/Current
	2.3 Bicycle network legibility	Completed/Current
	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	Completed
	3.4 40% by 2020	Closed
	3.5 Reduced through traffic	Completed
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/Current
	5.3 Integrating public housing	Completed
	5.4 Social infrastructure & services	Current
	5.5 Infrastructure development	Current
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	Current
	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	Completed
	9.3 Water sensitive urban design	Completed
	9.4 Green demonstration projects	Completed
	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/Current
	11.2 Regional tourism programme	Completed /Current

INNER MELBOURNE



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Legend

Shared Path

Bike Share Station

River Cruise Departure Point

Shopping, Dining, Entertainment Precinct

Place of Interest

Buses

Route Number

Terminus

Melbourne Visitor Shuttle Route

Stop & Number

Trains

Train Line & Name

Station Name

Trams

Route Number

Stop & Number

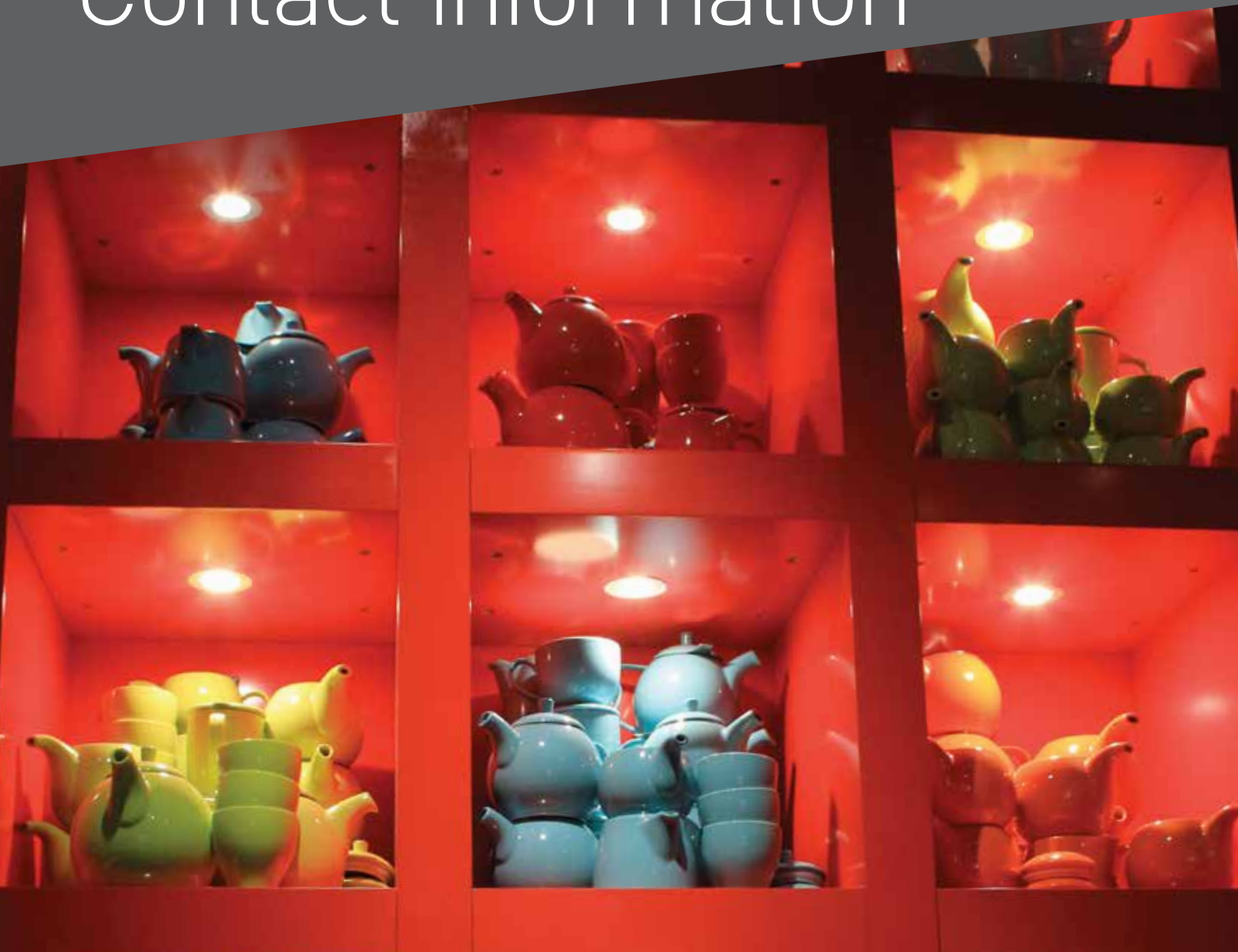
Accessible Stop

Terminus

Free City Circle Tram Route (No. 35)

Advertiser Listing

Contact information



www.imap.vic.gov.au

For further information, please contact:

Elissa McElroy
IMAP Executive Officer

Officer Location – City of Stonnington
Malvern Town Hall
Cnr Glenferrie Road & High Street, Malvern Vic 3144
PO Box 21 Prahran Vic 3181

Telephone: 8290 1110
Mobile: 0404 248 450
Email: emcelroy@stonnington.vic.gov.au

Photos courtesy of the IMAP Councils.
Design by Johanna Villani Design.

Inner Melbourne Action Plan
‘Making Melbourne More Liveable’

