

Inner Melbourne Action Plan 'IMAP'

Making Melbourne more liveable



Annual Report 2015 → 2016

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 this, the tenth and last IMAP Annual Report under our original Inner Melbourne Action Plan, highlighting the key achievements of the IMAP Special Committees during 2015-16.

The final approval of the new [Inner Melbourne Action Plan 2016-26](#) in June 2016 has been a major highlight for the IMAP Councils this year. Over 250 staff and councillors have participated in developing the plan over 18 months. The draft plan was downloaded over 230 times when advertised and great support for the partnership approach was obvious from the feedback received. The IMAP Councils now look forward to developing the IMAP projects of the future.

The Inner Melbourne Action Plan (IMAP) continues to be a 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 2015-16 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, extending the Sustainable Design Factsheets series, commencing a major regional study on Active Recreation Facilities to assist in planning for future growth, researching the importance of small and start up urban manufacturing businesses to our economy and continuing to advocate for our visitor economy and affordable housing.

IMAP's Growing Green Guide for the development of green roofs also continues to gain acclaim being awarded the 2015 Premiers Sustainability Award for Education and a Government section finalist. The IMAP councils continue to support University of Melbourne research in this important area.

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

Cr Cameron McDonald
Mayor
Maribyrnong City
Council

Cr Claude Ullin
Mayor
City of Stonnington

Cr Roberto Colanzi
Mayor
City of Yarra

Cr Bernadene Voss
Mayor
City of Port Phillip

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 ten 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 have undertaken a review of the Inner Melbourne Action Plan to identify our priorities for the next 5-10 years.

During 2015-16 the new *Inner Melbourne Action Plan 2016-2026* was approved by the five IMAP Councils in June 2016 and will commence implementation from 2016-17. A number of transition projects from the former plan will continue to be implemented under these new strategies.





Highlight of the Year

Inner Melbourne Action Plan 2016-26

The review of the Inner Melbourne Action Plan was completed during 2015-16.

The process

A number of surveys and workshops held in 2014 identified the main priorities for the plan, and the first draft was produced in March 2015. Following receipt of staff comments, the IMAP Implementation Committee and Councillors were informally briefed on the contents during May through July 2015. Further revisions in conjunction with senior staff provided greater focus to the proposed regional strategies. The Regional Management Forum (RMF) project developing Measures of Liveability was also able to provide some draft performance measures for inclusion.

At the August meeting of the IMAP Implementation Committee, the Committee reviewed and endorsed the draft plan and recommended it for consultation with Councils and the public.

The consultation stage

Council briefings were held during November and December and approval to advertise the plan for external comment was achieved. Additional briefings were also given to the RMF and Municipal Association Victoria's planning committee.

The draft plan was made available on a central website, Connect Stonnington from 27 January to 29 February 2016 and promoted through the 5 Councils' and IMAP websites, stakeholder correspondence, public notice and social media. There were 594 page visits and the draft was downloaded 213 times. Twenty three people or organizations made a submission through the website or by email. Submissions generally supported the partnership approach and the proposed joint actions of the five councils. Minor changes have been made to the draft plan as a result of the feedback received.

The revised plan was referred to the IMAP Councils and adopted without change during May and June 2016.

Inner Melbourne Action Plan 2016-26

The new plan has been developed around the Vision Statement and five main goals.

Inner Melbourne will continue to improve its internationally-renowned liveability whilst responding to rapid growth. This will be achieved by promoting the following goals:

- › **Goal 1:** A globally significant, strong and diverse economy
- › **Goal 2:** A connected transport network that provides real travel choices
- › **Goal 3:** Diverse, vibrant, healthy and winclusive communities
- › **Goal 4:** Distinctive, high quality neighbourhoods and places
- › **Goal 5:** Leadership in achieving environmental sustainability and climate change adaptation.

Twenty outcome statements noted under these goals identify where we would like Inner Melbourne to be in ten years time.

These visionary statements helped drive the identification of 27 regional strategies (summarised on page 5) – which make up the detail of the new plan. The IMAP Councils and others will aim to implement these strategies over the next few years.

Steering groups and project teams help identify and undertake projects to implement these strategies over time. Proposed projects (or Actions) need to be developed which meet the stated project criteria and propose a business case for funding, prior to approval by the IMAP Implementation Committee.

The new plan is available on the IMAP website.

Summary of Goals and Strategies



→ Progress 2015-16

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

The experience of cities in other parts of the world is that good wayfinding signage can encourage walking and exploration, deliver health and economic benefits, result in journey time savings and produce improvements to the public realm.

In late 2012, the CEOs of the Melbourne Tourism Partnership* established the Melbourne Visitor Signage Coordinating Committee, with the objective to make it easier for visitors to explore Melbourne by improving wayfinding signage. This was to be achieved through:

- › establishing principles of signing
- › outlining 'business rules' for designing and installing signs
- › identifying opportunities for collaboration between state agencies and local Councils

The Committee's response to the CEOs' brief has been to:

- › develop a Master Style Guide for Melbourne's wayfinding signage (outlining the principles and 'business rules'); and to
- › collaborate on pedestrian wayfinding signage design: a design that would be consistent across municipal boundaries and 'read' with public transport signs.

During 2015-16, the Committee's work covered the following:

Images pages 6 and 7: Concept designs – still in development.

1. The Melbourne Wayfinding Signing Master Style Guide

The Committee completed the first draft of the Master Style Guide in December 2015. The Committee was advised and assisted in this work by traffic engineer, David Nash, from Traffinity.

In early 2016, representatives of the nine authorities on the Committee consulted internal colleagues on the draft and amendments were made to the Guide based on their feedback.

Design of the Guide is now underway. To assist users of the Guide, illustrations, diagrams and images will complement the text. It is proposed that the published (illustrated) version of the Master Style Guide will be submitted to the six Councils for adoption, and that each Council will review existing signage policy or draft new signage policy with the Guide as a Reference Document.

2. Wayfinding signage (infrastructure) design

The principles and guidelines outlined in the Master Style Guide were applied to the design of a new pedestrian wayfinding signage 'family of signs' and a prototype developed. GIS teams at Melbourne, Port Phillip and Wyndham Councils produced maps for the prototype after agreeing to layers, fonts and other details.

In November 2015, the prototypes were tested with 455 people in three sites across Melbourne: Station Pier, Werribee Train Station and the CBD.





The results were very positive: 81% of respondents said they would use the signs sometimes or always.

As well as the Master Style Guide, the prototype applies what was learnt from the IMAP signage pilot project (2009), from user testing conducted in other cities, and from visitor research undertaken in Melbourne.

Work on the Master Style Guide and the prototype testing was funded by the IMAP Councils and Wyndham City Council.

During 2015, the City of Melbourne also separately commissioned SGS Economics and Planning to scope the requirements for a business case for extending the wayfinding signage system across metropolitan Melbourne. SGS's work included a summary of benefit-cost ratios (BCR) achieved following investment in integrated wayfinding signage systems in London, Birmingham and Toronto. In each case, the BCR was positive.

3. Wayfinding signage (infrastructure) pilot and user testing

In early 2017, City of Melbourne (CoM) will pilot the new 'family' of wayfinding signs in North Melbourne and around the Southern Cross Station precinct. The pilot has a number of aims:

- › To assist users to move between pedestrian and public transport networks;
- › To explore ways to lower costs of fabrication and maintenance, and improve environmental performance of the signage;

- › To improve legibility and accessibility of information carried by wayfinding signs; and
- › To make it easy for people to engage with local businesses and services.

The pilot project is an opportunity to test the new signage 'family' – and the principles and 'business rules' behind the design – with users.

The user testing involves intercept surveys, stakeholder interviews and accompanied journeys. Pre-installation user testing conducted in late 2015 provides a baseline against which results from post-installation testing can be compared. Post-installation testing will be conducted in late 2017.

Preferences for digital and physical wayfinding information are part of the user testing.

External Partners: The Melbourne Tourism Partnership comprised City of Melbourne, Tourism Victoria, Public Transport Victoria, Melbourne Convention Bureau, Victorian Major Events Company and Destination Melbourne Ltd.*

The Coordinating Committee comprises Maribyrnong, Melbourne, Port Phillip, Stonnington, Yarra and Wyndham City Councils and Public Transport Victoria, VicRoads and Tourism Victoria (now the Events and Visitor Economy branch of Department of Economic Development, Jobs, Transport and Resources).

Enquiries from other Councils are welcome.

→ Progress 2015-16



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

Action 5.2 Affordable housing

Community Land Trust Research Project

The project's primary aim is to undertake research on Community Land Trust (CLT) options in the Australian context. In Phase 1, a University of Western Sydney team undertook research on CLTs in the USA and UK and their implementation in Australia, and developed the Australian Community Land Trust Manual in February 2013. The Manual includes an overview of CLTs, their relevance and potential in Australia, tax issues, 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 involves working with banks and lending institutions to develop appropriate loan products for CLT residents; and working with organisations implementing CLT housing; completing up to four in-depth case studies, with a diversity of sites, organisational structures and market conditions.

During 2015-16 time was spent resolving preliminary establishment issues encountered by the case studies; and considering challenges around balancing sustainability and affordability objectives in the design and build costs. The June 2016 meeting of the Project Steering Group planned some focus group initiatives and workshops for 2016-17 to share knowledge and understanding around some of these difficulties.

Housing Symposium

A Housing Symposium entitled 'The Future of Inner City Social Housing: Options for Local Government' was hosted by the City of Yarra on World Homelessness Day on 9 October 2015 and attended by 90 people. Two panels of invited industry stakeholders commented on their experience with housing issues. A short film 'The Future of Social Housing in the Inner City', was produced to premier at the event, canvassing a wide range of views by decision makers on affordable housing issues.

CLT 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 – Regional Active Sport & Recreation Facilities Planning Study

The aim of this project is to assess the future provision of sport and recreation facilities, with the focus on active outdoor sport and recreation facilities and aquatic centres for the IMAP area. The project will be completed in two stages:

- › **Stage 1** – Information Coordination and Analysis.
- › **Stage 2** – Future Planning.

Following initial lead up work by the IMAP Councils, in January 2016 the IMAP Executive Forum resolved to proceed with the IMAP Regional Active Sport and Recreation Facilities Planning Study, approved the project plan and funding and authorised the involvement of key staff, access to data for the project, and use of council systems for data collation and sharing.

In April the project was successful in receiving \$50,000 funding from the State Government Community Sport Infrastructure Fund, which ensures that both stages of the project can be achieved under the approved funding proposal.

The study formally commenced in May 2015 with the commencement of the study Project Officer (6 month position). The Project Working Group, comprising representatives for the IMAP Councils along with representatives from Sport and Recreation Victoria (SRV) and the Metropolitan Planning Authority (MPA), determine the project activities and priorities, discuss tasks and resolve issues and facilitate access to organisations, data and information.

Actions completed to date include:

- › Identification of project needs, actions and data requirements by reviewing background documents and similar projects.
- › Data preparation, collection and integration from the IMAP Councils, SRV, MPA and other stakeholders – This process required identification of the data and information to be gathered and the attributes of importance to the project. Collating and synthesizing the data from different sources has been a key focus and is subject to continual review and refinement. This phase includes pinpointing the location of sport facilities, defining the types of sports facilities and their components, and seeking participation data for sporting codes and facilities.

- › **Data Organization:** The list of active sports across the IMAP region has been extracted and the list of data requirements for sports facilities has been prepared and reviewed. The conceptual model and physical structure of an 'IMAP Sport and Recreation Geo-database' has been designed, documented and updated based on stakeholder feedback.
- › **Mapping:** Existing sport and recreation facilities (sourced from IMAP partners and other key stakeholders) have been mapped and are subject to ongoing review and refinement by the Project Officer and study stakeholders.

Actions to be completed in Stage 1:

- › **Further Data Gathering:** The project requires two types of data:
 - Sport facilities data;
 - Participation data: The participation data is provided by a number of sources, e.g. State Sporting Associations and the IMAP Councils.
- › **Data organization:** This includes:
 - Updating existing maps
 - Editing existing database tables
 - Data entry in the Geo-database
 - Assigning collected attribute tables to spatial features on maps
- › **Basic Analysis on:**
 - the existing distribution of sports and recreation assets to find out how balanced they are across the IMAP region; and
 - the current provision of sport facilities to explore their adequacy to meet present needs.

External partners: Metropolitan Planning Authority; Sport and Recreation Victoria

→ Progress 2015-16

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

Action 7.2 Supporting creative businesses – Urban Manufacturing

IMAP is assessing the value to Melbourne in nurturing small urban makers and innovators. Against a backdrop of rising house prices in inner city areas, Councils are under increasing pressure to make decisions about land reallocation from urban employment land uses to residential zoning. This study aims to help guide strategic decisions about rezoning of urban commercial and industrial-zoned land in the IMAP area.

Research undertaken by the IMAP Councils and the University of Melbourne on the significance of small urban Makers to inner Melbourne's urban employment land is informing decisions about industrial and commercial land use versus residential land use.

This groundbreaking project recognizes and analyses the contribution of small urban Makers to the social, cultural and economic fabric of the inner city, and assesses the value in preserving a place for small, high-value added, highly-innovative urban Makers and innovators in the central city and immediate inner suburban areas.

Until now, Australia has had no clear definition of a small urban Maker/manufacturer. Evidence to date reveals that small urban Makers range from 'Makers' who may not have traditionally been thought to be makers to more time-honored maker crafts, with the addition of a high value-added service component.

A digital platform launched in November 2015 at <http://makers.melbourne> is capturing data and researching hundreds of Makers across dozens of industry sectors. The industries are as diverse as 3D printing, animation, furniture design and manufacture, food and beverage production, industrial and product design, textiles, architecture, home wares and theatrical prop design to millinery and wig making – to mention just a few. The research to date is strongly suggesting Melbourne has an emerging new, high value-added, knowledge-intensive production sector made up of small vibrant, urban Makers, many with distinct and unique features, often including added service components to their product.





Through collaboration with the Moreland City Council, local businesses and creative specialists operating in this space, the project team has been examining the complex urban systems underlying small urban manufacturing from three angles:

- › 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 is assisting in determining the implications for planning controls and design in inner city industrial and commercial zones. Collaboration and data sharing across the IMAP Councils, Federal and State Government, the University of Melbourne and Moreland City Council have underscored the findings and outcomes of the research to date. The research has been enhanced by the interest shown by Makers and through their contributions to the project.

Small Makers participation is welcome – refer website.

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

→ Progress 2015-16



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

Action 9.2 Environmentally sustainable design

A suite of 11 Sustainable Design fact sheets 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. The fact sheets underpin the Sustainable Design in the Planning Process (SDAPP) framework.

In 2016 an additional set of 5 fact sheets (known as the 2nd suite) were added to the original set as supplementary sheets which expanded on the original themes and provided more detailed information for how to design and implement sustainability initiatives at the planning stage. These sheets included:

- › Melbourne Climate
- › Site Permeability
- › External Shading
- › Green Walls and Roofs (a supplementary sheet informed by the Growing Green Guide)
- › Rating Tools

Licensing for the fact sheets in this period has also expanded with 15 Councils (in addition to the 5 IMAP councils) signing an Intellectual Property (IP) Licence Agreement to use and share the fact sheets with each of their respective development communities.

This facilitates consistent application of sustainable design assessment across municipal boundaries, which is looked on favourably by some applicants who often submit for planning approval with multiple Councils.

In May 2016 the IMAP Council agreed to fund an additional 5 fact sheets (known as the 3rd suite) to again further expand on the initial themes and provide clear guidance for specific sustainable design initiatives at the planning stage. The new topics include:

- › Daylight – aligned with category 1.0 Indoor Environment Quality
- › Ventilation – aligned with category 1.0 Indoor Environment Quality
- › Windows and Glazing – aligned with category 5.0 Materials
- › Car Share – aligned with category 6.0 Transport
- › Innovation Strategies – aligned with category 9.0 Innovation

Since the launch of the first 11 fact sheets, the feedback from the general development industry and other Victorian Councils has been very positive. Planning permit applicants value the technical guidance provided and the fact that Councils' expectation in regard to ESD performance standards has been clearly described.

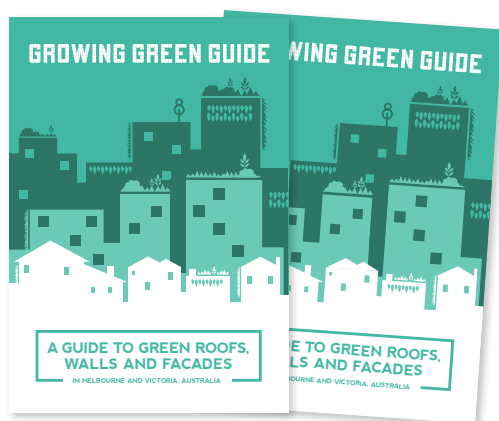
It is anticipated that once the 3rd suite have been completed a launch will be held for the 2nd and 3rd fact sheet suite in 2017.

External Partners: The factsheets are currently being promoted by the following Councils in addition to the IMAP councils: Banyule, Darebin, Greater Dandenong, Greater Geelong, Hume, Knox, Kingston, Manningham, Maroondah, Monash, Moonee Valley, Moreland, Nillumbik, Whitehorse, Whittlesea, – 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

The Growing Green Guide: a guide to green roofs, walls and facades in Melbourne and Victoria, Australia

This 130 page hard copy and online guide developed by IMAP in conjunction with the University of Melbourne and State Government has won the 2015 Premiers Sustainability Award for Education, and was a finalist in the Government section.



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. 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 and have made good progress in the 2015-16 year. They have now completed two major experiments, the nutrient uptake experiment reported last year and a 9 month green roof module experiment designed to test the effect of plant diversity on green roof hydrology and thermal performance.

PhD student Andrea Pianella, who is quantifying green roof thermal performance, won a scholarship to spend 2 months working with a green roof researcher at the Colorado School of Mines to refine his thermal models.

He completed his experiment which involved monitoring temperatures in green roof modules. He has also finalised the data collection from unplanted experimental green roofs at Burnley and then coordinated their planting with a mixture of 4 species.

This will help the research team separate out the effects of substrates and plants on green roof cooling. He has had one paper published, two conference papers accepted and will submit two additional journal articles shortly.

PhD student 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. The results of her green roof module experiment indicate that there are significant differences in the hydrological performance of the two planting types, especially in the delay of peak runoff, total stormwater retention and soil water content. This means that it is possible to improve green roof stormwater performance by planting lots of different plant forms on a green roof.

Joerg Werdin's PhD research focusses on improving the plant available water and nutrient retention capacities of green roof substrates without increasing the system weight by amending them with target-engineered biochars. As biochar properties are highly variable, favourable process conditions and feedstock choices specifically aimed at improving green roof substrate properties have been identified by conducting a literature search. Joerg is currently comparing the anatomy of 17 woody feedstocks on a cellular level to predict the water holding capacity of biochars based on feedstock properties.



John Rayner
accepting the
Sustainability
award

→ Progress 2015-16

Key publications/presentations to date

Farrell C, Szota C, Arndt SK. Urban Plantings: 'Living Laboratories' for Climate Change Response. Trends in Plant Science 20(10): 597-599.

Szota, C. Farrell, C, Williams, N.S.G., and Fletcher, T.D. 2016. A practical tool for designing vegetated roofs to optimise rainfall retention Un outil pratique pour optimiser la rétention des eaux pluviales dans les toitures végétalisées Paper presented at Novatech conference, Lyon, France, June 28-July 1, 2016.

Clarke, R.E., Pianella, A., Shabani, B and Rosengarten, G. (2016) Steady-state thermal measurement of moist granular earthen materials. Journal of Building Physics 1-19.

Pianella, A. (2015). The thermal performance of green roofs. Invited lecture, University of Colorado, August, 2015.

Pianella, A, Aye, L & Williams, NSG (2015). Green roofs in Australia: analysing thermal benefits and policy. State of Australian Cities, Gold Coast.

Pianella, A, Aye, L & Williams, NSG (2015). Thermal conductivities of green roof substrates. Architectural Science Association, Genoa, Italy.

Szota, C, Fletcher, TD, Desbois, C, Williams, NSG, Raynor, J & Farrell, C. (submitted). Using calculated available water storage of substrates significantly overestimates rainfall retention by green roofs. Landscape and Urban Planning.

Raynor, J, Farrell, C & May, P (2015) Evaluating substrate performance to design better performing green roof growing mixes International Symposium on Growing Media, Composting and Substrate Analysis, Vienna University of Technology, Sept 7-11.

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





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

Action 11 Regional Tourism Program

2015-16 was the last year of the current three-year Strategic Tourism 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 of year three was to:

1. Update the IMAP Committee on significant changes taking place within the Victorian tourism structure. This included inviting the Interim CEO of Visit Victoria to meet with the IMAP Executive Forum.
2. Undertake a comprehensive review and update of the IMAP regional tourism map (artwork), for licensing to tourism partners.
3. Ensure the continuation and success of the Melbourne Official Visitors Map, a joint collaboration with Destination Melbourne (DML), with an annual circulation of one million copies, ensuring distribution and visitor reach for the IMAP regional tourism map, which is included within this brochure.

4. Provide support for the research and development of the Greater Melbourne Destination Management Plan, to be undertaken by Destination Melbourne in 2016-17. The plan will contain an IMAP regional destination management sub-plan. Two IMAP TWG members form part of the Steering Group for this project.
5. Negotiate an IMAP – Destination Melbourne Partnership to ensure greater content coverage and presence for Inner Melbourne Council destinations, across most of the print and digital collateral, produced by DML.
6. Initiate the development of a Cultural Guide for Inner Melbourne, through collaboration with Cultural Tourism Victoria, to showcase the depth and breadth of cultural experience across the Inner Melbourne regions in print and digital formats. The printed guide will be released in September 2016, with the digital platform to be developed later in the year if funding submissions to Visit Victoria and Creative Victoria are supported.
7. Enable all IMAP Councils to participate in the 2015 Melbourne Knowledge Week events.

External Partners: Destination Melbourne Ltd; Visit Victoria

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, the Growing Green Guide website and the Makers. Melbourne 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 consult widely across the five IMAP Councils to develop the Implementation Plan for the Inner Melbourne Action Plan 2016-26 which advances the priorities of the Inner Melbourne region Councils.

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 2015 – 30 June 2016

Cr Ken Ong

Chair Future Melbourne (Planning) Committee, City of Melbourne
(1 July 2015 – 30 June 2016)

Mr Geoff Lawler

Director City Operations,
City of Melbourne
(1 July 2015 – 30 June 2016)

Cr Phillip Vlahogiannis

Mayor, City of Yarra
(1 July 2015 – November 2015)

Cr Roberto Colanzi

Mayor, City of Yarra
(November 2015 – 30 June 2016)

Ms Vijaya Vaidyanath

Chief Executive Officer, City of Yarra (1 July 2015 – 30 June 2016)

Cr Melina Sehr

Mayor, City of Stonnington
(1 July 2015 – November 2015)

Cr Claude Ullin

Mayor, City of Stonnington
(November 2015 – 30 June 2016)

Mr Warren Roberts

Chief Executive Officer,
City of Stonnington
(1 July 2015 – 30 June 2016)

Cr Amanda Stevens

Mayor, City of Port Phillip
(1 July 2015 – November 2015)

Cr Bernadene Voss

Mayor, City of Port Phillip
(November 2015 – 30 June 2016)

Ms Tracey Slatter

Chief Executive Officer,
City of Port Phillip
(1 July 2015 – 30 June 2016)

Cr Nam Quach

Mayor, Maribyrnong City Council
(1 July 2015 – November 2015)

Cr Cameron McDonald

Mayor, Maribyrnong City Council
(November 2015 – 30 June 2016)

Mr Stephen Wall

Chief Executive Officer,
Maribyrnong City Council
(1 July 2015 – 30 June 2016)

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 Authority – 1 representative;
- › VicRoads – 1 representative.

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.

7 August 2015

Key items on the agenda were:

- › **IMAP governance documents** update
- › **IMAP Review:** reviewing content of the draft plan
- › **Action 2.2 Visitor wayfinding signage project:** redesign of wayfinding signs
- › **Action 11 Regional tourism:** update on Visit Victoria restructure

Minutes were tabled and ratified at the 28 August 2015 IMAP Implementation Committee meeting.

28 January 2016

Key items on the agenda were:

- › **Action 2.2 Visitor wayfinding signage project:** future options and piloting new designs
- › **Action 5.5 Infrastructure development: Regional active sport and recreation facilities planning study** – funding and project plan approval
- › **Action 11 Regional tourism:** meeting with the Acting CEO Visit Victoria
- › **IMAP Three Year Implementation Plan:** reallocation and funding for the recreation facilities project

Minutes were tabled and ratified at the 26 February 2016 IMAP Implementation Committee meeting.

19 May 2016

Key items on the agenda were:

- › **Action 7.2 Supporting creative businesses: Urban manufacturing project** – clarification of Phase 2 funding
- › **Action 11 Regional tourism:** Destination Management Plan update
- › **IMAP CLUE:** investigating a Census of Land use and Employment across IMAP Councils
- › **Parking levies:** briefing
- › **IMAP Review:** consideration of submissions

Minutes were tabled and ratified at the 27 May 2016 IMAP Implementation Committee meeting.

IMAP Implementation Committee Meetings

28 August 2015 (Host: City of Port Phillip)

Key items on the agenda were:

- › **IMAP governance documents:** 2015 update
- › **Draft IMAP Annual Report 2014-15** and summary
- › **IMAP Review:** endorsement of the Draft Plan for consultation and Council briefings
- › **Action 2.2 Visitor wayfinding signage project:** forward strategy proposal from the Coordinating Committee
- › **Action 5.5 Infrastructure development: Regional active sport and recreation facilities planning study** – project brief proposal
- › **Action 7.2 Supporting creative business: Urban manufacturing project** – draft Phase 1 report and application for ARC grant funding
- › **Action 11 Regional tourism:** Presentation – Destination Melbourne Ltd regarding their Destination Management Plan and visitor program proposal

- › **Action 11 Regional tourism:** Annual report and 2015-16 Action Plan; agreement with Destination Melbourne Ltd on distributing the Official Visitor Map
- › **Communications:** submission to Creative Victoria on the urban manufacturing project ; University of Western Sydney bulletin on the Community Land Trust research with the IMAP Councils

Minutes were tabled and ratified at the 27 November 2015 IMAP Implementation Committee meeting.

27 November 2015 (Host: City of Yarra)

Key items on the agenda were:

- › **IMAP Three Year Implementation Plan:** review of the 3 year budget
- › **IMAP Review:** update on briefings with IMAP Councils and the public consultation process
- › **Action 5.2 Affordable Housing:** report on the Future of Inner City Social Housing Forum
- › **Action 5.5 Infrastructure Development: Regional active sport and recreation facilities planning study –** update on quotations
- › **Action 11 Regional tourism:** report on the Destination Management Plan proposal
- › **Communications:** letters of support for the Urban Manufacturing ARC Linkage grant; IMAP comments on the City of Melbourne Tourism Action Plan; State Government notification and media release of the Premiers Sustainability Award for IMAP's Growing Green Guide; media release on the Future of Inner City Social Housing Forum held at City of Yarra.

Minutes were tabled and ratified at the 26 February 2016 IMAP Implementation Committee meeting.

26 February 2016 (Host: City of Melbourne)

Key items on the agenda were:

- › **IMAP Review:** update on the public consultation process
- › **Action 2.2 Visitor wayfinding signage project:** the draft visitor signs Master Style Guide, and the signage infrastructure pilot and evaluation

- › **Action 5.5 Infrastructure development: Regional active sport and recreation facilities planning study –** report on revised methodology and funding
- › **Action 7.2 Supporting creative business: Urban manufacturing project –** final Phase 1 report and update on the direction for Phase 2
- › Presentations: on two Regional Management Forum projects and the Plan Melbourne framework
- › **Communications:** Moreland City Council's contribution to the Urban Manufacturing project; the Community Land Trust research project; Public Notice for Draft Plan consultation.

Minutes were tabled and ratified at the 27 May 2016 IMAP Implementation Committee meeting.

27 May 2016 (Host: City of Stonnington)

Key items on the agenda were:

- › **IMAP Review:** update on submissions
- › **Action 7.2 Supporting creative business: Urban manufacturing project –** update for Phase 2
- › **Action 9.2 Environmental sustainable design:** Extension of the ESD Factsheets series
- › **Action 9.4 Green demonstration projects:** Update on the University of Melbourne's research: 'Mimicking natural ecosystems to improve green roof performance' project (ARC Linkage Grant partner)
- › **Action 11 Regional tourism:** Proposal to develop a Cultural Guide
- › **Communications:** Urban Manufacturing project media release

Minutes were tabled and ratified at the 26 August 2016 IMAP Implementation Committee meeting.

Governance

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 2014-15 in November 2015.
- › IMAP Review: meetings with specialist groups on the draft plan in July 2015 and a number of briefings of senior staff undertaken. Consultation with the 5 IMAP Councils in November 2015 and the draft plan was publically advertised for submission in late January for one month. Twenty-three public submissions received. Following minor amendments, the plan was adopted by all five Councils during May – June 2016.
- › The IMAP Councils contributed significant staff time to the Regional Management Forum's Measures of Liveability project. The liveability measures are reflected in the new Inner Melbourne Action Plan where possible.

Housing

- › A Housing Symposium entitled 'The Future of Inner City Social Housing: Options for Local Government' was hosted by the City of Yarra and attended by 90 people on 9 October 2015. Two panels of invited industry stakeholders commented on their experience with housing issues. A short film was produced to premier at the event, canvassing a wide range of views by decision makers on affordable housing issues. A media release in October 2015 advertised the symposium.

Sustainability

- › In October 2015, the Growing Green Guide was awarded the Premiers Sustainability Award for Education and was a finalist in the Government section. This success was covered by a media release on 30 September 2015.

Regional development

- › Destination Melbourne distributed one million copies of the IMAP tourism map as the Official Visitor Map during the year.
- › The IMAP Tourism Working Group provided a submission on the City of Melbourne Tourism Action Plan in November 2015.
- › 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.
- › All IMAP Councils participated in the 2015 Melbourne Knowledge Week events.
- › The Urban Manufacturing project is being undertaken in conjunction with The University of Melbourne and the City of Moreland. The agreement with the University to joint fund the project was signed in August 2015. A submission to Creative Victoria in July 2015 outlined the objectives of this project. The project launched its Maker.Melbourne website in May to canvass information from small Makers in Inner Melbourne and developed a press release to encourage subscribers to the website.
- › The IMAP Councils have partnered with the Metropolitan Planning Authority and Sport & Recreation Victoria (SRV) to undertake the Regional Active Sport & Recreation Facilities Planning Study. The project has been successful in being awarded a SRV regional planning grant of \$50,000 in 2016.

Transport

- › Council staff from across the IMAP Councils attended forums in September and October 2015 with ARRB consultants, providing transport, local laws and planning input to the AusRoads study: 'Overcoming Barriers to off-peak freight movement in Urban Areas'.
- › The Through Traffic modelling data from the VISTA database was made publically available on the IMAP website's GIS in November 2015.

Financial statement

Total income for the 2015-16 financial year to the Inner Melbourne Action Plan [IMAP] derived from IMAP partner Councils and other contributors was **\$373,685**.

This includes the IMAP partner Councils' annual project contribution of \$175,000, and \$100,000 for the regional tourism projects undertaken by IMAP. Additional funding was received as follows:

- › a reimbursement from the Department of Treasury and Finance (DTF) for the Regional Management Forum (RMF) projects, undertaken jointly with the State Government, as the project went under-budget.
- › The City of Moreland and the Metropolitan Planning Authority contributed \$10,000 each towards the IMAP Urban Manufacturing research project, as partners on the project steering committee.
- › The Cities of Stonnington and Port Phillip made their budgeted contributions towards the Recreation Project of \$10,000 each.

No Victorian government grants were received directly by IMAP.

The **total expenditure** for the 2015 -16 financial year for professional services, website administration and sundry items relating to IMAP Actions was **\$156,678**.

This results in a positive balance to the IMAP account in the financial year of **\$217,006**.

Retained Earnings carried forward from the previous financial year as at 1 July 2015 was \$433,067.

Therefore the Accumulated Surplus for the year ending 30 June 2016 was **\$650,073**. This revenue includes:

- › the Councils' RMF project refund being held in the IMAP account (\$48,685);
- › publication and website funding held over awaiting plan approval (\$69,000);
- › funding allocated to ongoing commitments (\$212,900);
- › funding paid ahead for 2016-17 projects (\$50,000); and
- › funds reallocated from deferred projects (\$140,000) for allocation to new priorities under the new Inner Melbourne Action Plan 2016-26.

These funds will be carried forward. The positive balance in the account is due to the timing in implementing these projects.

Financial statement

IMAP Financial Statement as at 30 June 2016

Actual to 30 June 2016			
Income			\$
Annual IMAP Council Partner contributions			175,000
Annual IMAP Council Tourism contributions			100,000
Other contributions			
› DTF reimbursement from Regional Management Forum Projects	48,684		
› Action 2.2 – City of Melbourne contribution to Signage pilot	10,000		
› Action 5.5 – City of Stonnington contribution to Recreation Project	10,000	98,684	
› Action 5.5 – City of Port Phillip contribution to Recreation Project	10,000		
› Action 7.2 – City of Moreland contribution to Urban Manufacturing research	10,000		
› Action 7.2 – Metro Planning Authority contribution to Urban Manufacturing research	10,000		
Total Income			373,684
Expenditure			
Professional Services			
› Action 2.2 Wayfinding Signs: Visitor Signs project	46,426		
› Action 5.2 Affordable Housing: Housing Symposium	4,500		
› Action 7.2 Support Creative Business: Urban Manufacturing project	20,000	124,876	
› Action 9.2 Environmental Sustainable Design: Factsheets project	5,973		
› Action 9.4 Green Demonstration Projects: Growing Green Guide	452		
› Action 11 Regional Tourism	47,525		
IMAP Annual Report 2014-15			5,600
IMAP Website & GIS Administration			10,417
IMAP Review			12,375
Sundry Expenditure			3,410
Total Expenditure			156,678
Net Profit for Year Ending 30 June 2016			217,006
Retained Earnings Carried Forward (2014-15)			433,067
Accumulated Surplus for Year Ending 30 June 2016			650,073

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 to 2012/13 and a fifth from 2013-14. This contribution is not indicated above.

Appendix

Statement of attendance

From 1 July 2015 to 30 June 2016

Committee member	Position	IMAP Implementation Committee membership dates to 30 June 2016	Meeting Attendance		
			Attended	Apology	Total Meetings
Cr Phillip Vlahogiannis	Mayor, City of Yarra	Jul 2015 – Nov 2015	1	0	1
Cr Roberto Colanzi	Mayor, City of Yarra	Nov 2015 – Jun 2016	3	0	3
Cr Jane Touzeau	Acting Mayor, City of Port Phillip	Aug 2015	1	0	1
Cr Bernadene Voss	Mayor, City of Port Phillip	Nov 2015 – Jun 2016	2	1	3
Cr Melina Sehr	Mayor, City of Stonnington	Jul 2015 – Nov 2015	0	1	1
Cr Claude Ullin	Mayor, City of Stonnington	Nov 2015 – Jun 2016	3	0	3
Cr Ken Ong	Chair, Future Melbourne (Planning) Committee, City of Melbourne	Jul 2015 – Jun 2016	3	1	4
Cr Nam Quach	Mayor, Maribyrnong City Council	Jul 2015 – Nov 2015	1	0	1
Cr Cameron McDonald	Mayor, Maribyrnong City Council	Nov 2015 – Jun 2016	3	0	3
Ms Vijaya Vaidyanath	Chief Executive Officer, City of Yarra	Jul 2015 – Jun 2016	3	1	4
Ms Tracey Slatter	Chief Executive Officer, City of Port Phillip	Jul 2015 – Jun 2016	2	2	4
Mr Warren Roberts	Chief Executive Officer, City of Stonnington	Jul 2015 – Jun 2016	3	1	4
Mr Geoff Lawler	Director, City Operations, City of Melbourne	Jul 2015 – Jun 2016	4	0	4
Mr Stephen Wall	Chief Executive Officer Maribyrnong City Council	Jul 2015 – Jun 2016	4	0	4

Associate Partner Representatives

Associate member	Representing	Meeting Attendance		
		Attended	Apology	Total Meetings
Mr Adrian Salmon	Department of Environment, Land, Water and Planning (DELWP)	4	0	4
Mr Rod Anderson	Department of Environment, Land, Water and Planning (DELWP)	2	2	4
Ms Rebecca Collins	Department of Economic Development, Jobs, Transport and Resources (DEDJTR)	0	1	1
Mr Nick Beckingsale	Department of Economic Development, Jobs, Transport and Resources (DEDJTR)	0	3	3
Mr Steve Booth	Department of Economic Development, Jobs, Transport and Resources (DEDJTR)	4	0	4
Mr David Teague	VicRoads	3	0	3
Mr Bryan Sherritt	VicRoads	1	0	1
Ms Jane Monk	Metropolitan Planning Authority	4	0	4

Progress Summary

Ten years of IMAP

Strategy	Action	Status	Deliverable
Heritage	1.1 Heritage statement of significance (2006)	Completed	› Brochure: 'Liveable Walkable Melbourne – the structure, character and significance of Inner Melbourne'
	1.2 Public realm infrastructure standards		
	1.3 Built form controls		
	1.4 Boulevards & major roads		
	1.5 Key urban squares		
Link Transport Routes	2.1 Regional physical infrastructure		
	2.2 Wayfinding signage › Phase 1 (2008-10)	Completed	› Received LAAP grant funding: \$158,500 inc GST › Grant & Assocs report: 'The Development of Inner Melbourne Wayfinding Signage' – development of an integrated signage strategy and 'family' of signs › Development of 'heads up' mapping › Installation of 54 signs (12xLevel 1 signs; 10xLevel 2 signs; 21xLevel 3 signs; 11xLevel 4 signs).
	› Phase 2 (2012-)	Current	› Received Wyndham City Council funding: \$20,000 and City of Melbourne additional funding \$10,000 › Melbourne Wayfinding Signs Master Style Guide (Draft) › Prototype testing of new sign designs based on Legible London
	2.3 Bicycle network legibility Phase 1 (2008) Phase 2 (2013-)	Completed Current	› Report: 'Bicycle Victoria's Review of the Priority Bike Route Network for IMAP'
	2.4 Pedestrian priority areas – Green light project (2007-10)	Completed	› Received LAAP grant: \$207,500 inc GST › 2 years planning to identify key crossing sites, establish control sites, monitor the existing situation and determine the treatment required to deliver Green Light priority to foot traffic at 20 crossing sites › Conference paper delivered by Dept of Transport: 'Improving Pedestrian Access across Arterial Roads', N Hutchinson 2010.
	2.5 Bicycle network (2009-)	Ongoing advocacy	› 75% completion of 'quick wins' and linked cycle route works across municipal boundaries identified by Action 2.3
	2.6 Tram & Rail network	Ongoing advocacy	
Traffic Congestion	3.1 Commuter car use	Closed	
	3.2 Roads as Places		
	3.3 Regional parking management › Parking management (2009) › Car share (2010)	Completed Completed	› Report: 'Parking Management Principles' (2009) › GHD report: 'Car Sharing Research' (2010)
	3.4 40% by 2020	Closed	
	3.5 Reduced through traffic (2011-14)	Completed	› SKM report: 'Reducing Through Traffic' (2014) › Through traffic modelling (based on VISTA data) loaded on IMAP GIS

Strategy	Action	Status	Deliverable
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 (2012)	Completed	› City of Melbourne Transport Strategy 2012
Population Increase	5.1 Regional housing statement (2007)	Ongoing advocacy	› Developed Housingin victoria.com website with Swinburne University
	5.2 Affordable housing		
	› Affordable housing planning overlay (2004-2011)	Completed	› SGS report on 'Affordable Housing... A Strategic framework' (2004) › SGS report on 'An affordable housing overlay... Implementation model..' (2007) › BIRUU report on 'Advice on the issues of the Inner Region Affordable Housing Overlay' (2008)
	› Community Land Trust model (2011-)	Current	› AHS report on 'Affordable Housing development models' (2011) – commissioned by CoPP › UWS Report 'The Australian Community Land Trust Manual 2013' (part funded with a range of interstate partners) › University of Western Sydney Partnership Award 2013
	› Housing Symposium – Yarra (2015)	Completed	› Public Symposium 'The Future of Inner City Social Housing' – 9 October 2015, attended by 90 people › Short Film 'The Future of Social Housing in the Inner City' (City of Yarra, 2015).
	5.3 Integrating public housing (2012)	Completed	› Kliger report on 'State and Local Government Collaboration: The Future Direction for Master Planning Public Housing.' (2012)
	5.4 Social infrastructure & services		
	5.5 Infrastructure development (2015-)		
	› IMAP Regional Active Sport & Recreation Facilities Planning Study	Current	› Received SRV Regional Planning Grant \$50,000 exc GST(2016)
Activity Centres	6.1 Activity centre local policy		
	6.2 Activity centre public environment		
	6.3 Managing conflicts (2008-11)	Completed	› Developed Cumulative Impact Assessment checklist and Tools for managing impact of accumulated licensed premises (2009) › Identified issues with legislative definitions (2009) › Arranged staff and executive briefings with VCGLR (2011)
	6.4 New cultural facilities		
	6.5 Activity centre services		

Progress Summary

Strategy	Action	Status	Deliverable
Knowledge Rich Business Sectors	7.1 Government industry links	Closed	
	7.2 Support creative businesses (2014-) ‣ Urban Manufacturing Project	Current	<ul style="list-style-type: none"> ‣ Received Carlton Connect grant \$40,000 ‣ Received City of Moreland funding \$10,000 ‣ Received MPA funding \$10,000 ‣ University of Melbourne report on 'Phase 1 The Dilemma of Urban Employment Land...' (2015) ‣ Established Maker.Melbourne website
	7.3 Improved information	Closed	
	7.4 Regional economic development statement (2008)	Completed	‣ Brochure: 'Making Melbourne more Liveable – A Partnership for Regional Economic Prosperity' (2008)
	7.5 Wireless broadband	Closed	
	7.6 Exporting health services	Closed	
	7.7 Universities & regional development (2008-12) ‣ Work Integrated Learning project	Completed	<ul style="list-style-type: none"> ‣ Student Placement Inventory developed to assist Councils employ more students – listed on IMAP website (2012) ‣ Student Placement Showcase held at Melbourne Knowledge Week 2011 and 2012 with universities and Councils ‣ LGPro presentation 2012 ‣ Delivered paper to ACEN International conference 2012: 'IMAP – Leveraging Work Integrated Learning to facilitate meaningful connections between local Councils and Universities' A.Moloney
Freight	8.1 Priority for freight movement		
	8.2 Improved links to the port		
Environmental Sustainability	9.1 Regional sustainability targets (2009)	Completed	‣ ARUP report 'Carbon Footprint for IMAP Councils': 2009
	9.2 Environmental sustainable design (2011-) ‣ Phase 1 (2011-12)	Completed	<ul style="list-style-type: none"> ‣ Completed series 1: 10 ESD Factsheets (2012) ‣ Developed licence agreement with non-IMAP councils
	‣ Phase 2 (2013-16) ‣ Phase 3 (2016) – 4 additional sheets in progress	Completed Current	‣ Completed series 2: 5 additional factsheets (2016)
	9.3 Water sensitive urban design (2009-14)	Completed	‣ WSUD Local Policy Planning Amendment gazetted across 4 councils in 2014
	9.4 Green demonstration projects ‣ Water Sensitive Cities (2011)	Completed	‣ CPG report on: 'Transitioning to a Water Sensitive City' (2011)
	‣ Green roofs, walls and facades (2013-15)	Completed	<ul style="list-style-type: none"> ‣ VASP (Victorian Adaptation & Sustainability Partnership) programs funding grant \$250,000 ‣ Established the Growinggreenguide.org website ‣ Published 'Growing Green Guide: A guide to green roofs, walls and facades in Melbourne and Victoria, Australia'. (2014) ‣ Report: 'Working toward demonstration sites for green roofs, walls and facades in Melbourne' (2014) – fully costed case studies ‣ Report: 'Green Roofs, Walls and Facades Policy Options Background Paper'. (2013) ‣ Paper delivered to 7th Liveability Cities conference NSW July 2014 ‣ Victoria Landscape Architecture Award 2014 – Research & Communication ‣ Premiers Sustainability Award 2015 – Education ‣ Premiers Sustainability Award 2015 – Government finalist

Strategy	Action	Status	Deliverable
Environmental Sustainability continued	> Green roof research (2014-)	Current	> Partner in successful ARC Linkage grant to University of Melbourne: 'Mimicking natural ecosystems to improve green roof performance'
	> Distributed Energy	Completed	> CSIRO project contribution \$700,000 > CSIRO report 'Inner Melbourne Energy Consumption 2011-2026' > Energy use modelling data loaded on Councils' GIS
	9.5 Community capacity for sustainability		
	9.6 Recycled water for open space (2007-08)	Completed	> Report 'Water Management for Open Space – Technical Notes and Case Studies' (2008) > SKM report 'Use of Non-Potable Water to Irrigate Public Open Space in Inner Melbourne' (2008)
Regional Open Space Network	10.1 Regional open space & trail network		
	10.2 Physical infrastructure needs		
	10.3 Open space links		
	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 (2008-)	Completed /Current	> Developed Inner Melbourne Map (2008) for broad distribution and publication, extended to Footscray (2013-4); became Official Visitor Map (2015) > Undertook Comparative Research Study on three popular Visitor Maps (2009) > Developed map Licence agreement (2013) > Developed IMAP MoU for map Intellectual Property (2013)
	11.2 Regional tourism programme (2008-)	Completed /Current	> Developed Regional Experience packages – five 3-day itineraries (2008) and ten 1-day itineraries > Presence at Melbourne Tourism Industry Exchange 2008 > Undertook Visitor Profile Study & Value of Tourism research (2009) > Undertook Skybus promotion of Inner Melbourne (2012-13) > Arranged Famil tours of volunteers (Ballarat and Geelong) to promote inner Melbourne (2012-13) > Involvement in CAUTHE conference 2012, Tourism and Events Excellence Conference 2012, MYKI visitor pack > Promoted an inner Melbourne joint events website at AIDS 2014 conference > Assisting with tourism bus route development (2015) > Liaison with VTIC, Destination Melbourne, Tourism Victoria for Inner Melbourne [ongoing]



INNER MELBOURNE

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

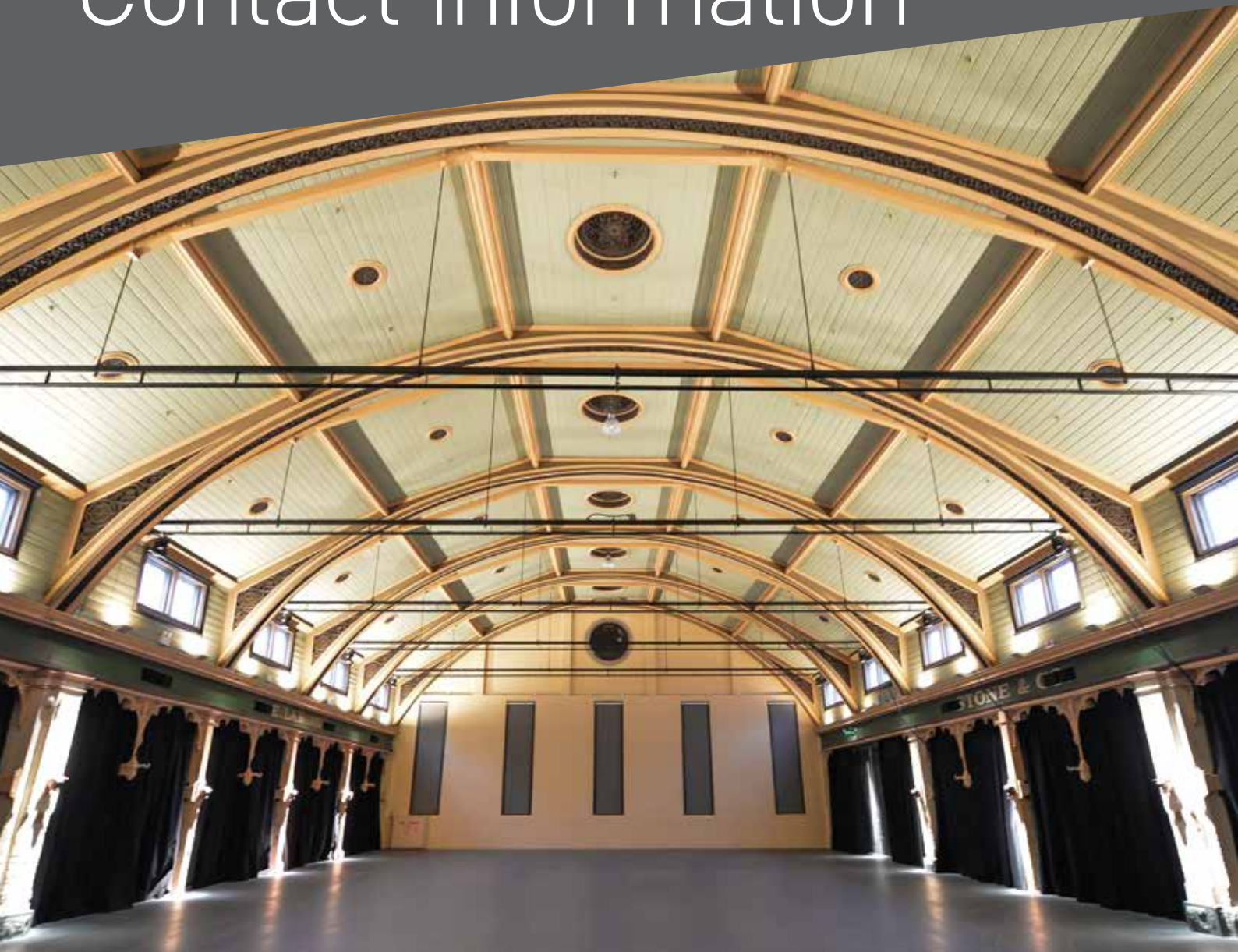
- Train Line & Name
- Station Name

Trams

- Route Number
- Stop & Number
- Accessible Stop
- Terminus
- Free City Circle Tram Route (No. 35)



Contact information



www.imap.vic.gov.au

For further information, please contact:

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Photos courtesy of the IMAP Councils
and University of Melbourne.
Design by Johanna Villani Design.

Inner Melbourne Action Plan
Making Melbourne More Liveable

