
Agenda

Inner Melbourne Action Plan Implementation Committee

Meeting No 12
8.00 am – 10.00 am Friday 31 October 2008
City of Stonnington
Prahran Town Hall - Council Chambers

Committee Members	Cr Claude Ullin – Mayor, City of Stonnington (Chair) Cr Catherine Ng – Chair Planning Committee, City of Melbourne Cr Judy Morton – Mayor, City of Yarra Cr Janet Cribbes – Mayor, City of Port Phillip Dr Andi Diamond – Chief Executive Officer, City of Yarra Mr David Spokes – Chief Executive Officer, City of Port Phillip Mr Geoff Lawler – Director Sustainability and Regulatory Services, City of Melbourne Mr Hadley Sides – Chief Executive Officer, City of Stonnington
Associate Partner Representatives	Julian Hill - Executive Director Urban Development, Department of Planning and Community Development Jill Earnshaw, Acting Director Urban and Regional Planning, Department of Transport Sally Semmens, Urban and Regional Planning, Department of Transport Diane Sydenham - Department of Innovation, Industry and Regional Development;
IMAP Implementation Officer	Alison Fitzgerald
Guests	Cr Steve Stefanopoulos, City of Stonnington Bruce Phillips, Director Community Development, City of Yarra Mark Elliott, CollabForge John Wisniewski, Sustainable Environment Co-ordinator ,City of Stonnington Stephen Sonnenberg, Sinclair, Knight Merz (SKM) Dwayne Carter, Coordinator Parks Services, City of Port Phillip Helen Steel, Projects Coordinator, Office of Knowledge Capital, City of Melbourne Michelle Dawson, Project Officer - Marketing & Promotion, City of Yarra Adriana Frescura, Tourism Coordinator, City of Port Phillip Billy Redmond, City of Stonnington Tess Barling, City of Melbourne Morgan Scholz, Community Planner - Community Safety, City of Yarra Deb Payne, Strategic Policy Planner, City of Melbourne Kelly Martini, Corporate and Community Planner, City of Stonnington Leonie Kirkwood, Senior Strategic Planner, City of Port Phillip

PRELIMINARIES

Item	Time Alloc.	Agenda Topic	Responsibility
1.	1 min	Appointment of Chair	Chair
2	1 min	Apologies	Chair

3.	1 min	Suspension of City of Melbourne's Local Law No. 1 Conduct of Meetings (No 1 of 2001) <u>Recommendation</u> 3.1 That pursuant to Division 6, clause 14 of the Melbourne City Council's Conduct of Meetings Local Law 2001, the provisions of the Local Law be suspended for the duration of the meeting of the Inner Melbourne Action Plan Implementation Committee.	Chair
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ITEMS

4	2 mins	Confirmation of Minutes (Attachment 1) <u>Recommendation</u> 4.1 That the IMAP Implementation Committee resolves to confirm the minutes of the IMAP Implementation Committee held on 29 August 2008.	Chair
5.	15 mins	Business Arising (Attachment 2) <u>Recommendation</u> 5.1 That the IMAP Implementation Committee resolves to note the actions undertaken in response to business arising from the minutes of the IMAP Implementation Committee held on 29 August 2008. Chair - Introduction of Dr Diane Sydenham Jill Earnshaw / Sally Semmens - Briefing from Department of Transport Correspondence – Melbourne Water endorsement of WSUD Model Guidelines Briefings <ul style="list-style-type: none"> • Minister Kosky – Tram Strategy • Ministers Madden and Wynne - Affordable Housing • Victorian Local Sustainability Advisory Committee (Accord) 	Chair
6.	5 mins	Budget (Attachment 3) <u>Recommendation</u> 6.1 That the IMAP Implementation Committee resolves to receive the IMAP Financial Report for the 1 st quarter 08-09	Chair
7.	5 mins	Progress Report (Attachment 4) <u>Recommendation</u> 7.1 That the IMAP Implementation Committee resolves to note the IMAP Progress Report October 2008.	Implementation Officer
8.	20 mins	IMAP Communications (Attachment 5) <i>IMAP Website Launch</i> <i>IMAP Annual Report</i> <u>Recommendation</u> 8.1 That the IMAP Implementation Committee resolves to: <ol style="list-style-type: none"> approve the IMAP Website and support the use of the site as a communication and collaboration tool for council officers working on IMAP Actions. note the DRAFT IMAP Annual Report 07-08 and support the finalisation, print and distribution of the Report. 	Implementation Officer
9.	15 mins	Action 11.2 Tourism (Attachment 6) <u>Recommendation</u> 9.1 That the IMAP Implementation Committee resolves to: <ol style="list-style-type: none"> note the Discussion Paper and the short term strategic directions of the Tourism Group. approve the continued collaboration of the Tourism Group and partners. support the Group by providing additional funding of \$60,000 during the 08-09 financial year. agree that the working group report progress back to the IMAP Committee in February and May 2009. 	Michelle Dawson (CoY)

10.	20 mins	Action 9.6 Recycled Water for Open Space (Attachment 7) <u>Recommendation</u> 10.1 That the IMAP Implementation Committee resolve to: a) note the outcomes and approve the submission of the report for consideration and use by each council. b) support the further detailed evaluation of the data in the report by each Council. c) agree that each Council report back to the IMAP Implementation Committee on actions arising from further analysis d) agree that Action 9.6 is now completed.	John Wisniewski (CoS)
11.	15 mins	Action 7.7 Universities and Regional Development (Attachment 8) <u>Recommendation</u> 11.1 That the IMAP Implementation Committee resolves to: a) support the development of a partnership with the Office of Knowledge Capital. b) support a 'round table' discussion with key stakeholders to identify issues and opportunities.	Helen Steel (OKC)
12.	20 mins	Action 6.3 Activity Centres – Cumulative Impact (Attachment 9) <u>Recommendation</u> 12.1 That the IMAP Implementation Committee resolves to approve the directions outlined in the attachments and continue to support the working group in progressing this Action.	Bruce Phillips (CoY)

CONFIDENTIAL ITEMS

Meeting to be closed in accordance with Sections 89 (2) (d, e, f, h) of the Local Government Act (1989)

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OTHER BUSINESS

18.	2 mins	Close Next Meeting – Friday 6 February 2009 (8.00am) City of Port Philip	Chair
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ATTACHMENTS

Item No	Attachment No	Attachment Topic
4	Attachment 1	DRAFT Minutes of Meeting No. 11 (29 August 2008)
5	Attachment 2	Business Arising + Correspondence
6	Attachment 3	Financial Report Quarterly Report
7	Attachment 4	Progress Report
8	Attachment 5 Attachment 5a	IMAP Communications Draft IMAP Annual Report 07-08
9	Attachment 6 Attachment 6a	Action 11.1 / 11.2 Tourism Map & Regional Program Discussion Paper
10	Attachment 7 Attachment 7a	Action 9.6 Use of Non Potable Water to Irrigate Public Open Space Summary Paper
11	Attachment 8	Action 7.7 Universities and Regional Development
12	Attachment 9 Attachment 9a Attachment 9b	Action 6.3 Managing Conflict in Activity Centres Discussion Paper Proposed Approach

DRAFT MINUTES
Inner Melbourne Action Plan
Implementation Committee
Meeting No 11 (29 August 2008)
Melbourne Town Hall - City of Melbourne

Attendees	<p>Cr Janet Cribbes – Mayor, City of Port Phillip (Chair)</p> <p>Cr Judy Morton – Mayor, City of Yarra</p> <p>Cr Claude Ullin, Mayor, City of Stonnington</p> <p>Mr David Spokes – Chief Executive Officer, City of Port Phillip</p> <p>Mr Geoff Lawler – Director Sustainability and Regulatory Services, City of Melbourne</p> <p>Mr Hadley Sides – Chief Executive Officer, City of Stonnington</p>
Associate Partner Representatives	<p>Jill Earnshaw – Office of Coordinator General, Department of Transport</p> <p>Julian Hill - Executive Director Urban Development, DPCD</p> <p>Daniel Kraviec - Investment Assistance, DIIRD</p>
IMAP Implementation Officer	<p>Alison Fitzgerald</p>
Guests	<p>Bruce Phillips - Director City Development, City of Yarra</p> <p>Cr Steve Stefanopoulos - City of Stonnington</p> <p>Chris Chesterfield - General Manager Waterways, Melbourne Water</p> <p>Geoff Robinson – Group Manager Engineering Services, City of Melbourne</p> <p>Sandra Wade – A/Manager Strategic Planning & Sustainability, City of Melbourne</p> <p>Sherry Hopkins - Senior Strategic Planner, City of Yarra</p> <p>Sheridan Blunt - Acting Team Leader Transport, City of Melbourne</p> <p>Caroline Chandler - Sustainable Water Coordinator, City of Melbourne</p> <p>Haig Poulson - Principal Engineer Traffic Engineering, City of Melbourne</p> <p>Alex Fearnside - Team Leader Sustainability, City of Melbourne</p> <p>Michaela Lang - Community Sustainability Officer, City of Melbourne</p>

PRELIMINARIES

1.	<p>Appointment of Chair</p> <p>MOVED Cr Morton / Cr Ullin</p> <p>1.1 That the IMAP Implementation Committee resolve to appoint Cr Janet Cribbes as the Chair of the meeting.</p> <p>A vote was taken and the MOTION was CARRIED</p>
2.	<p>Apologies</p> <p>MOVED Mr Spokes / Mr Lawler</p> <p>2.1 That the IMAP Implementation Committee resolve to note the following apologies:</p> <p>Cr Catherine Ng - Chair Planning Committee, City of Melbourne</p> <p>Andi Diamond – Chief Executive Officer, City of Yarra</p> <p>Geoff Millar - Department of Innovation, Industry and Regional Development</p> <p>Welcome Daniel Kraviec, Investment Assistance, DIIRD</p> <p>Welcome to Jill Earnshaw, Senior Policy Advisor, Integrated Transport Planning, DoT</p> <p>Welcome Bruce Phillips, Director City Development, City of Yarra</p> <p>A vote was taken and the MOTION was CARRIED</p>

3.	<p>Suspension of City of Melbourne's Local Law No. 1 Conduct of Meetings (No 1 of 2001)</p> <p>MOVED Mr Lawler / Mr Sides</p> <p>3.1 That pursuant to Division 6, clause 14 of the Melbourne City Council's Conduct of Meetings Local Law 2001, the provisions of the Local Law be suspended for the duration of the meeting of the Inner Melbourne Action Plan Implementation Committee.</p> <p>A vote was taken and the MOTION was CARRIED</p>
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ITEMS

4	<p>Confirmation of Minutes</p> <p>MOVED Cr Ullin / Cr Morton</p> <p><u>Recommendation</u></p> <p>4.1 That the IMAP Implementation Committee resolves to confirm the minutes of the IMAP Implementation Committee held on 30 May 2008.</p> <p>A vote was taken and the MOTION was CARRIED</p>
5.	<p>Business Arising</p> <p>The IMAP Implementation Committee noted that:</p> <p>NOTED</p> <p><u>Recommendation</u></p> <p>5.1 That the IMAP Implementation Committee resolves to note the actions undertaken in response to business arising from the minutes of the IMAP Implementation Committee held on 30 May 2008.</p> <p>A vote was taken and the MOTION was CARRIED</p>
6.	<p>Budget (Attachment 3)</p> <p>Geoff Lawler clarified that the Budget presented was from the City of Melbourne at transfer of funds stage.</p> <p>MOVED Mr Lawler / Mr Sides</p> <p><u>Recommendation</u></p> <p>6.1 That the IMAP Implementation Committee resolves to receive the City of Melbourne Financial Statement for the 2007-2008 financial period</p> <p>A vote was taken and the MOTION was CARRIED</p>
7.	<p>Progress Report</p> <p>NOTED</p> <p>MOVED Cr Morton / Mr Sides</p> <p><u>Recommendation</u></p> <p>7.1 That the IMAP Implementation Committee resolves to note the IMAP Progress Report August 2008.</p> <p>A vote was taken and the MOTION was CARRIED</p>
8.	<p>IMAP Communications (Attachment 5) – Implementation Officer</p> <p>Geoff Lawler clarified that future Branding must represent the 4 IMAP Councils and the Action Plan.</p> <p>MOVED Mr Lawler / Mr Sides</p> <p><u>Recommendation</u></p> <p>8.1 That the IMAP Implementation Committee resolves to:</p> <p>(a) Note the progress of the Website development and the initiation of other communication related initiatives</p> <p>(b) Support the development of an IMAP Communications Strategy that expands upon and incorporates the existing <i>Communications and Media Protocol</i>.</p> <p>(c) Approve the Design quotations for \$3586 (inc GST) and \$6032 (inc GST) to progress the development of Branding and Website material and Annual Report respectively.</p> <p>(d) Accept the next 2 revised IMAP Implementation Committee dates.</p> <p>A vote was taken and the MOTION was CARRIED</p>

9.	<p>Ministerial Briefing - Judy Morton</p> <p>NOTED (Note: Cr Ng was an apology at the Briefing)</p> <p>Actions: IMAP Implementation Officer to follow-up with the Minister for Public Transport and the Arts, Chief of Staff in respect to a joint meeting to initiate a Tram Strategy.</p> <p>IMAP Implementation Officer to meet with Yarra Trams.</p>
10.	<p>Governance Evaluation Report (Attachment 6) – Cr Cribbes</p> <p><u>Discussion</u></p> <ul style="list-style-type: none"> • Mayors Forum will be replaced by Annual Forum (doesn't preclude the Mayors getting together independently) • CEO Forum will be retained • Operating Protocols to be reviewed for simplification • Communication weakness identified at 3rd Manager level <ul style="list-style-type: none"> ○ Co-ordinator / Champion to be appointed at each Council <ul style="list-style-type: none"> ○ City of Port Phillip – George Borg ○ City of Yarra – Bruce Phillips ○ City of Stonnington – Kelly Martini ○ City of Melbourne – Geoff Robinson <p>MOVED Mr Spokes / Mr Lawler</p> <p><u>Recommendation</u></p> <p>10.1 That the IMAP Implementation Committee resolves to:</p> <p>(a) approve the minutes of the Sub-group Meeting held 24 July governance and relationships' report</p> <p>(b) support the progress of priority actions identified by the sub-group</p> <p>A vote was taken and the MOTION was CARRIED</p>
11.	<p>Melbourne 2030 Introduction of DACs (Attachment 7) – Judy Morton</p> <p><u>Discussion</u></p> <p>Mr Bruce Phillips spoke to the Briefing paper on Development Approval Committees stating it was to highlight opportunities for collaboration and suggested that it may be useful to form a sub-group for further discussion.</p> <p>Mr Geoff Lawler commented the emphasis of item 3 of the Briefing Paper is slightly incorrect. "IMAP was developed with support from State Government and by the 4 councils".</p> <p><i>3. IMAP was developed to respond to issues that must be addressed to achieve the aims of Melbourne 2030. Each proposed action (57 in total) has a reference to relevant Melbourne 2030 initiatives.</i></p> <p>Mr Geoff Lawler reiterated that all material presented to and tasks undertaken by the IMAP Implementation Committee should be directly related to the IMAP Action Plan and that DACs do not fall within the scope of the Plan.</p> <p>Having the discussion is a good initiative; however any changes to IMAP's current priorities will require something to drop off the priority list.</p> <p>Mr Julian Hill commented in relation to DACs; more information will be forthcoming from State Government following a forum in September. Legislation will be introduced in 2009.</p> <p>Mr Claude Ullin commented that the Minister invited discussion on this topic and in response to this informal invitation the Cities of Bayside, Booroondara and Stonnington will meet with the Minister during September to discuss their issues.</p> <p>Mr David Spokes commented that it would be appropriate to raise this topic at the next Inner South Metropolitan Mayors Forum</p>

MOVED Cr Morton / Cr Ullin

Recommendation

11.1 That the IMAP Implementation Committee resolves to:

- (a) **Establish** a sub-group to discuss, identify and prioritise IMAP actions that would be 'best suited' to State Government support.
- (b) **Support** the development of a prioritised 'action list' to proactively present to State Government (responding to AEG acknowledgements of IMAP and State Government's 'offer' of developing a strong partnership, financial support and coordination assistance for IMAP councils).

A vote was taken and the MOTION was CARRIED for Recommendations (a) and (b)

- (c) **Support** further discussions to identify the impacts of DACs and identify issues and opportunities.

Recommendation (c) was not supported

Actions:

IMAP Implementation Officer to coordinate a sub-group meeting to discuss, identify and prioritise IMAP actions that would be 'best suited' to State Government support.

The sub-group to report to the next CEO Forum in early 2009.

Recommendation (c) to be raised at the Inner South Metropolitan Mayors Forum

12. Building Heights (Attachment 8) – Judy Morton

Mr Bruce Phillips commented that the Briefing paper is being presented today to highlight opportunities for a regional consistent approach to building heights in light of discussions with Mr Rob Adams.

Mr Geoff Lawler reiterated that all material presented at the quarterly IMAP Implementation Committee meetings should be directly related to the IMAP Action Plan.

Mr Hadley Sides supported further discussion and suggested referring the discussion to the Inner South Metropolitan Mayors Forum as a priority. Mr Claude Ullin agreed with the concept and also supported proceeding with further discussions.

Mr Julian Hill questioned item 5 and whether Rob Adams is advocating mandatory heights (not one size fits all) and commented that other factors need to be considered e.g. urban design

5. Professor Rob Adams indicated his support for the notion of simplifying planning controls through mandatory maximum height controls and believes that this is not just a process issue but an opportunity to achieve sustainable urban development through facilitating intensification of development in public transport rich corridors.

The Inner Regional Housing Statement was noted to be relevant

MOVED Cr Ullin / Cr Morton

Recommendation

12.1 That the IMAP Implementation Committee resolves to:

- (a) **Support** the proposition that mandatory maximum building height controls are a legitimate planning approach which will simplify the system, reduce workloads, reduce ambit claims and increase certainty for all stakeholders.
- (b) **Establish** a sub-group to follow up on the topic of mandatory maximum building heights. This should include the investigation of potential case studies for the integration of built form controls along key transport corridors in the IMAP area.
- (c) **Support** in principle, high level conversations with State Government (specifically DPCD, Victorian Government Architect and the Planning Minister).
- (d) When appropriate, **support** a deputation with the Minister for Planning.

Actions:

IMAP Implementation Officer to coordinate a sub-group meeting of relevant Director from each council to explore opportunities and test the appropriateness of mandatory maximum building heights along transport corridors. This should include the investigation of potential case studies for the integration of built form controls along key transport corridors in the IMAP area (not exclusive to heights). Note: May choose to

progress discussions with Darebin and Moreland.

The sub-group to report to the next CEO Forum in early 2009.

To be raised at the Inner South Metropolitan Mayors Forum by IMAP Committee representatives

13. Action 2.5 Bicycle Network ([Attachment 9](#)) – Haig Poulson

Discussion

- The recommendation of employing a dedicated officer was supported by the Committee
- Cr Judy Morton questioned Department of Transport's (DoT) role
- Ms Jill Earnshaw (DoT) commented:
 - concurred that work on developing consistent standards was needed
 - will take back recommendation to DoT
 - agreed to report back next meeting on way forward (31 Oct)
- Cr Judy Morton commented that Minister Kosky was interested in traffic / people flow in and out of IMAP region at recent Briefing
- General discussion on where movements are coming from - 43% increase in bike numbers (67% increase from North) - next survey in September 08
- Julian Hill - Journey to Work data available / Treasury Department interested in the cost of getting people onto bikes (and out of cars) - (Opportunity for IMAP to feedback information back to Treasury Department)
- The amount of \$40K was tabled for a dedicated resource - suggest 2 days per week for 3/4 months with focus on the development of Bicycle Accounts (evaluation to identify benefits and guide future implementation) and development of Standard Treatments
- Build on positive relationships between IMAP Councils, VicRoads and DoT to continue collaboration and leadership of this initiative
- Partners to work together to encourage 'mindshift' of cycling - increase PR and education

MOVED Mr Lawler / Mr Sides

Recommendation

13.1 That the IMAP Implementation Committee resolves to:

- (a) **Advocate** the IMAP Bicycle Network as described in "Bicycle Victoria's Review of the Priority Bike Route Network for IMAP" (January 2008) to VicRoads and the Department of Transport, at the highest management level.
- (b) **Advocate** the need for VicRoads and the Department of Transport to take the lead in undertaking research into the development of high quality standardised separation and delineation bicycle treatments that must be implemented within the inner city to ensure that the existing growth in bicycle usage can be sustained in a safe manner.
- (c) **Support** the employment of a dedicated IMAP bicycle officer to facilitate actions such as the development of the Bicycle Account and the development of the Project Plan
- (d) **Endorse** the selection of priority routes adopted by the working group as the major connections between the municipalities that require implementing and or upgrading, using the various hierarchy of measures identified in this report or that will be developed by research to be undertake by VicRoads; and,
- (e) **Support** the development of a program of improving the quality and amount of data and research on cycling in Melbourne, including bicycle facilities design and information sharing.

A vote was taken and the MOTION was CARRIED

Action:

Ms Jill Earnshaw (DoT) agreed to report back next IMAP Implementation Committee meeting on way forward (31 Oct)

14. Action 3.3 Regional Parking ([Attachment 10](#)) – Hadley Sides

Discussion

- Pricing policies will be difficult to develop
- Many different models exist across councils – data is required to understand economics and efficiencies

- Suggest that priorities are discussed at next CEO Forum
- May be difficult to reach consensus across elected representatives
- State Government includes parking in *Keeping Melbourne Moving* with a focus on Activity Centres
- DoT would welcome working with councils in a more targeted way

MOVED Cr Ullin / Mr Sides

Recommendation

- 14.1 That the IMAP Implementation Committee resolves to **note** the Progress Report for Action 3.3 Regional Approach to Parking.

A vote was taken and the MOTION was CARRIED

15. Action 9.1 Regional Sustainability Targets (Attachment 11) – Alex Fearnside / Michaela Lang

Discussion

- Information gathered to date has been difficult to grasp
- Targets are less important than methodologies
- An audit is required to identify the different methodologies and models being used
- Suggest not getting caught in the detail – understand the story we want to tell first, then indicators will emerge and a vision will develop
- Suggest exploring the research that the Inner South Metropolitan Mayors Forum group are undertaking - commonality will exist for IMAP region and gaps can be identified

MOVED Mr Sides / Cr Morton

Recommendation

- 15.1 That the IMAP Implementation Committee resolves to **note** current progress and **approve** the process and direction of the working group identified above.

A vote was taken and the MOTION was CARRIED

16. Action 9.3 Water Sensitive Urban Design (Attachment 12) - Sherry Hopkins / Sheridan Blunt

Mr Chris Chesterfield from Melbourne Water complimented IMAP on the fantastic work undertaken and presented today. He acknowledges the contribution and leadership of IMAP councils and supports maintaining the great partnership between Melbourne Water and IMAP councils.

Mr Hadley Sides commented that the priority is to now include WSUD in the Planning Scheme and requested that Melbourne Water advocate on IMAP's behalf to DPCD. Melbourne Water accepted this request

MOVED Cr Ullin / Cr Morton

Recommendation

- 16.1 That the IMAP Implementation Committee resolves to:
- Seek approval of the Model WSUD Guidelines from Melbourne Water.
 - Subject to Melbourne Water approval, endorse the *Model WSUD Guidelines* for each IMAP Council to localise and adopt for their own use.
 - Request that a report be presented back at an IMAP Committee meeting in early/mid 2009 on the implementation of the WSUD Guidelines and the practicality of the proposed Local Planning Policy
 - Request MW to advocate on behalf of IMAP

A vote was taken and the MOTION was CARRIED

Actions:

IMAP Implementation Officer to formally request approval of the Model WSUD Guidelines from Melbourne Water

CONFIDENTIAL ITEMS

Meeting to be closed in accordance with Sections 89 (2) (d,e,f,h) of the Local Government Act (1989)

17. None listed

OTHER BUSINESS

18.	• None
19.	Next Meeting Friday 31 October (8.00am) City of Stonnington (Prahran)

As there was no further business, the meeting was closed at **10.00 am**

Confirmed: **Next meeting 31 October 2008**

Chairperson: Cr Janet Cribbes _____

RESOLUTIONS

1.1	That the IMAP Implementation Committee resolve to appoint Cr Janet Cribbes as the Chair of the meeting.
2.1	That the IMAP Implementation Committee resolve to note the following apologies: Cr Catherine Ng, Chair Planning Committee, City of Melbourne Andi Diamond – Chief Executive Officer, City of Yarra Geoff Millar - Department of Innovation, Industry and Regional Development
3.1	That pursuant to Division 6, clause 14 of the Melbourne City Council's Conduct of Meetings Local Law 2001, the provisions of the Local Law be suspended for the duration of the meeting of the Inner Melbourne Action Plan Implementation Committee.
4.1	That the IMAP Implementation Committee resolve to confirm the minutes of the IMAP Implementation Committee held on 30 May 2008.
5.1	That the IMAP Implementation Committee resolve to note the actions undertaken in response to business arising from the minutes of the IMAP Implementation Committee held on 30 May 2008.
6.1	That the IMAP Implementation Committee resolves to receive the City of Melbourne Financial Statement for the 2007-2008 financial period.
7.1	That the IMAP Implementation Committee resolves to note the IMAP Progress Report August 2008.
8.1	That the IMAP Implementation Committee resolves to: a) Note the progress of the Website development and the initiation of other communication related initiatives b) Support the development of an IMAP Communications Strategy that expands upon and incorporates the existing <i>Communications and Media Protocol</i> . c) Approve the Design quotations for \$3586 (inc GST) and \$6032 (inc GST) to progress the development of Branding and Website material and Annual Report respectively. d) Accept the next 2 revised IMAP Implementation Committee dates
10.1	That the IMAP Implementation Committee resolves to: a) approve the minutes of the Sub-group Meeting held 24 July governance and relationships' report b) support the progress of priority actions identified by the sub-group
11.1	That the IMAP Implementation Committee resolves to: a) Establish a sub-group to discuss, identify and prioritise IMAP actions that would be 'best suited' to State Government support. b) Support the development of a prioritised 'action list' to proactively present to State Government (responding to AEG acknowledgements of IMAP and State Government's 'offer' of developing a strong partnership, financial support and coordination assistance for IMAP councils).
12.1	That the IMAP Implementation Committee resolves to: a) Support the proposition that mandatory maximum building height controls are a legitimate planning approach which will simplify the system, reduce workloads, reduce ambit claims and increase certainty for all stakeholders. b) Establish a sub-group to follow up on the topic of mandatory maximum building heights. This should include the investigation of potential case studies for the integration of built form controls along key transport

	corridors in the IMAP area.
c)	Support in principle, high level conversations with State Government (specifically DPCD, Victorian Government Architect and the Planning Minister).
d)	When appropriate, support a deputation with the Minister for Planning.
13.1	That the IMAP Implementation Committee resolves to:
(a)	Advocate the IMAP Bicycle Network as described in "Bicycle Victoria's Review of the Priority Bike Route Network for IMAP" (January 2008) to VicRoads and the Department of Transport, at the highest management level.
b)	Advocate the need for VicRoads and the Department of Transport to take the lead in undertaking research into the development of high quality standardised separation and delineation bicycle treatments that must be implemented within the inner city to ensure that the existing growth in bicycle usage can be sustained in a safe manner.
c)	Support the employment of a dedicated IMAP bicycle officer to facilitate actions such as the development of the Bicycle Account and the development of the Project Plan.
d)	Endorse the selection of priority routes adopted by the working group as the major connections between the municipalities that require implementing and or upgrading, using the various hierarchy of measures identified in this report or that will be developed by research to be undertake by VicRoads.
e)	Support the development of a program of improving the quality and amount of data and research on cycling in Melbourne, including bicycle facilities design and information sharing.
14.1	That the IMAP Implementation Committee resolves to note the Progress Report for Action 3.3 Regional Approach to Parking.
15.1	That the IMAP Implementation Committee resolves to:
a)	Seek approval of the Model WSUD Guidelines from Melbourne Water.
b)	Subject to Melbourne Water approval, endorse the <i>Model WSUD Guidelines</i> for each IMAP Council to localise and adopt for their own use.
c)	Request that a report be presented back at an IMAP Committee meeting in early/mid 2009 on the implementation of the WSUD Guidelines and the practicality of the proposed Local Planning Policy
d)	Request MW to advocate on behalf of IMAP

ACTIONS PUBLIC RECORD

29 August 2008 – Meeting number 11

Responsibility	Item	Action	Due
IMAP Implementation Officer	9	IMAP Implementation Officer to follow-up with the Minister for Public Transport and the Arts, Chief of Staff in respect to a joint meeting to initiate a Tram Strategy (from Ministerial Briefing).	31 October
IMAP Implementation Officer	9	IMAP Implementation Officer to meet with Yarra Trams.	31 October
IMAP Implementation Officer	11	IMAP Implementation Officer to coordinate a sub-group meeting to discuss, identify and prioritise IMAP actions that would be 'best suited' to State Government support.	31 October
IMAP Committee	11	The sub-group to report to the next CEO Forum in early 2009.	31 October
IMAP Committee	11	Recommendation (c) to be raised at the Inner South Metropolitan Mayors Forum.	31 October
IMAP Implementation Officer	12	IMAP Implementation Officer to coordinate a sub-group meeting of relevant Director from each council to explore opportunities and test the appropriateness of mandatory maximum building heights within transport corridors. This should include the investigation of potential case studies for the integration of built form controls along key transport corridors in the IMAP area (not exclusive to heights). <i>Note: May choose to progress discussions with Darebin and Moreland.</i>	31 October
IMAP Committee	12	The sub-group to report to the next CEO Forum in early 2009.	31 October
IMAP Committee	12	To be raised at the Inner South Metropolitan Mayors Forum by IMAP Committee representatives.	31 October
Ms Jill Earnshaw	13	Ms Jill Earnshaw (DoT) agreed to report back next IMAP Implementation Committee meeting on way forward (31 Oct).	31 October
IMAP Implementation Officer	16	IMAP Implementation Officer to formally request approval of the Model WSUD Guidelines from Melbourne Water	31 October

IMAP Implementation Committee

Business Arising

Chief Executive Officer/Senior Manager's Forum Action Items (18 April 2008)

Responsibility	Action	Due	Progress
Action 6.3 Working Group	Progress actions contained in the approved project brief	29 Aug 08	In progress See Agenda item 12
Action 6.3 Working Group	Prioritise ICEP Recommendations five and six for action	29 Aug 08	In progress See Agenda item 12
IMAP Implementation Officer	Progress development of the IMAP website incorporating Wiki technology	TBD	Complete See Agenda item 8
IMAP Implementation Officer	Progress arrangements for a Mayor and Councillors' Forum	TBD	To be progressed Proposed Feb 09

IMAP Implementation Committee Action Items (30 May 2008)

Responsibility	Action	Due	Progress
IMAP Implementation Officer	Progress the Evaluation of IMAP Governance and Relationships	Ongoing	In Progress See Agenda item 8
IMAP Implementation Officer	Progress the IMAP website pending quotes	TBD	Complete See Agenda item 8

IMAP Implementation Committee Action Items (29 August 2008)

Responsibility	Action	Due	Progress
IMAP Implementation Officer	<i>Minister Kosky Briefing</i> IMAP Implementation Officer to follow-up with the Minister for Public Transport and the Arts, Chief of Staff in respect to a joint meeting to initiate a Tram Strategy (from Ministerial Briefing).	31 Oct 08	Complete
IMAP Implementation Officer	<i>Minister Kosky Briefing</i> IMAP Implementation Officer to meet with Yarra Trams.	31 Oct 08	Complete
IMAP Implementation Officer	<i>Melbourne 2030 Introduction of DACs</i> IMAP Implementation Officer to coordinate a sub-group meeting to discuss, identify and prioritise IMAP actions that would be 'best suited' to State Government support.	31 Oct 08	In Progress
	<i>Melbourne 2030 Introduction of DACs</i> The sub-group to report to the next CEO Forum in early 2009	2009	In Progress
	<i>Melbourne 2030 Introduction of DACs</i> Recommendation (c) to be raised at the Inner South Metropolitan Mayors Forum	31 Oct 08	In Progress
	<i>Building Heights</i> IMAP Implementation Officer to coordinate a sub-group meeting of relevant Director from each council to explore opportunities and test the appropriateness of mandatory maximum building heights within transport corridors. This should include the investigation of potential case studies for the integration of built form controls along key transport corridors in the IMAP area (not exclusive to heights). <i>Note: May choose to progress discussions with Darebin and Moreland</i>	31 Oct 08	In Progress
	<i>Building Heights</i> The sub-group to report to the next CEO Forum in early 2009.	31 Oct 08	In Progress

	<i>Building Heights</i> To be raised at the Inner South Metropolitan Mayors Forum by IMAP Committee representatives.	31 Oct 08	In Progress
	<i>Action 2.5 Bicycle Network</i> Ms Jill Earnshaw (DoT) agreed to report back next IMAP Implementation Committee meeting on way forward (31 Oct).	31 Oct 08	In Progress
	<i>Action 9.3 Water Sensitive Urban Design</i> IMAP Implementation Officer to formally request approval of the Model WSUD Guidelines from Melbourne Water	31 Oct 08	Complete

Correspondence

From	Regarding
Melbourne Water (07/10/08)	Letter of Support for WSUD Model Guidelines
To	Regarding
Melbourne Water (08/09/08)	Request for endorsement of WSUD Model Guidelines
Minister Kosky (08/09/08)	Thank you for meeting with IMAP delegation



Inner Melbourne Action Plan
'Making Melbourne More Liveable'



Enquiries: Alison Fitzgerald
Postal Address: PO Box 168 Richmond 3121
Telephone: 9205 5039
File Ref: F08/7

8 September 2007

Mr Chris Chesterfield
General Manager Waterways
Melbourne Water
PO Box 4342
Melbourne VIC 3001

Dear Chris

**Inner Melbourne Action Plan (IMAP) Water Sensitive Design Model Guidelines
Endorsement**

Thank you for attending the Inner Melbourne Action Plan (IMAP) meeting 29 August 2008 and your kind words supporting the ongoing relationship between Melbourne Water and IMAP.

IMAP represents shared solutions and a collaborative integrated approach to respond to the inner Melbourne region's needs and issues. With a focus on 'liveable communities', one of IMAP's key strategic directions is the Environment, reflected in Strategy 9:

'Substantially improve the environmental performance of the inner Melbourne region'.

Under this Strategy, Action 9.3 seeks the widespread implementation of 'water sensitive urban design' practices in the region as a means of addressing water efficiency and improving catchment water quality and aquatic habitats.

The IMAP Action 9.3 Working Group has recently developed Water Sensitive Urban Design (WSUD) Model Guidelines to provide strategic advice and practical knowledge to implement WSUD. Acknowledging the applicability of the Guidelines to all of metropolitan Melbourne, the Guidelines have been sponsored by Melbourne Water and written as a 'model' for any metropolitan Council to adapt the document to their needs. The Guidelines were presented and endorsement by the IMAP Implementation Committee at its meeting on 29 August 2008, at which you were present.

The WSUD Model Guidelines address an existing gap relating to how Councils, site managers and developers select WSUD treatments to meet state government best practice standards for stormwater treatment.

The Model Guidelines are presented in 5 parts:

1. WSUD Policy Commitment
2. Getting WSUD on the Ground
3. Case studies
4. Fact Sheets
5. Glossary

The IMAP Action 9.3 Working Group has also developed a Local Planning Policy for Water Sensitive Urban Design to apply to planning applications for new buildings, excluding extensions to buildings or conversions of commercial or industrial buildings. The Model Guidelines will act as a reference document for the Local Planning Policy to be trialled by IMAP Councils.

At the IMAP meeting it was resolved to seek Melbourne Water approval of the WSUD Model Guidelines, and that subject to this approval, the Guidelines would be made available for each IMAP Council to localise and adopt for their own use. On this basis, the IMAP Group of Councils seeks Melbourne Water endorsement of the WSUD Model Guidelines as a key player and partner to councils in the delivery of WSUD solutions.

IMAP looks forward to receiving Melbourne Water's endorsement of the WSUD Model Guidelines as a 'matter of priority' and values the ongoing opportunity to work with Melbourne Water in the future to progress issues of mutual interest.

Yours sincerely

ALISON FITZGERALD
IMAP IMPLEMENTATION OFFICER

7 October 2008

Alison Fitzgerald
IMAP Implementation Officer
PO Box 168
RICHMOND VIC 3121

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Melbourne Water Corporation
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100 Wellington Parade
East Melbourne 3002 Victoria
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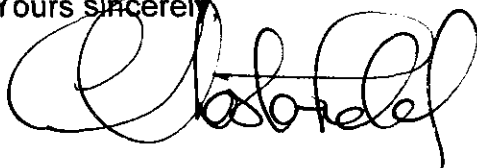
Dear Alison,

Thank you for your letter 8 September 2008 requesting our endorsement of Inner Melbourne Action Plan (IMAP) Water Sensitive Design Model Guidelines. It gives me great pleasure to write in support of this IMAP project.

The work done by the IMAP Action 9.3 Working Group to develop Water Sensitive Urban Design (WSUD) Model Guidelines is a critical component of the work needed to make Melbourne a more sustainable city. We acknowledge the applicability of the Guidelines to all of metropolitan Melbourne, and we will endeavour to develop them further for this purpose following the trial by IMAP Councils.

The work your councils have done to create the Guidelines is at the forefront of best practice. We value the relationship and look forward to working with you on implementation.

Yours sincerely



CHRIS CHESTERFIELD
GENERAL MANAGER, WATERWAYS



Inner Melbourne Action Plan
'Making Melbourne More Liveable'



Enquiries: Alison Fitzgerald
Telephone: 9205 5039
File Ref: F08/7

8 September 2007

The Hon. Lynne Kosky, MP
Minister for Public Transport and The Arts
GPO Box 2797
Melbourne VIC 3000

Dear Minister

Inner Melbourne Action Plan (IMAP)

Thank you for meeting with the delegation from the Inner Melbourne Action Plan partner councils on 27 August 2008. We appreciated the opportunity to discuss with you the mutual opportunities for collaborative action on public transport in the inner Melbourne region.

IMAP represents shared solutions, a productive relationship and a formally endorsed agreed structure that delivers an integrated response to opportunities and challenges within the inner Melbourne region. With a focus on 'liveable communities', one of IMAP's key strategic directions is Transport & Connectedness. Under this direction, IMAP strategies and corresponding actions specifically relating to public transport, congestion, walking and cycling align closely with the objectives and deliverables of State Government.

We agree that open communication between IMAP council and State Government partners is vital to improve public transport outcomes. Accordingly, IMAP accepts your invitation to work with the State Government on the development of a Tram Strategy and in general continuing our relationship and interaction with the Department of Transport. An opportunity also exists to explore links to the IMAP Wayfinding Signage Project, currently underway.

The IMAP councils look forward to working with you in the future to progress issues of mutual interest.

Yours sincerely

CR JUDY MORTON
MAYOR
CITY OF YARRA

cc Jill Earnshaw, Department of Transport
cc Geoff Lawler, City of Melbourne

IMAP Implementation Committee**Quarterly Financial Report****30 September 2008**

BACKGROUND

1. The IMAP budget was last noted at the CEO and Senior Management Forum in April 2008.
2. The IMAP finances were successfully transferred from the City of Melbourne to the City of Yarra at the end of the financial year and the 07-08 Financial Statement was presented to the IMAP Implementation Committee 29 August 08.
3. At transfer, the balance of the account stood at \$144,476.73.

DISCUSSION**INCOME**

4. **1st quarter** 2008 / 2009 - Income of \$144,476.73 (as at 1 July 2008) was received (transfer from the City of Melbourne).
5. **2nd quarter** 2008 / 2009 - Income of \$680,476 is expected to be received.
6. **Total Income** 2008 / 2009 of \$827,476 is expected to be received (Total Income 07-08 was \$397,954)

EXPENDITURE

7. **1st quarter** 2008 / 2009 – Expenditure of \$1,422
8. **2nd quarter** 2008 / 2009 - Expenditure is expected to be \$120,790
9. **Total Expenditure** 2008 / 2009 - expected to Total \$221,798 (Total Expenditure 07-08 was \$313,875)
Expenditure includes:
 - completion of Action 9.6
 - Annual Report 07-08
 - Website development and training
 - Printing of Tourism Map – 2nd print run
 - Design, photography, Communications work
10. A complete Expenditure forecast for the remainder of 2008-2009 will be undertaken during November / December to provide information for individual council budgeting and capital works processes. A report will be provided to IMAP CEO's in late 2008.

RECOMMENDATION

11. That the IMAP Implementation Committee resolves to:
 - **receive** the IMAP Financial Report for the 1st Quarter 2008-2009

Innner Melbourne Action Plan - Budget 2008 / 09				Attachment 3a
	YTD	Committed	Forecast	Comments
	1st Quart	2nd Quart	TOTAL	
	30/09/08	31/12/08	2008 / 09	
Opening Surplus - 1 July 2008	144,476	144,476	144,476	
Income				
Sundry	0	80,000	80,000	4x \$20K IMAP Council Partner Contributions
Action 11.1 & 11.2 Tourism Programme	0	40,000	40,000	Contributions from IMAP Council Partners
Action 2.2 Pedestrian Wayfinding Project	0	133,000	133,000	Contributions from IMAP Council Partners
Action 2.4 Greenlight Project	0	72,000	72,000	Contributions from IMAP Council Partners
DOI (LAAP) - Action 2.2 Pedestrian Wayfinding Project	0	53,500	133,000	LAAP Funding
DOI (LAAP) - Action 2.4 Regional Greenlight Project	0	157,500	225,000	LAAP Funding
Total Operating Income	144,476	680,476	827,476	
Expenditure				
IMAP Actions				
Action 2.2 Pedestrian Wayfinding Signage	0		266,000	Committed Expenditure 08/09
Action 2.4 Regional Greenlight Project	0		297,000	Committed Expenditure 08/09
Action 2.5 Bicycle Network	0			
Action 3.3 Regional Parking	0			
Action 5.2 Affordable Housing (Overlay) project	0			
Action 6.3 Managing Conflict in Activity Centres	0			
Action 7.7 Universities & Regional Development	0			
Action 9.1 Regional Sustainability Targets	0			
Action 9.6 Recycled Water on Parks	0	51,578	51,578	Committed Expenditure 08/09
Actions 10.1 / 10.4 Open Space	0			
Action 11.1 & 11.2 Tourism Program	860	39,140	40,000	Committed Expenditure 08/09
	860		654,578	
Other Expenditure				
Annual Report	0	5,000	5,000	Annual Report 07-08 Design / Print
Comms / Photography / PR / Design	0	2,800	5,000	Website design, Photography, Banners
Printing, Copying & Fax	0	1,000	4,000	Estimated cost
Stationary	0	272	1,000	Estimated cost
General Admin Expenses	0	500	2,000	Sundry Items
Telephone	0	400	800	Mobile expenses - Implementation Officer
Website Development	0	15,000	15,000	Website Initial Development
Training (Wiki)	0	4,000	5,000	Training for Working Groups + Administrator
Website Maintenance / Server Hosting	62	600	2,400	Annual Cost
Conference & Courses	0	0	1,000	Mainstreet Australia Conference
Annual Forum	0	0	3,000	IMAP Annual Forum (Feb/March 09)
Interstate Travel	0	0	1,000	Mainstreet Australia Conference
Catering	500	500	2,000	IMAP Meetings
Legal Services	0	0	2,000	Estimated cost
Total Operating Expenditure	562		49,200	
Surplus (Deficit)	143,054		123,698	
	1st Quart		2008 / 2009	
Note: Salaries & Wages costs (met by City of Yarra as host council)				

IMAP Progress Report - October 2008

Current Projects

Completed

Action 1.1 Statement of Significance
 Action 2.2 Coordinated pedestrian and public transport Signage (Wayfinding) Stg 1 Action 2.3 Bicycle Network Legibility
 Action 2.4 Walking links and pedestrian priority areas (Greenlight) Stg 1
 Action 7.4 Regional Economic Development Statement
 Action 9.3 Water Sensitive Urban Design
 Action 11.1 Inner Melbourne Map
 Action 11.2 Regional Tourism Program

In Progress

<p>Action 2.2 Inner Region Wayfinding Project Introduce consistent and informative pedestrian signage across the IMAP region that will include indicative walking times and public transport information.</p> <p><i>Led by CoM – Ian Dryden</i> <i>Project Managed by Dan Costa (CoM)</i></p>	<p>Stage 1 (Investigation) COMPLETED</p> <p><u>Progress</u> Stage 2 has commenced and includes the design, manufacturing and installation of consistent signage as a demonstration project.</p> <ul style="list-style-type: none"> • Funding of \$133,500 for Stage 2 was approved by DoT 11 August 2008 • Documentation for the signs was produced in December 2007. A meeting with Bruce Herbes (co-author of documentation) was held 28 October to progress design and confirm locations of signs and types of signs as per original document. • DoT has been invoiced for their 1st instalment and partnering councils will be invoiced early November for their committed contributions. • Tendering for sign manufacture October 2008. • An Action Plan with Milestones has been developed and will be presented to the working group 6 November
<p>Action 2.4 Regional Greenlight Project A regional approach to investigating new pedestrian safety options.</p> <p><i>Led by CoPP – Meg Selman</i></p>	<p>Stage 1 (Investigation) COMPLETED</p> <p><u>Progress</u> Stage 2 (implementation) has commenced jointly with partners DoT and VicRoads to undertake pedestrian light changes to 20 demonstration sites across the IMAP region.</p> <ul style="list-style-type: none"> • Vic Roads are working to a schedule and expect completion of all sites January 2009. • Funding of \$225,000 for Stage 2 was approved by DoT 11 August 2008 • DoT has been invoiced for their 1st instalment and partnering councils will be invoiced early November for their committed contributions. • A Working Group meeting was held 23 October to provide VicRoads an opportunity to present an update of schedule and progress discussion of Stage 3- Evaluation • A Project Brief for Evaluation will be drafted during November.

<p>Action 2.5 'Bicycle Network' Review the Principal Bicycle Network (PBN) and work with VicRoads to complete the project within 5 years</p> <p><i>Led by CoM - Haig Poulson</i></p>	<p>A recommendation was supported by the IMAP committee in February 2008 to re-evaluate the scope of this action to reflect the needs identified in the report produced in action 2.3 (Bicycle Victoria's 'Review of the Priority Bike Route Network for IMAP' Jan 2008).</p> <p><u>Progress</u></p> <ul style="list-style-type: none"> • The Working Group met to prioritise actions (May 08) and to re-scope the project (August 08). • Briefing Paper presented at 29 August IMAP Committee Meeting • Working Group scheduled to meet 12 November to progress the initiative of employing a dedicated IMAP bicycle officer to facilitate actions such as the development of a Bicycle Account and Project Plan
<p>Action 3.3 Regional Approach to Parking Management Develop a consistent approach to parking management across the IMAP region based on the economic, environmental, streetscape and traffic impacts of different on and off-street car parking arrangements (including park and ride facilities).</p> <p><i>Led by CoS – Ian McLauchlan</i></p>	<p><u>Progress</u></p> <p>This project has commenced and an audit is being undertaken across the region to identify current parking status and gaps in order to obtain a shared understanding. It is envisaged that this information will assist in the development of 'guiding principles' and ultimately a 'work program'.</p> <ul style="list-style-type: none"> • Further to the last report on 29 August, the working group has met twice and work is progressing well with Stage 1 of the project. • The Gap Analysis has now been completed, and work is now being undertaken to agree on principles in the areas of : <ul style="list-style-type: none"> ○ Parking measures to mitigate car travel ○ Provision of Parking in new developments ○ Management of Existing Parking Supply • A more detailed progress report will be submitted at the conclusion of Stage 1 of the project, currently scheduled for week commencing 15 December 2008.
<p>Action 5.2 Affordable Housing</p> <p><i>Led by CoPP – Gary Spivak</i></p>	<p><u>Progress</u></p> <ul style="list-style-type: none"> • Following the 30 May IMAP Committee meeting, letters were sent to Ministers Wynne and Madden (23 July) providing the adopted principles, information on the proposal and requesting a joint briefing session. • Briefing session 31 July cancelled due to Parliamentary commitments. • Briefing session held 11 September with Ministers Wynne and Madden. The IMAP group was represented by Cr Janet Cribbes, Cr Judy Morton; Geoff Oulton, Bruce Phillips, Gary Spivak and Marcus Spiller, Director SGS Economics & Planning. The State government was represented by the two ministers, Prue Digby, Deputy Secretary Planning and Local Government, Margaret Crawford, Director of Housing, and numerous officers of DHS-Office of Housing, DPCD and Premier & Cabinet, including senior officers of DPC. • This meeting sought to have agreement only for further investigation in partnership with the State Government, potentially through a Business Case. However, the briefing session did not result in any position on this but rather that there will be a response.

	<ul style="list-style-type: none"> Major issues raised by Ministers were: <ul style="list-style-type: none"> How to respond to the opposition of peak bodies What incentives can be provided to offset the contributions The need for the overlay to be one of a range of strategies to address broader housing affordability The potential for rate offsets to be one incentive (this has never been a consideration in the proposal) The position of individual developers (after meeting the IMAP group felt that a further meeting including individual developers may be worthwhile). A Response letter is being prepared to address issues raised by the Ministers
<p>Action 6.3 Managing conflicts in Activity Centres - Manage the night time economy and residential development to minimise conflicts between residential, entertainment and commercial uses in and around Activity Centres.</p> <p><i>Led by CoY – Bruce Phillips Led by CoS - Steve Lardner</i></p> <p><i>Note: CoM managing research component in partnership with Deakin University</i></p>	<p>At the CEO Forum 18 April 08, it was agreed that IMAP should deliver and drive those ICEP recommendations for which the inner region councils are responsible. It was also agreed that the working group should prioritise progress on specific outputs for ICEP recommendations five and six:</p> <ul style="list-style-type: none"> <i>Recommendation 5 - Planning tools to enable councils to effectively manage cumulative impact.</i> <i>Recommendation 6 - Review of definitions in planning scheme and liquor licensing regulatory frameworks.</i> <p><u>Progress</u></p> <ul style="list-style-type: none"> A Discussion Paper has been drafted to present to the IMAP Committee 31 October with the view to confirming the direction of the Working Group and next steps 2 Planning 'tools' have been developed to conceptual stage (also being presented 31 Oct to initiate further discussion) <ul style="list-style-type: none"> Cumulative Assessment Impact Tool Precinct Profile In light of DPCD planning to undertake a review of licence types in early 2009, the working group will continue to investigate the application of criteria or grading to liquor licence and late night related uses. Information gathered in the review will result in the working group forming a position on planning scheme definitions and whether they should be amended.
<p>Action 9.1 Regional Sustainability Targets Establish common greenhouse emissions, water and waste targets and programs for the Inner Melbourne Region.</p> <p><i>Led by CoM – Alex Fearnside and Michaela Lang</i></p>	<p><u>Progress</u></p> <ul style="list-style-type: none"> A Briefing Paper was presented at 29 August IMAP Committee Meeting, current progress noted and the support given for the working group to proceed with current process and direction. The working group are now identifying the range of sustainability programs within the IMAP Councils and has noted that there were two areas to consider in progressing environmental targets (a) Council targets; and (b) community targets. The working group is focusing on establishing common reporting methodologies and synergies between environmental programs. To achieve this, the working group has agreed on five activities.

	<ul style="list-style-type: none"> ○ Progress an agreed regional methodology for measurement of municipal wide greenhouse, water and waste. ○ Advocate for Victorian Government and Federal Government leadership regarding supporting an agreed methodology for measurement of municipal wide greenhouse, water and waste. ○ Advocate for legislative change to facilitate improved data provision from water and energy providers, and regional waste management groups. ○ Provide an annual comparative regional greenhouse, water and waste map. ○ Commission an (annual) regional audit of municipal environmental community programs and to explore potential synergies.
<p>Action 9.3 Water Sensitive Urban Design Develop a regional approach to achieve water sensitive design through planning policy, information and design</p> <p><i>Led by CoM – Sheridan Blunt</i> <i>Led by CoY – Sherry Hopkins</i></p>	<p>COMPLETED <u>Progress</u></p> <ul style="list-style-type: none"> • At the IMAP Committee meeting 29 August 08, the <i>Model WSUD Guidelines</i> were adopted and subject to Melbourne Water approval, endorsed for each IMAP Council to localise and adopt for their own use. • Formal endorsement has been received from Melbourne Water and acknowledgement of the applicability of the Guidelines to all of metropolitan Melbourne. Melbourne Water will continue to work with the IMAP Councils on further development for the greater Melbourne region, following the trial of the <i>Model WSUD Guidelines</i> by the IMAP Councils. • A report will be presented back at the IMAP Committee in February/May 2009 on the implementation of the <i>Model WSUD Guidelines</i> and the practicality of the proposed <i>Local Planning Policy</i>.
<p>Action 9.6 Use of Recycled Water in Open Space</p> <p>Work collaboratively to reduce water use in Inner Melbourne parklands.</p> <p><i>Led by CoPP – Martin Hartigan</i></p>	<p><u>Progress</u></p> <ul style="list-style-type: none"> • A final workshop to assess the outcomes and make final amendments to the Draft Report was held 19th August. • The development of a regional cross—Council project to identify water efficiency opportunities and consider the most effective opportunities for use of non-potable water supplies has resulted in a Final Report completed by SKM consultants. • The Final report will be presented to the IMAP Implementation Committee 31 October 2008 for endorsement. This report includes budget and delivery components to undertake works in 2008-2009.
<p>Actions 11.1 / 11.2 Tourism Map and Program</p>	<p>IMAP Actions COMPLETED <u>Further Progress</u> Map Distribution</p> <ul style="list-style-type: none"> • Feedback from the Tourism Industry continues to be extremely positive with a 2nd print run scheduled for November 2008. • The map has replaced existing maps and is now featured in the Official Visitors' Guide and Cruise Guide for Melbourne (publications produced by Destination Melbourne). • Requests for the map are being received on a regular

	<p>basis from a range as diverse as church groups, education facilities to USA Military Agencies and a second print run of 100,000 is now being implemented</p> <ul style="list-style-type: none"> On 22 September, IMAP occupied a display booth at the Tourism Expo at Telstra Dome. The Expo hosted by Destination Melbourne and attended by approximately 350 industry members provided extremely positive feedback on the Map and corresponding regional itineraries. <p>Future Directions</p> <ul style="list-style-type: none"> The Working Group held a 'planning workshop' in Sept to agree on the key directions for the next 2 years <ul style="list-style-type: none"> Maintenance and sustainability of Map Commercial opportunities Roles & responsibilities (IMAP, Tourism Victoria, Destination Melbourne) Development of new initiatives to increase exposure and visitation of the inner Melbourne region. The working group will present a Discussion paper to the IMAP Committee 31 October with short term actions (Oct 08 – June 09) that include: <ul style="list-style-type: none"> Update the editorial promoting the inner Melbourne precincts on visitvictoria.com Ensure the sustainability and long term viability of the map Strengthen partnerships with Industry and key stakeholders Research including visitor profile and satisfaction and an update of the <i>Value of Tourism Research Report</i> (2007 data) Development of 1 day itineraries Preparation of a 3 year Business Plan (July 09 onwards) to include Advocacy, Linking Business and Industry, Communication, Visitor Services and Good Governance.
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Commencing 08 – 09

<p>Action 7.7 Universities and Regional Development</p> <p>Work collaboratively with universities and TAFE to define and develop a stronger role in regional development.</p>	<p>Not COMMENCED</p> <ul style="list-style-type: none"> Following the approval of the publication <i>Making Melbourne More Liveable - A Partnership for Regional Economic Prosperity</i> in May 2008 it was noted that IMAP's Action 7.7 'Universities and regional development' aligns closely with the strategies of the Office of Knowledge Capital. It was supported that Action 7.7 be included in the IMAP Three Year Implementation Plan (February 2008) and subsequent further investigation of partnerships with the Office of Knowledge Capital be undertaken. The Office of Knowledge Capital has invited IMAP to partner with them on the Councils Hosting Universities in Melbourne (CHUM) program and will present to the IMAP Committee 31 October 2008.
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<p>Action 10.1 Map the Regional Open Space and trail network identifying ownership, management responsibility, agreed function and gaps in open space and trails, and develop an implementation program for the development and extension of the network.</p> <p>10.4 Riparian Open Space Project. Identify and secure access (where possible) to protect land along the Yarra River and its tributaries to ensure continuous public access without compromising the ecological sustainability of remnant vegetation or habitat.</p>	<p><u>Progress</u></p> <ul style="list-style-type: none"> • The working group has drafted a Project Plan that combines Action 10.1 and 10.4 to include an audit of the regional open space and trail network (including riparian). • Work on this audit will include ownership identification, management responsibility, agreed function and gaps in open space and trails and will commence within the next month.
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IMAP Implementation Committee

Briefing Paper

IMAP Communications

Purpose

1. To advise the IMAP Implementation Committee of the progress of communication related initiatives.

Background / Discussion

2. The development of **IMAP 'branding'** has been completed with the following outcomes:
 - 2 'pull up' Banners already used at the Tourism Expo 22 September
 - Series of A3 promotional Boards used at the Tourism Expo 22 September
 - IMAP Letterhead and E-Bulletin format to be used for all internal and external correspondence
 - Website design – a series of complimentary colours and rotating photo banners
3. **Briefings** to build relationships and update on completed and current IMAP Actions have been provided to the following audiences:
 - Department of Innovation, Industry and Regional Development including Tourism Victoria and representatives from Policy Branch
 - Victorian Local Sustainability Advisory Committee (the Accord)
 - Tourism Victoria and Destination Melbourne
 - An abstract has been submitted to the Mainstreet Australia National Conference March 2009 (leveraging from success of Tourism Map and Regional Program)
4. Development of a **DRAFT IMAP Annual Report 07-08** has progressed (*attachment 5a*) for Committee's review. The Annual Report will provide a promotional vehicle to strengthen relationships, engage in high level discussions and potential funding:
 - Consultation has been undertaken with Working Group leaders to ensure project updates are accurate as of 30 June 2008. The attached Draft has been also circulated to all current working group members seeking final feedback
 - Distribution of the FINAL printed Annual Report will include Federal and State Government, Melbourne Metropolitan Councils and all IMAP Partners
5. A Brief to develop an **IMAP website** incorporating Wiki technology was approved at the IMAP CEO's Forum 18 April:
 - Mark Elliott from CollabForge was commissioned to develop the IMAP Website (developer of Future Melbourne Website) in August 08.
 - Development has been completed and the IMAP Implementation Officer has been trained as the administrator to populate the site with text, links and documents and coordinate training and access for working group members to the Wiki collaboration web during November
 - The Website will be 'launched' at the IMAP Implementation Committee meeting 31 October
 - Development of a 'contractual agreement' is currently being drafted for hosting of an independent server, training and help-desk assistance for a period of 12 months.
6. An IMAP Update has been developed and will be distributed to all Working Group members and partners following the launch of the Website in an effort to open up communication channels within councils and across councils.

Conclusion

7. The IMAP Website is a 'work in progress' and now requires training and education to engage the working groups members. It will also provide links to council and partner websites.

8. The IMAP 'branding' exercise will further strengthen the benefits of collaboration, provide efficiencies with greater sharing of information and give IMAP a higher level of awareness and support.
9. The Draft Annual Report will consider all feedback received and a Final Draft will be prepared in consultation with representatives from the IMAP Implementation Committee prior to print and distribution.

Recommendation

10. That the IMAP Implementation Committee resolves to:
 - a. **Approve** the IMAP Website and support the use of the site as a communication and collaboration tool for council officers working on IMAP Actions.
 - b. **Note** the DRAFT IMAP Annual Report 07-08 and **support** the finalisation, print and distribution of the Report.

Inner Melbourne Action Plan 'IMAP'

Making Melbourne more liveable



Annual Report 2007 → 2008



Inner Melbourne Action Plan
'Making Melbourne More Liveable'



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Foreword

Melbourne is recognised as one of the world's most liveable cities. Being a great place to live is not only symptomatic of a successful region, it is a pre-condition for success. The Inner Melbourne Action Plan (IMAP) identifies 57 actions within 11 regional strategies to help build an inner Melbourne region that embodies creativity, liveability, prosperity and sustainability in a range of diverse neighbourhoods.

IMAP has completed its second year. In 2007-2008, actions identified within the Plan have progressed from foundation strategy work, through to implementation.

During the year, actions were completed in the areas of: Regional Tourism, Bicycle Network, a Regional Statement of Significance and Regional Economic Development.

A number of actions commenced in the 2007-2008 year and will continue into the third year of IMAP to deliver stronger relationships, practical solutions and strategic directions. 13 actions were worked on during the year involving over 50 council officers. In addition, many representatives from our partnering organisations contributed to the progress of these actions.

Collaboration with stakeholders, particularly the Victorian Government, has been established (and nurtured), with recognisable benefits. State funding for both regional sustainable transport and affordable housing initiatives reflects the increased unity between partner councils and the support for regional actions from the Victorian Government.

IMAP's regional strategies ensure that each stakeholder is likely to receive benefits they could not achieve individually. An opportunity also exists for the Victorian Government to consider whether regional action can help achieve some of the aims of Melbourne 2030.

Recognition by IMAP partners was received from many areas. The regional IMAP model was favourably regarded in the Melbourne 2030 Audit Expert Group's report. The Minister for Roads and Ports agreed that the IMAP philosophy was positive and useful; as were the sustainable transport actions being pursued in the inner Melbourne region.

Our stakeholders view IMAP's main benefits to be in co-ordination, collaboration, strengthening relationships, changing mindset and broadening outlooks, regional advocacy, raising the region's profile, expressing the commonality of interests, creating regional interdependence and cost efficiencies.

IMAP is continuing to take a proactive role in making the inner Melbourne region more liveable for local communities, people that visit the region daily to work and visitors from outside the region. For the benefit of the greater community we will continue to collaborate with our partners, prioritise actions based on hot topics, and offer our services to the State Government to influence policy.

Cr Judy Morton
Mayor, City of
Yarra

Cr Claude Ullin
Mayor, City of
Stonnington

Cr Janet Cribbes
Mayor, City of
Port Phillip

Cr Catherine Ng
Chair, Planning
Committee
City of Melbourne

Introduction

The Inner Melbourne Action Plan

Making the inner Melbourne region more liveable is the simple objective of IMAP, the Inner Melbourne Action Plan. IMAP will influence the potential for inner Melbourne to live, work, play and grow.

In response to the demands of Victorian Government's Melbourne 2030 strategy for managing sustainable growth and change, IMAP will strengthen the liveability, attractiveness and prosperity of the region.

IMAP will foster growth, leverage existing strengths and competitive advantages, and encourage collaboration across the region to plan and implement, influence and drive, promote and position.

Melbourne's inner metropolitan Councils have worked together to develop IMAP, which concentrates on actions that can be completed within 5-10 years. All actions can be led by IMAP partner councils and some require partnerships with other planning and development agencies and organisations. A key commitment is to foster quality relationships with project partners. Many actions require the cooperation of the Victorian Government, government agencies or private providers of public services. Other actions recommend changes to planning schemes, requiring statutory approval processes.

IMAP will deliver agreed regional outcomes. Its focus is to ensure the continued development and liveability of the inner Melbourne region in future years.

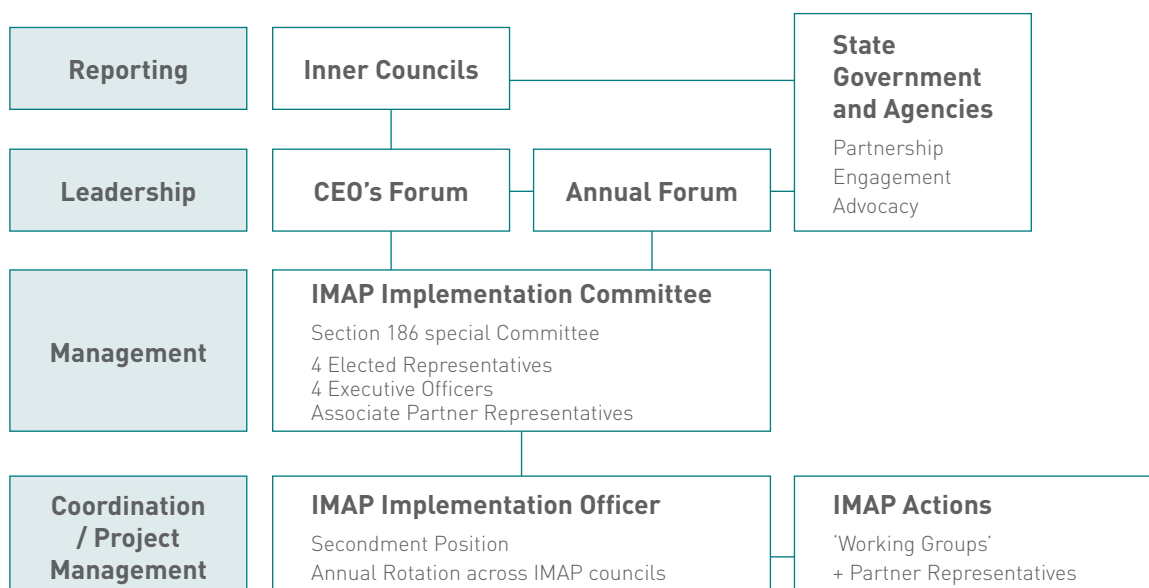


Governance

Membership of the IMAP Implementation Committee

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

The Committee consists of the Mayor (or elected councillor) and the Chief Executive Officer (or specified Executive Director) from each of the following municipalities: City of Melbourne; City of Port Phillip; and City of Stonnington and City of Yarra.



Committee Members: 1 July 2007 – 30 June 2008

Cr Jenny Farrar,
Mayor, City of Yarra
(Nov 2006 – Nov 2007)

Cr Judy Morton,
Mayor, City of Yarra
(Nov 2007 – 30 June 2008)

Cr Janet Bolitho,
Mayor, City of Port Phillip
(Dec 2005 – Nov 2007)

Cr Janet Cribbes,
Mayor, City of Port Phillip
(Nov 2007 – 30 June 2008)

Cr John Chandler,
Mayor, City of Stonnington
(Nov 2006 – Nov 2007)

Cr Claude Ullin,
Mayor, City of Stonnington
(Nov 2007 – 30 June 2008)

Cr Catherine Ng,
Chair Planning Committee,
City of Melbourne
(Dec 2005 – 30 June 2008)

Mr David Spokes,
CEO, City of Port Phillip
(Dec 2005 – 30 June 2008)

Mr Hadley Sides,
CEO, City of Stonnington
(Dec 2005 – 30 June 2008)

Mr Geoff Lawler,
Director Sustainability and
Regulatory Services,
City of Melbourne
(Dec 2005 – 30 June 2008)

Mr Justin Hanney,
CEO, City of Yarra
(Jan 2007 – Dec 2007)

Mr Ivan Gilbert,
A/CEO, City of Yarra
(Dec 2007 – May 2008)

Dr Andi Diamond,
CEO, City of Yarra
(May 2008 – 30 June 2008)

Associate Committee Members

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

- › Department of Transport (previously Department of Infrastructure)
- › Department of Planning and Community Development (previously Department of Sustainability and Environment)
- › Department of Innovation, Industry and Regional Development

Note: VicUrban was an Associate Partner, however Docklands is now the responsibility of the City of Melbourne.

Chief Executive Officers forums

The Chief Executive Officers Forum (CEO's Forum) is a key leadership meeting of IMAP.

Its purpose is to:

- › Determine the annual priorities and programs
- › Drive regional priorities
- › Provide Victorian Government liaison and partnership by identifying synergies and opportunities
- › Annual report/progress reports.

Forums are generally held six monthly (more frequently should special need arise).

IMAP Associate partner members are also invited to attend.

Outcomes of the CEO's Forums are reported back to the IMAP Implementation Committee in formal minutes as an agenda item for discussion and ratification.

November 2007 forum

Key items on the agenda were:

- › IMAP Budget report
- › Review of three Year Implementation Plan
- › Affordable Housing
- › Melbourne 2030 Audit
- › Public Bikes proposal
- › IMAP Evaluation of Governance and Relationships

Minutes were tabled and ratified at the 28 February 2008 IMAP Implementation Committee meeting.

April 2008 forum

Key items on the agenda were:

- › East West Link Needs Assessment
- › IMAP Actions Progress Report
- › Economic Development Statement
- › Regional Sustainability Targets
- › Water Sensitive Urban Design
- › Managing Conflicts in Activity Centres
- › IMAP Website

Minutes were tabled and ratified at the 30 May 2008 IMAP Implementation Committee meeting.



Procurement of goods and services for implementation of IMAP actions

Each IMAP council's budget reflects the resources necessary to deliver on commitments agreed in the Inner Melbourne Action Plan. From time to time, procurement of goods and/or services must be resourced by the four IMAP councils acting collaboratively. A Policy was required to clearly define procurement processes for goods and services and address considerations of shared contractual risk.

The draft IMAP Procurement Policy for Goods and Services and supporting Memorandum of Understanding (MoU) between IMAP Councils for procurement of goods or services relating to implementation of IMAP actions was prepared by Maddocks Lawyers and presented to the IMAP CEOs' Forum on 18 April 2008. It was then presented to the IMAP Implementation Committee on 30 May 2008 for adoption.

The MoU has been signed by the IMAP councils to clearly define procurement processes and ensure that procurement is undertaken in a prudent and practical manner, mindful of each council's particular procurement policies. It avoids the 'lead' council, which sources the goods or services, from assuming the whole contractual risk.

The IMAP Procurement Policy for Goods and Services clearly articulates responsibilities and authorities, considers individual council policy and the tendering of contracts and will be used in accordance with the MoU for the procurement of goods or services.

Review of IMAP governance and relationships

To evaluate the effectiveness of IMAP, an independent review was commissioned of the governance structure and relationships. The aim was to identify potential improvements to efficiency, decision-making processes and the effectiveness of relationships.

Mr Peter Tesdorpf of Peter Tesdorpf and Associates was engaged to carry out the evaluation in February 2008. He consulted widely with the executive and elected representatives of each council appointed to the IMAP Implementation Committee, project task group officers in each council and State Government Agencies.

A draft report was presented to the IMAP Implementation Committee 30 May 2008 for discussion before approval to proceed with the final report. The draft report addressed the following key governance and relationship areas:

- › The IMAP Implementation Committee
- › The Mayor's Forum
- › The CEO's/Senior Management forum
- › Project Task Groups
- › Communication and Co-ordination Issues
- › The IMAP Implementation Officer
- › State Government Involvement
- › Financial and Legal Issues
- › The Future of IMAP

A Final Review of IMAP Governance and Relationships Report was completed in June 2008. A sub-group has been established to consider and progress the recommendations from the Report.



Achievements 2007-08

Highlights

Support from Minister roads and ports

On 30th July 2007, representatives from the IMAP Implementation Committee (Cr Jenny Farrar, Mayor City of Yarra and Cr Janet Bolitho, Mayor City of Port Phillip) met with Minister Pallas to brief the Minister about IMAP and discuss issues of mutual interest.

The Minister for Roads and Ports agreed that IMAP's strategies to reduce congestion, improve cycling and walking opportunities and increase public transport use and services align closely with the Minister's principle to transport people more efficiently by facilitating modal shift.

Clear and open lines of communication between the IMAP councils and Victorian Government partners are vital to improve integrated transport outcomes. In particular, closer relationships will be strengthened between IMAP, the Office of Coordinator General, and the Walking and Cycling Branch of the Department of Infrastructure.

Victorian Government Sustainable Transport Funding

The Victorian Government's Local Area Access Program (LAAP) fund rises from the State Transport Strategy: Meeting Our Transport Challenges.

In May 2008, the Department of Transport approved LAAP funding for two IMAP actions to the total value of \$358,500. This builds on the original foundation funding of \$75,000 in 2006-2007 and is matched dollar-for-dollar by IMAP councils and partner organisations. The initial work undertaken by IMAP to investigate new pedestrian safety options for the Regional Greenlight project, and pedestrian wayfinding for the Regional Wayfinding project were considered worthy of progressing to implementation stage in association with partner organisations: Department of Transport, VicRoads and Metlink.

Progress of actions

There were a total of 13 actions that are complete or underway during 2007-2008.

Flagship Project

Action 4.3 Think Tram/St Kilda Road

Priority Demonstration Projects

Action 2.2 Inner Melbourne Wayfinding Signage (Stage 1 Complete)

Action 2.3 Bicycle Network Legibility (Complete)

Action 9.1 Regional Sustainability Targets

Action 9.6 Water Conservation for Open Space (Stage 1 Complete)

Other actions

Action 2.4 Regional Greenlight Pedestrian Safety Project (Stage 1 Complete)

Action 2.5 Bicycle Network

Action 5.2 Regional Affordable Housing

Action 6.3 Managing Conflicts in Activity Centres

Action 7.4 Regional Economic Development Statement (Complete)

Action 9.3 Water Sensitive Urban Design

Action 11.1 Inner Melbourne Visitor Map (Complete)

Action 11.2 Regional Tourism Program (Complete)

of the year

Flagship project

St Kilda Road

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

The St Kilda Road Tram Project encompasses the Think Tram Program, Accessible Tram Stops, Road and User Safety, Service Reliability and Bicycle facilities.

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

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

Progress (as at 30 June, 2008)

St Kilda Road master plan

The City of Melbourne and City of Port Phillip, in consultation with other IMAP partners and principal stakeholders, is currently developing a draft master plan. A primary piece of work associated with this is the development of proposals to improve traffic conditions for cycling, walking and public transport patronage, which will be advised by an independent traffic study.

City of Melbourne and City of Port Phillip are working together to determine the best strategy for tree replacement on both sides of the boulevard. The first section of declining elm trees will be replaced in winter 2009. Urban design and planning research is being finalised to support the St Kilda Road Master Plan.

St Kilda Road tram

Yarra Trams are progressing with the tram upgrade project at the Arts Centre/ National Gallery of Victoria due for completion in August 2008.

Works are then planned on the Domain interchange site and new stops at the High Street intersection, Union Road and Commercial Road, construction to be completed end of 2009.

Involvement

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

Mr Dennis Cliche, CEO Yarra Trams and Mr Jim Betts, Secretary Department of Transport presented to the IMAP Implementation Committee in 2008 regarding the project.

→ Priority demonstration projects

Action 2.2 Inner Melbourne wayfinding signage project

The objective of the IMAP Inner Melbourne Wayfinding Signage project is to introduce a consistent and informative pedestrian, cycling and public transport signage system across the inner Melbourne region, including indicative walking times and links to public transport.

Progress

The project will provide identifiable regional signage to strengthen the pedestrian, cycling and public transport links across the inner region. The signage will be clear, legible and accessible to all. It will satisfy all legislative requirements and be generally located at and directed to key destinations and regional assets such as Activity Centres, the CBD, recreational and entertainment facilities, parks and open spaces, the Bay, Albert Park Lake and other such sites.

The new Regional Visitor Map developed under IMAP Strategy 11, will form part of the design of the Wayfinding signage and be implemented in early 2009.

●●● Stage 1: Investigation

Stage 1's key outcome consists of three steps used to evaluate a consistent pedestrian signage system:

- › Best Practice in Pedestrian Wayfinding in Urban Areas determines what signage and content is needed. This has been used to evaluate the existing pedestrian signage.
- › Precincts, Destinations and Stops contains the rules for determining map and signage content. A list of precincts, their attractions and major public transport access points has been compiled.
- › Location & Content identifies possible sign content to at the identified locations.

The Stage 1 report provides an initial estimate of the costs of implementing the demonstration project (plus manufacture and installation of the signage), together with options for project evaluation methods.

●●● Stage 2: Demonstration route

IMAP will proceed to Stage 2 in 2008-2009, in partnership with Department of Transport, to implement a demonstration walking and public transport path through the cities of Melbourne, Yarra and Stonnington. This will integrate with work already progressed, most recently in the City of Port Phillip (around St Kilda), and City of Melbourne's established pedestrian and visitor signs.

The new route leads from the CBD (Federation Square) via the Sports precinct, to the Swan Street precinct, via Church Street to the Chapel Street precinct, and back to Federation Square via residential streets and parklands.

This project has been co-funded by contributions from IMAP councils and funding from the Department of Infrastructure's Local Area Access Program (LAAP). Additional funding of \$133,500 for Stage 2 was approved by the Department of Transport in May 2008.

●●● Stage 3: Wider rollout

Expand into other areas identified in Stage 1, informed by the lessons of Stage 2.

Involvement

The working group, led by the City of Melbourne, includes officers from each of the IMAP partner Councils in collaboration with Department of Transport - Walking and Cycling Branch, VicRoads and Metlink.





Complete



Underway



Future Work

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

Action 2.3 Bicycle network legibility progress

**Status: Complete**

The initial aim of Action 2.3 was to improve the signage of the inner region's bicycle network by adopting uniform techniques for marking bicycle lanes and paths, and fixing gaps in the existing bicycle network. However, during the project it became clear that much of this work related to current capital works programs. In order to improve the bicycle network and stimulate more cycling in inner Melbourne, the priority is to improve the quality of bicycle routes so that the network becomes more like the separated, on-road bicycle systems of leading European cities.

In addressing Action 2.3, the working group addressed the questions of what will the future bicycle network look like, which will be the highest priorities to improve, what sort of improvements are required and what will be needed to support this process.

'Super Tuesday' cyclist counts in 2007-8, sponsored by IMAP, enabled prioritisation of the bicycle network based on cyclists' use. Further, IMAP councils have committed additional resources to close gaps on key routes to improve the regional experience for cyclists.

The key outcome of Action 2.3 is a plan for a new bicycle network, effectively replacing Melbourne's Principal Bicycle Network (PBN) which was drawn up in the early 1990s. The identification and agreement of a new priority bike route network for the inner region as described in the paper: Bicycle Victoria's Review of the Priority Bike Route Network for IMAP, was adopted by the IMAP Implementation Committee on 28 February 2008.

Action 2.5 Bicycle network progress

**Status: Underway**

The IMAP Bicycle Network is a collaborative partnership with Bicycle Victoria and delivers a hierarchy of Priority Routes, Support Routes, Local Routes and Quiet Local Streets. The development of this Network, an outcome of Action 2.3 will now have a significant impact on the direction of Action 2.5: Bicycle Network. Action 2.5 aims to complete the PBN in the IMAP area; however, due to the clear findings of Action 2.3, the Committee has recommended that this action is re-evaluated with the focus on implementing the IMAP Bicycle Network and boosting the level of cycling in inner Melbourne as quickly as possible. Key sub-tasks will be prioritising the routes to be constructed, managing these across council boundaries and deciding on appropriate design treatments to deliver a coordinated approach to priority routes.

The IMAP Councils will continue the Super Tuesday bicycle counts annually, consider expanding the concept with neighbouring Councils, publicise the concept widely and pursue other opportunities to gather more empirical evidence about cyclist numbers.

Involvement

The IMAP Councils will continue to work with key partners such as Vic Roads, Department of Transport, Parks Victoria and Bicycle Victoria during 2008-2009 to progress Action 2.5 and advocate for the improvement of quality and quantity of data and research on cycling in Melbourne.



→ Priority demonstration projects



Action 9.1 Regional sustainability targets

This action will set targets and programs for greenhouse emissions, water and waste in the inner region to maximise benefits to IMAP Councils and reflect the need to have consistent measurement of environmental actions. Councils have a range of existing targets and programs for water, waste and greenhouse outcomes, referring to community use and council use.

●●● Progress (as at 30 June 2008)

The working group presented to the IMAP CEO's Forum 18 April 2008 and noted that the two areas to consider in progressing environmental targets were (a) council targets; and (b) community targets. Also noted was significant disparity between IMAP councils' environmental targets, particularly for greenhouse and water, and differences between how these targets are measured.

Due to the complexity involved in harmonising environmental targets, the working group is focusing on establishing common reporting methodologies and synergies between environmental programs.

Five activities have been agreed:

- › IMAP to progress an agreed regional methodology for measurement of municipal wide greenhouse, water and waste.

- › IMAP to advocate for Victorian Government and Federal Government leadership regarding supporting an agreed methodology for measurement of municipal wide greenhouse, water and waste.
- › IMAP to advocate for legislative change to facilitate improved data provision from water and energy providers, and regional waste management groups.
- › IMAP to provide an annual comparative regional greenhouse, water and waste map.
- › IMAP to commission an (annual) regional audit of municipal environmental community programs and explore potential synergies.

The working group will provide a further report to the IMAP Implementation Committee in August 2008.

Involvement

The working group, led by the City of Melbourne, includes officers from each of the IMAP partner Councils and Department of Sustainability and Environment. Assistance has also been sought from Environment Protection Authority, Melbourne Water and Sustainability Victoria.



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

Action 9.6 Water conservation for open space

This action seeks to minimise the use of potable water in open space by identifying and agreeing on appropriate water reduction and recycling design models and prioritising actions for implementation in partnership with water retailers. This action corresponds with the Victorian Government's water conservation agenda in this time of severe drought.

The working group and key stakeholders have developed a more holistic approach to the management of potable water usage in open space, rather than focusing solely on the use of Recycled Water for Open Space.



Stage 1: Water management for open space knowledge sharing

IMAP has developed and released Water Management for Open Space: Technical Notes and Case Studies which is to act as a 'toolkit' of best practice for water reduction, reuse and recycling options for parklands.

This knowledge sharing initiative will help councils reduce water use in parklands around the inner region by increasing information available to practitioners about sustainable water use programs and projects.

In developing this document, a review of inner regional potable water consumption reduction and recycling methods highlighted information gaps and emphasised that the majority of projects implemented to date by the IMAP participants have focused on the capture, storage and use of either rainwater or stormwater and the installation of warm season grasses.

Water Management for Open Space: Technical Notes and Case Studies addresses:

- › demand management through landscape and species selection, irrigation technology and management.

- › factors to consider (e.g. greenhouse gas emissions) when assessing the feasibility of using non-potable water supplies for the irrigation of open space.
- › methods (e.g. triple bottom line) to assess the feasibility of using non-potable water supplies for the irrigation of open space.
- › IMAP case studies detailing the utilisation of non-potable water supplies for the irrigation of open space.

This document has been made widely available. Its principles are universal and recognised for increasing information available to practitioners about sustainable water use programs and projects.



Stage 2: Implementation of collaborative study

To be undertaken during 2008-2009, Stage 2 comprises an investigation of the opportunities to reduce water demand at five locations nominated in each IMAP municipality; then to determine whether any opportunities (e.g. stormwater, sewer, groundwater, industrial waste water) exist, to utilise alternative water supplies which meet the residual potable water demand at these locations.

The working group has completed a Draft Report and will deliver a Final Report in October 2008.

Involvement

The working group, led by the City of Stonnington, includes officers from each of the IMAP partner Councils, Department of Sustainability and Environment, Parks Victoria, City West Water and the Royal Botanic Gardens of Victoria. IMAP will seek Victorian Government support for development of key water conservation projects where feasible opportunities are identified.

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

Action 2.4 The regional pedestrian safety project (Greenlight)

Inner Melbourne municipalities have a particular challenge to retro-fit established infrastructure as they seek to provide for increased mobility in the context of growing population density. This project is a regional approach to investigating new pedestrian safety options.

The IMAP Regional Greenlight Project was launched by Minister Batchelor in June 2005, with the first successful application of its initiatives at the Richardson / Pickles / Liardet site in Port Melbourne.

Evaluation of this demonstration site has revealed significant benefits of treatments with safer, more comfortable pedestrian crossing on busy roads contributes to increase of recreation and commuting walking journeys.

The IMAP Regional Greenlight Project presents a redesign opportunity for partnerships between State and local government. It aims to provide improved connections to public transport, pedestrian responsive signals and pedestrian priority at intersections and street crossings.

Progress (to 30 June 2008)



Stage 1: Investigation

Stage 1 of the project included investigation of improvements to deliver priority for walkers, such as: more time allocated to walk phase; head start for pedestrians against turning car movements; and less walk call-up waiting time.

The objectives are: safer road environments for pedestrians, more comfortable pedestrian crossing on busy roads and increased numbers of recreational and commuting walking journeys. These objectives are supported by the State Government's transport policy Meeting our Transport Challenges and the individual transport strategies and statements of the five authorities involved in the project.

Funding was sought from the State Government Local Area Assess Program (LAAP) and grants of \$17,045 were received to contribute to Stage 1 of the Regional Greenlight Program.

A Working Paper and Gap Analysis of pedestrian crossings was completed in October 2007. Twenty sites across the IMAP region were audited and early data analysed. The final results presented new thinking on movement of all modes at crossing points to maximise safe, efficient movement of people.



Stage 2: Walking links and pedestrian priority areas: Demonstration projects and evaluation

Following the completion of Stage 1 investigation, a timeline and schedule has been developed in collaboration with Vic Roads to identify Greenlight initiatives and traffic treatments at specific locations. These initiatives include:

- › the increased time to walk by using the recommended 0.7 m/sec for overall time allowed
- › a head start for pedestrians of a few seconds over vehicle turning movements
- › elimination of left turning arrows where possible
- › quicker cycle time to reduce wait for pedestrians – 30 second maximum wait for pedestrians
- › late call up (instant) or auto call-up for pedestrian display (site-dependent)

IMAP has been fortunate in securing additional LAAP funding of \$225,000 through the Department of Transport for Stage 2 demonstration project.

The working group will continue to work closely with Department of Transport and VicRoads during 2008-2009 to implement pedestrian light signals improvements to 20 demonstration sites by January 2009. These alterations to the lights will make it easier and safer for people to cross busy inner Melbourne roads.

The evaluation of the demonstration projects, Stage 3 will finalise costs for potential extension of the project to additional locations as the social values of the project, which include safety and pedestrian comfort in crossing key intersections on our urban road network.

Involvement

The working group, led by the City of Port Phillip, includes officers from each of the IMAP partner Councils and representatives from the Department of Transport, Walking & Cycling Branch and VicRoads.



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

Action 5.2 Regional affordable housing

The supply of affordable housing (for both rental and purchase) is rapidly declining within the inner region and, without intervention, will largely disappear by the year 2030.

Affordable housing plays a pivotal role in supporting social and cultural diversity - essential elements of innovative and competitive economies, and sustainable communities.

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

Progress



Stage 1: Housing needs website project

In February 2008 the Inner Melbourne Affordable Housing Needs Website (www.imrhai.com.au) was established and launched by the Minister for Housing in May 2008. It now provides a useful tool for informing the identification of housing needs and targets.

The website is designed to be used by any individual or organisation interested in being informed about housing affordability. Target users include Local Government, State Government, housing associations and agencies, peak bodies, researchers, residents, developers, students and consultants.

The website was funded by a \$100,000 grant from the Department of Planning & Community Development.

Swinburne Institute for Social Research led consultancy, with Swinburne's Information Technology Innovations Group sub-contracted to create the website.



Stage 2: Affordable housing overlay

A regional housing plan is to be prepared which incorporates local requirements provided by each of the four IMAP Councils, housing associations and the Office of Housing. This will identify priority locations, target groups and housing types to guide allocation of contributions.

A draft report was presented to the IMAP Implementation Committee in May 2008 identifying key opportunities to progress Action 5.2.

In addition, a set of 10 broad principles underpinning the Affordable Housing Overlay were adopted on 30 May 2008, with a recommendation to prepare a proposal for consulting with the State Government later in the year.

The proposal will be developed into a consolidated document that sets out remaining tasks for further work, including:

- › development of a Local Housing Plan
- › further development of a draft Affordable Housing Overlay
- › development of delivery mechanisms including collection and allocation arrangements
- › Agreement on a target level of social housing by 2033 and the corresponding cash-in-lieu rate per square metre (and equivalent unit contribution alternative) to achieve this.

The working group will continue to develop the proposal and aims to meet with Ministers Madden and Wynne later in 2008.

Involvement

The working group, led by the City of Port Phillip, includes officers from each of the IMAP partner Councils and representatives from the Department of Planning and Community Development (formally Department of Sustainability and Environment).

Strategy 6: Support the distinct and diverse character of activity centres



Action 6.3 Managing conflicts in activity centres

The Inner City Entertainment Precinct Taskforce (ICEPT) was established in 2006 to address conflicts between residential, commercial and entertainment uses in, and close to, Activity Centres.

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

Progress (as at 30 June 2008)

An analysis of the actions being undertaken by IMAP councils and Victorian Government agencies toward implementation of each ICEPT recommendation, and an agreed project plan, was presented to the IMAP CEO's Forum on 18 April 2008.

Strategies and tools for a consistent and 'best practice' approach to minimising conflicts between entertainment, commercial and residential uses in Activity Centres could potentially include:

- › Controls on impact of Planning Scheme cumulative effect 'saturation'
- › Common planning policies
- › Uniform and improved definitions for use and premises

- › Enforcement protocols
- › Consolidated information for stakeholders about processes available for raising complaints or concerns regarding the operations of licensed premises
- › A late night transportation communication plan
- › A common policy and/or protocol about traders/ licensees' control of kerbside trading

It was agreed that IMAP should deliver and drive those ICEPT recommendations for which the inner region councils are responsible. It was also agreed that the working group should prioritise progress on specific outputs for ICEPT recommendations:

Recommendation 5: Planning tools to enable councils to effectively manage cumulative impact.

Recommendation 6: Review of definitions in planning scheme and liquor licensing regulatory frameworks.

The working group continues to progress Recommendations 5 and 6 and aims to deliver conceptual planning tools and a review of definitions to the IMAP Implementation Committee in October 2008.

Involvement

The working group, led jointly by City of Stonnington and City of Yarra, includes officers from each of the IMAP partner Councils and from key partners; the Department of Justice, and Department of Planning and Community Development.



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



Action 7.4 Regional economic development statement

The Regional economic development statement titled Making Melbourne More Liveable - A Partnership for Regional Economic Prosperity provides for an integrated economic approach across the IMAP region and was approved by the IMAP Implementation Committee on 30 May 2008. It will be used to support specific future actions from an economic perspective.



Progress

The Statement was based on the background report entitled Inner Melbourne Action Plan Regional Economic Development Statement undertaken by Macroplan Australia and the Economic Development working group.

The Statement outlines a shared vision for the inner region and direction for capitalising on existing and future investment and development opportunities. It will provide a useful forum for dialogue between local government, Victorian and Commonwealth government and business partners within the IMAP region.

The Statement and the complimentary background document will be used by economic development units across the inner region as an agreed 'tool' to

inform policy and future strategy development. For example, the document clearly acknowledges that the tertiary education sector, in particular:

"Recognise and support 'key workers' and advance opportunities to increase human capital and skills diversity by building on existing relations with the tertiary education sector..." is closely associated with IMAP Action 7.7 Universities and regional development, the broad scope of which is to 'work collaboratively with universities and TAFEs to define and develop a stronger role in regional development'. Therefore, it was proposed that IMAP Action 7.7 be included in the IMAP Three Year Implementation Plan (adopted February 2008) for progression in 2008-2009.

Involvement

The Economic Development Working Group, led by City of Melbourne, included representatives from each of the IMAP partner Councils in consultation with the Department of Innovation, Industry and Regional Development.

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



Action 9.3 Water Sensitive Urban Design (WSUD)

This action aims to develop a regional approach and strategy to achieving water sensitive urban design (WSUD). Through knowledge sharing, advocacy and research, the action will provide:

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

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



Progress (as at 30 June 2008)

The working group reported to the IMAP CEO's Forum on 18 April 2008 and to the IMAP Implementation Committee meeting on 25 May 2007 where it was noted that there was considerable alignment across the Municipal Association of Victoria (MAV) and the Inner Southern Regional Mayor's Forum to advocate for WSUD to be included in Local Planning Policy. Also, that Melbourne Water and EPA are, at officer level, supportive of a planning approach to WSUD. The working group also discussed alignment with MAV's Environmental Sustainability Development (ESD) Advocacy Group.

The working group continues to work on a Draft Local Planning Policy for regional WSUD implementation and Draft Model WSUD Guidelines (based on cities of Melbourne and Yarra's WSUD guidelines) in co-operation with Melbourne Water. These documents will be presented to the IMAP Implementation Committee in August 2008 with support from Melbourne Water.

Subject to approval from the IMAP Committee and Melbourne Water, individual IMAP councils will adjust to provide local context and adopt for their own use as Pilots. Evaluation of these Pilots will then be used to determine the practicality of the proposed Local Planning Policy will then be considered in 2008-2009.

Involvement

The Water Sensitive Urban Design working group, led by City of Melbourne, comprises representatives from each IMAP council, Melbourne Water and the Environment Protection Authority. Invited guests include City of Bayside and City of Maribyrnong.



Complete

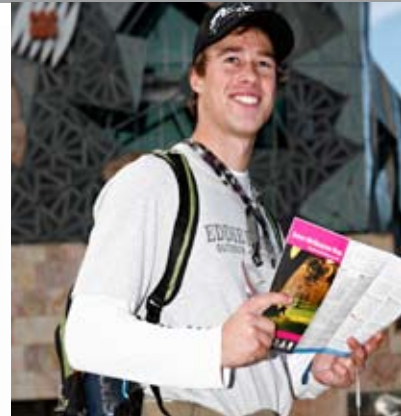


Underway



Future Work

Strategy 11: Promote the inner Melbourne region as a tourism destination



Actions 11.1 and 11.2 tourism program

The region is home to many of Melbourne's major tourist attractions and the city's renowned sporting and cultural events. Working closely with Tourism Victoria and Destination Melbourne, IMAP has completed three key projects: research into the value of tourism in the Region, production of a regional visitor map, and development of agreed regional online experience packages. This joint effort will strengthen promotion of the inner Melbourne region as a tourist destination.



Progress

The IMAP Councils have produced a fold-out Inner Melbourne Visitor Map and a series of self-guided experiential itineraries to help visitors discover the magic of inner Melbourne. The project also produced a research report into the value of tourism in the inner Melbourne region. The report, released late 2007, estimates the inner Melbourne region received a total of 12 million visitors in 2006 and that direct tourism expenditure in the inner Melbourne region was \$5.6 billion. This amount represented 41.6% of the \$13.5 billion in direct tourism expenditure across the councils in Victoria in 2006, and demonstrates the importance of the inner Melbourne region as part of the state-wide tourism industry.

The take-up of the Visitor Map was excellent, with 30,000 used in the first six weeks of distribution. Extremely positive feedback was received from

the tourism industry and the City of Melbourne's visitor services 'red coats' designated it their 'map of choice'. Distribution now includes major hotels and it is featured in the Official Visitors' Guide and Cruise Guide for Melbourne (publications produced by Destination Melbourne).

Tourism Victoria promoted the map and itineraries on their stand at the Australian Tourism Exchange (ATE) in June 2008. ATE is an annual tourism trade show that brings Australian tourism businesses together with airlines, tourism wholesalers and retailers from around the world. The map and itineraries were both well received; and Tourism Victoria's International Managers have since requested additional copies of the map for distribution to UK and Asia offices and promotion to their overseas clients.

The self-guided itineraries promote inner Melbourne's range of experiences. They were designed to underpin Tourism Victoria's 'It's Easy to Lose Yourself in Melbourne' consumer campaign and will be updated quarterly.

Involvement

The Tourism working group, led jointly by the Cities of Melbourne and Port Phillip, comprised officers from each IMAP council and key partner representation from Destination Melbourne Ltd and Tourism Victoria.

Focus 2008-09



IMAP governance

IMAP will continue to consider and prioritise the recommendations from the review of IMAP Governance and Relationships Report to increase the effectiveness, improve governance and nurture the relationships that underpin IMAP.

IMAP communications

IMAP will develop a website with Wiki technology to enable greater collaboration between approximately 50 Council officers working on IMAP Actions.

IMAP will communicate the status of current actions, partnerships and successes widely to promote the benefits of regional collaboration across the inner Melbourne region.

The One to Three Year Implementation Plan (adopted in 2006) was reviewed early 2008 and the revised Plan adopted by the IMAP Implementation Committee in February 2008. It reflects the focus of IMAP for the next year.

IMAP implementation

IMAP will complete:

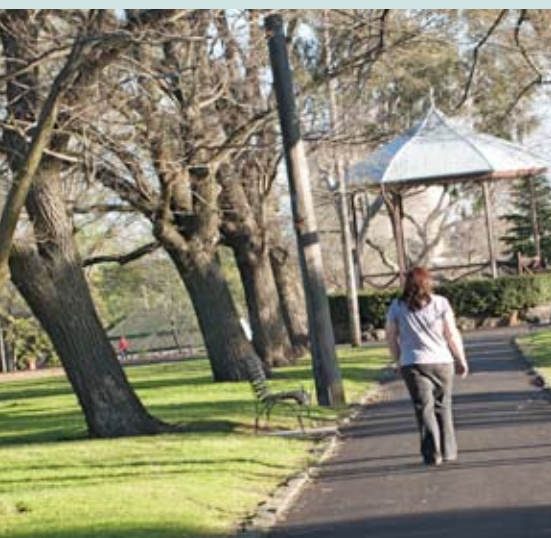
- › **Action 2.2** Inner Region Wayfinding Project. This demonstration project will deliver consistent and informative signage across the inner Melbourne region.
- › **Action 2.4** Walking Links/ Pedestrian Priority Areas (Regional Greenlight Pedestrian Safety Project). This project will deliver pedestrian light changes at 20 demonstration sites to make it easier and safer for people to cross busy inner Melbourne roads.
- › **Action 9.3** Water Sensitive Urban Design (WSUD). This includes adoption of Model WSUD Guidelines, trials of Guidelines by individual councils leading to inclusion within Local Planning Policy.
- › **Action 9.6** Water Conservation for Open Space to deliver opportunities to reduce water use in inner Melbourne parklands.

IMAP will continue:

- › to partner with key stakeholders to deliver identified Tram Stop upgrades and to address traffic flow, tram congestion, bike networks and car parking in St Kilda Road as **Action 4.3** Think Tram/St Kilda Road.
- › to progress **Action 6.3** Managing Conflicts in Activity Centres with a focus on delivering a consistent and 'best practice' approach to minimising conflicts between entertainment, commercial and residential uses.
- › to progress **Action 9.1** Regional Sustainability Targets to establish common greenhouse emissions, water and waste targets and programs for the inner Melbourne region. IMAP will focus on delivering consistent and best practice methodology.
- › an advocacy role working with State Government on principles underpinning the Affordable Housing Overlay, an outcome of **Action 5.2** Regional Affordable Housing through the development of a Business Case.
- › to maintain existing products produced as an outcome of completed **Actions 11.1** Inner Melbourne Visitor Map and **11.2** Regional Tourism Program, explore potential commercial opportunities and develop new initiatives to increase exposure and visitation of the inner Melbourne region.

IMAP will commence:

- › collaboration with the Office of Knowledge Capital, Universities and TAFEs to progress **Action 7.7** Universities and Regional Development.
- › **Actions 10.1** Regional Open Space and Trail Network and **10.4** Riparian Open Space Project to identify gaps in the network and address these gaps from a regional perspective to ensure open space is preserved.



Financial statement

To 30 June 2008, the total income to the Inner Melbourne Action Plan (IMAP) was \$261,227

This income amount is derived from both IMAP partner council contributions and Victorian Government Grants.

Sundry budget as at 1 July 2007 transferred from City of Port Phillip (host council 06-07) to City of Melbourne (host council 07-08) was \$184,749

In addition to IMAP partner council's agreed annual contribution of \$80,000, IMAP partner councils have committed a further \$164,182 to the implementation of IMAP actions.

Victorian Government grants received total \$17,045. These grants relate to funding for Stage 1 of 'Action 2.4 Regional Greenlight Program'.

Expenditure for professional services, governance and sundry items related to implementation of IMAP Actions was \$361,325

This results in a positive balance to the IMAP budget of \$84,651

It is expected that there will be both significant income and expenditure in 2008 – 2009 as IMAP Actions mature.

Summary IMAP budget 30 June 2008

	Actuals to 30 June 2008
Surplus as at 1 July 2007	184,749
Income¹	
Annual IMAP Council Partner contributions	80,000
Other IMAP Council Partner contributions	164,182
Victorian Government Grants	17,045
Total Income	261,227
Expenditure	
Professional Services	336,989
Governance	21,640
Other Expenses	2,696
Total Expenditure	361,325
Balance	84,651

Notes: 1. The IMAP Implementation Officer is a rotating position, hosted annually by IMAP partner municipalities. The IMAP Implementation Officer was hosted by the City of Melbourne in 2007-2008. This contribution is not indicated above. City of Yarra will host the IMAP Implementation Officer and undertake budget management administration in 2008-2009 financial year.



IMAP actions - Breakdown of income / expenditure 30 June 2008

	Actuals to 30 June 2008	Notes
Surplus at 1 July 2007	184,749	
Income		
Annual IMAP Council Partner contributions	80,000	Operational expenditure as required
Other IMAP Council Partner contributions:		
Action 2.2 Wayfinding Signage Project	12,682	Stage 1 IMAP council contribution
Action 5.2 Affordable Housing	5,000	IMAP council contribution
Action 9.6 Recycled Water for Open Space Project	80,000	IMAP council contribution
Action 11.1 Regional Tourism Project	66,500	IMAP council contribution
Victorian Government Grants		
Action 2.2 Wayfinding Signage Project	5,681	Department of Infrastructure (LAAP grant)
Action 2.4 Regional Greenlight Project	11,364	Department of Infrastructure (LAAP grant)
Total Income for Action Implementation	261,227	
Expenditure		
Action 2.2 Wayfinding Signage Project	27,000	Stage 1 - investigation
Action 2.3 Bicycle Network	9,000	
Action 2.4 Pedestrian Greenlight Project	97,444	Stage 1 - investigation
Action 5.2 Affordable Housing Project	94,494	Funds managed by the City of Port Phillip
Action 7.4 Regional Economic Development Statement	15,000	
Action 9.6 Recycled Water	24,829	
Action 11.1 Inner Melbourne Map	48,620	
Action 11.2 Regional Tourism Program	20,602	
Annual Report 06-07	7,690	
Governance and Relationships Report	12,000	
Legal Advice	1,950	
Sundry Expenditure (materials, catering, printing etc.)	2,696	
Total Expenditure on Action Implementation	361,325	
Balance	84,651	

Appendix

A. List of meetings

Meeting 7

- › Date / Time: 31 August 2007 (8.00 am)
- › Host: City of Melbourne

Meeting 8

- › Date / Time: 7 December 2007 (8.00 am)
- › Host: City of Stonnington

Meeting 9

- › Date / Time: 28 February 2008 (8.00 am)
- › Host: City of Port Phillip

Meeting 10

- › Date / Time: 30 May 2008 (8.00 am)
- › Host: City of Yarra

B. Statement of attendance

From 1 July 2007 to 30 June 2008:

Committee member	Position	IMAP Implementation Committee Membership dates to 30 June 2008	Attendance
Cr Jenny Farrar	Mayor, City of Yarra	Jul 2007 - Nov 2007	Two (2) meetings with nil (0) apologies
Cr Judy Morton	Mayor, City of Yarra	Nov 2007 - Jun 2008	Two (2) meetings with nil (0) apologies
Cr Janet Bolitho	Mayor, City of Port Phillip	Jul 2007 - Nov 2007	One (1) meetings with nil (0) apologies
Cr Janet Cribbes	Mayor, City of Port Phillip	Nov 2007 - Jun 2008	Three (3) meetings with nil (0) apologies
Cr John Chandler	Mayor, City of Stonnington	Jul 2007 - Nov 2007	One (1) meeting with nil (0) apologies
Cr Claude Ullin	Mayor, City of Stonnington	Nov 2007 - Jun 2008	Two (2) meetings with one (1) apology
Cr Catherine Ng	Chair, Planning Committee, City of Melbourne	Jul 2007 - Jun 2008	Two (2) meetings with two (2) apologies
Mr Justin Hanney	Chief Executive Officer, City of Yarra	Jul 2007 - Dec 2007	One (1) meeting with one (1) apology
Ms Andi Diamond	Chief Executive Officer, City of Yarra	May 2008 - Jun 2008	One (1) meeting with nil (0) apologies
Mr David Spokes	Chief Executive Officer, City of Port Phillip	Jul 2007 - Jun 2008	Four (4) meetings with nil (0) apologies
Mr Hadley Sides	Chief Executive Officer, City of Stonnington	Jul 2007 - Jun 2008	One (1) meeting with three (3) apologies
Mr Geoff Lawler	Director, Sustainability and Regulatory Services, City of Melbourne	Jul 2007 - Jun 2008	Three (3) meetings with nil (1) apology



Mr Geoff Robinson	City of Melbourne	Acting on behalf of Director, Sustainability and Regulatory Services	Three (3) meetings
Cr Judy Morton	City of Yarra	Acting on behalf of Mayor, City of Yarra	One (1) meeting
Mr Ivan Gilbert	City of Yarra	Acting on behalf of CEO, City of Yarra	One (1) meeting
Mr Bruce Phillips	City of Yarra	Acting on behalf of CEO, City of Yarra	One (1) meeting
Mr Jon Brock	City of Stonnington	Acting on behalf of CEO, City of Stonnington	One (1) meeting
Mr Warren Roberts	City of Stonnington	Acting on behalf of CEO, City of Stonnington	One (1) meeting

Associate Partner Representatives

Member	Department	Attendance
Mr Steve Dunn	Department of Planning and Community Development	One (1) meeting with nil (0) apology
Mr Julian Hill	Department of Planning and Community Development	Three (3) meetings with nil (0) apologies
Ms Sally Semmens	Department of Transport	Two (2) meetings with two (2) apologies
Ms Lynn Sweeney	VicUrban	Nil (0) meetings with three (3) apologies
Mr Geoff Millar	Department of Innovation, Industry and Regional Development	Nil (0) meetings with four (4) apologies.
Ms Nicole Boldt	Department of Innovation, Industry and Regional Development	One (1) meeting with one (1) apology

Contact information



Copies of the Inner Melbourne Action Plan (IMAP) are available from:

www.imap.vic.gov.au

For further information, please contact:

Alison Fitzgerald - IMAP Implementation Officer

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Inner Melbourne Action Plan
'Making Melbourne More Liveable'



Inner Melbourne Action Plan**Briefing Paper****Strategy 11: Promote the Inner Melbourne Region as a tourism destination**

Purpose

1. To submit a Discussion Paper developed by the Tourism Group requesting ongoing support from the IMAP Implementation Committee.

Background

2. The Inner Melbourne Map and the Regional Tourism Program were approved by the IMAP Committee in December 2007.
3. During 2008, the Group has focused on three key projects: distribution and promotion of the map, itineraries and research; consolidating partnerships with Industry and future direction strategic planning.
4. The Map has received overwhelmingly positive feedback and is featured in the Official Visitors' Guide, Official Visitors Map and Melbourne Cruise Arrivals Guide. A second print run is scheduled for November 2008.
5. On 22 September, IMAP occupied an exhibitors booth at the Melbourne Tourism Industry Exchange. The event, hosted by Destination Melbourne and attended by approximately 350 industry members, raised the profile of IMAP, and in particular the map and itineraries.

Discussion

6. In September 2008, the Group held a strategic planning workshop to develop an agreed direction for the continued promotion and development of the inner Melbourne region experience. The independently facilitated workshop identified six key directions for the short term period of October 2008 to June 2009 (detailed in the attached Discussion Paper – attachment 7a).
7. The Group has sufficient resources to complete research on the Inner Melbourne Map, editorial updates on visitvictoria, and host one tourism forum. To progress the itineraries, visitor profile study, value of tourism research and second forum, it is estimated that this will cost \$60,000.
8. The IMAP Tourism Group is seeking support from the Committee to enable these projects to be carried out so a three-year business plan can be developed and provide IMAP with a clear direction for the future promotion and development of tourism in inner Melbourne.
9. The Group will continue to work in partnership with Destination Melbourne and Tourism Victoria. Destination Melbourne has recently appointed a new CEO, and is currently reviewing their role within the Melbourne tourism industry. IMAP has an opportunity to collaborate and influence the future development of Melbourne as a tourism destination.

Recommendation

10. That the IMAP Implementation Committee resolve to:
 - a) **Note** the Discussion Paper and the short term strategic directions of the Tourism Group.
 - b) **Approve** the continued collaboration of the Tourism Group and partners.
 - c) **Support** the Group by providing additional funding of \$60,000 during the 08-09 financial year.
 - d) **Agree** that the working group report progress back to the IMAP Committee in February and May 2009.

Discover the magic of inner Melbourne



Inner Melbourne Action Plan

Discussion Paper - Strategy 11: Promote the inner Melbourne region as a tourism destination

INTRODUCTION

1. This paper provides an account of the IMAP Tourism Group's achievements over the past 12 months as well as act as a catalyst for discussion regarding future direction and management of Strategy 11.

BACKGROUND

Where we have come from.....what we have achieved.....

2. Since August 2006, the IMAP Tourism Group has worked collaboratively with Tourism Victoria and Destination Melbourne Ltd to successfully implement Strategy 11.
3. In December 2007, the IMAP Committee acknowledged the Group's achievements and endorsed the continuing collaboration of the IMAP Tourism Group.
4. In 2008, the IMAP Tourism Group has focused on three key projects:
 - a. distribution and promotion of the visitor map, itineraries and research;
 - b. consolidating partnerships with Industry (including Tourism Victoria, Destination Melbourne); and
 - c. future direction strategic planning.

A. Distribution and Promotion – Visitor Map, Itineraries and Research

5. In June 2008 a media release was issued to local government writers, travel editors and publications and followed by a photo-shoot at Federation Square with the four IMAP Mayors.
6. The inner Melbourne map and itineraries were released in June on Tourism Victoria's stand at the Australian Tourism Exchange (ATE). ATE is an annual tourism trade show that brings Australian tourism businesses together with airlines, tourism wholesalers and retailers from around the world.
7. In September 2008 the IMAP Tourism Group occupied an exhibitors booth at the Melbourne Tourism Industry Exchange for the first time. This assisted in raising the profile of IMAP, while promoting the map, itineraries and research to the City's Ambassadors.

Inner Melbourne Map

8. The inner Melbourne map was released May 2008, with an initial print run of 100,000 copies. Hard copies of the map are available from:
 - Melbourne Visitor Centre at Federation Square;
 - Richmond, Prahran, and St Kilda Town Halls; and
 - targeted hotels in the four Councils.
9. The map is featured in the following tourist publication/channels:
 - The Melbourne Official Visitors' Guide (four editions per year) for three years commencing July 2007 the Melbourne Official Visitors' Map and Melbourne Cruise Arrivals Guide;
 - Tourism Victoria's website - visitvictoria.com; and
 - City of Port Phillip visitor website (www.visitstkilda.com), with a view to including on the websites of Yarra and Stonnington and the new IMAP website in the near future.

Regional Experience Itineraries

10. The regional experience itineraries encourage visitors to explore the region and compliment Tourism Victoria's 'It's Easy to Lose Yourself in Melbourne' campaign.
11. The itineraries have been distributed electronically through the following channels:

Discover the magic of inner Melbourne



- Tourism Victoria's national and international media and pr networks;
- elements feature on visitvictoria.com, which is one of the most frequented tourism websites in Australia;
- the Melbourne Visitor Centre at Federation Square; and
- City of Port Phillip website, with a view to being added to Stonnington, Yarra and the new IMAP website in the near future.

Value of Tourism Research Report and Factsheet

12. The research report and supporting fact sheet provide an insight into the economic benefits of tourism for the inner Melbourne region. Both the report and fact sheet have been distributed throughout the four Councils and will be available on the new IMAP website in the near future.

B. Collaborating with Industry

13. This year, the IMAP Tourism Group invited a representative from Tourism Victoria to join the team. This has strengthened the Group's collaboration with Tourism Victoria, increased the profile of IMAP and enabled the Group to identify demands, trends and opportunities for future direction, while influencing the implementation of the State Government's Tourism Strategy.
14. In addition, the Group has continued to work closely with Destination Melbourne to identify opportunities for strengthening the promotion of the inner Melbourne region and overall 'Melbourne' brand.
15. Destination Melbourne has recently appointed a new CEO, and is currently reviewing their role within the Melbourne tourism industry. Given the strength of the IMAP Tourism Group's relationship with Destination Melbourne, we have the opportunity to influence the future role that DML will play.

C. Strategic Planning

16. Having delivered on the initial actions in Strategy 11, the Group felt that an opportunity existed for undertaking planning to consider the way forward and participated in a facilitated strategic planning session in September 2008.
17. The session took into consideration the Group's achievements, the context of the Victorian tourism industry (including likely changes, challenges and opportunities) and enabled the Group to develop an agreed direction and priorities for the continued promotion and development of the inner Melbourne region experience.
18. In the short term (October 08 – June 09), the Group identified six key areas to focus energy and resources:
 - a. Update editorial promoting the inner Melbourne precincts on visitvictoria.com;
 - b. Ensure the long term financial viability of the map;
 - c. Host quarterly forums to strengthen partnerships with businesses Industry and key stakeholders;
 - d. Undertake research in the following areas:
 - Update the Value of Tourism research with 2007 data; and
 - Visitor Profile and Satisfaction study;
 - e. Develop one-day itineraries for visitors;
 - f. Prepare a three-year business plan, to commence July 09, which focuses on the below strategic directions and includes a detailed action plan:
 - Tourism Advocacy;
 - Linking local business with Government and Industry;
 - Communication;
 - Visitor Services; and
 - Good Governance.

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FOCUS FOR THE FUTURE

...where to next...

A. Update visitvictoria.com

19. Tourism Victoria's website – visitvictoria.com receives 5 million visitors per year. Currently Tourism Victoria is in the process of reviewing the content of their website with a view to updating information on key areas – including the inner Melbourne region.
20. Ensuring the currency of the information presented on our region is extremely important. The Group has engaged a copywriter to undertake this work and resources have been allocated within the current budget.

B. Viability of the Inner Melbourne Map

21. The initial 100,000 copies of the map were distributed to targeted outlets to enable the Group to test the market. Despite the limited distribution, the IMAP Tourism Group has been able to position the map as one of the four key maps distributed by the City of Melbourne's Visitor Services Network.
22. Feedback on the map has been overwhelmingly positive; however the Group is not able to meet this demand on an ongoing basis. The IMAP map is in high demand from many regional Visitor Information Centres, Melbourne Convention and Marketing Bureau, inner Melbourne hotels, universities, attractions and other tourism providers.
23. A second print run of 100,000 copies of the map is scheduled for November 2008 with a wider distribution. It is anticipated that this print run will last five months. The Group intends to trial the map for the first three months and undertake comprehensive research on the usability of the map as well as compare the value of the map to the three other popular Melbourne maps being distributed.
24. The research will enable IMAP to obtain a better understanding of the interest and use of each of the four maps in circulation as well as identify the advantages and disadvantages, similarities and differences and opportunities for moving forward.
25. Preliminary feedback indicates that there is a possibility that the Inner Melbourne Map and Inner City Map and Transport Guide could be consolidated into one map. If this was to occur, it would enable the long term viability of the Inner Melbourne Map as IMAP would be better positioned to work with key partners and investigate sponsorship.
26. It is estimated the cost to IMAP to undertake market research on the map would be \$12,000.

C. Quarterly Forums

27. Having established a profile within the Victorian Tourism Industry there is opportunity for the IMAP Tourism Group to further develop relationships with key industry partners and local business associations.
28. In particular working more closely with local businesses will enable the group to better understand the product available as well as inform businesses of the value and opportunities tourism can bring to their business.
29. The IMAP Tourism Group regularly invites Industry representatives to meetings; however it would be of great benefit to both Industry partners and local businesses if the Group were to host quarterly forums to inform businesses of opportunities and work collaboratively on projects.
30. The estimated cost to IMAP to host 2 forums in the next 8 months would be \$6, 000, based on 100 attendees at each forum.

D. Research

31. In 2007, the Group undertook research into the Value of Tourism to inner Melbourne. This research is imperative for raising the profile of the tourism industry and also assisting businesses and key stakeholders to better understand the contribution that tourism makes to the local economy.

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32. The 2006 data has provided a benchmark, however to gain the most benefit from the research it would be valuable to undertake the research on an annual basis as it assists in measuring the strength of the inner Melbourne tourism industry and identifying future opportunities.
33. In addition, in December the Tourism Branch at the City of Melbourne will be undertaking an audit of their research program. This presents an opportunity for the Group to provide input into Tourism Melbourne's research program as well as identify opportunities for working together to better understand who the visitors to our region are, what are their needs (develop a profile) and understand their level of satisfaction with the information, products and services available. This information can then be used to inform the development of the IMAP Tourism Business Plan.
34. The estimated cost to IMAP to undertake these two pieces of research is \$50,000.

E. One-Day Itineraries

35. In the process of developing the three-day itineraries, the Group identified a need for one-day itineraries which can be distributed to short stay visitors to Melbourne.
36. The Group proposes to use the same model as the three-day itineraries, linking them with Tourism Victoria's '*It's Easy to Lose Yourself in Melbourne*' campaign. While further research is needed to determine visitor preference for electronic or hard copies of the itineraries, the Group proposes to commence with an electronic distribution.
37. The estimated cost to write and design the itineraries is \$10,000.

F. Three-year Business Plan

38. To deliver positive outcomes for the local community and the economy in moving forward, a collaborative and coordinated approach to the promotion and development of tourism in the inner Melbourne region is vital. This will ensure that the strategic directions identified by the Group align with the direction of tourism for the state and individual municipalities.
39. A three-year business plan will enable IMAP to develop a long term vision for tourism. Reviewing the plan annually will enable the Group to measure success, re-evaluate, respond to changes in tourism industry trends and change direction as necessary.

RECOMMENDATIONS

40. That the IMAP Implementation Committee resolve to:
 - a. **Note** the discussion paper and short term strategic directions of the Tourism Group.
 - b. **Approve** the continued collaboration of the Tourism Group and partners.
 - c. **Support** the Group by providing additional funding of \$50,000 during the 08-09 financial year.
 - d. **Agree** that the Group provide a progress report to the IMAP Committee in February and May 2009.

Inner Melbourne Action Plan

Briefing Paper

Action 9.6 Use of Non Potable Water to Irrigate Public Open Space in Inner Melbourne

Purpose

1. To submit the final report regarding *Use of Non-Potable Water to Irrigate Public Open Space in Inner Melbourne* and request that the IMAP Implementation Committee approve the completion of IMAP Action 9.6.

Background

2. The working group previously completed the development of the document, "*Water Management for Open Space – Technical Notes and Case Studies*". The purpose of this document is to act as a toolkit of best practice water reduction, reuse and recycling options for parklands.
4. The second and more key document that has been recently completed is the study by Sinclair Knight Merz "*Use of Non-Potable Water to Irrigate Public Open Space in Inner Melbourne*". The final draft has been made available. The attachment (7a) provides the summary of the outcomes. A full copy of the report can be made available on request.

Comment

5. For each of the 20 nominated reserves a preferred non-potable water scheme was determined based on water balance modelling, cost estimation and other factors. A preliminary Triple Bottom Line (TBL) assessment of the 20 preferred non-potable water supply schemes was then completed.
6. The TBL assessment was based on weightings, scorings and a base case developed by the IMAP Reference Group and considered the present cost, security of water supply, energy required, aesthetic impacts and regulatory implications of each scheme. The results of this assessment process are summarised in Table 1 of the attached Summary.
7. It is agreed by the IMAP working group that the data provided is sound and provides a strong foundation for each IMAP council to undertake their own detailed cost modelling and further evaluation as necessary based on the merits of each project.
8. It is considered that following this further analysis individual councils should report back to the IMAP Implementation Committee on this evaluation and appropriate moves forward.
9. Essentially, this closes off this IMAP Action as it is now the responsibility of individual councils to use the SKM data/analysis and act accordingly.

Recommendation

10. That the IMAP Implementation Committee resolve to:
 - a) **note** the outcomes and approve the submission of the report for consideration and use by each council.
 - b) **support** the further detailed evaluation of the data in the report by each Council.
 - c) **agree** that each Council report back to the IMAP Implementation Committee on actions arising from further analysis
 - d) **agree** that Action 9.6 is now completed.

Use of Non-Potable Water to Irrigate Public Open Space in Inner Melbourne

Prepared by Sinclair Knight Merz on behalf of Inner Melbourne Action Plan

1. Summary

The Inner Melbourne Action Plan (IMAP) is an agreed plan of actions by Melbourne's inner regional Councils. It includes representation from Port Phillip, Yarra, Melbourne and Stonnington City Councils. IMAP contains approximately 50 actions which address 11 strategies focussing on issues such as transport, open space, sustainability and water.

One of the fifty actions (Action 9.6) is to investigate the options and identify water efficiency opportunities to reduce the use of potable water on open space. Reductions in potable water use need to be undertaken in the context of the importance of Melbourne's open spaces and their role in making Melbourne a liveable city.

As part of Action 9.6 IMAP has commissioned this study which undertakes a preliminary assessment of options for potable water substitution,

For each of the 20 reserves a preferred non-potable water scheme was determined based on water balance modelling, cost estimation and other factors. A preliminary Triple Bottom Line (TBL) assessment of the 20 preferred non-potable water supply schemes was then completed.

The TBL assessment was based on weightings, scorings and a base case developed by the IMAP Reference Group and considered the present cost, security of water supply, energy required, aesthetic impacts and regulatory implications of each scheme. The results of this assessment process are summarised in the table below.

Table 1 Preferred Option and Park Rank

Site Name	Preferred Option/Source	TBL Rank
Holland Park	Storm Water (Drain)	1.
Como Park	Storm Water (Drain)	2.
Elwood Park	Storm Water (Car Park)	3.
Treasury Gardens	Storm Water (Drain)	4.
Alma Park	Storm Water (Drain)	5.
Kooyong Park	Storm Water (Gardiners Creek)	6.
Darling Park	Storm Water (Gardiners Creek)	7.
Citizens Park	Industrial Waste Water	8.
Princess Gardens	Storm Water (Drain)	9.
Garden City Reserve	Storm Water (Drain)	10.
Darling Gardens	Storm Water (Drain)	11.
Victoria Park	Rain Water (Stadium Roof)	12.
Flagstaff Gardens	Sewage	13.
Barkly Gardens	Storm Water (Drain)	14.
St Kilda Botanical Gardens	Sewage	15.
Domain Parklands	Sewage	16.
St Vincent Gardens	Sewage	17.
Fairfield Park	Storm Water (Drain)	18.
Grattan Gardens	Storm Water (Car Park)	19.
Fitzroy Gardens	Storm Water (Drain)	20.

Storm water schemes in particular were found to warrant further investigation. Of all the reserves, Holland Park and Como Park appear to have the most potential for a storm water scheme given the size of upstream catchments, proximity of nearby drains, the amount of water required at the reserves, the absence of any heritage listing and room to construct infrastructure without impacting reserve flora.

The assessments for Holland Park and Como Park indicate that the present cost and energy requirements of these schemes are actually lower than those associated with the current practice of using tanker water. These advantages are seen as offsetting the minor disadvantages associated with a temporary loss of public open space associated with construction.

Furthermore, sensitivity analysis and comparison to actual cost data of a scheme already installed by the City of Stonnington indicates that the cost of the schemes outlined in this report might be reduced by approximately 50 percent using cheaper methods of construction and/or materials. The storm water schemes scoped within this report have been costed on the basis of in ground concrete tanks which appear to be approximately twice as expensive than in ground plastic storage (e.g. Atlantis) or above ground plastic tanks.

In situ monitoring of storm water drains may also indicate that higher or more stable storm water flows can be accessed. These factors would appear to increase the viability of storm water reuse which based on the findings in this report already appears to warrant specific investigation at over half of the reserves studied.

Inner Melbourne Action Plan

Briefing Paper

Action 7.7

Universities and Regional Development

Purpose

1. To progress the following resolution by the IMAP Implementation Committee at meeting 30 May 2008
“approve the inclusion of IMAP Action 7.7 into the IMAP Three Year Implementation Plan and the subsequent further investigation of partnerships with the Office of Knowledge Capital”.
2. To respond to an invitation to partner with the Office of Knowledge Capital on a ‘round table’ discussion to progress opportunities involving universities and their surrounding communities and municipalities.

Background

3. In February 2008 the IMAP Implementation Committee resolved that the Economic Development Statement would provide direction on which IMAP Strategy 7 actions might be included in the IMAP Three Year Implementation Plan (Adopted February 2008).
4. It was agreed at the CEO's Forum 18 April 2008 that the IMAP Regional Economic Development Statement should provide for an integrated economic approach across the IMAP region and should be used to support specific future actions from an economic perspective.
5. The Final IMAP Regional Economic Development Statement titled *‘Making Melbourne More Liveable - A Partnership for Regional Economic Prosperity’* was adopted by the IMAP Implementation Committee on 30 May 2008.
6. *‘Making Melbourne More Liveable - A Partnership for Regional Economic Prosperity’* clearly acknowledges the tertiary education sector, in particular:

“Recognise and support ‘key workers’ and advance opportunities to increase human capital and skills diversity by building on existing relations with the tertiary education sector...”

This is closely associated with IMAP Action 7.7 ‘Universities and regional development’, the broad scope of which is to ‘work collaboratively with universities and TAFE to define and develop a stronger role in regional development’.

Discussion

7. The Office of Knowledge Capital, (OKC), is a recently formed collaboration to develop and promote Melbourne's knowledge capabilities. Its partners are Australian Catholic University (Melbourne), City of Melbourne, Committee for Melbourne, Deakin University, La Trobe University, Monash University, RMIT University, Swinburne University of Technology, University of Melbourne and Victoria University. The OKC is keen to assist in promoting greater understanding and cooperation between the local councils that host metropolitan campuses and the universities that operate them.
8. Melbourne's current performance and future potential as a city boasts high quality education services, a strong knowledge economy, world class research capabilities and a mix of environmental, cultural and social attributes that make the ‘liveability’. Future challenges for Melbourne to maintain a high level intensity in knowledge capital will be to:
 - Attract and retain knowledge workers;
 - Support a creative culture to promote research and innovation;
 - Develop and maintain high quality institutions to educate knowledge workers; and
 - Provide adequate funding sources and business linkages to implement ideas.

The mission of the Office of Knowledge Capital (OKC) therefore is to:
 “Collaborate to develop and promote Melbourne as Australia’s Knowledge Capital”.

The OKC with its knowledge of the economic, social and cultural profiles of Melbourne is uniquely positioned to be able to provide the vital link in promoting effective partnerships between universities, industry, government and the community.

9. A major objective of the OKC strategic plan is to facilitate collaborations between the OKC and governments, businesses and the communities thereby generating opportunities to enhance awareness of the universities as a vital sector. As a component of this, we are proposing to develop a forum in order to promote dialogue between the metropolitan universities and the councils that host them, or **Councils Hosting Universities in Melbourne (CHUM)**.

The aim of the forums would be to generate ongoing projects that increase mutual awareness and create closer local cooperation between the universities and their communities, both economically and socially.

10. The IMAP municipalities host campuses of the majority of our member universities including: Australian Catholic University, Deakin University, La Trobe University, Monash University, RMIT University, Swinburne University, University of Melbourne and Victoria University, and therefore seem an appropriate group to participate in CHUM.
11. Melbourne’s eight metropolitan universities, as identified in the 2007 Howard Partner’s report, *“Melbourne Australia’s knowledge Capital; the contributions of Melbourne’s universities to the City’s economic, cultural and community development”*, sit at the core of our knowledge economy, with combined revenues totalling more than \$4 billion and export earnings in excess of \$2 billion. With 22,500 plus employees and a student body of more than 260,000 the universities are significant contributors to the economic life of our region.

The report also recognised that the role of universities within our communities goes beyond their economic contribution and that they also play a key role in social progress, cultural enrichment and community development. Collectively our universities act as:

- Economic drivers in the local economy
- Developers and employers of talent
- Incubators of business and industry
- Storehouses of cultural resources
- Research centres
- Purchasers
- Economic Magnets; and
- Community Partners committed to supporting all levels of government.

These factors underline the critical role that universities play in Melbourne and why we should be collaborating with them in ensuring our regions urban economic vitality and prosperity.

12. In developing CHUM, successful ‘Town Gown’ initiatives developed in the early 1990’s by Harvard University, MIT in partnership with the City of Cambridge have been researched. The City of Cambridge, adjacent to Boston, MA is comparable to Melbourne in terms of its concentration of universities and the issues that our municipalities are confronted with, particularly as universities prosper and grow, such as increasing competition for housing, land use and taxation issues, denser development, more traffic and changes in the number and mix of businesses and jobs.

Conclusion

13. Considering the alignment with IMAP Action 7.7, the OKC invites IMAP to partner in an initial ‘round table’ discussion in early 2009 on the proposed CHUM initiative.
 - Half – day workshop, assisted by an independent facilitator
 - Attendance to include: key IMAP council representatives and university and TAFE representatives
 - Workshop objectives to include: increase mutual awareness, identify key issues and opportunities and generally create closer local cooperation between the universities and the community.
 - The findings of the workshop would be delivered at the next IMAP and Knowledge Capital Steering Group meetings to scope future needs and directions for ongoing CHUM projects.
 - As partners, IMAP would be asked to contribute \$1500 to funding this workshop

Recommendation

14. That the IMAP Implementation Committee resolves to:

- (a) **Support** the development of a partnership with the Office of Knowledge Capital.
- (b) **Support** a 'round table' discussion with key stakeholders to identify issues and opportunities.

IMAP Implementation Committee**Briefing Paper****Action 6.3 Managing Conflict in Activity Centres**

Purpose

1. To advise the IMAP Committee of progress to date for existing ICEP recommendations:
 - Recommendation 5 - 'develop planning tools to enable councils to effectively manage cumulative impact'
 - Recommendation 6 – 'review of definitions in planning scheme and liquor licensing regulatory frameworks'

Background

2. Since the IMAP Committee determined to pursue the above recommendations, the Victorian Alcohol Action Plan (VAAP) has been introduced by the State Government. This reaffirms that to ensure the liveability of a diverse and vibrant city, there is a need to develop management strategies to minimise the negative impacts of alcohol-related activities.
3. The State Government, in early 2008 also amended Clause 52.27 of the Victorian Planning Provisions and planning schemes to introduce new amenity-based decision guidelines for assessing planning permit applications to use land for the purpose of selling and consuming liquor. The task of the working group has been to formulate a way forward for a consistent approach to the consideration of new planning applications for liquor premises.

Discussion

4. Given the complex interaction of factors, it is not appropriate to develop a simple mathematical formula to forecast the cumulative impact of licensed premises on public safety and amenity of a given activity centre. The task has therefore required an approach based on alternate means. The working group therefore suggests a precinct plan approach.
5. The current moratorium on new liquor licenses beyond 1am until May 2009 provides an imperative timeline to develop a strategy for management of Activity Centres and corresponding precincts. The attached document is a draft format for consideration by the IMAP Committee as a steering group. This includes a Precinct Profile and Cumulative Impact Assessment as 'conceptual' tools to assist Councils to assess planning applications.
6. In addition to developing 'planning tools', it is considered vital that a 'whole of organisational' approach be undertaken considering key operational areas within council and the mix of residential, commercial and entertainment uses.
7. The IMAP 6.3 working group proposes a 5 part approach, as outlined in the discussion paper (attached.)
 - Map the local alcohol environment through appropriate data sources
 - Creation of a strategic statement for the alcohol precinct
 - Whole of organisation response to managing the impacts
 - Apply Cumulative Impact Assessments for determination of planning applications
 - Strengthen the Model

Conclusion

8. The task of determining a methodology for the assessment of cumulative impact requires an approach that will be useful in decision making, inform the process and pre application

discussions but also have sufficient rigour to withstand challenges (including VCAT). A precinct planning / place management approach is considered necessary – the proposed approach follows this principle:

- A Precinct Profile (including a precinct strategic statement as a driver to underpin decisions). This would also contain relevant data / statistics that provide some evidence based information.
 - An Information Sheet for Applicants outlining material to be provided by applicants, including an outline of how the proposed addresses the 'issues' as stated in the Precinct Profile
 - A Cumulative Impact Assessment (checklist) for staff / decision makers – this would have prompts to 'tease out' the strategic fit of the proposal against the strategic intent expressed in the Precinct Profile.
9. The Working Group seeks the consideration of the IMAP Committee of this suggested approach. The Working Group will then progress the matter and report back to the Committee in February 2009 with final drafts.
10. The matter of definitions requires an advocacy approach with Liquor Licensing Victoria, an opportunity existing in the context of the review pending in 2009.

Recommendation

11. That the IMAP Implementation Committee resolves to:
- a) **Approve** the broad directions outlined in the attachments and **receive** a report in February 2009
 - b) **Advocate** with Liquor Licensing Victoria for definitions that align with the Planning Scheme.

IMAP Action 6.3 “Managing Conflict in Activity Centres”

Discussion Paper

31 October 2008

Objective

This paper provides an update on IMAP Action 6.3 is “managing conflicts in Activity Centres.” Some further matters have also become relevant to this topic and are outlined below.

Action 6.3 aims to ensure a consistent approach to managing the night-time economy and the mix of uses in and around activity centres to minimise conflicts between residential, commercial and entertainment uses.

Specifically, the Working Group was asked to prioritise further progress on specific outputs for existing Inner City Entertainment Precincts Taskforce (ICEPT) recommendation 5; *‘develop planning tools to enable councils to effectively manage cumulative impact’* and recommendation 6; *“review of definitions in planning scheme and liquor licensing regulatory frameworks.”*

Updated Policy Analysis: Local Government and the Victorian Alcohol Action Plan (VAAP)

In 2008, the State Government launched the Victorian Alcohol Action Plan (VAAP). The VAAP states that whilst the development of a night-time economy has social and economic benefits, there are increasing concerns around alcohol-related anti-social, dangerous and violent behaviour and its impact on public health and safety, security and public amenity.

Further, the VAAP acknowledges the recent shift to a more diverse, mixed-activities community has presented management challenges. To maintain the liveability of a diverse and vibrant city, there is a need to develop management strategies to minimise the negative impacts of these various activities. This is particularly important given the models for high-density living within Melbourne 2030.

Actions directly relevant to IMAP include:

- (a) the continued implementation of ICEPT recommendations, including progressing the effective management of entertainment precincts to address safety, security and public amenity, in part through the assessment of ‘cumulative impact’ of liquor premises;
- (b) the regulatory framework governing liquor licensing including the introduction of the 2am lockout provisions for licensed premises;
- (c) the moratorium on new liquor licenses beyond 1am until May 2009;
- (d) the review of fees and license types; and
- (e) the introduction of the Liquor Licensing Compliance Directorate.

Whilst the VAAP draws together various State Government departmental responses to addressing these amenity impacts, the role of local government is not strongly identified. Local governments have extensive experience and authority in public health, planning and enforcement, as well as an intimate knowledge of the needs of its local community. Local communities and councils continue to deal directly with many of the impacts that have flowed partly as a result of the increased freedoms of the liquor licensing regime following the liberalisation of liquor control in Victoria more than 10 years ago.

The inclusion of 'cumulative impact' and other decision guidelines under clause 52.27 of the Victoria Planning Provisions provides local government with the theoretical opportunity to manage the alcohol environment and minimise conflict and negative impact on amenity. The issue is how this can be best developed by Councils to ensure an evidenced-based approach to decision-making that will be supported on appeal through VCAT.

Background: ICEPT

The original ICEPT recommendations from the *Final Report to the Minister for Police and Emergency Services, February 2006* were as follows:

Recommendation 5:

Planning Tools to enable councils to effectively manage cumulative impact.

The Department of Sustainability and Environment should amend the Victoria Planning Provisions to introduce performance based decision guidelines to enable councils to effectively manage specific amenity issues that contribute to cumulative impact. Decision guidelines could consider:

- Noise impact, including measures for the management of noise in both licensed premises and new residential development;
- Impact of hours of operation;
- The number of patrons in the entertainment precinct;
- Existing and past trends in type and mix of licensed premises; and
- Proximity of residual uses (actual and planned).

Relevant amendments to State planning policy should be considered to ensure that 'cumulative impact' is recognised as a valid amenity based consideration and that local planning policies stand up in VCAT.

Responsibility: Department of Sustainability and Environment

Recommendation 6:

Review of definitions in planning scheme and liquor licensing regulatory frameworks

Uniform and consistent definitions should be developed and applied to licensed premises under the Victorian Planning Provisions and the Liquor Control Reform Act 1998 to ensure consistency.

Responsibility Department of Sustainability and Environment and Director of Liquor Licensing Victoria.

Summary Update: Recommendation 5

In line with Recommendation 5, DPCD made changes to Clause 52.27 of the Planning Provisions to include decision guidelines that enable councils to assess cumulative impact of licensed premises on the amenity of the area. The decision guidelines were introduced through Amendment VC47 on 17 March, 2008.

Clause 52.27 now states that when deciding on an application to use land to sell or consume liquor, *“the responsible authority must consider, as appropriate:*

- *The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies;*
- *The impact of the sale or consumption of liquor permitted by the liquor licence on the amenity of the surrounding area;*
- *The impact of the hours of operation on the amenity of the surrounding area;*
- *The impact of the number of patrons on the amenity of surrounding area; and*
- *The cumulative impact of any existing and the proposed liquor licence, the hours of operation and number of patrons, on the amenity of the area.”*

The IMAP Implementation Committee identified that there is no definition of cumulative impact, or how it would be specifically applied through the statutory planning processes. The IMAP Implementation Committee prioritised the development of cumulative impact planning tool to manage cumulative impact in a consistent manner across the IMAP region.

It is important to note the original February 2006 ICEPT Final Report also included the following:

Whilst the Local Planning Policy Framework provides councils with a mechanism by which they can *technically manage the cumulative impact of licensed premises*, the *identification of appropriate benchmarks* by which cumulative impact can be managed remains a key challenge. Councils therefore require a specific planning tool that enables them to *identify benchmarks by which cumulative impact can be measured...* It is *critical that adequate data is available to assess the impact of additional premises*, extended licences and mixed venues *uses on a particular area* and on a case-by-case basis. [emphasis added]

The Working Group considers that the development of a ‘planning tool to manage cumulative impact’ is in fact the final step, which follows from a process of locating and analysing relevant data and identifying and setting decision-making criteria.

Defining Cumulative Impact?

Whilst there is no set definition, Cumulative Impact; the density or ‘bunching’ of licensed premises, is increasingly being identified as associated with or resulting in impacts on the local community, including impacts on amenity. A comprehensive examination of the impact of liquor outlet density on neighbourhood amenity found respondents who live closer to liquor outlets were more likely to report problems with

drunkenness and property damage in their neighbourhood.¹ There is substantial research literature that highlights a positive association between alcohol outlet density and rates of violence.² However, this relationship is complex, dependent on the nature of outlet types, the management of premises, the characteristics of suburbs and mobility of populations.

The implication of recent research suggests that it is unlikely that there would be the development of a sound, simple mathematical calculation or formula to forecast the cumulative impact of licensed premises on public safety and amenity in the near future. VCAT is also unlikely to support such an approach. The inclusion of 'cumulative impact' in the Planning Scheme provides Local Government with the opportunity examine what is happening now in their local late night entertainment precincts, to measure the impacts and decide what an acceptable alcohol environment will look like.

Once this precinct strategic statement is developed, Councils can begin to manage the impacts and attempt to assess and mitigate further impacts that may result from additional outlets into the local precinct. The Working Group recommends that each Council undertakes a series of actions to manage licensed premises and the impacts of alcohol. This work is required before a statutory planning tool can be finalised. To achieve this outcome, the Working Group recommends the four Councils adopt the following approach:

Proposed approach to assessing Cumulative Impact

Action 1: Mapping the local alcohol environment through appropriate data sources

Firstly, councils should determine how the cumulation of licensed premises and the sale and consumption of alcohol currently impacts on the amenity of the local area. This requires the identification of appropriate indicators from datasets and mapping the of local alcohol environment within the precinct to better understand what effects this complex interrelationship between licensed premises and amenity. As identified in the original February 2006 ICEPT report, the effectiveness of the alcohol environment profile is dependant on a range of datasets being available at the local level. Some of this information sits with Council, whilst other data is held by various agencies and departments. ICLEI Oceania, through the Cities for Safe and Healthy Communities Program, is currently undertaking work with the Cities of Port Phillip and Melbourne in this area and this may represent an opportunity to establish a uniform data collection framework for obtaining, analysing and monitoring information across Councils.

Indicators to be considered, mapped and analysed as part of the Precinct Profile include:

- Relevant land use zoning, including proximity to residential areas (current and planned);
- Number and type of licensed premises, maximum capacity and trading hours;
- Access to public transport, taxi services and car parking;
- Relevant pedestrian traffic and mobility patterns;
- Complaint history within the precinct (Council, Consumer Affairs Victoria, Police);
- Public realm behaviour (including alcohol-related violence, offensive and nuisance behaviours);

¹ Donnelly et al, (2006) *Liquor concentrations and alcohol-related neighbourhood problems*, Sydney: New South Wales Bureau of Crime Statistics and Research in Roche, et al, (2008) *Young People and Alcohol: the role of Cultural Influences DrinkWise Australia*, p. 166.

² Livingston, Chikritzhs and Room, the density of alcohol outlets to reduce alcohol related problems.

- Relevant property damage and vandalism;
- Alcohol-related ambulance attendances;
- Bottle and waste litter;

Action 2: Create a strategic statement for the alcohol precinct

Council would then decide on what an acceptable and balanced alcohol-environment for the activity centre or precinct is. Council would then set benchmarks, based on the systematically collected, valid indicators to define this strategic position. This would then be incorporated into the Precinct Profile. This work would increase the focus of Council on the late night economy, identify areas with further opportunity for late night businesses or areas that are saturated. The process of developing a strategic statement for the precinct could then inform a range of Council strategies, including the Municipal Strategic Statement, Municipal Public Health Plan, Community Safety Plans, and enforcement plans or be incorporated as part of a structure planning process. A single-issue specific, place management approach may be appropriate to achieve this end.

Action 3: Whole of Organisation response to managing the impacts

Council's would need to adopt a whole of organisation approach to implement the strategic statement, and advocate for resources and responses that lie outside of the scope of local government. A whole of organisation approach to managing the impact of alcohol is required for Council to be effective in reducing and addressing the negative impacts on amenity arising from the accumulation of licensed premises.

Action 4: Apply Cumulative Impact Assessments

Once the preceding steps have been undertaken, a specific "planning tool" can be effectively implemented for the assessment of new applications through statutory planning processes. The Precinct Profile would be provided to new liquor licence applicants, who would be consider the Precinct Profile to determine what mitigating measures can be undertaken to minimise the impacts

The Cumulative Impact Assessment checklist could then be used by Council decision-makers to determine whether there will be a detrimental cumulative impact on amenity as a result of the additional liquor premises. An example of the Cumulative Impact Assessment checklist is to be provided. The detail of this tool, including its scope, how it will operate and how it will be implemented within Council requires further work by the Working Group.

The Working Group does not support the introduction of the CIA without appropriate data identification and research at the precinct level or without a cross-organisational approach. Assessing cumulative impact should not be seen a role solely for Statutory Planning, nor should introducing better measures for managing the cumulative impacts of alcohol outlets be withheld for fear of failure at VCAT.

Action 5: Strengthening the Model

VCAT is considered likely to disregard any planning tool simply based on mathematical approaches. The CIA is intended to assist in the management of the negative impacts that may flow from additional licensed premises within a particular activity centre or precinct. It is already current practice for local government to endorse alcohol management plans for venues, or to include a list of conditions for the operation of the

venue on the planning permit. The CIA is intended to properly inform the development of such alcohol management plans, to ensure they are appropriate and also to assist Councils in determining whether or not to support the application. Whilst the inclusion of precinct profiles into the MSS and amendment of local licensed premises policies to better reflect this approach would ultimately add weight to the model, it is not essential for this to be in place for Councils to commence work on managing alcohol-related impacts in a systematic, transparent and rational way. VCAT will have better regard for such an evidenced-based approach, than for any mathematical 'saturation' approach.

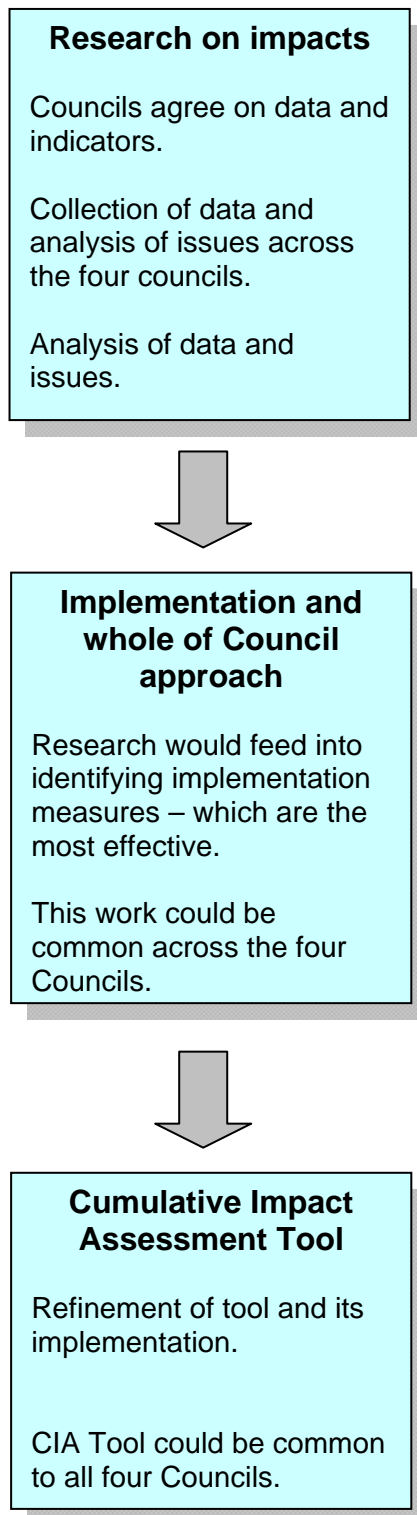
Recommendation 6

Recommendation 6 states *"Uniform and consistent definitions should be developed and applied to licensed premises under the Victorian Planning Provisions and the Liquor Control Reform Act 1998 to ensure consistency."* Further work needs to be undertaken through the Working Group to identify ways to improve coordination, ensuring consistency and greater efficiencies between the two regulatory processes. The issue is that ambiguity continues to exist between the definitions amongst the two statutory regimes. Until the two regimes are brought into alignment, this ambiguity will continue.

With the impending Consumer Affairs review of the regulations that prescribe fees payable for the eight different types of liquor licence in 2009, Councils can pro-actively develop recommendations to amend licence typology to better reflect the categorisation of such venues through the planning provisions. The Working Group will continue to work on this aspect.

Proposed Approach – IMAP Action 6.3

All four Councils



Specific Precincts

