

Agenda

Inner Melbourne Action Plan Implementation Committee

Meeting No 13

8.00 am – 10.00 am Friday 6 February 2009

City of Port Phillip

St Kilda Town Hall – Ngargee Room

(enter via the portico entrance – Ngargee is to the right on ground floor)

Committee Members	<p>Cr Frank O'Connor – Mayor, City of Port Phillip (Chair)</p> <p>Cr Claude Ullin – Mayor, City of Stonnington</p> <p>Cr Amanda Stone – Mayor, City of Yarra</p> <p>Cr Peter Clarke – Chair Planning Committee, City of Melbourne</p> <p>Dr Andi Diamond – Chief Executive Officer, City of Yarra</p> <p>Ms Sally Calder – Acting 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>Clare McArdle - Executive Director Melbourne 2030 Implementation Unit, DPCD</p> <p>Sally Semmens - Urban and Regional Planning, Department of Transport</p> <p>Diane Sydenham - Department of Innovation, Industry and Regional Development;</p>
IMAP	<p>Alison Fitzgerald – IMAP Implementation Officer</p>
Guests	<p>Andrew Korr, Senior Adviser, Office of the Minister for Public Transport and the Arts</p> <p>Bruce Phillips, Director City Development, City of Yarra</p> <p>Haig Poulson, Principal Engineer Traffic Engineering, City of Melbourne</p> <p>Kelly Martini, Corporate and Community Planner, City of Stonnington</p> <p>Leonie Kirkwood, Senior Strategic Planner, City of Port Phillip</p> <p>Alex Fearnside, Team Leader Sustainability, City of Melbourne</p> <p>Michaela Lang, Community Sustainability Officer, City of Melbourne</p> <p>Ian McLauchlan, Transport and Parking Manager, City of Stonnington</p> <p>Helen Steel, Projects Coordinator, Office of Knowledge Capital, City of Melbourne</p>

PRELIMINARIES

Item	Time Alloc.	Agenda Topic	Responsibility
1.	1 min	Appointment of Chair	Chair
2	1 min	Apologies	Chair
3.	1 min	<p>Suspension of City of Melbourne's Local Law No. 1</p> <p>Conduct of Meetings (No 1 of 2001)</p> <p><u>Recommendation</u></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>	Chair

ITEMS

4	1 min	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 31 October 2008.	Chair
5.	2 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 31 October 2008. Sally Semmens - Update from Department of Transport Correspondence Briefings <ul style="list-style-type: none"> Minister Kosky – Tram Strategy Ministers Madden and Wynne - Affordable Housing Annual Report 07-08 completion and distribution	Chair
6.	2 mins	Financial Report (Attachment 3) <u>Recommendation</u> 6.1 That the IMAP Implementation Committee resolves to receive the IMAP Financial Report for the 2nd quarter 08-09	Chair
7.	2 mins	Progress Report (Attachment 4) <u>Recommendation</u> 7.1 That the IMAP Implementation Committee resolves to note the IMAP Progress Report January 2009	Implementation Officer
8.	10 mins	3 Year Implementation Plan (Attachment 5) <u>Recommendation</u> 8.1 That the IMAP Implementation Committee resolves to: <ol style="list-style-type: none"> Support a review of the Inner Melbourne Action Plan in September 2009, reporting back to the IMAP Implementation Committee in November 2009. Note the attached <i>Status of Progress</i> table and support the recommendations for the remainder of Year 3 (08-09) and Year 4 (09-10) pending the review of the Inner Melbourne Action Plan. Support discussion and provide direction to working groups at next Senior Executive Forum, scheduled for March 2009 with the aim to complete Actions in progress. Support further discussions on the extension of 'demonstration' projects to advocate for a 'Flagship' project in partnership with the State Government. 	Implementation Officer
9.	10 mins	IMAP Governance and Relationships Report (Attachment 6) <u>Recommendation</u> 9.1 That the IMAP Implementation Committee resolves to: <ol style="list-style-type: none"> Note the actions undertaken by the IMAP Implementation Officer to improve the 'Co-ordination and Communication' as per minutes of the Sub-group Meeting held 24 July. Adopt the amended Operational Protocols of the Inner Melbourne Action Plan as per the recommendation in the Review of IMAP Governance and Relationships Report. Support an approach to the Minister for Local Government to 'modernise' the Section 86 Provisions of the Local Government Act to accommodate a regional collaborative model such as IMAP. Encourage the continued progress of implementing priority actions identified by the sub-group including further discussion on item 11. 	Implementation Officer
10.	10 mins	Overview of <i>The Victorian Transport Plan</i>	Andrew Korr

11.	2 mins	Strategy 11 Tourism (Attachment 7) 11.1 That the IMAP Implementation Committee resolves to: (a) Note the progress of the IMAP Tourism working group (b) Agree that the working group present outcomes to the IMAP Implementation Committee in May 2009.	Implementation Officer
12.	3 mins	Action 2.2 Wayfinding (Attachment 8) 12.1 That the IMAP Implementation Committee resolves to note the progress of Action 2.2 demonstration project.	Implementation Officer
13.	10 mins	Action 2.5 Bicycle Network (Attachment 9) 13.1 That the IMAP Implementation Committee resolves to: (a) Note the current progress of implementing the 'red' and 'blue' priority routes as per 'Bicycle Victoria's Review of the Priority Bike Route Network for IMAP' (January 2008) (b) Approve the initiative of a collaborative facilitated 'Senior Transport Forum'. Outcome of Forum will be presented to the IMAP Implementation Committee in May 2009. (c) Support the scoping of a formal structure and program by the Working group in liaison with all key stakeholders to be presented to the IMAP Implementation Committee in August 2009. (d) Agree to a deputation to Minister Pallas to include IMAP's offer to assist with treatments of St Kilda Road and recommendation of a Victorian Government supported 'Flagship project' as an extension of the current demonstration project.	Haig Poulson (CoM)
14.	10 mins	Action 9.1 Regional Sustainability Targets (Attachment 10) <u>Recommendation</u> 14.1 That the IMAP Implementation Committee resolves to approve funding of \$14,500 to conduct standardised greenhouse emission measurements and note current progress of the program audit.	Alex Fearnside (CoM)
15.	15 mins	Action 3.3 Regional Approach to Parking Management (Attachment 11) 15.1 That the IMAP Implementation Committee resolves to: (a) Note the progress of Action 3.3 Regional Approach to Parking Management. (b) Endorse the IMAP Sustainable Transport Framework for use by member Councils in determining the allocation of road-side kerb space, where Council has the relevant highway authority power. (c) Agree to a joint approach for the development of tools to influence the consistency and value of Integrated Travel Plans submitted as part of Planning Applications (d) Endorse car sharing as a valid parking mitigation initiative and encourage member councils to develop an IMAP regional car sharing guideline (consistent with the CoM draft guideline and any subsequent State Government guidelines released). (d) Approve the development of a Resource Document and Action Plan based on the outcome of the State Government's Review of CL52.06	Ian McLauchlan (CoS)
16.	20 mins	Action 6.3 Activity Centres – Cumulative Impact (Attachment 12) <u>Recommendation</u> 16.1 That the IMAP Implementation Committee resolves to: a) Endorse the proposed set of indicators b) Support the individual Councils in the operational implementation of the indicators and the Cumulative Impacts Assessment Tool c) Request the Action 6.3 Working Group report back to the Implementation Committee on the refinement and finalisation of the indicators and tool in April 2009	Bruce Phillips (CoY)
17.	10 mins	Action 7.7 Universities and Regional Development (Attachment 13) <u>Recommendation</u> 17.1 That the IMAP Implementation Committee resolves to: (a) Support the formation of an IMAP Action 7.7 Working group by recommending the appropriate internal representatives from each IMAP Council. (b) Support the further exploration and scoping of the Town Gown and Integrated Workplace Learning program initiatives	Helen Steel (OKC)

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

18.	7 mins		
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OTHER BUSINESS

19.	2 mins	Close Next Meeting – Friday 29 May 2009 (8.00am) City of Yarra	Chair
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ATTACHMENTS

Item No	Attachment No	Attachment Topic
4	Attachment 1	DRAFT Minutes of Meeting No. 12 (31 October 2008)
5	Attachment 2 Attachment 2a Attachment 2b Attachment 2c	Business Arising + Correspondence <ul style="list-style-type: none"> - Correspondence to Patrick O'Neill, Chief of Staff - Correspondence to Minister Wynn - Correspondence to Minister Madden
6	Attachment 3 Attachment 3a	Financial Report <ul style="list-style-type: none"> - Budget 08-09
7	Attachment 4	Progress Report
8	Attachment 5 Attachment 5a	3 Year Implementation Plan <ul style="list-style-type: none"> - Status of progress implementing the <i>Inner Melbourne Action Plan</i>
9	Attachment 6 Attachment 6a	IMAP Governance and Relationships <ul style="list-style-type: none"> - Draft amended IMAP Operating Protocols
10	Attachment 7	Strategy 11 Tourism Progress Report
11	Attachment 8	Action 2.2 Coordinated pedestrian and public transport signage system (Wayfinding) Progress Report
12	Attachment 9 Attachment 9a	Action 2.5 Bicycle Network Briefing Paper <ul style="list-style-type: none"> - Progress Status of Priority Routes
13	Attachment 10 Attachment 10a	Action 9.1 Regional Sustainability Targets <ul style="list-style-type: none"> - Proposal from ARUP
14	Attachment 11 Attachment 11a Attachment 11b Attachment 11c Attachment 11d	Action 3.3 Regional approach to Parking Management <ul style="list-style-type: none"> - Draft IMAP Sustainable Transport Framework - Discussion Paper – Integrated Travel Plans - CoM Draft Car Share Guidelines - Pay Parking, PODS, Time Restrictions Audit
15	Attachment 12 Attachment 12a	Action 6.3 Managing Conflict in Activity Centres <ul style="list-style-type: none"> - Uniform set of Indicators
	Attachment 13 Attachment 13a	Action 7.7 Universities and Regional Development <ul style="list-style-type: none"> - CHUM Workshop Summary

DRAFT MINUTES
Inner Melbourne Action Plan
Implementation Committee
Meeting No 12 (31 October 2008)
City of Stonnington - Prahran Town Hall

Attendees	Cr Claude Ullin, Mayor, City of Stonnington (Chair) Cr Judy Morton – Mayor, City of Yarra Cr Catherine Ng – Chair, Planning Committee, City of Melbourne 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	Sally Semmens – Integrated Transport Planning, Department of Transport Paul Jarman – Acting Executive Director Urban Development, DPCD Diane Sydenham - Director Strategic Policy, DIIRD
IMAP	Alison Fitzgerald, IMAP Implementation Officer
Guests	Bruce Phillips - Director City Development, City of Yarra Cr Steve Stefanopoulos - City of Stonnington Mark Elliott, Director CollabForge Chris Buckingham, Chief Executive Officer, Destination Melbourne 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

1.	<p>Appointment of Chair</p> <p>1.1 That the IMAP Implementation Committee resolve to appoint Cr Claude Ullin as the Chair of the meeting.</p> <p>MOVED Mr SIDES / Cr Morton A vote was taken and the MOTION was CARRIED</p>
2.	<p>Apologies</p> <p>2.1 That the IMAP Implementation Committee resolve to note the following apologies: Cr Janet Cribbes – Mayor, City of Port Phillip</p> <p>Welcome to Paul Jarman, Acting Executive Director Urban Development Welcome to Dr Diane Sydenham, Director Strategic Policy, DIIRD</p> <p>MOVED CR MORTON / Mr Sides</p>
3.	<p>Suspension of City of Melbourne's Local Law No. 1 Conduct of Meetings (No 1 of 2001)</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>MOVED Mr LAWLER / Cr Morton</p>

ITEMS

4	<p>Confirmation of Minutes (Attachment 1)</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 29 August 2008.</p> <p>MOVED Mr SIDES / Cr Morton</p>
5.	<p>Business Arising (Attachment 2)</p> <p>Chair introduced IMAP's new 'partner' Dr Diane Sydenham representing DIIRD (replacing Geoff Millar)</p> <p>Sally Semmens spoke to an outstanding action (29 August) – Department of Transport's commitment to assist with funding a dedicated IMAP bicycle officer to facilitate actions such as the development of the Bicycle Account and the development of the Project Plan for IMAP Action 2.5. Commitment will be dependent upon the delivery of the Victorian Transport Plan.</p> <p>Correspondence received</p> <ul style="list-style-type: none"> ▪ Melbourne Water's endorsement of WSUD Model Guidelines. <p>Briefings</p> <ul style="list-style-type: none"> • Minister Kosky – Public Transport (27 August 2008) • Ministers Madden and Wynne - Affordable Housing (11 September 2008) • Victorian Local Sustainability Advisory Committee (Accord) - (17 October 2008) <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 29 August 2008.</p> <p>MOVED Cr MORTON / Mr Lawler</p> <p>Actions:</p> <ul style="list-style-type: none"> ▪ 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. ▪ IMAP Implementation Officer to confirm next steps from Ministerial briefing to Ministers Wynn and Madden.
6.	<p>Budget (Attachment 3)</p> <p><u>Recommendation</u></p> <p>6.1 That the IMAP Implementation Committee resolves to receive the IMAP Financial Report for the 1st quarter 08-09</p> <p>MOVED Cr MORTON / Mr Lawler</p>
7.	<p>Progress Report - Implementation Officer (Attachment 4)</p> <p><u>Recommendation</u></p> <p>7.1 That the IMAP Implementation Committee resolves to note the IMAP Progress Report October 2008.</p> <p>MOVED Mr SIDES / Mr Lawler</p> <p>Action:</p> <ul style="list-style-type: none"> ▪ IMAP Implementation Officer to add Advocacy Actions to Progress Report (Actions 2.6 / 4.1 / 4.3 / 4.7) and distribute to all members of IMAP Working Groups.
8.	<p>IMAP Communications (Attachment 5) – Implementation Officer</p> <p>IMAP Annual Report drafted and presented for consideration</p> <ul style="list-style-type: none"> ▪ Important to complete this in 2008 in order to acknowledge current Councillors and their contribution. ▪ Suggest that Martin Hartigan is acknowledged ▪ Working groups have been consulted and have provided feedback <p>Cr Morton – Ensure more iconic photos of the municipalities are included in report (bit too Melbourne centric)</p>

IMAP Website Launch

- The Wiki 'back end' will now be developed to provide a tool for working group collaboration.

Recommendation

8.1 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.

MOVED CR NG / Cr Morton

Actions:

- IMAP Implementation Officer to work with Mr Lawler and Mr Spokes to complete Annual Report and approve printing and distribution.
- IMAP Implementation Officer to check 'caretaker period' in respect to Photos of Mayors.

9. Action 6.3 Activity Centres – Cumulative Impact - Bruce Phillips (Attachment 9)

Bruce Phillips

- Use of indicators to aid decision-making
 - What indicators do we have access to and how do we maintain these indicators?
- A logical performance based approach is required
- Clause 52:27 (cumulative impact) has been inserted into Planning Scheme (doesn't apply in Capital Cities)
- Value of tools presented?
- Suggest a 'whole of organisation' approach – include strategic and statutory planners
- Consider the rapid rate of change within industry and corresponding changing impacts.

Recommendation

9.1 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

MOVED CR MORTON / Cr Ullin

10. Action 11.2 Tourism - Michelle Dawson (City of Yarra) (Attachment 6)

General discussion

- Increase conversations with Yarra Trams, City Shuttle Bus operators etc in respect to wider distribution of IMAP Map and raise profile of IMAP
- Partner with industry to streamline the 'offer'
- Suggest future research aims to increase understanding of travel patterns and motivation
- Leverage of the success of IMAP Tourism outcomes - will assist profile of other IMAP actions.

Recommendation

10.1 That the IMAP Implementation Committee resolves 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

MOVED MR SIDES / Cr Morton

11. Action 9.6 Recycled Water for Open Space - John Wisniewski (City of Stonington) (Attachment 7)

SKM overview of findings – comment that above ground storage is more cost effective

Mr Lawler - What would the cost benefit be to transfer from high supply areas e.g. Como park to low supply areas?

Recommendation

11.1 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.

MOVED MR LAWLER / Cr Ng

Actions:

- IMAP Implementation Officer to seek advice in response to question relating to high supply transfer to low supply areas.
- IMAP Implementation Officer to seek opportunity to present IMAP Action 9.6 to Inner South Metro Mayor's Forum

12. Action 7.7 Universities and Regional Development– Helen Steel (City of Melbourne) (Attachment 8) Cr Ng

- Critical to include TAFEs in discussion
- Keen to explore transportation issues and suggest a co-ordinated approach

Mr Spokes

- Focus on practical outcomes of proposed forum
- Identify issues, gaps, constraints and share dialogue.

Recommendation

12.1 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.

MOVED MR SPOKES / Mr Sides

CONFIDENTIAL ITEMS

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

13. None listed

OTHER BUSINESS

14. Pre-Xmas IMAP Networking / Celebration function

Mr Lawler supported the idea of a holding an IMAP networking and celebratory function before Xmas for the purpose of getting all council staff working on IMAP projects together and thanking them for their contribution o date.

A budget of \$2000 was approved.

MOVED MR SIDES / Mr Lawler

15. Next Meeting

Friday 6 February (8.00am) City of Port Phillip

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

Confirmed: **Next meeting 6 February 2009**

Chairperson: Mayor Port Phillip _____

RESOLUTIONS

- 1.1 That the IMAP Implementation Committee resolve to appoint Cr Claude Ullin as the Chair of the meeting.
- 2.1 That the IMAP Implementation Committee resolve to note the following apologies:
Cr Janet Cribbes, Mayor City of Port Phillip
- 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 29 August 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 29 August 2008.
- 6.1 That the IMAP Implementation Committee resolves to **receive** the IMAP Financial Report for the 1st quarter 08-09.
- 7.1 That the IMAP Implementation Committee resolves to **note** the IMAP Progress Report October 2008.
- 8.1 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.
- 9.1 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
- 10.1 That the IMAP Implementation Committee resolves 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
- 11.1 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.
- 12.1 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

ACTIONS PUBLIC RECORD**31 October 2008 – Meeting number 12**

Responsibility	Item	Action	Due
IMAP Implementation Officer	5	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.	Dec 08
IMAP Implementation Officer	5	IMAP Implementation Officer to confirm next steps from Ministerial briefing to Ministers Wynn and Madden.	Nov 08
IMAP Implementation Officer	7	IMAP Implementation Officer to add Advocacy Actions to Progress Report (Actions 2.6 / 4.1 / 4.3 / 4.7) and distribute to all members of IMAP Working Groups.	Nov 08
IMAP Committee	8	IMAP Implementation Officer to work with Mr Lawler and Mr Spokes to complete Annual Report and approve printing and distribution.	Nov 08
IMAP Committee	8	IMAP Implementation Officer to check 'caretaker period' in respect to Photos of Mayors	Nov 08
IMAP Implementation Officer	11	IMAP Implementation Officer to seek advice in response to question relating to high supply transfer to low supply areas	Nov 08
IMAP Committee	11	IMAP Implementation Officer to seek opportunity to present IMAP Action 9.6 to Inner South Metro Mayor's Forum	Nov 08

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 06/02/09
Action 6.3 Working Group	Prioritise ICEP Recommendations five and six for action	29 Aug 08	In progress See Agenda item 12 06/02/09
IMAP Implementation Officer	Progress arrangements for a Mayor and Councillors' Forum (Annual Forum)	TBD	To be scheduled Proposed June 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 6 06/02/09

IMAP Implementation Committee Action Items (29 August 2008)

Responsibility	Action	Due	Progress
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	Complete
	<i>Melbourne 2030 Introduction of DACs</i> The sub-group to report to the next CEO Forum in early 2009	2009	Scheduled
	<i>Melbourne 2030 Introduction of DACs</i> Recommendation (c) to be raised at the Inner South Metropolitan Mayors Forum	31 Oct 08	Scheduled
	<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.	31 Oct 08	Complete
	<i>Building Heights</i> The sub-group to report to the next CEO Forum in early 2009.	31 Oct 08	Scheduled
	<i>Building Heights</i> To be raised at the Inner South Metropolitan Mayors Forum by IMAP Committee representatives.	31 Oct 08	Scheduled
	<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

IMAP Implementation Committee Action Items (31 October 2008)

Responsibility	Action	Due	Progress
IMAP Implementation Officer	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.	Dec 08	Complete
IMAP Implementation Officer	IMAP Implementation Officer to confirm next steps from Ministerial briefing to Ministers Wynn and Madden.	Nov 08	Complete
IMAP Implementation Officer	IMAP Implementation Officer to add Advocacy Actions to Progress Report (Actions 2.6 / 4.1 / 4.3 / 4.7) and distribute to all members of IMAP Working Groups	Nov 08	Complete
IMAP Implementation Officer	IMAP Implementation Officer to work with Mr Lawler and Mr Spokes to complete Annual Report and approve printing and distribution.	Nov 08	Complete
IMAP Implementation Officer	IMAP Implementation Officer to check 'caretaker period' in respect to Photos of Mayors	Nov 08	Complete
IMAP Implementation Officer	IMAP Implementation Officer to seek advice in response to question relating to high supply transfer to low supply areas	Feb 09	In Progress
IMAP Implementation Officer	IMAP Implementation Officer to seek opportunity to present IMAP Action 9.6 to Inner South Metro Mayor's Forum	Feb 09	Complete

Correspondence

From	Regarding
To	Regarding
Minister Madden (24 November 2008)	Response to issues raised at Ministerial Briefing (11 September 2008)
Minister Wynn (24 November 2008)	Response to issues raised at Ministerial Briefing (11 September 2008)
Patrick O'Neill, Chief of Staff, Minister for Public Transport and the Arts (29 January 09)	Reminder to partner in discussions re: Tram Strategy



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

29 January 2009

Patrick O'Neill
Chief of Staff
Minister for Public Transport and the Arts
GPO Box 2797
Melbourne VIC 3000

Dear Patrick

Inner Melbourne Action Plan (IMAP)

A delegation from the Inner Melbourne Action Plan (IMAP) partner councils met with Minister Kosky on 27 August 2008 to discuss mutual opportunities for collaborative action on public transport in the inner Melbourne region.

At this meeting, Minister Kosky invited IMAP to work with the State Government on the development of a Tram Strategy in partnership with other key stakeholders such as Department of Transport, VicRoads and Yarra Trams.

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 and in particular the recently released Victorian Transport Plan.

IMAP looks forward to continuing our relationship and interaction with the Department of Transport and awaits notification from you in respect to commencing discussions in relation to the proposed Tram Strategy.

Please call me on 9205 5039 to discuss at your convenience.

Yours sincerely

Alison Fitzgerald
IMAP Implementation Officer
Inner Melbourne Action Plan

Enquiries: Gary Spivak
Telephone: (03) 9209 6752
Reference: 66/04/72

24 November 2008

Justin Madden MLC
Minister for Planning
Level 17, 8 Nicholson Street
East Melbourne 3002

Dear Minister

Re. Proposed Affordable Housing Overlay (inclusionary zoning)

On behalf of the IMAP Councils, thank you for allowing us the time to present our proposal on 11 September 2008.

We have developed the proposal from the onset with the intent to address anticipated concerns of developers, the lessons from USA and United Kingdom use of inclusionary zoning and to reinforce existing and emerging State planning and affordable housing policy.

Responses to the issues raised at our meeting:

Will the proposal create an impost on developers?

The market impact of the various cash-in-lieu rates proposed by SGS Economics and Planning were independently tested by Biruu Australia. Biruu adjusted the rates, agreed with the underlying assumptions of the model and tested them for market impacts. Its findings, documented in its report of June 2008, were that there will be no material impacts on housing affordability (or investment levels in the region). This is because the contribution rate options of \$20-50/ m² constituted only 1.0 -1.3% of the value of units in the hypothetical development case studies. The Inner Melbourne Region is considered to have the highest levels of investment and the impact of the proposed Overlay is considered by Biruu to be so low that it would not be detectable from other background factors that affect housing/unit costs, development costs and investment decisions.

The feedback from initial consultation with some major private developers was that, with a sufficient lead time for establishment of an Overlay they would be accepting of such an overlay – this is because with this period in place the costs would be allowed for in development feasibility studies and and/or absorbed into developments.

It is acknowledged however that some concerns are likely to be articulated by some developers in public statements.

The suggested business case would provide the means to market test these initial findings to a higher level.

Should required contributions be balanced with offsets?

It is proposed that government plays its part in providing some general incentives. Commonwealth, State and Local Government could be identifying underutilised or surplus land suitable for higher density development. Land generally suitable for higher density

development has been outlined in the Inner Regional Housing Statement (IRHS) and being documented in local government strategic planning policies such as housing strategies, activity centre structure plans along with appropriate development guidelines for key sites that allow for increased development density.

This has the potential to provide a release of some attractive development opportunities for developers to increase certainty for investment and decrease development risk.

Government can also identify sites suitable for social housing through audits of underutilised and surplus land that could be provided as donations or sale, preferably at discounted value. A number of local government structure plans in the region have already identified sites for both higher density development and affordable/social housing in activity centres. Both these approaches are consistent with the objectives of Melbourne 2030. In doing this, government is contributing to solving the problems of housing affordability which we believe is important to demonstrate.

Local government can also assist in reducing development costs for all developers providing affordable housing through housing associations where there is a demonstrably lower demand for car parking. With car parking spaces costing up to \$50,000 each in inner urban areas, sufficient space for car parking is often difficult to achieve by private developers and the region served by the best level of public transport, this general assistance can constitute a valuable local government contribution.

Should offsets be offered on a development specific basis or more generally?

We strongly believe that contributions should be provided on a broad-based approach. Offsets should not be offered on a development or site specific basis through the statutory planning process. This would undermine the intent for the Overlay to be a broad based, transparent and non-discretionary scheme that provides a level of certainty for developers compared with the uncertainty of negotiated agreements. One of the lessons of the USA and UK systems is that negotiable agreements provide uncertainty for the development industry and introduce inequitable treatment of developments in a manner that should not be replicated under this proposal.

The delivery of social housing through registered housing associations would be targeted at specific sites either through unit contributions in development proposals that are transferred to housing associations or through cash-in-lieu contributions expended by housing associations.

Non-development specific incentives are already consistent with the objectives of Melbourne 2030 and can be reinforced without having to individually trade off building height for affordable housing requirements through the statutory planning process, which is typical of negotiable agreements. The suggested introduction of rate incentives for developers is also seen as a direct trade-off that undermines the broad based nature of the proposal.

In addition to these offsets, the Cities of Yarra, Melbourne and Port Phillip already provide specific contributions to registered housing associations in the form of cash or land for social housing development.

Should the Overlay target specific brown field sites or apply to the Region?

A broad based proposal that is uniformly applied to the region is the most equitable, transparent, predictable and effective manner of achieving target levels of social housing. Conversely, targeting the limited supply of brown field sites only for contributions will undermine these outcomes and fail to achieve the target levels of social housing. However, this would not prevent individual projects being pursued for the delivery of social housing including in mixed development, eg. on government land. However, we believe that this should occur in parallel with the Overlay and seen as augmenting a broad based scheme.

Responding to the position of peak bodies

We appreciate that peak bodies will not automatically support this proposal. However, we specifically have excluded single dwellings from the proposal which will comprise a major proportion of the sphere of interest of the Housing Industry Association and Master Builders Association.

Further, there are some developers who conditionally accept that an inclusionary zoning scheme is inevitable and some even argue that it is necessary to address the growing polarisation of society due to the lack of affordable housing.

Developers consulted on the proposal indicated a broad acceptance of inclusionary zoning. This was conditional on there being suitable lead time for introducing the overlay, tenancy support and management for contributed units not being their responsibility, there being flexibility in the form of contributions (cash or units) and government playing its part in identifying and offering land opportunities in a general manner. The proposal addresses these concerns through in principle support for a sufficient lead time, housing associations being responsible for tenancy support and management, there being flexibility between cash or unit contributions and the intent for identifying land opportunities. Along with the demonstrated lack of material market impact on the cost of developments, we believe that this offers a platform for further consulting on the proposal with support from elements of the development industry.

We will be happy to arrange a meeting with some of these developers to discuss their conditional acceptance of the proposal. It is understood that some may be prepared to publicly support the proposal.

Our request is to work collaboratively to prepare a comprehensive Business Case, rather than implementing the policy. Peak bodies can be consulted and input into this process prior to any final decisions being made by Government.

Addressing broad housing affordability needs

We agree with your position that the proposed Overlay should be seen as one part of a suite of strategies to address housing affordability rather than being used in isolation. The broader solution includes the *Strategy for Growth in Housing for Low Income Victorians*, including partnerships between registered housing associations and private developers, home purchase grant schemes and the *National Rental Affordability Scheme (NRAS)*. We see there being a strong synergy between the proposed Overlay, housing associations and NRAS.

Moving forward

The proposal has been carefully crafted to maximise acceptance from developers and reinforce existing State policy and programs, and we are seeking an agreement to undertake further investigation with your government in partnership with the IMAP Councils under the suggested Business Case or an alternative arrangement.

Thank you for your interest in this proposal. We look forward to your support for undertaking further investigation which can continue to address the issues you have raised and lead to refinement of this proposal.

Yours sincerely



David Spokes
Chief Executive Officer

Cc: 1. Prue Digby, Deputy Secretary, Planning and Local Government
 2. Margaret Crawford, Director of Housing
 3. Mayor, City of Yarra
 4. Mayor, City of Stonington
 5. Mayor, City of Melbourne

Enquiries: Gary Spivak
Telephone: (03) 9209 6752
Reference: 66/04/72

24 November 2008

The Hon. Richard Wynne
Minister for Housing, Local Government and Aboriginal Affairs
50 Lonsdale Street
GPO Box 4057
Melbourne 3001

Dear Minister

Re. Proposed Affordable Housing Overlay (inclusionary zoning)

On behalf of the IMAP Councils, thank you for allowing us the time to present our proposal on 11 September 2008.

We have developed the proposal from the onset with the intent to address anticipated concerns of developers, the lessons from USA and United Kingdom use of inclusionary zoning and to reinforce existing and emerging State planning and affordable housing policy.

Responses to the issues raised at our meeting:

Will the proposal create an impost on developers?

The market impact of the various cash-in-lieu rates proposed by SGS Economics and Planning were independently tested by Biruu Australia. Biruu adjusted the rates, agreed with the underlying assumptions of the model and tested them for market impacts. Its findings, documented in its report of June 2008, were that there will be no material impacts on housing affordability (or investment levels in the region). This is because the contribution rate options of \$20-50/ m² constituted only 1.0 -1.3% of the value of units in the hypothetical development case studies. The Inner Melbourne Region is considered to have the highest levels of investment and the impact of the proposed Overlay is considered by Biruu to be so low that it would not be detectable from other background factors that affect housing/unit costs, development costs and investment decisions.

The feedback from initial consultation with some major private developers was that, with a sufficient lead time for establishment of an Overlay they would be accepting of such an overlay – this is because with this period in place the costs would be allowed for in development feasibility studies and and/or absorbed into developments.

It is acknowledged however that some concerns are likely to be articulated by some developers in public statements.

The suggested business case would provide the means to market test these initial findings to a higher level.

Should required contributions be balanced with offsets?

It is proposed that government plays its part in providing some general incentives. Commonwealth, State and Local Government could be identifying underutilised or surplus land suitable for higher density development. Land generally suitable for higher density development has been outlined in the Inner Regional Housing Statement (IRHS) and being documented in local government strategic planning policies such as housing strategies, activity centre structure plans along with appropriate development guidelines for key sites that allow for increased development density.

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Yours sincerely



DAVID SPOKES
Chief Executive Officer

Cc: 1. Prue Digby, Deputy Secretary, Planning and Local Government
 2. Margaret Crawford, Director of Housing
 3. Mayor, City of Port Phillip
 3. Mayor, City of Yarra
 4. Mayor, City of Stonington
 5. Mayor, City of Melbourne

IMAP Implementation Committee

Quarterly Financial Report

1 October 2008 - 31 December 2008

Background

1. The IMAP budget was last noted at the IMAP Implementation Committee meeting held 31 October 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.

Income

3. **1st Quarter** - Income for 1st Quarter totalled \$264, 476.73
 - Income of \$144,476.73 (as at 1 July 2008) was received (transfer from the City of Melbourne).
 - Annual Contributions and additional committed income totalling \$120,000 was received from the four IMAP Councils.

2nd Quarter - Nil Income was received this Quarter

3rd Quarter Forecast - Estimated Income expected to be received for the 3rd Quarter is \$416,000, made up of committed LAAP funding and additional contributions from IMAP Councils.

4th Quarter Forecast - Estimated Income expected to be received for the 4th Quarter is \$147,000, made up of final payment of committed LAAP funding.

Total Income 2008 / 2009 of \$827,476 is expected to be received for the 2008-2009 financial year (Total Income 07-08 was \$397,954)

Expenditure

4. **1st Quarter** - Expenditure of \$63,628 including professional services costs relating to Action 2.4 Greenlight project and Action 9.6 Recycled Water for Open Spaces

2nd Quarter - Expenditure of \$19,508 including professional services costs relating to Actions 9.6, 11.2 and Website development.

3rd Quarter Forecast - Estimated Expenditure expected for the 3rd Quarter is \$130,490 for implementation of Actions.

4th Quarter Forecast - Estimated Expenditure expected for the 4th Quarter is \$566,494 for implementation of Actions.

Total Expenditure 2008 / 2009 is expected to total \$784,200 (Total Expenditure 07-08 was \$313,875)

Recommendation

5. That the IMAP Implementation Committee resolves to **receive** the IMAP Financial Report for the 2nd Quarter 2008-2009

Innner Melbourne Action Plan - Budget 2008 / 09						Attachment 3a
	YTD	YTD	Forecast	Forecast	Forecast	Comments
	1st Quart	2nd Quart	3rd Quart	4th Quart	TOTAL	
	30/09/08	31/12/08	31/03/09	30/06/09	2008 / 09	
Opening Surplus - 1 July 2008	144,476				144,476	
Income						
Sundry	80,000				80,000	4x \$20K IMAP Council Partner Contributions
Action 11.1 & 11.2 Tourism Programme	40,000				40,000	Contributions from IMAP Council Partners
Action 2.2 Pedestrian Wayfinding Project			133,000		133,000	Contributions from IMAP Council Partners
Action 2.4 Greenlight Project			72,000		72,000	Contributions from IMAP Council Partners
DOI (LAAP) - Action 2.2 Pedestrian Wayfinding Project			53,500	79,500	133,000	LAAP Funding
DOI (LAAP) - Action 2.4 Regional Greenlight Project			157,500	67,500	225,000	LAAP Funding
Total Operating Income	264,476	0	416,000	147,000	827,476	
Expenditure						
IMAP Actions						
Action 2.2 Pedestrian Wayfinding Signage	0	0	65,000	201,000	266,000	Committed Expenditure 08/09
Action 2.4 Regional Greenlight Project	8,859	0		288,141	297,000	Committed Expenditure 08/09
Action 2.5 Bicycle Network	0	0				
Action 3.3 Regional Parking	0	0				
Action 5.2 Affordable Housing (Overlay) project	0	0				
Action 6.3 Managing Conflict in Activity Centres	0	0				
Action 7.7 Universities & Regional Development	0	0	2,000		2,000	Committed Expenditure 08/09
Action 9.1 Regional Sustainability Targets	0	0	8,400		9,000	Committed Expenditure 08/09
Action 9.6 Recycled Water on Parks	41,601	9,978	4,382		56,000	Committed Expenditure 08/09
Actions 10.1 / 10.4 Open Space	0	0				
Action 11.1 & 11.2 Tourism Program	3,410	5,503	23,350	67,737	100,000	Committed Expenditure 08/09
Sub-total	53,870	15,481	103,132	556,878	730,000	
Other Expenditure						
Annual Report	0	380	9,520		10,000	Annual Report 07-08 Design / Print
Comms / Photography / PR / Design	2,958	0	2,042		5,000	Website design, Photography, Banners
Printing, Copying & Fax	0	0	168	3,800	4,000	Estimated cost
Stationary	0	272	300	300	1,000	Estimated cost
General Admin Expenses	0	0	1,000	1,000	2,000	Sundry Items
Telephone	0	0	600	200	800	Mobile expenses - Implementation Officer
Website Development	6,300	3,375	2,453	2,972	15,000	Website Initial Development
Training (Wiki)	0	0	4,600		5,000	Training for Working Groups + Administrator
Website Maintenance / Server Hosting	56	0	1,200	1,144	2,400	Annual Cost
Conference & Courses	0	0	770		1,000	Mainstreet Australia Conference
Annual Forum	0	0	3,000		3,000	IMAP Annual Forum (June 09)
Interstate Travel	0	0	413		1,000	Mainstreet Australia Conference
Catering	500	0	1,292	200	2,000	IMAP Meetings / Club IMAP
Legal Services	0	0			2,000	Estimated cost
Sub-total	9,758	4,027	27,358	9,616	54,200	
Total Operating Expenditure	63,628	19,508	130,490	566,494	784,200	
Surplus (Deficit)					43,276	
					2008 / 2009	
Note: Salaries & Wages costs (met by City of Yarra as host council)						

IMAP Progress Report – February 2009

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 9.6 Use of Recycled Water in Open Space
 Action 11.1 Inner Melbourne Map
 Action 11.2 Regional Tourism Program

In Progress

<p>Action 2.2 Inner Region Wayfinding Project</p> <p><i>Introduce consistent and informative pedestrian signage across the IMAP region that will include indicative walking times and public transport information.</i></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. • DoT has been invoiced for their 1st instalment and partnering councils will be invoiced early November for their committed contributions. • Visual Voice (VV) has been engaged to progress the design of the signage content. Using the IMAP Tourism map as the base for signage maps, VV will develop a hierarchy of precincts maps appropriately used for different sized signs and locations. A sub-group has been developed to work directly with VV on the signage content. A proto type is being developed and stakeholders will be asked to provide feedback prior to final maps being completed. • Designs have been completed. A contractor has been engaged to manufacture Level 1 signs and quotes for Levels 2, 3, and 4 will be sought during February. • The working group is liaising within their individual councils in preparation for the installation of these signs.
<p>Action 2.4 Regional Greenlight Project</p> <p><i>A regional approach to investigating new pedestrian safety options.</i></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. • 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 has been drafted and quotes will be received during February.

<p>Action 2.5 'Bicycle Network'</p> <p><i>Review the Principal Bicycle Network (PBN) and work with VicRoads to complete the project within 5 years</i></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 has progressed the development of a Position Description to assist in sourcing funding to employ 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</p> <p><i>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).</i></p> <p><i>Led by CoS – Ian McLauchlan</i></p>	<p><u>Progress</u></p> <p>This project has commenced and an audit has been undertaken across the region to identify current parking status and gaps in order to obtain a shared understanding. This information has assisted in the development of 'guiding principles' and ultimately a 'work program'.</p> <ul style="list-style-type: none"> • The Gap Analysis has now been completed, and work has been undertake 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
<p>Action 5.2 Affordable Housing</p> <p><i>Work collaboratively to investigate new funding sources and models and build the capacity and registered and not-for-profit housing organisations working in the Inner Melbourne Region to provide and manage an increased number of affordable houses.</i></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. 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. • 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 was forwarded 24 November 08 to address issues raised by the Ministers

<p>Action 6.3 Managing conflicts in Activity Centres</p> <p><i>Manage the night time economy and residential development to minimise conflicts between residential, entertainment and commercial uses in and around Activity Centres.</i></p> <p><i>Led by CoY – Bruce Phillips</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 was presented to the IMAP Committee 31 October with the view to confirming the direction of the Working Group and next steps including 2 Planning 'tools': <ul style="list-style-type: none"> ◦ Cumulative Assessment Impact Tool ◦ Precinct Profile • The Working group will report to the IMAP Committee 6 Feb 09
<p>Action 9.1 Regional Sustainability Targets</p> <p><i>Establish common greenhouse emissions, water and waste targets and programs for the Inner Melbourne Region.</i></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. <p><u>Progress</u></p> <ul style="list-style-type: none"> • An audit has been conducted of all programs available to residents and small to medium businesses in the region, including council and non-council programs. The audit identified gaps and opportunities to reduce duplication. • The working group obtained a quote for Arup to conduct baseline measurements of greenhouse gas emissions for Cities of Port Phillip and Stonnington using the same methodology that has already been employed for Cities of Melbourne and Yarra.
<p>Action 9.3 Water Sensitive Urban Design</p> <p>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><u>COMPLETED</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 trial is being scoped by the Working Group and the results will be reported back to the IMAP Committee in May 09.
<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>COMPLETED</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 was endorsed by the IMAP Implementation Committee 31 October 2008. This report included budget and delivery components to undertake works in 2008-2009.

<p>Actions 11.1 / 11.2 Tourism Map and Program</p> <p><i>Led jointly by</i> <i>COY – Michelle Dawson</i> <i>CoS – Billy Redmond</i></p>	<p>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 is now complete. • 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 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>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, presented to the IMAP Committee in October 08. • The working group are now working on: <ul style="list-style-type: none"> ○ Updating the editorial promoting the inner Melbourne precincts on visitvictoria.com ○ 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.
<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. <i>Led by CoM – Helen Steel</i></p>	<p>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 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. • The CHUM Workshop was held 9 December 08 and a summary is being presented to the IMAP Committee 6 February 09
<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><u>Progress</u></p> <ul style="list-style-type: none"> • The working group has drafted a Project Plan 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.

**Inner Melbourne Action Plan
Briefing Paper
Three Year Implementation Plan (Adopted August 2006) Review**

Introduction

1. Originally adopted in August 2006, the 3 Year Implementation Plan (the Plan) was reviewed, revised and endorsed by the IMAP Implementation Committee in February 2008.
2. A review of the 3 Year Implementation Plan is undertaken on an annual basis. This 2009 review has been undertaken by the IMAP Implementation Officer in consultation with IMAP council representatives at all levels of the organisations.

Review Methodology

3. Current directions

IMAP has three agreed current directions:

- Transport and connectedness
- Environment and liveability
- Housing affordability

IMAP Actions, either 'completed', 'in progress' or 'proposed' reflect these choices in direction and form a basis for consideration when reviewing the Plan.

4. Criteria for Review

The review considered the following criteria:

- External Environmental Scan - Government Strategies and Policies were considered including the following:
 - The Victorian Transport Plan and Freight Futures
 - A Report to the Council of Australian Governments
 - Melbourne 2030: a planning update Melbourne @ 5 million and Victoria in Future 2008 (Population and Household Projections 2006-2036)
 - Retail Policy Review Discussion Paper (Oct 08)
 - Structure Planning for Activity Centres Practice Note
 - Global Smart Cities Project
 - State Government Coastal Strategy
 - Bicycle Strategy (in progress)
 - Review of Planning and Environment Act (in progress)
- Internal Environmental Scan
 - New Council Plans being developed for July 09 identifying key priorities for each individual IMAP Council
 - Organisational structures, capacity of internal expertise and movement of key resources on working groups
- Resource accessibility and availability
 - Review of Actions currently in progress identifies key IMAP council officers participating in 2 or more working groups. This has resource implications for these projects and has been considered when recommending future Actions.
- Funding access and availability
 - Many IMAP Actions require large budgets to implement identified outcomes.
 - IMAP council's commitment to providing internal resources (salaries + on-costs), and external professional services impact on recurrent budget.
 - The implementation of IMAP Actions may impact capital works budgets e.g. infrastructure, engineering, asset management.

- Political drivers
 - How can IMAP leverage from State Government's policy direction and partner with all stakeholders to influence the liveability of inner Melbourne.
- Dependencies
 - Prioritising the commencement of IMAP Actions may depend on completion of other Actions to deliver research, analysis, or implementation in the form of demonstration projects.
- Understanding of the Action and what is to be delivered
 - In some cases, the 'description' of an Action is vague and working groups are unclear of key deliverables.
- Advocacy opportunities
 - Many IMAP Actions are advocacy based with the IMAP councils continuing to identify opportunities to influence.

5. Consultation

The Implementation Officer met with relevant staff across the IMAP councils to discuss the impact of 'Actions in progress', 'recommended Actions currently not commenced' and 'future priorities'.

Discussion was also initiated with key stakeholders to better understand the current political drivers that influence the relevance, timing and value-add of future IMAP actions.

Current Progress

6. Completed Actions

Completed Actions were considered in the review in respect to 'follow-up' work and the need for continued resourcing. The completion of some actions requires implementation at a 'local' level with individual councils committing to adopt or trial guidelines. The working group will maintain collaboration at a minimal level and report back to IMAP Committee in the future.

IMAP Completed Actions (*highlighted orange in attached Status of Progress table*)

Action	Description	Completed	Outcome Delivered
Action 1.1	Inner Melbourne Statement of Significance	Aug 2006	'Liveable Walkable Melbourne'
Action 2.3	Bicycle Network Legibility	Feb 2008	'Review of the Priority Bike Route Network for IMAP'
Action 7.4	Regional Economic Development Statement	May 2008	'Making Melbourne more Liveable – a partnership for Regional Economic Prosperity' Background Document (MacroPlan)
Action 9.3	Water Sensitive Urban Design	Aug 2008	'Draft Model WSUD Guidelines' Melbourne Water Approval 'Draft Local Planning Policy Amendment'
Action 9.6	Use of Recycled Water in Open Space	Oct 2008	'Water Management for Open Space – Technical Notes and Case Studies'. 'Use of Non-Potable Water to Irrigate Public Open Space in Inner Melbourne'. (SKM)
Action 11.1	Inner Melbourne Map	Dec 2007	IMAP Visitor Map (initial print run of 100,000) 2 nd Print Run completed (100,000) Distribution widened
Action 11.2	Regional Tourism Program	Dec 2007	Research Report 'Value of Tourism to the Inner Melbourne Region'

7. Actions in Progress (February 2009)

Actions currently in progress require ongoing resourcing, budget, facilitation and direction.

- Actions 2.2 and 2.4 are 'demonstration' projects and will be completed by June 2009. The opportunity exists to further extend these projects across the region. It is recommended that a 'Flagship' project working with State Government partners should be considered.

- Many Advocacy based projects exist and will continue to provide opportunities for IMAP to work with State Government, private organisations and other local governments to influence the liveability of Melbourne.
- Direction on timelines and expected outcomes is required to assist the completion of several current IMAP Actions. It is recommended that this be provided to working group participants at the next Senior Executives Forum.

IMAP Completed Actions (*highlighted green in attached Status of Progress table*)

Action	Description	Expected Completion	Expected Outcome
Action 2.2	Coordinated pedestrian and public transport signage	Stage 1 Dec 2007 Stage 2 June 2009	'Inner Melbourne Wayfinding Signage Report' Implementation of Signage in CoY and CoS at 18 locations / Update of CoM signage at 4 locations
Action 2.4	Walking Links / Pedestrian priority areas (Greenlight)	Stage 1 Dec 2007 Stage 2 April 2009	Audit of 24 POS sites Implementation of consistent timing at 20 sites Evaluation Report
Action 2.5	Bicycle Network	Ongoing	Implementation of Priority Routes as per 'Review of the Priority Bike Route Network for IMAP'
Action 2.6	Tram network / Fixed rail improvements	Advocacy	Park Street tram connection and the related Route 112 St Kilda / Balaclava connection Port Melbourne to St Kilda link; tram link from Smith Street to Route 109 trams service
Action 3.3	Regional approach to Parking Management	May 2009	A common car parking approach to managing car parking needs across the region.
Action 4.1	TravelSmart	Advocacy	'TravelSmart' programs implemented
Action 4.3	ThinkTram program	Advocacy	Support 'Think Tram' priority program Ongoing improvements to tram services along key routes.
Action 4.7	Improvements to Public Transport services	Advocacy	Support improvements to existing public transport services
Action 5.1	Regional Housing Strategy	Advocacy	Implementation of recommendations of the Inner Regional Housing Statement in planning schemes, including provisions to direct new developments to identified growth areas
Action 5.2	Affordable Housing	Advocacy	Identification of new funding sources and models Build capacity of registered and not-for-profit housing organisations
Action 6.3	Managing conflicts in Activity Centres	2009	Consistent approach to manage the night-time economy and the mix of uses in and around activity centres
Action 7.7	Universities and Regional Development	2009	Implementation of initiatives to increase collaboration between Universities and IMAP Councils
Action 8.2	Improved links to the ports	Advocacy	Plummer Street link in Port Melbourne Dockside Road at Port Melbourne Grade separation of rail at Footscray Road.
Action 9.1	Regional sustainability targets	2009	Common greenhouse emission targets and program for the inner Melbourne region.
Action 10.1	Regional Open Space and Trail Network	2009	Map of regional open space and trail network.

8. Actions recommended (February 2008) – not yet commenced

- Actions 2.1, 5.4 and 10.2 have not commenced and require discussion across the IMAP councils initially to scope the direction of either a consolidated action focussing on community infrastructure needs and funding or alternatively 3 individual actions across transport, social services and open space. It is recommended that stakeholders be identified and contribute to discussions.
- Action 5.3, integrated housing estates is being undertaken at an individual council level. It is recommended that an IMAP meeting be facilitated to increase awareness and share knowledge in liaison the Office of Housing.
- The commencement of Action 10.4 is considered dependant upon the completion of Action 10.1, recently commenced and being led by the City of Yarra.
- Action 10.6 has been delayed due to the pending development of a State Government Coastal Strategy, released December 2008. It is recommended that a discussion group

is formed to review the Strategy, identify the role of IMAP and where relevant form the appropriate working group (potentially led by the City of Port Phillip)

IMAP Actions recommended – not yet commenced

(highlighted yellow in attached Status of Progress table)

Action	Description	Status / Scope	Expected Outcome
Action 2.1	Regional physical infrastructure needs and contributions fund	Stage 1a- Audit of transport and community infrastructure Stage 1b - Identify regional (social, community and physical) infrastructure needs and priorities Stage 2 -Identify what can shared / augmented / jointly developed Stage 3. Consider options for various funding mechanisms	Regionally based mechanism to fund transport and community infrastructure
Action 5.3	Integrating public housing estates	1. Agree to regional principles for integration of policy implementation between IMAP councils and Office of Housing. 2. Develop protocols for Office of Housing for approaching and working with individual councils for estates in their municipality. 3. Develop a protocol between councils and Office of Housing for undertaking consultation and planning and develop broad guidelines for urban design and other integration issues between public housing estates and surrounding environments.	Influence the redevelopment of public housing estates so they better integrate with adjacent areas (in liaison with the Office of Housing)
Action 5.4	Social Infrastructure and Services	Develop a regional community infrastructure framework and program in partnership with Government agencies to ensure that social infrastructure and services are provided across the Inner Melbourne Region, commensurate with projected population growth.	Regionally based infrastructure program
Action 6.1	Activity Centre Local Policy	This project will include the bringing together of the strategic work including structure planning projects, which has been done for the individual activity centres in the region and putting it in policy format for inclusion in each planning scheme.	Introduce a planning scheme policy into all schemes specifically addressing the role and distinct character of each Activity Centre.
Action 10.2	Regional physical infrastructure needs and contributions fund	Stage 1a -Audit of open space network. Can be undertaken via action 10.1 Stage 1b -Identify regional open space infrastructure needs and priorities Stage 2 Identify what can shared / augmented / jointly developed Stage 3 Consider options for various funding mechanisms	Developer contribution scheme for open space network improvement
Action 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	Identify and secure public access to the Yarra River and tributaries
Action 10.6	Foreshore Open space	Commence after 10.1 / Respond to State Government Coastal Strategy (Dec 2008)	

Conclusion

9. Consultation and consideration of the review criteria has highlighted the following:

- Currency of the Inner Melbourne Action Plan.
 - The Plan was developed in 2005 with the 11 Strategies still considered to be appropriate and relevant to the liveability of the inner Melbourne region. Due to considerable organisational and policy changes within State Government and a volatile and changing external environment, it is considered appropriate to review the Inner Melbourne Action Plan during 2009.
- Direction of State Government Policy, the impact of this Policy on the inner Melbourne region and the opportunities for IMAP to leverage off these directions should assist the future prioritisation of Actions.
- Internal resourcing in respect to participation on working groups to implement Actions will need to be managed.
- Sourcing of funding to extend 'demonstration' projects across the region will require discussions with State Government and long term forecasting.
- Definitive timeframes and clear expectations of deliverables will assist the completion of Actions currently in progress.

Recommendations

10. That the IMAP Implementation Committee resolves to:

- a) Support a review of the Inner Melbourne Action Plan in September 2009, reporting back to the IMAP Implementation Committee in November 2009.
- b) Note the attached *Status of Progress* table and support the recommendations for the remainder of Year 3 (08-09) and Year 4 (09-10) pending the review of the Inner Melbourne Action Plan.
- c) Support discussion and provide direction to working groups at next Senior Executive Forum, scheduled for March 2009 with the aim to complete Actions in progress.
- d) Support further discussions on the extension of 'demonstration' projects to advocate for a 'Flagship' project in partnership with the State Government. .

Status of progress implementing the *Inner Melbourne Action Plan – February 2009*

Action	Description	Status	Recommendations	
		Mid Yr 3	End Yr 3	Yr 4
Strategy 1 - Celebrate the unique and concentrated 19 th century heritage of the Inner Melbourne Region				
Action 1.1	Inner Melbourne Statement of Significance	Completed		
Action 1.2	Public realm infrastructure standards			
Action 1.3	Built form controls		Preliminary Assessment	
Action 1.4	Boulevards and major roads			
Action 1.5	Key urban squares			
Strategy 2 - Effectively link transport routes so that the IMAP Region is accessible throughout by walking, cycling and public transport				
Action 2.1	Regional physical infrastructure needs and contributions fund		Preliminary Assessment	
Action 2.2	Coordinated pedestrian and public transport signage system – Stage 1	Completed		
	Coordinated pedestrian and public transport signage system – Stage 2	In Progress	Completion June 09	
Action 2.3	Bicycle Network Legibility	Completed		
Action 2.4	Walking links and pedestrian priority areas – Stage 1	Completed		
	Walking links and pedestrian priority areas – Stage 2	In Progress	Completion April 09	
Action 2.5	Bicycle network	In Progress	In Progress	
Action 2.6	Tram network/fixed rail improvements	In Progress	Advocacy	
Strategy 3 - Minimise the growing impact of traffic congestion				
Action 3.1	Commuter car use			
Action 3.2	Roads as places			
Action 3.3	Regional approach to parking management	In Progress	In Progress	Completion Nov 09
Action 3.4	40 per cent by 2020 Target			
Action 3.5	Reduced through traffic			
Strategy 4 - Increase public transport use				
Action 4.1	'TravelSmart'	In Progress	Advocacy	
Action 4.2	Street design standards			
Action 4.3	'Think Tram' program	In Progress	Advocacy	
Action 4.4	Enhanced bus priority			
Action 4.5	Improved public transport infrastructure			
Action 4.6	Public transport pricing			
Action 4.7	Improvements to public transport services	In Progress	Advocacy	
Strategy 5 - Plan to accommodate 90,000 more dwellings by 2030				
Action 5.1	Regional Housing Statement	In Progress	Advocacy	
Action 5.2	Affordable housing	In Progress	Advocacy	
Action 5.3	Integrating public housing estates			
Action 5.4	Social infrastructure and services		Preliminary Assessment	
Action 5.5	Infrastructure development			
Strategy 6 - Support the distinct and diverse character of Activity Centres				
Action 6.1	Activity Centre local policy			
Action 6.2	Activity Centre public environment			
Action 6.3	Managing conflicts in Activity Centres	In Progress	Completion June 09	
Action 6.4	New cultural facilities			
Action 6.5	Activity Centre services			
Strategy 7 - Promote the Inner Melbourne Region as an investment location for knowledge rich business sectors				
Action 7.1	Government/Industry links			
Action 7.2	Support creative businesses			
Action 7.3	Improved information			
Action 7.4	Regional economic development statement	Completed		
Action 7.5	Wireless Broadband			

Action	Description	Status	Recommendations	
		Mid Yr 3	End Yr 3	Yr 4
Action 7.6	Exporting health services			
Action 7.7	Universities and regional development	In Progress	Completion May 09	
Strategy 8 - Facilitate the growing importance of the Inner Melbourne Region as south-east Australia's freight hub				
Action 8.1	Priority for freight movement		Preliminary Assessment	
Action 8.2	Improved links to the Port	In Progress	Advocacy	
Strategy 9 - Substantially improve the environmental performance of the Inner Melbourne Region				
Action 9.1	Regional sustainability targets	In Progress	Completion May 09	
Action 9.2	Environmentally sustainable design – commercial buildings			Preliminary Assessment
Action 9.3	Water sensitive design	Completed		
Action 9.4	Green demonstration projects			
Action 9.5	Community capacity for sustainability			
Action 9.6	Use of recycled water for open space	Completed		
Strategy 10 - Complete the regional open space network				
Action 10.1	Regional open space and trail network	In Progress	Completion May 09	
Action 10.2	Regional physical infrastructure needs and contributions fund		Preliminary Assessment	
Action 10.3	Open space links			
Action 10.4	Riparian open space project		Preliminary Assessment	
Action 10.5	Wild life link			
Action 10.6	Foreshore open space		Preliminary Assessment	
Action 10.7	Waterways planning and management mechanism			
Strategy 11 - Promote the Inner Melbourne Region as a tourism destination				
Action 11.1	Inner Melbourne map	Completed	Ongoing	
Action 11.2	Regional tourism program	Completed	Ongoing	

Inner Melbourne Action Plan

Briefing Paper

Evaluation of IMAP Governance and Relationships

Purpose

1. To advise the IMAP Implementation Committee of the progress of Actions identified in the '*Review of IMAP Governance and Relationships*' Report.

Background

1. Following a resolution at the IMAP Implementation Committee on the 28 February the evaluation of IMAP governance and relationships was progressed as agreed and an independent consultant was commissioned to review the governance structure and the relationships which underpin IMAP.
2. Mr Peter Tesdorpf of Peter Tesdorpf and Associates was engaged to undertake the evaluation. The methodology included a series of workshops with the respective executive and elected representatives of the IMAP Implementation Committee, workshops with the project task group officers in each council and 2 workshops with State Government Agencies.
3. The draft '*Review of IMAP Governance and Relationships*' report was noted by the IMAP Implementation Committee in May 2008 and finalisation of the document approved. The corresponding action was to establish a sub-group to follow up on the recommendations contained in the Report, prioritise any proposed amendments to IMAP's governance arrangements and report back to IMAP Implementation Committee.
4. The sub-group meeting was held 24 July 08 to discuss the Report's conclusions:
 - 'Act Now' - actions that should 'be undertaken now' to improve IMAP's effectiveness
 - 'Status Quo' - actions requiring no immediate action
 - 'Sooner or later'- less urgent actions and considerations for the future.

Discussion and progress to date

5. In summary, the sub-group focussed on the Actions recommended to 'Act Now' that included the areas of:
 - Improving Co-ordination and Communication
 - Improving the Project Task Groups
 - The Mayors' Forum
 - Introduce an IMAP Annual Forum
 - The CEO's Forum
 - Simplification of Governance Documents
 - Financial and Legal Issues
6. It was considered that Recommendation 4 'Improving Co-ordination and Communication' was an operational task to be actioned by the IMAP Implementation Officer. Improvements to date have included:
 - Briefings to the Executive teams, Councillors and Managers and Coordinators of the individual councils.
 - One on one Briefings to new members of the IMAP Implementation Committee
 - 'Club IMAP' for staff who are contributing to the implementation of IMAP projects
 - Letter of acknowledgement to staff from CEO
 - Promotional IMAP pens
 - Progress Report and Contacts list
 - Networking / celebration event (hosted by City of Stonnington)
 - An informal 1/2 day spent at each location to encourage communication between Implementation Officer and staff and to influence staff to staff interaction in relation to IMAP Actions.
 - The appointment of an IMAP Co-coordinator in each council for the purpose of:
 - Point of contact for Implementation Officer
 - Point of contact for CEO/Director re: internal knowledge of IMAP projects and staff involved in current Actions.
 - A 'champion' to encourage, support and raise profile of IMAP within councils.

7. Recommendation 4, 'Improving the Project Task Groups' requires vertical communication within each council and proposes to entrench a mindset that IMAP projects are of equal value. The Implementation Officer is currently encouraging IMAP and relevant Actions to be included in departmental Service Plans and individual Work Plans in recognition of the staff participating in working groups. In addition, the Implementation Officer is working closely with all working groups to assist with Project planning, documentation, scoping of Actions, communications and budgetary requirements. This is proving to be beneficial in facilitating a collaborative and rewarding working environment and delivering meaningful outcomes.
8. The Report discussed the Mayor's Forum, Annual Forum and CEO's Forum as one topic and it was agreed that the Mayor's Forum will be replaced by an Annual Forum. It was considered that the CEO Forums (renamed Senior Executive's Forum) is useful and will be retained. Progress to date:
 - Annual Forum proposed June 09 – opportunity for new Councillors, staff participants and key stakeholders to receive an IMAP update, share information, celebrate successes and collaborate on the implementation of IMAP Actions.
 - Senior Executive Forum to be scheduled for mid / late March 09. .
9. In respect to IMAP Councillor Delegates, it was agreed that the Operational Protocols of the Inner Melbourne Action Plan and the corresponding Terms of Reference be simplified and amended to reflect changes since the document was adopted in August 2006 (amended document attached for endorsement).
10. Financial and Legal Issues have been minimised by the development and adoption of a Procurement Goods and Services Policy.

Conclusion

11. The *Review of IMAP Governance and Relationships* Report will continue to be used as a guide to improve the IMAP 'model' with recommended actions being implemented by the IMAP Implementation Officer in liaison with the IMAP Implementation Committee.
12. The suggestion has been made to explore the value of IMAP. What are the benefits of IMAP and are we using these benefits to our full advantage? How is IMAP positioned? How effective is IMAP as a tool for all Councils? Discussion from the IMAP Implementation Committee is welcomed.

Recommendation

13. That the IMAP Implementation Committee resolves to:
 - (a) **Note** the actions undertaken by the IMAP Implementation Officer to improve the 'Co-ordination and Communication' as per minutes of the Sub-group Meeting held 24 July.
 - (b) **Adopt** the amended **Operational Protocols of the Inner Melbourne Action Plan** as per the recommendation in the *Review of IMAP Governance and Relationships* Report.
 - (c) **Support** an approach to the Minister for Local Government to 'modernise' the Section 86 Provisions of the Local Government Act to accommodate a regional collaborative model such as IMAP.
 - (d) **Encourage** the continued progress of implementing priority actions identified by the sub-group including further discussion on item 11.

DRAFT (amended)

Operational Protocol

of the

Inner Melbourne Action Plan

Implementation Committee

Adopted February 2009

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1. Background / Context

- 1.1 Generally, the purpose of the Inner Melbourne Action Plan Implementation Committee ('Committee') will be to oversee the implementation of regionally based actions identified in the Inner Melbourne Action Plan (IMAP) January 2006, as adopted by member Councils in December 2005.
- 1.2 The Cities of Melbourne, Port Phillip, Stonnington and Yarra, in association with VicUrban, have developed an action plan to strengthen the liveability, attraction and prosperity of inner Melbourne.
- 1.3 The IMAP project scope is to provide for the development of regional actions to deliver agreed regional outcomes. The broad outcome is to ensure the liveability of the inner region and the sustainable development of Melbourne into the future.
- 1.4 Implementing IMAP will involve ongoing regional collaboration, commitment through capital works and infrastructure programs, changes to municipal planning scheme policies and controls and partnerships with State Government, agencies and others.
- 1.5 This protocol has been adopted by the Committee to provide the basis for the working relationships between the member Councils in respect to matters within the Committee's Terms of Reference and for the resolution of any issues that arise between member Councils in respect to IMAP.

2. Scope of protocols

- 2.1 The scope of the Operational Protocols is as follows:
 - a. Meeting Procedures – general
 - b. Committee member behaviour
 - c. Conflict of interest procedures
 - d. Definition of the role, relationships and operational processes of the Leadership Forums
 - e. Definition of the role, relationships and operational processes associated with the IMAP Implementation Officer
 - f. Definition of the role, relationships and operational processes associated with the Technical Working Group.
 - g. Processes for co-opting associate partners to the Committee.
 - h. Definition of the role and relationships of associate partner representatives
 - i. Voting arrangements
 - j. Procedures for conflict resolution (conflict in views)
 - k. Joint statements.
 - l. Processes for review of Governance arrangements
 - m. Effective date of the Operational Protocol

3. Meeting Procedures – general

3.1 Public Notice

- a. Times and places of meetings are to be determined by the Committee
- b. Meetings must be open to the public except for confidential matters.
- c. The Committee must give reasonable notice to the public of its meetings including dates, starting times and places of the meeting order of business on the agenda.

3.2 Order of Business

- a. An 'Order of business' will be provided on a formal agenda to be provided prior to each meeting.

3.3 Notice of Agenda Papers

- a. Reasonable notice of Agenda papers shall be given and distributed to the Committee members and Associate Committee Members (generally three working days).
- b. Agenda papers shall not, in the first instance, be provided in electronic format, with the exception of late agenda items that may be provided electronically.

3.4 'Out of Committee' decision making

- a. Agenda items may be electronically distributed and responses received between Committee meetings.
- b. Where consensus is not reached regarding an item distributed electronically, the agenda item will be formally listed for discussion and the issue addressed at the next meeting.
- c. Any decision made on these agenda items must be ratified at the next meeting via the normal voting processes.

3.5 Recording of minutes and adoption of minutes of the last meeting

- a. Minutes of each meeting will be formally recorded.
- b. Minutes of the previous meeting must be confirmed at the subsequent meeting of the Committee.
- c. The minutes of the previous meeting are considered certified once they have been confirmed by the Committee.
- d. The Minutes will be made available for public inspection at each IMAP Council.

3.6 Confidential matters

- a. Meetings may be closed to discuss confidential matters.
- b. A resolution to close & reopen a meeting and the reason must be taken and recorded in the minutes

- c. Members of Committee must not release confidential information to the public.

3.7 Declaration of interests

- a. Members of the Committee are required to declare at a meeting any interests or conflict of interests.
- b. Where Committee members have already completed a Register of Interest for their respective councils this is considered satisfactory unless new interests arise.

3.8 Requesting and receiving information

- a. Requests for information by the Committee shall be made through the IMAP Implementation Officer unless otherwise agreed by the Committee.
- b. Information to be received by the Committee shall be made through the IMAP Implementation Officer unless otherwise agreed by the Committee.
- c. Committee members may receive information via email and electronic transfer, except for agenda papers, which shall be provided in hard copy.

3.9 Presentations requested by the Committee

- a. Presentations by guests may be made at the request of the Committee.
- b. Requests for presentations shall be made through the IMAP Implementation Officer unless otherwise agreed by the Committee.

3.10 Calling of special meetings

- a. Special meetings may be called by any of the four IMAP Councils.
- b. The elected representatives of a majority of three IMAP Councils must consent in writing for a special meeting to be called.
- c. Reasonable public notice of any special meeting must be given of any special meeting called.

3.11 Committee Vacancy

- a. The provisions of Section 69 of the Local Government Act 1989 are applicable.

4. Committee member behaviour

4.1 The Committee affirms the following principles of behaviour:

- a. Each Committee member is aware of their responsibility to comply with the rules of conduct specified in Section 76B of the Local Government Act 1989 that require that Committee members must:
 - Act honestly;
 - Exercise reasonable care and diligence;
 - Not make improper use of their position to gain, or attempt to gain, directly or indirectly, an advantage for themselves or for any other person, or to cause, or attempt to cause, damage to the Committee;

- Not make improper use of information acquired because of their position to gain, or attempt to gain, directly or indirectly, an advantage for themselves or for any other person, or to cause, or attempt to cause, damage to the Committee.
- b. Committee members will treat all people with courtesy and respect, recognising that there will be robust debate and legitimate differences in opinions, race, culture, religion, language, gender and abilities. Robust political debate is part of the Committee environment and is encouraged.
- c. Committee members will always act with integrity and honesty.
- d. Committee members recognise that they hold a position of trust and will not misuse or derive undue benefit from their positions.
- e. Committee members will exercise appropriate prudence in the use of public resources and information.
- f. Committee members will treat with appropriate caution Committee information by recognising the requirements of the Information Privacy Act 2000 regarding the access, use and release of personal information.

5. Conflict of Interest Procedures

- 5.1 Committee members will comply with all, the provisions of the Act in regard to Interests and Conflicts of Interest as per the provisions of the Local Government Act 1989.

6. Leadership Forums

The following Leadership Forums have been established:

- 6.1 Annual Forum (previously referred to as Elected Representatives Forum)

a. Role

The role of the Annual Forum is to:

- Advise on annual priorities
- Liaise with State Government senior executives and Ministers
- Receive annual report and progress reports

b. Relationships

To undertake these roles, the forum will interact with the:

- Inner Councils
- The Minister for Planning and other Minister's as required
- State Government and Agencies
- The Executive Forum
- The IMAP Implementation Committee
- The Technical Working Group

c. Operational Process

- The Annual Forum will meet annually, or as necessary, and provide advice to the Committee.
- The Chairperson and Deputy Chairperson shall be appointed from the councillor representatives of the Forum on a rotational basis for each meeting

6.2 Executive Forum (previously referred to as CEO/Senior Management Forum)

a. Role

The role of the Executive Forum is to:

- Determine the annual priorities program
- Drive regional priorities
- Provide opportunities for State government liaison.
- Look for partnerships with regional stakeholders
- Identify synergies and opportunities arising from State Government and individual Council initiatives recognising that implementation will be opportunistic not sequential.
- Receive Annual Report and progress reports.

b. Relationships

To undertake these roles, the Executive Forum will interact with:

- The IMAP Councils
- The Minister for Planning and other Minister's as required
- State Government and Agencies
- The Annual Forum
- The IMAP Implementation Committee
- The Technical Working Group

c. Operational Process

- The Executive Forum will meet every six months, or as necessary.
- The Chairperson and Deputy Chairperson shall be appointed from the executive officer representatives of the Forum on a rotational basis for each meeting.
- The forum will report as necessary to the Committee.

7. IMAP Implementation Officer

7.1 Role

The role of the IMAP Implementation Officer is to:

- a. provide executive support to the Committee and the IMAP Leadership Forums. The Implementation Officer has a high level of autonomy within agreed parameters and guidance of the Executive Director of the Implementation Officer's host Council.
- b. work across the four IMAP Implementation Committee councils effectively to achieve the actions outlined in the approved IMAP Implementation Plan.
- c. to coordinate and promote the implementation of the Inner Melbourne Action Plan.
- d. where practicable, strive to minimise the administrative burden on this position by utilizing the administrative resources of the Committee member Councils.

7.2 Accountability

The Implementation Officer is accountable for:

- a. The coordination of the delivery of the actions outlined in the approved IMAP Implementation Plan.
- b. the co-ordination of papers and actions arising from the IMAP Implementation Committee (as directed by the Chair) including the preparation and co-ordination of papers for consideration and approval.
- c. the co-ordination and facilitation of major projects under the IMAP banner.
- d. effective leadership of project teams and meeting of deadlines.
- e. the professional advice provided and anticipation and forecasting of actions required to advance the achievement of project objectives.
- f. the preparation and presentation of briefings, progress reports and other items at the IMAP Implementation Committee.
- g. delivering agreed workplans on time.
- h. providing clear, professional and timely advice.
- i. accuracy, professionalism and analysis in officer reports.
- j. co-ordination of and assistance in the delivery of items at the meetings of the IMAP Implementation Committee (as required).
- k. reporting on project milestones.

7.3 Authority

The IMAP implementation Officer has the authority to:

- a. Work across the four Committee Councils, State Government, agencies and other partner organisations to achieve the actions in the approved IMAP Implementation Plan.

- b. Liaise with government authorities to progress the planning objectives of the Committee and IMAP outcomes.
- c. Prepare correspondence for the Chair.
- d. Sign letters, acting on behalf of, and represent the Committee where directed by the Committee.
- e. Prepare agendas and minutes, write reports, provide status updates, and provide recommendations to the Committee.
- f. Act as the key nominated person on major projects as specified.
- g. Represent the Committee with stakeholders, community and interested parties to advance IMAP objectives and outcomes.
- h. Act as a co-ordinating point and report to the Committee on other projects under the IMAP banner.
- i. Instruct and supervise consultants undertaking work on the IMAP projects.
- j. Coordinate the level of work required to achieve outcomes.
- k. Instruct consultants to achieve agreed planning outcomes.
- l. Prepare budget reports for consideration by the Committee on a quarterly and annual basis.
- m. Engage consultants up to a value of \$25,000.
- n. Where expenditure exceeds \$25,000, the Implementation Officer's host Council executive will authorise expenditure.

7.4 Managing and addressing poor performance

- a. Should Committee members wish to point out any matters regarding the IMAP Implementation Officer, contact shall be made through the relevant Committee CEO/executive officer from the Implementation Officer's host Council.
- b. Should a Committee member consider that the IMAP Implementation Officer has acted inappropriately or unprofessionally the matter will be addressed in the first instance to the relevant Committee CEO/executive from the Implementation Officer's host Council.

8. IMAP Coordinator

- 8.1 The IMAP Coordinator, appointed by individual IMAP councils shall provide support to the IMAP Implementation Officer by undertaking the following actions:
 - a. Acting as the initial contact to their respective Councils and providing information about and introduction to relevant officers within their respective Councils.
 - b. Attending IMAP Implementation Committee meetings as necessary, but particularly those where the IMAP Implementation Committee meeting is being hosted at their Council offices.

- c. Acting as project managers or working group members for IMAP action projects where their respective skills and work program would make this appropriate.
- d. Providing feedback to the IMAP Implementation Officer regarding IMAP action implementation reports as appropriate e.g. six monthly progress report and annual report.

9. Associate Partners to the Committee

- 9.1 In the first instance, one representative from each of the following associate partners will be invited to attend the meetings of the Committee:
 - a. Department of Transport
 - b. Department of Planning and Community Development; and
 - c. Department of Innovation, Industry and Regional Development.
- 9.2 Where other associate partners are essential to a nominated IMAP project, an invitation shall be provided to the appropriate associate partner executive inviting a nominee to attend the Committee.
- 9.3 Partner organisations have been determined in consultation with each nominated partner organisation as part of the implementation of each action and may include:
 - participation through Officer involvement and information
 - project specific funding (where appropriate)
 - engagement on priorities for future expenditures (where appropriate).
- 9.4 Associate partner representatives will not be members of the Committee or entitled to vote, but can participate in any discussion.
- 9.5 Associate partners may change from time to time.

10. Committee Structure

- 10.1 The representatives for each Council are:
 - a. The Mayor or other elected representatives, of the Cities of Stonnington, Yarra and Port Phillip and Chair of the Melbourne City Council's Planning Committee or nominated representative acting as Chair of the Melbourne's City Council's Planning Committee.
 - b. The CEO, or other approved representative acting as CEO, of the Cities of Stonnington, Yarra and Port Phillip and the Director Sustainability and Regulatory Services of the Melbourne City Council or nominated representative, acting as the Director Sustainability and Regulatory Services, of the Melbourne City Council.

11. Voting arrangements

- 11.1 The voting arrangements as specified in the four Terms of Reference shall apply for determining resolutions of the IMAP Implementation Committee, being:

- a. one (1) vote for the City of Yarra; and
- b. two (2) votes for the Cities of Stonnington, Melbourne and Port Phillip.

This includes the following voting protocol:

- a. Total unanimous vote will be seven (7) Committee members.
- b. The majority vote will be four (4) Committee members, of which the support of three (3) must be elected representatives, is required to pass a motion.
- c. A quorum will consist of five (5) members, three (3) of which must be elected representatives.

- 11.2 'Moving' or 'seconding' a motion may be undertaken by the Mayor, or an elected representative acting in the position as Mayor, of the Cities of Stonnington, Yarra and Port Phillip or the Chair of the Melbourne City Council's Planning Committee or nominated representative acting as Chair of the Melbourne City Council's Planning Committee, or the CEO, or an approved representative acting in the position of CEO, of the Cities of Stonnington, Yarra or Port Phillip or the Director Sustainability and Innovation of the Melbourne City Council.
- 11.3 Any member Council of the IMAP Implementation Committee may amend its voting representation in a motion placed before the IMAP Implementation Committee.
- 11.4 That any other non-approved representative can attend as an observer, on behalf of a Committee Member, but will be not be granted voting rights.

12. Procedures for conflict resolution (*conflict in views*)

- 12.1 The guiding principle of this dispute resolution protocol is that every Committee member has the right to be heard.
- 12.2 Any grievance that cannot be resolved by the parties is to be brought before the Committee.
- 12.3 If the grievance cannot be resolved, and on agreement of the Committee, the Committee will engage an independent mediator.

13. Joint Statements

- 13.1 To enable a collaborative approach to new initiatives that may be rolled-out by the State Government or other organisations from time-to-time, the IMAP Member Councils may from time-to-time release 'Joint Statements' to media or via other public releases.
- 13.2 Any such 'Joint Statements' shall be co-ordinated through the IMAP Implementation Officer and be agreed by the appropriate media officers of each IMAP Council.
- 13.3 Individual IMAP member Councils shall be able to add distinct content to an agreed 'Joint Statement', where an action has particular local relevance, provided the distinct content does not contradict the intent of the agreed 'Joint Statement'.

14. Process for review of Governance arrangements

- 14.1 The Committee will consider a review of the Operational Protocol arrangements on an annual basis, or as determined necessary by the Committee.
- 14.2 The Committee will review these Operational Protocols not later than end June 2007.

15. Effective Date / Administration

- 15.1 These Amended Operational Protocols shall become effective as of 06 February 2009.

Inner Melbourne Action Plan

Progress Report

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

Purpose

1. In October 2008, the IMAP Tourism Group sought support from the IMAP Committee to develop one-day itineraries, undertake a visitor profile study and value of tourism research and facilitate forums for local tourism operators.
2. This paper provides the IMAP Committee with an update on the progress of the aforementioned projects, the Inner Melbourne Map and management of the IMAP Tourism working group for 2009.

Dicussion

One-Day Itineraries

3. A consultant has been appointed to prepare 10, one-day itineraries to strengthen the promotion of the Inner Melbourne Region. The itineraries will be made available electronically and aligned with Tourism Victoria's 'It's Easy to Loose Yourself in Melbourne' campaign to maximise marketing efforts. It is anticipated that the itineraries will be finalised for distribution at the end of March. This component of the project is being managed by City of Yarra with \$10,000 allocated from the approved budget.

Visitor Profile Study & Value of Tourism Research

4. A stakeholder meeting has been scheduled for early February to assess the availability of existing research and determine the research needs of IMAP Councils and partners (Destination Melbourne and Tourism Victoria). The outcome of the meeting will provide direction for the development of a Project Brief to engage a suitable consultant and deliver valuable reaserch data. This component of the project is being managed by City of Stonnington with \$50,000 allocated from the approved budget. Completion is expected June 2009.

Tourism Forums

5. At the October 2008 IMAP Implementation Committee meeting, it was agreed that the Tourism working group host quarterly forums to strengthen relationships with key industry partners, local business associations and tourism operators. Destination Melbourne has expressed interest in partnering with the IMAP Tourism working group to establish the forums and a meeting was held 30 January to scope and plan the Forums. This component of the project is being managed by City of Yarra with \$6,000 allocated from the approved budget.

Inner Melbourne Visitor Map

6. The updated 'Second Edition' of the Inner Melbourne Visitors Map hit the streets of Melbourne the week beginning 19 January. With a wider distribution strategy in place, it is expected that the print run of 100,000 maps will be exhausted within two to three months. This component of the project is being managed by City of Port Phillip at a cost of \$13,970.
7. Feedback on the Inner Melbourne Visitors Map has been extremely positive. As the initial lead council on prodction of the Map, City of Port Phillip has received many requests for multiple copies of the map from regional Victoria Visitor Information Centres, majors hotels, travel agents, schools, universities and caravan parks to mention a few. One comment recently received noted " *These are the best local maps going around and the guests love them as they are easy to follow*"...Lyall Hotel.

8. Research is currently being undertaken to assist in determining the future sustainability of the Inner Melbourne Visitors Map. The purpose of the research is to undertake a Comparative Research Study on the three most popular Melbourne Visitor Maps – (1) IMAP Inner Melbourne Visitor Map, (2) Inner City Map and Transport Guide (City of Melbourne) and (3) Official Visitors Map (Destination Melbourne).

The research objectives are to:

- a. gain an understanding of the value of the updated Inner Melbourne Visitors Map compared to the other two competing maps, to visitors to Melbourne, Industry and City of Melbourne Visitor Centre Staff and Volunteers.
- b. assist the IMAP Tourism working group in their decision to continue to fund the production of the Inner Melbourne Visitor Map.

Stage 1 of the research has been completed at a cost of \$5,000. Good practice criteria has been established for the useability and usefulness of tourist-orientated maps for visitors and a detailed desk-top analysis and evaluation of the three maps based on this criteria has been presented.

Stages 2 - 4 of this research project have been postponed to enable the Second Edition of the Inner Melbourne Map to establish market presence and allow the IMAP Tourism working group to revisit and clarify the project's objectives. Anticipated cost for stages 2 – 4 is \$7,000.

2009 Project Management

9. City of Yarra and City of Stonnington will share the project lead and chairing of meetings in 2009.

Recommendations

10. That the IMAP Implementation Committee resolve to:
- (a) **Note** the progress of the IMAP Tourism working group
 - (b) **Agree** that the working group present outcomes to the IMAP Implementation Committee in May 2009.

Inner Melbourne Action Plan

Progress Report

Action 2.2 Coordinated pedestrian and public transport signage system (Wayfinding)

Purpose

1. To update the IMAP Implementation Committee on the progress of Action 2.2 Wayfinding, stage 2 implementation of **demonstration project**.

Background

2. The Inner Melbourne Region currently provides an attractive and pedestrian friendly walking environment that will continue to be enhanced by the provision of well-located informative signs across the Region. IMAP Action 2.2, 'to introduce consistent pedestrian oriented and public transport signage systems across the Region' seeks to contribute to the delivery of IMAP Strategy 2, which is to 'effectively link transport routes so that the Inner Melbourne Region is accessible throughout by walking, cycling and public transport.'
3. Ensuring that new signage is consistent with existing signage is a priority and the knowledge gained from installations already undertaken within the Cities of Melbourne and Port Phillip has assisted in evaluation, design refinement and installation techniques.
4. As Stage 1 of Action 2.2, J A Grant and Associates developed the *Inner Melbourne Wayfinding Signage Report* in December 2007. This report identifies and recommends the locations for a hierarchy of signs that lead people to and through the network of routes, linking origins to destinations within and between the IMAP precincts (pedestrian priority areas).
5. The report recommended a proposed **demonstration project** as an example of an 'integrated walking, cycling and public transport signage strategy'. Presented to the IMAP Committee in late 2007, a resolution was passed to support progression of implementing the recommended demonstration route, located primarily within the Cities of Yarra and Stonnington.
6. The **demonstration project** 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.
7. Stage 1 of Action 2.2 was co-funded through contributions from the four IMAP councils and a \$25,000 grant from the Department of Transport's Local Area Access Program (LAAP). Stage 2, is also co-funded by IMAP councils and LAAP funding of \$133,500.

Progress

8. The implementation stage of Action 2.2 is being led by the the City of Melbourne. The project includes a Design, Manufacturing, Installation and Evaluation phase.
9. Design of Signage Hardware
Design of the signage hardware for the level one and two signs, including industrial and structural design, has been completed. The signs are composed of a powder-coated mild steel inner frame, with a stainless steel exterior. Maps will be printed on posters that are mounted within the sign, held behind a clear polycarbonate panel and backlit by LEDs. Level one signs are approximately 2.2 metres tall, while the level two signs sit at 1.8 metres tall. Level three and four signs will be designed as per typical pole-mounted street signs. Detailed design of these signs will be undertaken in March.

10. Design of the contents of the signage
Bruce Herbes from Visual Voice (also responsible for the development of the IMAP Visitors Map) has been engaged to develop the hierarchy of content maps and directional signage. The IMAP Visitors Map will be used as the base for an IMAP Sign 'Family'. A sub group with representatives from Cities of Yarra and Stonnington are working closely with Visual Voice to produce a prototype. Relevant Council officers will be consulted during the development of this prototype across the areas of urban design, accessibility, economic development & tourism, planning, traffic management and engineering services.
11. Manufacture of Signage Hardware
The contract for the supply and delivery of the Level 1 signs has been let. Manufacture is expected to be complete and the signs delivered by 10 April 2009. The request for quotations for the manufacture of the level 2 signs is to be issued early February 2009, with a view to letting the contract by the month's end. Delivery of the level two signs will be expected around the start of May.

Quotes will be sought for the level three and four signs in April and May, upon completion of the content design by Visual Voice.
12. Installation
Installation of signage for the demonstration route will require individual council facilitation through the planning process and the use of a City of Melbourne contractor. Installation of the level one and two signs are to commence in April and are expected to be fully installed by the end of May. Installation of the map-based posters within the signs will commence at the end of May, with completion by the end of June.
13. Pre and Post Evaluation
Pre evaluation will take place using staff from the City of Melbourne's Visitor Center. They will walk the demonstration route before and after installation. Their expertise in assisting visitors in the CAD makes them ideal for evaluating the project.

Recommendation

14. That the IMAP Implementation Committee resolve to:
 - a) **note** the progress of Action 2.2 demonstration project.

Inner Melbourne Action Plan
Briefing Paper
IMAP Action 2.5 – Bicycle Network

Purpose

1. To update the IMAP Implementation Committee on progress of Action 2.5 Bicycle Network
2. To respond to opportunities identified from the recently released *The Victorian Transport Plan*

Background

3. In February 2008, the IMAP Implementation Committee resolved to adopt the IMAP Bicycle Network as described in '*Bicycle Victoria's Review of the Priority Bicycle Route Network for IMAP*' (January 2008) as the completion of IMAP Action 2.3. This network effectively replaces Melbourne's Principal Bicycle network (PBN) within the IMAP area. The PBN was developed in the early 1990's when the most optimistic vision for a bicycle network was a network of shared bicycle/parking lanes on the arterial road network supplemented with a number of off-road paths. The initial aim of Action 2.3 was to improve the legibility of the IMAP bicycle network, but as most of this work had been achieved it became apparent that a greater contribution to upgrading the bicycle network and stimulating more cycling trips would be made if the on-road paths became much more separated, similar to the bicycle networks of leading European cities and consequently it was also resolved that the working group re-evaluate the scope of Action 2.5 to reflect the needs identified in Action 2.3.
4. The working group, in conjunction with Bicycle Victoria and VicRoads identified four key elements in re-scoping Action 2.5 These elements included:
 - Implementing the IMAP Bicycle Network by developing innovative treatments to support greater cycling volumes, particularly on the seven priority routes selected by the working group,
 - Establishing a formal monitoring system across the IMAP area,
 - Improving high level communication and consultation processes between IMAP and the Department of Transport and VicRoads, and
 - Raising the level of research being undertaken into developing and improving established and emerging on-road separation techniques and methods, and establishing accepted 'Standards'.
5. The working group assessed all the major connections within the IMAP network and agreed upon prioritising work on the following 'red' routes;
 - Cremorne Railway/Sandringham, (Yarra and Stonnington)
 - Albert Street/Elizabeth Street, (Melbourne and Yarra)
 - Brunswick Street/Gisborne Street/Macarthur Street (Yarra and Melbourne)
 - Royal Parade (VicRoads)
 - Moonee Ponds Creek/Macaulay Road/Dryburgh Street/Queensberry Street (VicRoads and Melbourne)
 - Rathdowne Street (Melbourne and Yarra), and
 - Cecil Street/Whiteman Street/Clarendon Street/Spencer Street (Port Phillip and Melbourne).
6. These routes were considered to be the main connections on the IMAP Bicycle Network that had already high bicycle usage or had the potential to carry significantly increased bicycle volumes and that required the most work to bring them up to a standard that could safely accommodate increasing bicycle volumes. These routes also provide the opportunity to implement some of the separation and delineation treatments being designed and installed in various municipalities. These

connections were not seen as simply routes where Council's could just paint white lines on the road surface and sit back and wait for the growth in bicycle numbers.

Discussion

7. Increased Bicycle Travel since 2006

While the Action 2.3 and Action 2.5 working groups have been meeting and developing strategies and action plans, bicycle works within the various municipalities have continued to be rolled out along the IMAP network and together with increasing petrol prices these works are already resulting in significant increases in the numbers of visitors to the inner city area travelling by bicycle (refer attached Progress Status). Between July 2006 and March 2008, bi-annual traffic counts on many arterial routes and popular on and off-road bicycle paths, within the City of Melbourne, has indicated that the number of in-bound cyclists travelling on these roads has grown from 4% of all private traffic movements to 9.2% between 7am and 10am on a typical weekday morning. In actual traffic numbers this equates to an increase from approximately 2300 in-bound cyclists in July 2006 to approximately 6800 cyclists in March 2008.

8. Development of a Hierarchy of Separation Treatments/Acceptance of Standards

The development of bicycle lane separation measures has been a significant priority of a number of the IMAP Council's as they strive to implement the next generation of bicycle paths along existing and new routes. The City of Melbourne has developed a number of separation treatments and is currently developing an overall hierarchy of treatments that should be used along various bicycle routes.

9. Off-Road

The ultimate treatment is an off road facility that is separated from motor vehicles and provides direct linkages to major destinations. Currently the City of Melbourne is funding, via the Parking Levy, the construction of the Manningham Street Bicycle and Pedestrian Bridge at a cost of \$2.3 million, which will remove the need for cyclists to mix with cars along the City Trail between Docklands and The Melbourne Zoo, a distance of approximately 4 kms.

10. On-Road Kerbside Separated Path

The next level of separation is what could be called an on-road kerbside separated path or what has popularly been known as the 'Copenhagen Bicycle Lane', a title IMAP wants to discontinue, as it is not what is provided along many paths in Copenhagen, where the footpath is divided into two distinct levels with pedestrians on the higher level adjacent to the building line and cyclist on the lower level adjacent to the kerb.

Currently this treatment has been installed in Swanston Street, Carlton between Victoria Street and Grattan Street. While very effectively separating cars and bicycles and eliminating the incidences of the highest type of bicycle /car crash, namely cyclist riding into an opening car door, which accounts for 80% of bicycle crashes in Melbourne, the cost could often be prohibitive at approximately \$250 per metre. There have also been complaints from faster cyclist being blocked by slow movers, as there is little opportunity to undertake passing manoeuvres between the kerb and the median.

11. On-Road Kerbside Delineated Path

This treatment has been designed to overcome some of the concerns of the on-road kerbside separated path, such as cost, road width constraints, concerns by delivery drivers having to lift their loads over a 1 metre wide, 125mm high median. The delineated path can be 500mm narrower than the 2 metre wide separated lane as cyclists can utilise the 750mm wide painted and edge line profiled (vibraline) median between the bicycle lane and parking bay. The cost of this treatment can vary between \$70 per metre and \$150 per meter depending upon the need to remove wide bluestone pitcher drainage channels. The City of Melbourne has approved the installation of this treatment along Albert Street, an IMAP priority route and a substitute PBN route. However as this treatment has never been implemented Council is currently is awaiting VicRoads approval and, hopefully, funding as it replaces the proposed PBN route along Victoria Parade.

12. On-Road Traffic Lane Side Heavily Delineated Shared Bicycle/parking Path

This treatment has already been installed along Rathdowne Street in the City of Melbourne and involves the highlighting the delineation line with profiled edge line (vibra-line) currently used along the edge of some rural highways. This treatment was implemented without VicRoads approval and

is currently undergoing a post road safety audit. The immediate and anecdotal response from cyclists and motorists is that is very effective in ensuring motorists are aware of the bicycle lane and does not create a hazard for cyclist. A VicRoads concern about noise created by car tyres travelling along the profiled edge line has not yet been reflected in community or resident feedback. This profiled edge line treatment can and has been reinforced with the use of the 'approved' green asphalt along the high conflict areas. The estimated cost of this treatment is \$50 per metre.

Conclusion

13. The IMAP Committee agreed to support the continuation of the 'Super Tuesday' bicycle counts in May 2008. The next count will be undertaken in March 2009, providing an opportunity to partner with Bicycle Victoria (BV) to promote the results of this count, in particular at sites within the Inner Melbourne region. A **joint media release** will be developed to take advantage of this opportunity and further raise awareness of the IMAP Bicycle Network.
14. Bicycle improvement works continue to be implemented across the inner Melbourne region by the four IMAP Councils (refer attached Progress Status). The benefits of regional collaboration are now becoming evident; shared knowledge of treatments (both successes and failures), priority routes identified to guide planning and implementation of works and a shared understanding of costs and risks associated with works. An opportunity exists to capture this knowledge and experience, document it and embed it into all applications as 'best practice' in the form of a **hierarchy of treatments**. It is envisaged that this 'internal expertise' and 'best practice' would be advantageous to relevant State Government departments to assist their planning and prioritisation of works.

In partnership, the hierarchy could be further extended to a state-wide model to be recognised, accepted, promoted and adopted. The **development of a state-wide hierarchy of treatments** would enable road designers to select the most suitable treatment having regard to such variables as, costs, available road widths, bicycle volumes, crash history, and the importance of facility and consequently match the treatment to the prevailing physical and financial constraints.

15. Considering the significant increases in the numbers of visitors to the inner city area travelling by bicycle and the acknowledgement of the importance of cycling in *The Victorian Transport Plan* the Action 2.5 Working Group, led by the City of Melbourne recommend:
 - Engagement of senior representatives from DoT, VicRoads, Bicycle Victoria, IMAP councils, public transport providers and potential interest groups (e.g. RACV) at a collaborative, informative (and facilitated) Forum to identify key needs, issues, responsibilities and benefits for a hierarchy of treatments. Considering the appropriate timing of the Transport Plan and pending Bicycle Strategy, the forum could be extended beyond Cycling to Transport.
16. Initiation of a deputation to Minister Pallas to present the knowledge, experience within the IMAP councils and recommend IMAP assistance in respect to the treatment of St Kilda Road.
 - Extension of Action 2.5 'demonstration project' to a "Flagship Project" working in partnership with DoT, VicRoads, Yarra Trams, Bicycle Victoria and Minister's Kosky and Pallas.

Recommendations

17. That the IMAP Implementation Committee resolves to:
 - (a) **Note** the current progress of implementing the 'red' and 'blue' priority routes as per *'Bicycle Victoria's Review of the Priority Bike Route Network for IMAP'* (January 2008)
 - (b) **Approve** the initiative of a collaborative facilitated 'Senior Transport Forum'. Outcome of Forum will be presented to the IMAP Implementation Committee in May 2009.
 - (c) **Support** the scoping of a Draft Hierarchy of Treatments by the Working group in liaison with all key stakeholders to be presented to the IMAP Implementation Committee in August 2009.
 - (d) **Agree** to a deputation to Minister Pallas to include IMAP's offer to assist with treatments of St Kilda Road and recommendation of a Victorian Government supported 'Flagship project' as an extension of the current demonstration project.

Action 2.5 Bicycle Network – Progress Status of Priority Routes

Priority Routes	Identification	IMAP Partner	Progress	Capital Works \$ Commitment	Completion Date (expected)
Red (High Priority)	<ul style="list-style-type: none"> Cremorne Railway/Sandringham 	Yarra Stonnington	<p>Stonnington – draft brief prepared for future project <i>Regional Shared Trail: Stage 1 - Cremorne to Windsor Scoping Study</i>. This brief will provide a basis for inviting funding bids (Council and State Government grants) to commence the project. Further review of brief required and project subject to State Government grant.</p> <p>Yarra have requested Brief to be extended into their municipality.</p>		Subject to funding availability.
	<ul style="list-style-type: none"> Albert Street/Elizabeth Street <p><i>Stage 1 Albert St</i> <i>Stage 2 Elizabeth St</i></p>	Yarra Melbourne	<p>Yarra – reviewing concepts including advanced starts and dedicated turn phases for cyclists at signalised intersections during peak periods. Yarra may employ Albert St treatment to Elizabeth St depending on its performance.</p> <p>Melbourne Planning Permit obtained, Design Completed, Independent Road Safety Audit completed and Design submitted to VicRoads for approval 1 Dec 08.</p>	Estimated Cost \$200,000	Completion Date June 2010
	<ul style="list-style-type: none"> Brunswick Street/Gisborne Street/Macarthur Street 	Yarra Melbourne	<p>Yarra – Brunswick St (Alexandra Pde to Victoria Pde) - LAAP application to introduce advanced start for bikes/peds at all traffic lights successful.</p> <p>Yarra – Brunswick St (Alexandra Pde to Johnston St) – Green paint implemented across minor intersections i.e conflict points. Project Plan being developed.</p> <p>Melbourne - Gisborne Street bicycle path realigned and upgraded with green pavement. Vibraline to be added to edge line</p>		Completion Date October 2009
	<ul style="list-style-type: none"> Royal Parade 	VicRoads			

	<ul style="list-style-type: none"> Moonee Ponds Creek/Macaulay Road/Dryburgh Street/Queensberry Street 	VicRoads Melbourne	<p>Melbourne Replacement of stairs linking Moonee Ponds Creek path to Macaulay Road lane with ramp requires resolution of ownership issues as the stairs are located on Crown Land</p>		Completion Estimated 09-10
	<ul style="list-style-type: none"> Rathdowne Street 	Yarra Melbourne	<p>Yarra – Chevron linemarking recently applied to introduce separation b/w cyclists and motor vehicles. Concept plans prepared 'copenhagen' style separation – project cost estimate \$1M.</p> <p>Melbourne - Installed vibraline and green pavement. Independent Road Safety Audit has given this unique treatment the OK.</p>		Completion Date January 09
	<ul style="list-style-type: none"> Cecil Street/Whiteman Street/Clarendon Street/Spencer Street 	Port Phillip Melbourne	<p>Port Phillip - Fitzroy St project entered construction phase 10/11/08. Off road bikeway to Albert Park Reserve delivered mid 09. EDAW engaged to complete concept design of Cecil St section.</p> <p>Melbourne - Design work yet to be commenced.</p>		Completion Estimated 2010
Priority Routes	Identification	IMAP Partner	Progress	Capital Works \$ Commitment	Completion Date (expected)
Blue (Priority)	<ul style="list-style-type: none"> Heidelberg Road (1.5 km) 	Yarra Darebin VicRoads	<p>Stage 1 Detailed Report (SKM) being finalised Stage 2 Extension</p> <p>Yarra and Darebin - commissioned consultants (SKM) to prepare a concept design to improve bicycle facilities through increased separation. Stage 1 focuses on the section b/w Queens Pde – Yarra Bend Rd – cost estimate \$400K. Yarra and Darebin soon to present to Vicroads and DoT to request support / funding assistance.</p>		
	<ul style="list-style-type: none"> Peel St – Dudley to Victoria <p>VicRoads Arterial Road</p>	VicRoads	<p>Melbourne – Previously owned by CoM, now responsibility of VicRoads. CoM has requested VicRoads to include new bicycle works in the proposal to upgrade the Haymarket Roundabout.</p>		

	<ul style="list-style-type: none"> Market St – Flinders St to Collins Street 	Melbourne	Melbourne – Bicycle paths being designed		Completion Date June 2009
	<ul style="list-style-type: none"> Flinders St – Spring to Exhibition 	Melbourne	Melbourne - Project awaiting Think Tram plans regarding upgrade of this section of the tram network. Alternative route along Spring Street between Flinders Street and Collins Street is being gradually installed and will be completed when new works along Spring Street are installed by Think Tram.		Completion Date June 2009.
	<ul style="list-style-type: none"> St Kilda Rd / Princess Bridge <p><i>Princes Bridge is managed by CoM.</i></p>	Melbourne VicRoads	<p>Melbourne – St Kilda Road is controlled by VicRoads and an assessment is being made of the impact a Copenhagen style bicycle would have on its traffic flow. Study completion date April 2009. If Copenhagen treatment cannot be installed VicRoads will be requested to install vibralline and green pavement along length of bicycle lane.</p> <p>CoM has installed a 800mm wide informal bicycle lane and facilitated the installation of an early start bicycle phase at the traffic signals leading onto the bridge.</p>		
	<ul style="list-style-type: none"> College Cres – Swanston to Princes Park Dr 	VicRoads			
	<ul style="list-style-type: none"> Maugie / Lulo / Truro / Keel Streets (opposite Victoria Park) 	Yarra	Yarra – Bike counts to be collected. Relatively considered a low priority.		
	<ul style="list-style-type: none"> Lennox Street 	Yarra	Yarra -		
	<ul style="list-style-type: none"> Chapel St – Toorak Rd to Alexandra Ave 	Stonnington	<p>Stonnington – Green painted/delineated ‘head start boxes’ for cyclists installed at all major Chapel Street intersections, between Dandenong Road and Alexandra Avenue.</p> <p>Stonnington - Permanent treatment of bicycle symbols and bicycle lane along the length of Chapel Street between Dandenong Road and Toorak Road completed.</p>	<p>\$73,548.86</p> <p>\$13,057.44</p>	

			Stonnington - LAAP Grant Approved by DoT for a <i>Sharing the Crossing: Alexandra Avenue/Chapel Street Intersection Modification</i> Project, to resolve a new shared crossing treatment. Project commenced in December 2008.	\$25,000 committed by Stonnington and \$25,000 committed by DoT	Stage 1 – Concept design to be finalised March 09
	<ul style="list-style-type: none"> High St – Chapel to St Kilda Rd 	Stonnington	Stonnington - Green painted/delineated 'head start boxes' for cyclists installed at the Chapel Street and High Street intersection, as part of works at all major Chapel Street intersections, between Dandenong Road and Alexandra Avenue (detailed above).		
	<ul style="list-style-type: none"> Wellington St – Upton to St Kilda Rd 	Stonnington	Stonnington - NOTE: Wellington Street is outside of Stonnington Municipal boundary (within CoPP). Bicycle Victoria and the IMAP Group have been informed of this anomaly when the <i>Bicycle Victoria's Review of the Priority Bike Route Network for IMAP</i> Report came out – the report, with its reference to Stonnington being the Responsible Authority for this 'blue' priority route needs to be reviewed.		
	<ul style="list-style-type: none"> Alma Rd / Princes St – St Kilda Rd to Fitzroy St 	Port Philip	Port Phillip -		
	<ul style="list-style-type: none"> St Kilda St – East Canal path 	Port Philip	Port Phillip -		

Inner Melbourne Action Plan

Briefing Paper

Action 9.1 Regional Sustainability Targets

Establish common greenhouse emissions, water and waste targets and programs for the Inner Melbourne Region.

Purpose

1. To advise the IMAP Implementation Committee of the progress of Action 9.1 and seek approval of \$14,500 to engage a consultant to calculate a standardised baseline greenhouse gas emission measurements across the IMAP region.
2. The Regional Sustainability Targets action is to 'establish common greenhouse emissions, water and waste targets and programs for the Inner Melbourne Region'.

Background

3. The Working Group last reported to the IMAP Implementation Committee on 29 August 2008. This meeting resolved to:
 - Standardise baseline methodologies, particularly of greenhouse emission baselines, which vary significantly; and
 - Commission a one off audit of all available waste, water, and greenhouse programs available to residents and small to medium enterprises in the IMAP region.

Discussion

4. *Baseline measurement.* The Working Group has focused on standardising community greenhouse emissions data. This is because the existing methodologies and baseline data for water and waste are consistent between the IMAP councils.
 - Methodologies used for calculating greenhouse gas emission from council's own operations are consistent between the four councils.
5. Cities of Yarra and Melbourne have utilised the same methodology to establish their community greenhouse gas emissions. This methodology meets international reporting protocols and the requirements of the Cities for Climate Protection program, it is also being used by the Northern Alliance for Greenhouse Action councils (Cities of Banyule, Darebin, Hume, Manningham, Melbourne, Moreland, Whittlesea, Yarra, and Nillumbik Shire Council). Arup undertook the work to calculate the emissions for the NAGA councils.
6. The City of Port Phillip has calculated their emissions using a different methodology and the City of Stonnington has yet to calculate their community emissions.
7. Arup has provided to quote of \$14,500 to calculate the baseline emissions for the Cities of Port Philip and Stonnington (Appendix A). Undertaking this work will enable the IMAP councils to directly compare baseline emissions and to effectively monitor the impact of local greenhouse programs.
8. *Program Audit.* An audit of all programs available to residents and small to medium enterprises in the region is currently being conducted. The audit report will be presented to the IMAP Implementation Committee meeting in May 09.
9. The Working Group has been in regular contact and has communicated with DPCD to ensure that IMAP projects do not duplicate the Southern Regional Management Forum work.

Recommendations

10. That the IMAP Implementation Committee Forum approve funding of \$14,500 to conduct standardised greenhouse emission measurements and note current progress of the program audit.

Our ref RT
Date 6 January 2009

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ARUP

Dear Alex

Carbon Footprint of Community Emissions for Stonnington and Port Phillip Councils Proposal

In response to your request of 12 December 2008 Arup is pleased to provide a short letter proposal to prepare the carbon footprint for 2005/2006 community emissions for the City of Stonnington and City of Port Phillip.

Background

The Inner Melbourne Action Plan (IMAP) is a State Government backed partnership between the City of Stonnington, Port Phillip, Yarra and Melbourne. As part of the IMAP sustainability initiative the need to establish a common methodology and benchmark for carbon footprinting has been identified.

Arup has recently prepared the carbon footprint for the City of Melbourne and through the Northern Alliance for Greenhouse Action (NAGA), eight northern metropolitan Councils.

Project Approach

Arup propose to complete the assignment in two stages:

1. Data request

- A data request sheet will be provided to each Council specifying the information required to be able to undertake the emission calculations.
- Data will also be gathered from publically available sources.

2. Emissions calculation

- The emission calculation methodology will be as per that prepared and published in the City of Melbourne *Zero Net Emissions by 2020, Update 2008* report and the unpublished report, *NAGA Region Community Emissions*.
- The methodology for this project will be documented and included in the final report.
- The emission calculations will be:
 - provided as a total and according to sectors; specifically commercial, residential, manufacturing, transport (passenger and freight), waste and water.
 - further defined through the use of ANZSIC categories to provide an additional layer of understanding to the data; for example commercial sector emissions can be divided according to ANZSIC sectors, i.e. wholesale and retail; communications; education, health and community services etc. Arup therefore propose divide the emissions by:
 - commercial and manufacturing by relevant ANZSIC categories;

../2

- residential by building class; and
 - transport by mode.
- normalised according to parameters such as Gross Regional Product (GRP) and resident and/or worker populations to enable comparison across other IMAP members and NAGA Councils.

Deliverables and Outcomes

- A report providing tabular and graphical representation of total and normalised emissions for each Council for 2006/2006 and the detailed methodology for undertaking the calculations.

Arup Staff

- **Rob Turk (Project Manager)**
Robert is the Sustainability Leader of the Melbourne office and has over 12 years experience in a range of sustainable development and environmental management projects within Australia and the UK.
- **Tania Smith (Project Assistant)**
Tania is a Sustainability Consultant within the Melbourne Office. She has wide ranging experience in the use of sustainability assessment tools, the development of sustainability frameworks and the creation of sustainability briefing guides.
- **Matt Gardiner (Transport Emissions)**
Matt has over 6 years experience as a consulting Traffic Engineer which has included a number of appointments as a traffic engineer, senior traffic engineer and senior development and delivery engineer within local government, VicRoads and Yarra Trams.

Time Frame

The timeframe for this project is anticipated to run over 8 weeks. A commencement date of 19 January 2009 will enable the project to be completed by mid March 2009.

Fee

The proposed fee for these services will be \$14,500 (excluding GST) to be invoiced 50% in two stages (at 4 and 8 weeks).

Contract

Arup propose the standard ACEA contract for consulting services.

Please let us know if you have any questions or queries on the proposal and I look forward to hearing from you.

Yours sincerely



Rob Turk
Sustainability Leader, Victoria

Inner Melbourne Action Plan

Progress Report

Action 3.3 - Regional Approach to Parking Management

Purpose

1. To update the IMAP Implementation Committee on progress of Action 3.3 Regional Approach to Parking Management.
2. To seek direction from the IMAP Implementation Committee to progress to Stage 2 of Action 3.3.

Background

3. The demand for travel in the Inner Melbourne Region will continue to grow as the wider metropolitan area grows and new development occurs across the region. Increased congestion will increase costs for Inner Melbourne businesses and residents and compromise the region's capital city, business, entertainment and cultural functions. Addressing the impacts of traffic congestion requires managing road space and traffic flows. A critical part of this objective is determining how car parking should be managed. This will mean investigating mechanisms designed to reduce car use at congested times.

IMAP Action 3.3 seeks a regional approach to parking management and aims to deliver a common and consistent approach to parking management across the Inner Melbourne Region based on the economic, environmental, streetscape, travel patterns and traffic impacts of different on and off-street car parking arrangements, aimed at:

- Encouraging alternatives to car travel and implementing appropriate car parking strategies.
 - Limiting car spaces in major new and re-use development.
 - Restricting the eligibility of new dwellings to on-street parking permits in areas of high demand
 - Charging for parking in high use areas
4. An audit undertaken by the working group identified policies managing on-street parking permits were already in place across the IMAP councils. It was agreed that no further work in this area was required.
 5. Given the broad scope of the brief, the working group determined to limit itself to three essential areas of activity, these being:
 - Parking measures to mitigate car travel
 - hierarchy of parking type to mitigate demand
 - integrated travel plans for new developments
 - car sharing
 - Provision of parking in new developments
 - parking rates and design standards for car parking
 - bicycle parking provisions
 - Management of existing parking supply
 - a common approach to pay parking
 - the use of residential parking zones,
 - the mix of long stay and short stay parking in activity centres
 - a hierarchy of parking to be catered for in both commercial and residential areas

Current Progress

6. The working group has collaborated to identify gaps and differences in approach between each Council, identify a set of agreed principles and plan to develop a resource document and an action plan for long term implementation of strategies for regional parking management.

7. **Parking measures to mitigate car travel**

Hierarchy of parking to mitigate parking demand

A draft IMAP sustainable transport framework has been prepared and is included in *Attachment A*. The transport framework outlines the priority order in which Councils should give consideration to transport modes applying the principles of sustainability, and then indicates an order of priority for the roadside use of kerb space.

Integrated Travel Plans

A sub group has been formed to review the approach to integrated travel plans. All IMAP councils are currently receiving development applications for sites where parking is sought to be reduced on the basis of an integrated travel plan (also known as green travel plans) being submitted, which indicates how the developer / development will encourage a greater proportion of travel to the site by sustainable transport modes.

Typically the integrated travel plan submitted is drafted by the traffic consultant for the applicant and primarily based on reducing the parking supply required. Members on the working group expressed concern that there is limited advice available on what the content of such integrated travel plans should be, what level of parking demand reduction could occur, what uses, types and scale of development integrated travel plans should be applied to (*Attachment B*).

The working group proposes the development and provision of useful tools beneficial to the assessment of planning applications. An externally focused Template would be developed to guide external traffic consultants and developers for Integrated Travel Plans submitted as part of a Planning application. A second complimentary Template would be developed to be used by internal statutory planners to guide decision making in the assessment of planning applications and Travel Plans. This work would require collaboration with statutory, strategic and transport planning representatives of the IMAP councils and positively influence the value and consistency of information being submitted and decisions made.

Car Sharing

Car sharing is a recent transport option in which residents and businesses are able to gain membership to a car sharing organisation and can then book the use of a shared car as they need. Car share offers the advantage of occasional car use without the costs and responsibilities of car ownership. It is more flexible and convenient than hire car systems. Expected benefits from car sharing for the individual are a significant reduction in transport cost, reduced environmental footprint, induced participation in active and public transport and for the parking authority, a reduced residential parking need as each car share vehicle is known to take a significant number of cars off the road. Further wider transport benefits are reduced car trips due to the need to "think before driving".

The City of Melbourne has been supporting car share schemes since 2005, and has strong policy support identified in moving people and freight (transport strategy 2006-2020). Both the Cities of Port Phillip and Yarra, do support car sharing. Stonnington has previously rejected a car sharing proposal, however the matter may be considered in the future.

The working group considered car sharing an important tool to assist in the mitigation of parking demand in inner suburban areas and as such is an area of activity for IMAP to seek consistency. The State Government is currently preparing guidelines for the introduction of car sharing schemes, and the City of Melbourne has prepared a draft guideline in relation to car sharing (*Attachment C*).

8. **Provision of parking in new developments**

The working group agrees there is merit for both Councils and the development community to have a common approach across the IMAP region to:

- Parking rates for both vehicles and bicycles
- Assessment of capacity required; and,
- Standards defining the provision of such spaces.

Note: It would be premature to progress this common approach until the State Government review of Clause 52.06 has been released (expected early 2009). This release has the potential to provide direction to IMAP councils to develop a common approach.

9. **Management of existing parking supply**

The working group has reviewed current Council approaches to pay parking and parking management principles. *Attachment D* outlines draft issues and aims in relation to methods to control parking. It is considered that this information now requires a broader approach by the working group incorporating the expertise of strategic and transport planners and potential external partners. An invitation will be extended to the relevant people to explore the way forward.

Conclusion

10. The working group has experienced many challenges progressing Action 3.3. It is recommended that Stage 2 of Action 3.3 now commences to include the following:

Parking measures to mitigate car travel

- Endorse the **IMAP sustainable transport framework** to guide future decision making across the inner Melbourne region.
- Develop useful Tools to assess planning applications including **integrated travel plans** in collaboration with statutory, strategic and transport planning representatives of the IMAP councils.
- Endorse the City of Melbourne's draft guideline in relation to **car sharing** and develop an IMAP regional guide to car sharing.

Provision of parking in new developments

- Upon the release of the State Government review of Clause 52.06, develop a common approach to the **provision of parking in new developments**. The outcome would be a resource document and long term action plan in consultation with external stakeholders e.g. development industry, public transport partners.

Management of existing parking supply

- The working group to engage representatives from the areas of strategic and transport planning to further understand the issues and aims identified in Attachment D in respect to **management of existing parking supply**.
11. The following outcomes will be presented to the IMAP Implementation Committee in August 2009:
- Conceptual Tools to assist the assessment of planning applications and integrated Travel Plans for parking in new developments
 - Draft IMAP regional car sharing guidelines
 - An increased understanding of how partnering councils manage existing parking – learning, sharing and 'where appropriate', adoption of a consistent approach.
 - Draft Resource Document and Action Plan to guide the provision of parking in new developments (dependent upon outcome of 52:06) will be presented in November 2009.

Recommendations

12. That the IMAP Implementation Committee resolves to:
- (a) **Note** the progress of Action 3.3 Regional Approach to Parking Management.
 - (b) **Endorse** the IMAP Sustainable Transport Framework for use by member Councils in determining the allocation of road-side kerb space, where Council has the relevant highway authority power.
 - (c) **Agree** to a joint approach for the development of tools to influence the consistency and value of Integrated Travel Plans submitted as part of Planning Applications
 - (d) **Endorse** car sharing as a valid parking mitigation initiative and **encourage** member councils to develop an IMAP regional car sharing guideline (consistent with the CoM draft guideline and any subsequent State Government guidelines released).
 - (d) **Approve** the development of a Resource Document and Action Plan based on the outcome of the State Government's Review of CL52.06.

Draft IMAP Sustainable Transport Framework

The transport system promotes sustainable solutions to support safe and accessible transport options for residents, businesses, visitors and community facilities in a fair and equitable manner.

A transport system that is sustainable for present and future generations has the following objectives:

Economic:

Higher use of walking, cycling and public transport to increase the effectiveness and cost efficiency of the overall transport system, whilst increasing urban amenity and the potential for greater use of local facilities. Greater business efficiency is achieved through smart and sustainable freight management systems.

Environment:

More people walking, cycling and using public transport to have environmental benefits in terms of cleaner air, cleaner waterways, less noise and the reduction of greenhouse gas emissions. Efficient movement of goods and services also helps the environment.

Social:

Walking, cycling and public transport to encourage more people to be active, interactive and safe on the street by reducing the barriers created by higher vehicle volumes and speeds. It also enables easier movement for people with disabilities. Active streets build on the culture of different urban precincts.

Mission Statement

We will encourage residents, business people, organisational staff and visitors to increasingly exchange their vehicle trips for walking, cycling and public transport trips. We encourage businesses to increasingly be more sustainable in movement of goods and services.

Five Principles of Sustainable Transport

1. Improve Safety

Council to provide conditions which encourage greater activity and increase actual and perceived road and personal safety.

2. Deliver Sustainable Transport

For passenger transport, Council will give preference to, and right of way to sustainable transport modes in terms of allocating time, space and facilities. Freight will also be managed to deliver efficient and sustainable outcomes. This approach will moderate the impact of cars in the local environment to help increase urban amenity, safety, health, and environmental benefits.

3. Access for All

Council will strive to provide equal access to transport for people of all abilities. Land use is determined based on access to a range of transport services. Emergency access is paramount.

4. Increase Connections and Efficiency

Council will strive towards a more compact city where walking, cycling and public transport are interlinked, efficient, direct, attractive and competitive. Freight is also managed to connect efficiently with business needs.

5. Community Involvement

Council will strive to raise the profile and promote the benefits of walking, cycling and public transport through community engagement and consultation, information-sharing, facilities and infrastructure, and active promotion and advocacy to help change travel behaviour. Sustainable transport progress will be monitored and shared with the community.

Road User Framework

In managing and developing a safe and well connected sustainable transport system according to the above five principles, Council will give consideration to transport modes in the following order:

- walking
- cycling
- public transport
- freight
- motorbikes
- car-share
- taxi
- multiple-occupancy cars, and then
- single-occupancy cars.

How does this framework and hierarchy work?

This broad framework is a hierarchy for considering the transport options that can be provided on any given site. It does not mean that all sites must be used for all modes.

For example, it may be that a Site A is not at all suitable for walking and cycling and the nearby Site B has much better urban amenity. Site A may best be used as a road for cars - following the hierarchy will provide the right justification for this decision.

Roadside Hierarchy

Roadsides are highly sought after public space in the inner city. It has traditionally been used for car parking, but competing demands increasingly mean that the use of this space is now shared.

The following roadside hierarchy requires such spaces to consider the full range of sustainable transport criteria when determining how it is to be used. The consideration is to be in the following order:

- emergency vehicles
- public transport
- disabled parking
- loading zones
- pedestrian areas
- bicycle services
- taxi rank
- visitor parking
- residential parking
- commercial uses
- commuter parking.

The roadside use hierarchy rationale is set out overleaf.

N o.	Roadside Use	Criteria	Delivery of Principles
1.	Emergency Vehicles	Provision of police, fire, and ambulance emergency requirements.	Emergency vehicle provisions helps deliver: <ul style="list-style-type: none"> ▪ <i>social objectives</i> ▪ improved safety ▪ access for all.
2.	Public transport zones	Provision of bus stops and bus lanes in convenient, safe and accessible locations. Provision of tram stops in convenient, safe and accessible locations. Provision of bike hire stations in convenient, safe and accessible locations. Provision of car share pods in convenient, safe and accessible locations.	Public transport zones located in accordance with the criteria helps deliver: <ul style="list-style-type: none"> ▪ <i>environment and social objectives</i> ▪ sustainable transport ▪ increased connections ▪ access for all ▪ improved safety ▪ community involvement
3.	Disabled parking	Provision of disabled parking in convenient, safe and accessible locations.	Disabled parking located in accordance with the criteria helps deliver: <ul style="list-style-type: none"> ▪ <i>social objectives</i> ▪ access for all ▪ increased connections
4.	Loading zones	Provision of loading zones to enable delivery of goods and services, and waste collection from, local commercial premises. Loading zones to be sited where it can service the maximum number of premises and where off street loading is not provided. Loading in peak hour times is discouraged.	Loading zones located in accordance with the criteria helps deliver: <ul style="list-style-type: none"> ▪ <i>economic and environment objectives</i> ▪ sustainable transport ▪ increased connections ▪ community involvement
5.	Pedestrian Areas	Appropriate conversion of some areas of road space to footpaths available for pedestrian trips or civic spaces. Preference is given to those areas with large or growing pedestrian activity.	Footpath widening provisions help deliver: <ul style="list-style-type: none"> ▪ <i>social and environmental objectives</i> ▪ deliver sustainable transport ▪ access for all
6.	Bicycle services	Provision of bicycle parking and cycle lanes in convenient, safe and accessible locations. Bicycle parking in busy pedestrian precincts to be considered equally for on-road or off-road siting with the decision more dependent on convenience, safety and accessibility for the bike rider. Bike paths on road space to be provided in strategic context of existing or future lanes. Modelling to demonstrate potential ability to accommodate peak hour bike commuters.	Bicycle parking located in accordance with the criteria helps deliver: <ul style="list-style-type: none"> ▪ <i>environment, social, economic objectives</i> ▪ sustainable transport ▪ increased connections ▪ community involvement
7.	Taxi rank	Provision of taxi ranks in convenient, safe and accessible locations (eg: hospitals, events, railway stations, hotels). Shopping strips and offices in highly urbanised areas with variety of tram and bus services and other taxi ranks within 200 metres will have less priority.	Taxi ranks located in accordance with the criteria helps deliver: <ul style="list-style-type: none"> ▪ <i>social and environmental objectives</i> ▪ access for all ▪ increased connections ▪ improved safety ▪ sustainable transport.
8.	Customer parking	Short and medium term parking provided for visitors to access goods and services. The length of parking time is to take into account: <ul style="list-style-type: none"> - time needs of nearby uses (eg: movie theatre, medical clinic, restaurant, retail); - availability of other alternative transport modes; - providing reliability of parking spaces to prevent driver 'churn'. Provision of motorcycle parking that is safe, convenient and accessible. Motorcycle parking preferably located in car parking areas rather than pedestrian areas. Parking for large scale event venues is to be determined based on approved Integrated Travel Plans which will ensure access and convenience for public transport as the primary mode of travel for patrons.	Visitor parking located in accordance with the criteria helps deliver: <ul style="list-style-type: none"> ▪ <i>economic and environment objectives</i> ▪ sustainable transport ▪ access for all
9.	Residential parking	Residents are provided with limited parking permits for parking in their area. For residential areas next to retail strips, parking will be balanced between economic needs of the strip and surrounding residential amenity. This will be managed with community engagement, feedback and training. Residential parking is provided within the context of encouraging use of other sustainable transport modes if they are located within 400 metres.	Residential parking located in accordance with the criteria helps deliver: <ul style="list-style-type: none"> ▪ <i>social, economic, environment objectives</i> ▪ access for all ▪ sustainable transport ▪ community involvement
10.	Commuter parking	Long stay parking for commuters is discouraged as much as possible. Traders and local employees are encouraged to seek sustainable transport options for the daily journey to work. This includes car pooling, cycling, and public transport. Local employees should not park in shopping strips where this undermines parking turnover that supports the businesses. Park and ride commuter parking is not considered appropriate in the inner area. Community engagement is required to limit commuter parking.	Commuter parking located in accordance with the criteria help deliver: <ul style="list-style-type: none"> ▪ <i>economic and environment objectives</i> ▪ sustainable transport ▪ community involvement

DISCUSSION PAPER – INTEGRATED TRAVEL PLANS

1. What is an Integrated Travel Plan?

An Integrated Travel Plan, as described in the Department of Transport Advisory Note is: “a document which sets out how the various forms of transport will be integrated with land use, so that urban sustainability is optimised.”

The ITPs referred to in this report are associated with Planning Permit Applications for new developments and land uses and target residents, workers and visitors to these locations.

The key purpose of ITPs is to reduce car dependence and impacts associated with single occupancy car use, by maximising opportunities for the use of more sustainable travel modes, such as walking, cycling and the use of public transport. The basic premise is to make alternatives to car travel more feasible, appealing and better understood through the provision of:

- Infrastructure, such as for example wider footpaths leading to and from the site;
- Facilities, such as bicycle lockers/storage;
- Promotion, such as through distribution of fliers advertising annual events such as Ride-To-Work-Day;
- Education, such as provision of information on the health benefits of active transport (i.e. walking and cycling);
- Incentives, such as free public transport tickets or bicycle store vouchers.

2. When is an ITP required?

Under Clause 12.08 of the Victorian Planning Provisions all new major residential, retail, office and industrial developments are required to submit ITPs as part of their Planning Permit Application.

However, Clause 12.08 does not define ‘major development’, leaving it to the Responsible Authority to decide when an ITP may be required. To assist Councils with this decision, the Department of Transport (DoT) has issued an Advisory Note (Refer Attachment 1), which details what it considers to be developments that warrant preparation of an ITP as follows:

- Residential developments of more than 200 lots or units
- New retail centres or offices of more than 10,000sq.m.
- Extensions of more than 10,000sq.m.
- Any other development which in view of the Responsible Authority is likely to generate significant travel demand.

Furthermore, the Advisory Note recommends matters, which could be considered as part of an ITP content.

3. How Integrated Travel Plans relate to IMAP Action 3.3?

IMAP Strategy 3 - *Minimise the growing impact of traffic congestion*, commits the IMAP partners to “investigating mechanisms designed to reduce car use at congested times”.

ITPs, aimed at reducing car use for travel to and from a location, may be one such mechanism, which should be considered. Their key purpose aligns directly with IMAP Action 3.3 objectives to:

- Encourage alternatives to car travel; and
- Limit commuter car spaces in new developments.

4. Current practice across the IMAP region

A preliminary review of current practice at the IMAP Councils has revealed that ITPs are submitted or requested generally under the following circumstances:

- With major land use and development applications, as defined by the DoT Advisory Note, outlined above.
- When Planning Permit Applicants want to justify and mitigate the impact of reduced on-site parking provision.
- When a proposal is considered to result in unacceptable traffic impacts.

Anecdotal evidence indicates that Council Planning Officers, Traffic Engineers and Transport Planners are under increasing pressure to assess ITPs submitted with 'major applications'. They are also often compelled to request ITPs when dealing with requests for car parking dispensations.

However neither of the IMAP Councils has formally defined what it considers to be 'a major development' with respect to ITPs. Nor are there any clear processes in place for requiring, assessing, monitoring or enforcing ITPs.

As such, there is no consistent approach either within each municipality or across the Inner Melbourne region. This situation exposes the IMAP region to negative consequences, with respect to sustainable travel and liveability by:

- Setting of precedents for accepting 'substandard' ITPs, thus failing to maximise the opportunities that ITPs could offer to reduce single occupant car travel and associated economic (eg. congestion), social (eg. health) and environmental (eg. reduced Co2 emissions) impacts;
- A high level of uncertainty and confusion among Planning Permit Applicants, with respect to each Council's, and even each individual Officer's expectations;
- Increased exposure to litigation and reversal of Council decisions by VCAT.

5. Recommendation:

Given the Planning Scheme requirement under Clause 12.08 of the VPPs, and the growing use of ITPs to justify reduced car parking provisions, it is recommended that the following work be undertaken by IMAP Action 3.3 Working Group to investigate the feasibility of developing a regional approach to ITPs by:

- Defining the size and type of 'Major Developments' to which Clause 12.08 requirement will apply;
- Outlining all other circumstances under which an ITP may be required (eg. the level of car parking dispensation applied for);
- Specifying the expected content of a typical ITP;
- Developing standard Planning Permit Conditions relating to ITPs and the circumstances under which they will apply;
- Developing a 'Package' of easy to use 'tools', such as information kits for Planning Permit Applicants and 'fact sheets' for Council Officers (Refer to Attachment 2 for an outline of City of Darebin's approach).
- Developing a monitoring regime and enforcement procedures.



City of Melbourne Draft Car Share Guidelines

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* except for the industrial precinct of Fisherman's Bend Policy Commitments	5

Attachments

1. Car Share map for City of Melbourne
2. Car Share Pod Application Form
3. Sustainable Transport Hierarchy

Introduction

What is Car Sharing?

Car Sharing is a recent transport solution which has seen great success in European and North American cities, and is now available in a range of Australian cities.

Car Share Organisations (CSO's) own and maintain a vehicle fleet which is spread across an urban area, in accessible and preferable locations.

Residents and businesses are able to gain membership to a CSO, and can then book the use of a shared car as they need. Car Share offers the advantage of occasional car use without the costs and responsibilities of car ownership. It is more flexible and convenient than hire car systems.

The benefits of Car Sharing

There are far reaching benefits arising from community participation in Car Share schemes. The potential net triple-bottom-line benefits of Car Sharing are best represented in the below diagram, however we can also isolate the benefits as they relate to the Community and the City.

The community (both residential and commercial) benefits from;

- significant reductions in transport costs;
- reduced environmental footprint from personal and business related transport journeys;
- induced participation in active and public transport – significant social, health, environmental and economic benefits arising from an uptake of these. This is because car sharing requires people to think before choosing a car for their journey, often leading to a mode shift to other transport options available such as walking, cycling and public transport.

The City benefits from:

- reduced residential parking needs, as each car share vehicle is known to take a significant number of cars off the road¹;
- reduced car trips due to need to 'think before driving' helping meet amenity and environment goals;
- increased mobility options for residents that assists in meeting affordable living goals;
- a 'cleaner' transport network, as CSO's utilise zero or near zero emission vehicles.

The impacts of Car Sharing on car ownership and mobility.

Business as usual

- Car Owner → sells private car = Net reduction in car ownership, but disadvantaged by loss of mobility
- Non-Car Owner → buys private car = Net increase in car ownership, and improved mobility

With Car Share

- Car Owner → Joins Car Share → sells personal car(s) = Net reduction in car ownership, maintains mobility.
- Car Owner → Joins Car Share → keeps personal car (s) → avoids buying additional cars = Net reduction in car ownership, maintained mobility.
- Non-Car Owner → Joins Car Share → = No net change to car ownership, improved mobility.

¹ This net reduction in the number of cars 'on the road' occurs when residents (or businesses) chose car sharing over buying a new car, or are able to sell their second (or third) car as a result of joining a CSO. The US Transit Cooperative Research Program has estimated that 1 Car Share car can (in the appropriate city and social context) take up to 15 cars off the road.
Draft Car Share Guidelines – City of Melbourne

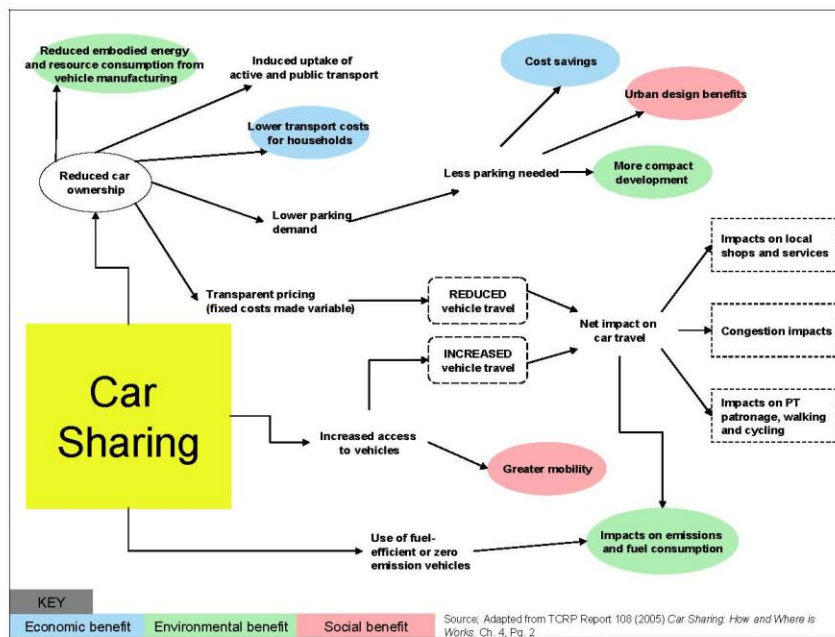


Figure 1: Potential Benefits of Car Sharing

Car Share overseas

The Car Share concept has been evolving since the 1970's, and has strong roots in central Europe where several schemes were first established. Differing Car Share scheme structures have since spread throughout the world, and can now be seen and experienced in over 800 cities.

Car Share in Australia

CSO's have been operating in Australia since 2003 and there are currently three operators nationwide. The take up of Car Sharing has been slow in Australia, which can be attributed to a variety of cultural and spatial characteristics of our major cities.

Whilst the challenges facing Car Share in Australia are significant, the potential gains for community mobility and transport system connectivity in our cities are substantial.

The City of Melbourne has been supporting Car Share schemes since 2005, and has strong policy support identified in *Moving People and Freight (Transport Strategy 2006-2020)*. Other Victorian municipalities to support and facilitate Car Sharing include the Cities of Port Phillip, Yarra, Moreland and Darebin.

Local Governments around Sydney, such as North Sydney Council and the City of Sydney, also support Car Sharing through policy and practical mechanisms. Brisbane City Council and the City of Adelaide are also encouraging the Car Share concept as a transport priority.

In addition, the City of Parramatta, Randwick City Council and the City of Yarra have supported the integration of car share vehicles into their Council fleet operations through being active subscribers to car share vehicles based at Council offices.

National and State support

Federal Government

The 2004 report *Car Sharing: An Overview*, prepared by the Department of the Environment and Heritage – Australian Greenhouse Office, provides an overview of the Car Share concept and its benefit to community mobility and urban development. This report is a useful reference for building understanding of Car Sharing, however does not specify any specific policy support for such schemes.

State Government

To date, the Victorian Government provides no specific policy support for Car Share schemes.

How can Local Government support Car Share as a viable transport mode for the community?

Car Share schemes require substantial understanding and support at Local Government level. As municipal authorities control the provision of on-street (and in some instances off-street) parking supply, and enforce parking restrictions in these bays, policy and practical support is essential if Car Share schemes are to achieve its full potential.

In accommodating Car Share vehicles in public parking spaces, Local Governments have the ability to prioritise these schemes to realise maximum community and city benefits. Essentially, by providing preferable parking bays to CSO's, Local Government can play a significant role in promoting Car Sharing to residential and business communities.

Local government can also support Car Share through communications and linkages with the business and residential community.

Regional collaboration

Inner Melbourne Action Plan (IMAP)

The IMAP region encompasses the Cities of Melbourne, Yarra, Stonnington and Port Phillip.

As a structured and supported grouping of Councils, IMAP has the ability to coordinate guidelines for local government support of car share services.

Other collaborative transport forums and groups

The Melbourne Transport Forum (MTF) and the Municipal Association of Victoria (MAV) provide Local Governments with supportive avenues to gain support, and coordinate on various issues, including sustainable transport options. The development of guidelines that assist Local Governments to facilitate Car Share schemes is encouraged at these higher levels of collaboration.

It is noted that Car Share schemes are currently only financially viable in the more densely populated areas of the inner city. There are options for Car Share services to be subsidised in certain locations if desirable, or established with a partner that provides a regular and consistent demand.

Vic Roads

As the overarching state level for road governance, Vic Roads has the statutory ability to make provision for Car Share parking standards, and factor in Car Sharing for its benefit to transport systems. Collaboration with Vic Roads is considered necessary for grounded understanding of Car Share as a legitimate parking and transport option for Melbourne.

It would be valuable for a recognised symbol to be established for Carshare, along similar lines of the well recognised blue 'P' signs for parking. This would help people to value Carshare as a valid transport mode as well as establish valuable product recognition for the service. Vic Roads could lead this initiative in Victoria and work with partner organisations in other States to achieve a nationally recognised symbol.

Car Share: The Role of the Market

Many Car Share management concerns are resolved by the market. This includes:

- Location of sites to best meet demand
- Avoiding use of cars for commuter purposes (cost prohibitive)
- Avoiding car share cars parking in the wrong bay (companies manage this efficiently as their members register complaints if the car is not in its pod when needed.)

Advice from car share companies is that in Australian cities only the CBD and very inner areas have the population density to financially support car share. If car share is to be set up in low density areas it may need to be subsidised, or tied to a guaranteed user (eg business)

City of Melbourne Car Share Guidelines

Car Sharing is recognised as a genuine transport option for the City's residents and businesses in Council's Community Plan *Future Melbourne*, and Council's Transport Strategy *Moving People and Freight*.

The following policy has been developed to ensure Council maximises all potential support mechanisms, in order to advance the function of Car Sharing in the municipality.

Car Share principles

The following principles have been identified by the City of Melbourne as a guide to further develop and support Car Share services in the municipality.

- *Sustainable transport:* The City of Melbourne considers car share services to be an important sustainable transport solution for local residents and businesses. Car Sharing is considered to be a preferable alternative to car ownership in the City of Melbourne.
- *Support delivery of Car Share services:* Enable Car Share to be provided as a commercially or cooperatively run service, and work with market demand as it relates to number, siting, and use of the cars.
- *Support consistent delivery of car share services to local residents and businesses:* Ensure Council processes do not cause needless disruption of service to the community through changes in location of car share services.
- *Cost recovery:* Assist the start up phase of the Car Share industry which is vulnerable in its first years of establishment. Forego cost recovery from car share companies for the use of public space until such time that the car industry is financially sound.
- *Provide clear, efficient and transparent support:* Set out clear decision-making and support processes for allocating parking bays, enforcing permits, and managing contracts.
- *Link to community:* Develop communication programs with the business and residential community to support Car Share services.
- *Research:* Assist the Car Share industry in researching the impacts, benefits and future potential of car sharing as a sustainable transport option.

Targets

- a. Car Share services will be located within one kilometre to all residents and businesses within the City of Melbourne* by 2015.

* except for the industrial precinct of Fisherman's Bend and Port of Melbourne

Policy Commitments

Car Share parking space allocation:

1. Council will provide on street parking spaces, special permits and access to off street spaces for Car Sharing activities throughout the City of Melbourne. Spaces will be assessed against clear application criteria, including:
 - a. Provision of 'green sign' parking space to avoid public transport zones, disabled areas, loading zones and taxi zones. This is to be consistent with the IMAP Sustainable Transport Hierarchy (see Attachment 3).
 - b. Safe pedestrian access to the parking space including good lighting for safe night use.
 - c. Easy access to public transport including train, bus, and tram stations.
 - d. Free from third party advertising.

These provisions are set out in the draft application form at Attachment 2.

2. Council will be efficient and reliable in considering parking bay allocation for Car Share use, and in issuing relevant parking permits.
3. Council will provide advice to the Car Share industry about preferable locations for Car Share services.

Car Share limitations:

4. Council will not support Car Share services that are reliant on third party advertising for on-street vehicles.
5. Council will not support Car Share services that do not utilise environmentally efficient vehicles.
6. Council will not support Car Share services with fee-structures that support commuter-driving.
7. Council will remove access to any Car Share site where management conditions and Car Share availability for the public is not maintained.

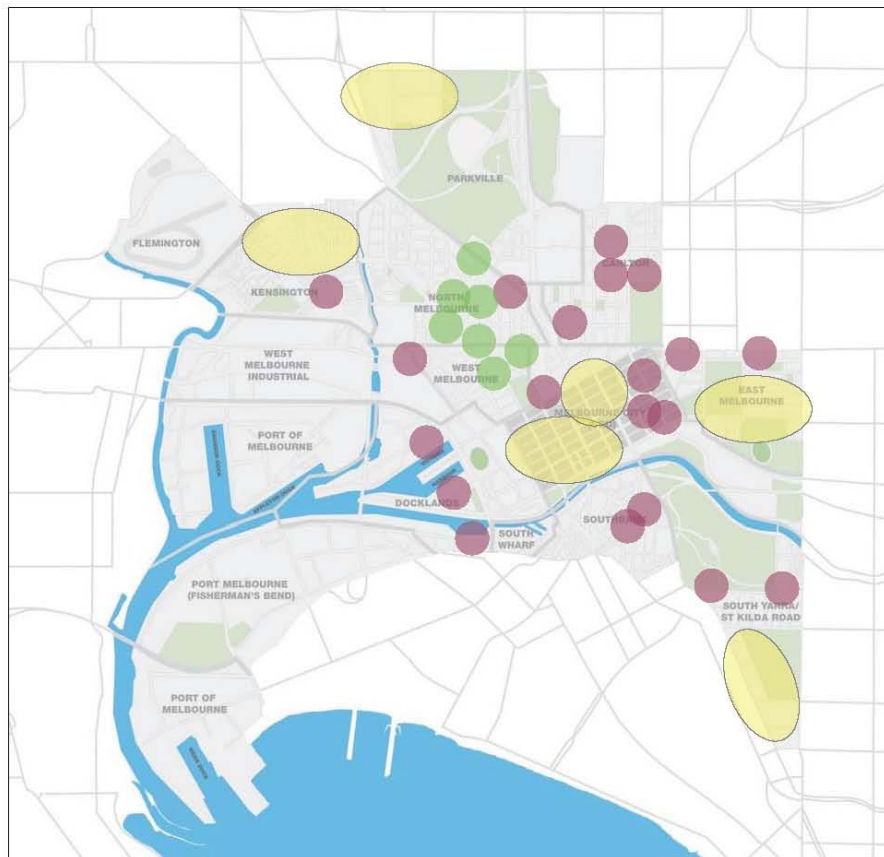
Car Share local support

8. Council will communicate the potential benefits of Car Sharing to the community, including linkages with the business communities to support Car Share services.
9. Council will enable local car share cars to park temporarily in all areas, subject to an arrangement whereby members forego individual car parking entitlements. This is allowed on the understanding that the short term parking will be limited by the hourly charge for car share cars.
10. Council will pursue parking permit and planning policy solutions that support car share and assist in lowering car ownership rates.
11. Council to use car share services where appropriate to reduce the need for Council-owned fleet vehicles.

Car Share industry support

10. Council will work with other local governments to encourage consistency in providing for Car Share.
11. Council will lobby for State and Federal policy commitments that aid Car Share as a genuine transport solution for Australian cities.
12. Council encourages the establishment of a Car Share industry association to resolve common issues, and to explore interoperability issues where required to meet the needs of local users.

Attachment 1 – Current, pending and preferred Car Share locations



- Approved and operational Car Share pod - with highlighted 200m 'walkability radius'
- Approved but pending Car Share pod – with 200m 'walkability radius' highlighted
- Preferred locations for future Car Share pods

Attachment 2 – Application Form



Proposed Car Share Site/s

Company:

Map

Location (precinct):

Where are the nearest pods?

Where will the users primarily come from?

Description of precinct:

Please provide a map showing the general area of the proposed Car Share pod(s). Please include any existing car share pods in the area.

Checklist

	Criteria	Company check		CoM Check	
Essential	Are there 'Green Sign' parking bays in the area?	Y	N	Y	N
	To avoid loading zones, bus and taxi zones and disabled areas.				
	Can pedestrians safely access potential parking bay?	Y	N	Y	N
	Located in well exposed and lit areas for safe night use.				
	Can the car share bay be easily accessed by public transport?	Y	N	Y	N
Preferred	Located within 100 metres of bus, tram, train.				
	Is the car intended for this spot free from third party advertising?	Y	N	Y	N
	Is the proposed bay within walking distance to businesses?	Y	N	Y	N
	Is the potential bay available on the kerbside.	Y	N	Y	N
	Preferred over centre parking for safety reasons.				

Have you considered off-street car parking? If so, where?

Why is on-street parking preferred for car sharing in this instance?

PAY PARKING, PODS AND TIME RESTRICTIONS – ISSUES AND AIMS

OPERATION TYPE ->	TIMED RESTRICTIONS ONLY	TIMED RESTRICTIONS + PODS	TIMED RESTRICTIONS + PAY PARKING	PAY PARKING ONLY (No Time Limit)
AIM	→ Encourage Turnover → Manage Demand	→ Encourage Turnover → Manage Demand	→ Encourage Turnover → Manage Demand → Generate \$	→ Encourage Turnover → Manage Demand → Generate \$
ISSUES	<input type="checkbox"/> Manual Enforcement Only – Open to Human Error	<input type="checkbox"/> Manual Enforcement Only – Assisted by Technology	<input type="checkbox"/> Manual Enforcement Only – Assisted by Technology	<input type="checkbox"/> Manual Enforcement Or Access Control – Assisted by Technology
	<input type="checkbox"/> Mark Ups Used – Duration Prone to Error, moving vehicles etc.	<input type="checkbox"/> No Mark Ups Used. More efficient enforcement. Less moving of vehicles	<input type="checkbox"/> No Mark Ups Used. More efficient enforcement. Less moving of vehicles	<input type="checkbox"/> No Mark Required. No Time Limit enforcement. Non compliant vehicles only.
	<input type="checkbox"/> No 3 rd Party evidence of duration of stay. Officers' evidence only.	<input type="checkbox"/> 3 rd Party evidence available to supplement officer evidence, but not transparent to customer. Not yet tested legally.	<input type="checkbox"/> 3 rd Party evidence available to supplement officer evidence, and fully transparent to customer. Tested in court.	<input type="checkbox"/> 3 rd Party evidence available to supplement officer evidence or not required where access control. Fully transparent to customer if required. Tested in court.
	<input type="checkbox"/> Fixed Maximum duration of stay – poor flexibility	<input type="checkbox"/> Fixed Maximum duration of stay – poor flexibility	<input type="checkbox"/> Fixed Maximum duration of stay – poor flexibility	<input type="checkbox"/> Duration of stay determined by customer – full flexibility
	<input type="checkbox"/> Compliance dependent upon enforcement.	<input type="checkbox"/> Compliance dependent upon enforcement.	<input type="checkbox"/> Customer aware of machine recording of duration. Compliance less dependent on enforcement frequency.	<input type="checkbox"/> Customer aware of machine recording of duration. Compliance less dependent on enforcement frequency. No patrols in access controlled sites.

Inner Melbourne Action Plan

Briefing Paper

Action 6.3 Managing Conflict in Activity Centres

Purpose

1. To advise the IMAP Implementation Committee of progress to date in implementing the Inner City Entertainment Precinct (ICEP) Taskforce recommendations. Specifically;
 - Recommendation 5 - 'develop planning tools to enable councils to effectively manage cumulative impact'

Background

2. In early 2008, the State Government amended Clause 52.27 of the Victorian Planning Provisions and planning schemes to introduce the concept of 'cumulative impacts' assessing planning permit applications to use land to sell and consume liquor. The task of the working group has been to develop a consistent approach to the consideration of planning permit applications for licensed premises.
3. At the October 2008 meeting, the IMAP Implementation Committee supported a five part approach to assessing cumulative impact within specific areas. The suggested approach was to:
 - Map night time activity through appropriate data sources
 - Create a strategic statement for the alcohol precinct
 - Develop a whole of organisation response to managing the impacts
 - Develop a Cumulative Impact Assessment Model to help determine planning applications
 - Strengthen the model through research, partnerships and improved data sources.
4. To aid in the assessment of Cumulative Impact, three key 'tools' were outlined and are being developed by the Working Group:
 - A Precinct Profile (this contains relevant data / statistics to identify key issues and impacts (both positive and negative) and provide baseline data.
 - An Information Sheet for Applicants outlining the information to be provided. This includes an outline of how the proposed venue addresses potential negative impacts of the new premises.
 - A Cumulative Impact Assessment (checklist) for staff / decision makers.

Discussion

5. The Action 6.3 Working Group has commenced mapping night time activity by developing a uniform set of indicators for assessing cumulative impact (attached). The selected indicators are based on information and data that is readily available and that helps 'tell a story' about the particular location.
6. The Working Group has also identified a longer-term need to access better data sources around assessing cumulative impact. This may entail further research or data gathering, advocating to partners for better access to datasets or creating better internal processes for the collection and analysis of information. This work will extend beyond May 2009, the current timeframe for the working group and can form part of ICEP recommendation 28 (Working group to develop data collection plan.)
7. It is acknowledged that the four IMAP Councils are at different stages, with varying degrees of capacity to implement the cumulative impact assessments. With the general approach and uniform indicators identified, it is proposed that the individual Councils work at implementing this process internally, given the differing internal procedures, policies and practices of each individual Council.
8. Each Council would commence the operational implementation of the indicators and the Cumulative Impacts Assessment Tool. This will involve further internal consultation with Strategic and Statutory Planning in the implementation of the approach and ensure alignment with existing local licensed premises policies.

9. The Action 6.3 Working Group proposes to reconvene after 3 months in April 2009 to evaluate progress and refine and finalise the indicators and tools.

Conclusion

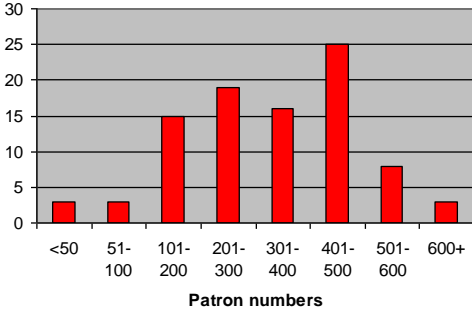
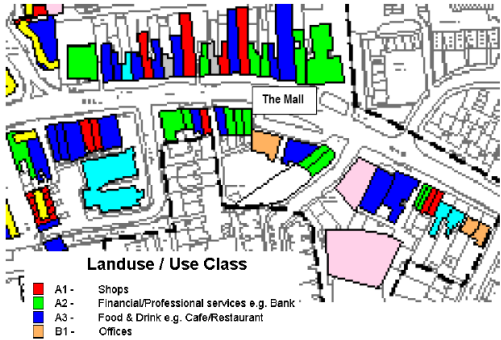
10. The Working Group seeks the endorsement of this approach and the indicators identified.



Recommendation

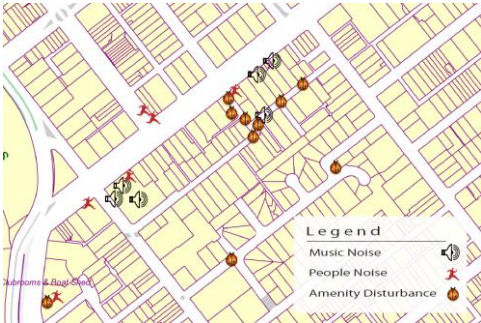
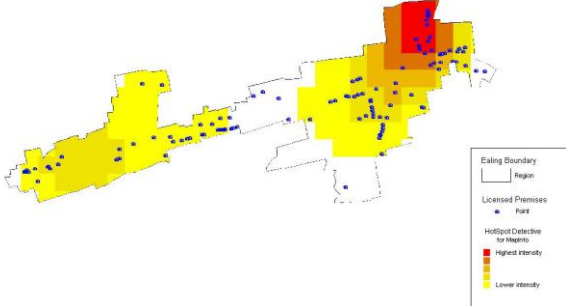
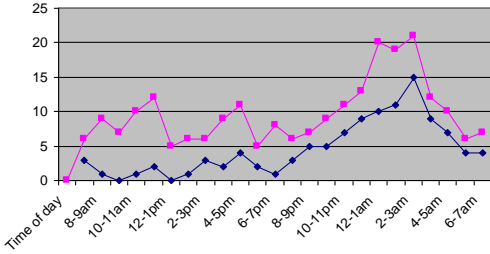
11. That the IMAP Implementation Committee resolves to:

- a) **Endorse** the proposed set of indicators
- b) **Support** the individual Councils in the operational implementation of the indicators and the Cumulative Impacts Assessment Tool
- c) **Request** the Action 6.3 Working Group report back to the Implementation Committee on the refinement and finalisation of the indicators and tool in May 2009.

Indicator	Sample of Data	Short Term Plan	Long Term Plan																																				
<i>Key Indicators</i>																																							
Type of licensed premises		Information currently available. Map types of premises Distinguish between restaurants, and bars and night clubs. (CoM will not be mapping restaurants)	Work internally to better incorporate into systems (Proclaim, GIS). Work externally (Consumer Affairs) to improve notification systems between Council and Liquor licensing in relation to approvals and changes of licences.																																				
Hours of operation	<table border="1"> <caption>Hours of operation data</caption> <thead> <tr> <th>Closing times</th> <th>Nightclub</th> <th>Bar/ tavern</th> <th>Restaurant</th> </tr> </thead> <tbody> <tr> <td>11pm</td> <td>0</td> <td>1</td> <td>7</td> </tr> <tr> <td>12am</td> <td>0</td> <td>1</td> <td>12</td> </tr> <tr> <td>1am</td> <td>0</td> <td>3</td> <td>12</td> </tr> <tr> <td>2am</td> <td>0</td> <td>3</td> <td>1</td> </tr> <tr> <td>3am</td> <td>3</td> <td>1</td> <td>1</td> </tr> <tr> <td>4am</td> <td>2</td> <td>1</td> <td>0</td> </tr> <tr> <td>5am</td> <td>3</td> <td>1</td> <td>0</td> </tr> <tr> <td>24 hours</td> <td>0</td> <td>1</td> <td>0</td> </tr> </tbody> </table>	Closing times	Nightclub	Bar/ tavern	Restaurant	11pm	0	1	7	12am	0	1	12	1am	0	3	12	2am	0	3	1	3am	3	1	1	4am	2	1	0	5am	3	1	0	24 hours	0	1	0	Information currently available. Map showing closing times of venues. Need to develop categories eg 1am, 3am, 5am.	Work internally to better incorporate into systems (Proclaim, GIS). Work externally (Consumer Affairs) to improve notification systems between Council and Liquor licensing in relation to approvals and changes of licence hours.
Closing times	Nightclub	Bar/ tavern	Restaurant																																				
11pm	0	1	7																																				
12am	0	1	12																																				
1am	0	3	12																																				
2am	0	3	1																																				
3am	3	1	1																																				
4am	2	1	0																																				
5am	3	1	0																																				
24 hours	0	1	0																																				

Patron numbers	 <p>Patron numbers</p>	Information currently available. Undertake an analysis of licensed premises based on patron number categories (eg <100, <200, <300.)	Work internally to better incorporate into systems (Proclaim, GIS). Opportunity to include specific fields through Proclaim on both liquor licence and planning application patron numbers.
Late night uses	 <p>Landuse / Use Class</p> <ul style="list-style-type: none"> A1 - Shops A2 - Financial/Professional services e.g. Bank A3 - Food & Drink e.g. Cafe/Restaurant B1 - Offices 	Information currently available. Map key uses within defined area, including residential zones and interfaces, late night food outlets, congregation hotspots, public space, etc.	Work to incorporate forms of data into 1 accessible point to assess nature of venues within particular location (GIS).

Infrastructure		<p>Information is available. Map public transport routes and stops, taxi ranks, car parks and bike parking. Late night infrastructure including public toilets, street light locations.</p>	<p>Undertake audit of key locations to ascertain volume and nature of cumulation. Identify and report on key causes of congregation- taxi ranks, overspill from venues, etc.</p>
Street litter/ Damage		<p>Information is available. Map street cleaning routes and frequencies. Map hot spots of late night entertainment related litter (bottles, takeaway food wrapper etc).</p>	<p>Look at establishing ongoing system.</p>

Complaints		Information is available. Heat map complaint within area, categorised if possible on the basis on type (music noise, people noise, disturbance to amenity).	Complaints to be weighed and shaded based on number of complaints received within a given period. May need to link in with more detailed reports from Local Laws in the future, to provide full history and background to complaints in the area.
Alcohol-related crime data		Data not currently available at local level. Local District inspector can make presentation of relevant data to planners, and this can inform development of summary overview.	Work through IMAP and ICLEI process to develop data protocols to this information.
Ambulance attendances		Data not currently available at local level. Turning Point can make presentation of relevant data to planners, and this can inform development of summary overview.	Work through IMAP and ICLEI process to develop data protocols to this information.

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<i>Additional Indicators</i>		
Indicator	Short Term Plan	Long term Plan
Visitor numbers	Include statement on the ebb and flow of visitor numbers within particular timeframe- ie. early evening, late night, after midnight. Note usual forms of transport used.	Work with Strategic planning, economic development to assess visitor numbers, especially within late night period. Work with public transport providers, VicRoads and taxi directorate to build up more comprehensive picture.
Type of venue (ie amount of seating)	Available through licence types, planning application and footpath trading licences. Assess, categorise and map for key precincts.	Work to incorporate three forms of data into 1 accessible point to assess nature of venues within particular location.
Economic 'health' of precinct :		
Economic 'health' of precinct	Put in word form including commentary on: Commercial occupancy numbers Employment trends. Tourism industry contribution	
Community cost indicators	Put in word form	Pending development of more sophisticated cost/ benefit analysis, could be assessed through local community surveys.
Precinct Transport and Parking:		
Traffic flows	Available through VicRoads for VicRoads roads and in some cases Council may have traffic counts.	More specific data on traffic flows could be obtained through traffic counts within the precinct.
Public transport options	Word form / summary form, based on observation of usage and capacity.	Need to liase with public transport providers to determine use and capacity during late night times.
Pedestrian movements	Include in word form, based on observation.	May require further research.
Taxi options	Taxi rank data may be available in some locations.	Liase with taxi directorate.

Inner Melbourne Action Plan

Progress Report

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 report on the ‘round table’ workshop held 9th December 2008, supported by the IMAP Implementation Committee 31 October 2008.

Background

3. 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. This Statement provides an integrated economic approach across the IMAP region and will be used to provide direction on Strategy 7 actions.
4. The Statement 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’.

5. The Office of Knowledge Capital, (OKC), is a recently formed collaboration to develop and promote Melbourne’s knowledge capabilities; a partnership between City of Melbourne, 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 (IMAP municipalities host campuses from the majority of our member universities).

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

6. 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 totaling 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.
7. 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. It is proposed that this will be initiated through **Councils Hosting Universities in Melbourne (CHUM)**.
8. Considering the alignment with IMAP Action 7.7, the OKC invited IMAP to partner in an initial ‘round table’ discussion in late 2008 on the proposed CHUM initiative. This invitation was accepted and the initiative supported by the IMAP Implementation Committee on the 31 October 2008. A half day workshop, assisted by an independent facilitator was held 9 December 2008 and attended by members of the four IMAP Councils and partnering University and TAFE representatives.

- Workshop objectives included: increase mutual awareness, identify key issues and opportunities and generally create closer local cooperation between the universities and the community.

Discussion

9. The **CHUM** Workshop was opened with Guest Speaker, John Goddard, emeritus Professor of Regional Development Studies at Newcastle University UK.

The format of the Workshop included discussion on:

- The role of Universities in relation to Councils and the broader community
- What is expected of Councils?
- Issues that both Universities and Councils experience
- Opportunities for collaboration

10. Workshop discussion identified the following key themes:

- Economic Development
- Quality of Life (considering health, culture, transport and accommodation)
- Knowledge Transfer and Shared Resources
- Service Coordination

Comments within these themes were then prioritised to reveal many practical and tangible actions that would deliver important information, efficiencies for both Universities and Councils and social, cultural and economic value for the broader community within the inner Melbourne Region.

Conclusion

11. Benefits from the Workshop included:

- Information sharing and mutual awareness of the role of both Universities and Councils
- Awareness of specific opportunities for regional development
- Increased awareness of what the Universities need from Councils

12. Proposed '**Town Gown**' initiative

Developed in Massachusetts, USA in the early 1990's by Harvard University, MIT and Lesley College in partnership with the City of Cambridge, Town Gown initiatives were developed to promote and explore the potential for mutually beneficial relationship between universities and the community, to ultimately strengthen university-community relations. The initial forums examined the role of the universities in the community of Cambridge in the following contexts:

- University and Community Growth and Change
- University and Community Fiscal Health
- Universities as Educators
- Universities as Economic Enterprises and Neighbours

As a result, the first Town Gown reports were produced by the institutions in 1992 and are now presented on an annual basis to the City of Cambridge, as a means of informing the City and the community of the Universities activities. Each university reports on their growth and development, community collaborations and programs, community educational and training resources etc. thereby presenting the City with the opportunity to combine university and community needs and plans.

Research has shown that the production of the reports has resulted in:

- Balanced, harmonious, productive relations between the learning institutions and other members of the community in all areas of interaction
- Opportunity to explore broad community concerns and problems and the production of new joint efforts between the city and universities to address these issues
- Maintenance of agreements and commitments between the universities and the community
- Enhanced understanding of the community at large about the relationships between the educational institutions and the city.

13. Proposed **Integrated Workplace Learning** program initiative

Development of a 'Pilot' model to provide IMAP Councils with the opportunity to provide comprehensive and beneficial workplace learning programs, such as undergraduate and graduate internship programs, into their councils. The models we would look to explore should be multidisciplinary in nature, available to all universities and higher education institutions within council boundaries, and include opportunities for international students.

The goal would be to develop a workplace learning model that not only enables students to complete their course requirements but provides the councils with the ability to produce and retain "work ready" graduates to sustain the council's aging workforce.

14. Next Steps

- Provide feedback to participants of the December 2008 Workshop
- Form a Working group to further explore and scope the 2 proposed initiatives
- Provide a Progress Report to the IMAP Implementation Committee end of May 2009

Recommendation

15. That the IMAP Implementation Committee resolves to:

- (a) **Support** the formation of an IMAP Action 7.7 Working group by recommending the appropriate internal representatives from each IMAP Council.
- (b) **Support** the further exploration and scoping of the Town Gown and Integrated Workplace Learning program initiatives.

Universities and Regional Development

9th Dec 2008 CHUM Workshop
Summary and findings

a joint project of **IMAP** and **OKC**



Inner Melbourne Action Plan
'Making Melbourne More Liveable'



CHUM project background

IMAP's Regional Economic Development Statement (adopted May 08) clearly acknowledges the tertiary sector, *'advance opportunities to increase human capital and skills diversity by building on existing relations with the tertiary education sector'*

IMAP Action 7.7 Universities and Regional Development supports *'working collaboratively with universities and TAFE to define and develop a stronger role in regional development'*

Office of Knowledge Capital (**OKC**) is a collaboration between Melbourne and its eight metropolitan universities to develop and promote the city's knowledge capabilities. **OKC** strategy includes facilitating collaboration between governments, businesses and communities to enhance awareness of universities as a vital sector



Inner Melbourne Action Plan
'Making Melbourne More Liveable'



CHUM project background

IMAP and OKC partnered to develop Councils Hosting Universities in Melbourne (CHUM) initiative.

The **CHUM** initiative proposed:

- a half day workshop assisted by an independent facilitator
- attendance of key IMAP council, university and TAFE representatives
- findings of workshop to be presented to IMAP and OKC steering group / committee meetings

CHUM objectives & approach

Objectives

- Increase mutual awareness
- Identify key issues and opportunities
- Create closer local cooperation between the universities and the community

Approach

- Introductions and background of IMAP, OKC and CHUM project
- Guest speaker Professor John Goddard
- Open discussion of uni and muni roles
- Open discussion of issues
- Small groups refined issues by theme
- Groups reported back and discussed
- Participants rated issues by priority

CHUM workshop observations

- Participants were energetic and engaged with conversations frequently extending beyond scheduled session times
- Perspectives and opinions of participants were broad and diverse
- No highly contentious issues or areas of major disagreement

CHUM workshop findings

Expectations of university's role (from council perspective) :

- promoting health and wellbeing
- primary care partnerships, community health
- enabling youth aspirations and development
- service coordination (formal & informal)
- childcare, planning, workplace
- cross placement
- human services
- professional development
- urban planning/design including project collaboration
- research opportunities
- community development opportunities

CHUM workshop findings

Expectations of council's role (from universities perspective) :

- advocate for suitable public transport
- promote quality of life including safety and welcoming environment
- identify list of requirements and audit benefits
- develop affordable housing and ease social interaction
- create pedestrian and bicycle accessible environment
- enable integrated planning efforts
- pursue joint bids for federal funds
- foster access to business and industry including associations and community groups and residents

CHUM workshop findings

Shared Themes:

1. Economic Development
2. Quality of Life
3. Knowledge Transfer and Shared Resources
4. Service Coordination

1. Economic Development

- Assisting local businesses - including research, student placement and project based
- Bradley Review (higher education) - keep eye on progress and be proactive in implementation/conversations
- Councils acting as facilitators (e.g. business breakfasts etc to connect people in community)
- Audit inventory of education Institutions and councils via cooperative corporate planning
- Improve understanding of local economies - student placement, research, work opportunities and investment opportunities
- Leverage 'global connectivity' of unis – how to connect people to turn opportunities into actions (connect investment, ideas, capacity etc

1. Economic Development (continued)

- Run economic development forums quarterly
- Jointly bring specialists to the table/city/region – add capability
- Exploit synergies around use of facilities (e.G. Spaces, ICT/wireless broadband, libraries)
- Identify ‘pathways’ for unemployed to learnings/courses (eg tafe’s), corporate responsibility for councils to assist
- Host ‘fairs’/street stalls to promote TAFE courses (logan city council had street stalls that sparked enrolments)
- Economic development for marginalised refugee/ethnic communities who have higher education aspirations for children
- Collaborate to attract new businesses
- Foster retail development (also sparks student employment)

2. Quality of Life theme

- Identify what's already happening and further promote
- Provide single point of contact and way to navigate (who's who)
- Develop joint marketing and lobbying
- Define what quality of life means for context (demographics, etc)
- Expand academics' role in community
- Identify social issues where joint focus can have impact - literacy/numeracy, mental health, equity, urban design
- Articulate pathways for life long learning
- Focus on built form – livability and sustainability
- Develop leadership on sustainability – impact future
- Enhance student connection to community
- Mentor students – multi-level, between community and HE

3. Knowledge Transfer & Shared Resources

- Exchange expertise (academic, operational/management), PD
- Package research opportunities
- Creation of developmental “pipelines” between HE and community
- Invite academics to “test theories” in the community
- Provide access to resources - databases, research, journals
- Use of LG to pilot innovation/R&D
- Post research opportunities (website could identify projects)
- Info flow to PD groups (e.G. Pia/mav/vlga)
- Shared facilities - parks/open space, libraries/computer facilities, car parks, transport, theatres/large spaces (squares)
- Share networks (e.G. State government/global/local)

4. Service Coordination

Formal

- Student housing arrangements
- Childcare facilities
- Training and workplace experience/placement by specialty

Informal

- Relationship-based collaboration (individuals)
- Services within campuses (e.G. Counseling, youth referral)
- Service coordination planning – involvement in broader networks
- Businesses mentoring students
- Community needs mapping and advocacy
- Opportunities to reduce cost (e.G. Maintenance, utilities, parks)
- Broadband roll out – explore fresh ideas for access
- Place management – what services are needed

Highest Priority Issues

- “Quality of life” engagement strategy between HE and councils
- Engage young, unskilled - councils as lobbyists for community
- Navigation of HE and councils (who is who and what they do)
- Collaboration on quality of life issues
- Better definition of opportunities at community interest level
- HE and councils to determine joint top 3 priorities and set action plan to deliver/progress – put in joint corporate plans
- Make it easier to work together on mutual high priority topics
- Integrate planning for shared facilities
- Culture change - unis as part of community, councils as engaged, reaching out
- Develop “streamlined” framework for knowledge transfer

CHUM workshop feedback

Participants asked to anonymously comment on what worked well and not so well

“good open structure and setting”

“large group discussions worked well”

“would like more time for networking”

“would like notes from speakers (to be made available at time) to make notes during presentation”

Benefits for IMAP

- Increased awareness of universities' perceptions of council's role
- Increased knowledge of universities' role, issues and challenges
- Identification of opportunities
 - Improved information sharing
 - Local cooperation

CHUM project next steps

- Request support from IMAP Committee (Feb 09)
- Provide feedback to Workshop participants (Feb 09)
- Establish an Action 7.7 Working Group
- Further explore and scope 2 proposed initiatives :
 - Town Gown Initiative
 - Integrated Workplace Learning Program