



LGPro Award

2010 Awards for Excellence

City of Stonnington

achievement
accountable
learning new ideas
communication
change
co-operation

Contents

Nomination Form	2
Written Material Consent Form	4
Graphics Consent Form	5
Special Projects Initiative	6
Attachments	8
Submission Checklist	11

Nomination Form

Please circle:

INDIVIDUAL NOMINEES

TEAM NOMINEE

NAMES OF PEOPLE/TEAM NOMINATED FOR AWARD:

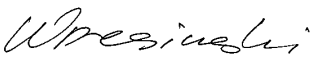

Individual or team member names	Position title	LGPro Member
1. Katherine Wrzesinski – City of Stonnington	Transport Planner	No
2. Ian McLauchlan – City of Stonnington	Manager Transport & Parking	Yes
3. Daniel Costa – City of Melbourne	Project Manager	No
4. Kate Simnett – City of Yarra	Sustainable Transport Officer	Yes
5. Michelle Dawson – City of Yarra	Marketing and Promotions Officer	Yes
6. Maureen Brewer – City of Yarra (left)	Strategic Transport Planner	
7. Ian Dryden – City of Melbourne	Senior Industrial Designer	No
8. Helen Hardwick – City of Melbourne	Program Manager Destination Management	No
9. Alison Fitzgerald – City of Melbourne	IMAP Implementation Officer	No

(In the case of a team nomination, at least one member of the team must be a Member or Fellow of LGPro. The name of the LGPro Member or Fellow must be clearly identified in the space provided above)

NAMES OF PEOPLE TO BE ENGRAVED ON STATUETTE PLAQUE, SHOULD YOU OR YOUR TEAM BE THE RECIPIENT OF AN AWARD. (Please note this in the space below. This information is limited to 40 characters, including spaces. If the copy exceeds the character limit, please specify a team name in 40 characters or less.):

Insert names here: Inner Melbourne Action Plan (IMAP) Councils

Name of project:	IMAP Coordinated pedestrian and public transport signage system
Organisation/council/sig:	Cities of Melbourne, Port Phillip, Stonnington & Yarra
Postal address and postcode:	P O Box 21, Prahran 3181
Courier address (if different to above):	
Contact's name:	Katherine Wrzesinski
Contact's position title:	Transport Planner
Contact's telephone:	(03) 8290 3387
Contact's facsimile:	(03) 8290 3285
Contact's email:	kwrzesin@stonnington.vic.gov.au

Nominator and position	Signature	LGPro Member
Katherine Wrzesinski Transport Planner		No
Warren Roberts Chief Executive Officer		Yes

(One nominator must be the Chief Executive of the Council where the award nominee/s is employed or contracted)

CATEGORY: (Please tick one box only)

- | | |
|---|-------------------------------------|
| 1. Innovative Management Initiative | <input type="checkbox"/> |
| 2. Service Delivery Initiative | <input type="checkbox"/> |
| 3. Special Projects Initiative | <input checked="" type="checkbox"/> |
| 4. Community Partnerships Initiative | <input type="checkbox"/> |
| 5. Community Assets & Infrastructure Initiative | |
| - Projects \$1 million and under | <input type="checkbox"/> |
| - Projects over \$1 million | |
| 6. Sustainability Initiative | <input type="checkbox"/> |
| 7. Young Achiever | <input type="checkbox"/> |

Written Material Consent Form

2010 LGPro Awards For Excellence

LGPro and/or the Department of Planning and Community Development may be interested in using written material from this nomination for the purpose of promoting the work of local government in Victoria. The written material provided by you may be used by LGPro or the Department of Planning and Community Development for this purpose.

This consent form covers your involvement in the nomination. The written material may be used by LGPro or the Department of Planning and Community Development in publications, brochures and on internet sites to promote a range of initiatives and whole of government projects or programs. Please read this form carefully before signing it.

1. Your Details

Name of Person: **Eric Braslis**
Position Title: **General Manager Planning & Development**
Council: **City of Stonnington**
Project Name: **Inner Melbourne Action Plan (IMAP) Council**
Category of Project: **Special Projects Initiative**
Address and postcode: **Cnr Chapel & Greville Sts, Prahran 3181**
Daytime Phone Number: **(03) 8290 3321**
Email: **ebraslis@stonnington.vic.gov.au**

2. Provision of Consent to use Written Material

- a. I give my consent to LGPro and the Department of Planning and Community Development (and any person authorised by LGPro and the Department of Planning and Community Development) to publish written material from this nomination as may be determined, without acknowledgment of myself and without my entitlement to any remuneration or compensation now or in the future.
- b. I agree that the information and quotes as presented in this nomination are correct and provide permission for the written material to be published by LGPro or the Department of Planning and Community Development and included on the LGPro website.

3. Authorisation

I give permission for this written material to be used in the existing context for the purpose of promoting the work of local governments in Victoria. I hereby agree to the terms and understand the conditions set out above.

Signature: 

Date: 4 November 2009

Graphics Consent Form

2010 LGPro Awards For Excellence

LGPro and/or the Department of Planning and Community Development may be interested in using graphics (defined as photographs, graphs, diagrams and pictorial representations) provided by you for the purpose of promoting the LGPro Awards for Excellence and the work of local government in Victoria. Any graphics provided by you may be used by LGPro and/or the Department of Planning and Community Development for this purpose.

This consent form covers your involvement in the graphics provided. The graphics may be used by LGPro in publications, brochures and on internet sites to promote LGPro and/or Department of Planning and Community Development and any associated initiatives, projects or programs. Please read this form carefully before signing it.

1. Your Details

Name of Person: **Eric Braslis**
Position Title: **General Manager Planning & Development**
Council: **City of Stonnington**
Project Name: **Inner Melbourne Action Plan (IMAP) Council**
Category of Project: **Special Projects Initiative**
Address and postcode: **Cnr Chapel & Greville Sts, Prahran 3181**
Daytime Phone Number: **(03) 8290 3321**
Email: **ebraslis@stonnington.vic.gov.au**

2. Provision of Consent to use Graphics

- a. I give my consent to LGPro and/or the Department of Planning and Community Development (and any person authorised by LGPro and/or the Department of Planning and Community Development) to copy or reproduce these graphics (defined above, and whether by photo, film or other electronic or printed media), as LGPro or the Department of Planning and Community Development may determine, without acknowledgment of myself and without my entitlement to any remuneration or compensation now or in the future.
- b. I acknowledge that the graphics are for use by LGPro and the Department of Planning and Community Development in the promotion of LGPro Awards for Excellence.

3. Authorisation

I give permission for this graphic material to be used in the existing context for the purpose of promoting the work of local governments in Victoria. I hereby agree to the terms and understand the conditions set out above.

Signature: _____



Date: 4 November 2009

Special Projects Initiative

1. Summary

The Inner Melbourne Action Plan (IMAP) Action 2.2, sought to introduce a consistent pedestrian wayfinding signage system across the Inner Melbourne Region to show that the Region and its constituent “precincts” are accessible throughout by walking, cycling and public transport. The Inner Melbourne Wayfinding Signage, as it is now known, highlights key regional linkages and places of interest, as well as giving people public transport information and indicative walking times. The signage therefore is about making it easier for people to navigate within and between city “precincts” and about encouraging them to do so on foot or by public transport.

2. Project Description

The Inner Melbourne Wayfinding Signage is an initiative of the Inner Melbourne Action Plan, specifically Action 2.2. In 2006, the councils of Melbourne, Port Phillip, Stonnington and Yarra in partnership with the State Government, launched ‘Making Melbourne More Liveable - Inner Melbourne Action Plan’. The Plan, prepared collaboratively to respond to ‘Melbourne 2030’, provides a framework for the future growth and development of the Inner Melbourne Region. It also aims to make the area more vibrant, liveable, accessible and creative.

IMAP Action 2.2, sought to introduce a consistent pedestrian wayfinding signage system across the Inner Melbourne Region to show that the Region and its constituent “precincts” are accessible throughout by walking, cycling and public transport.

The IMAP Region contains up to 35 recognisable precincts. These are linked together by a system of public transport routes (train, tram and bus), walking and cycling routes and shared off-road paths which are signed by the Metlink signage system, and which are illustrated on public transport, TravelSmart, tourist and various other maps. However, the existing signage was found to be fragmented and many inter-precinct walking routes were not signed for pedestrians. The illustration of the availability of these good walking links is a new and innovative element of the Inner Melbourne Wayfinding Signage system.

The project involved two distinct stages, both of which entailed a high level of innovation and engagement on the part of Council staff, as well as Visual Voice, the appointed consultants:

- **Stage 1** culminated in a Inner Melbourne Way-finding Signage Report completed in December 2007. The Report outlines an “integrated wayfinding signage strategy” that recommends both the types of signs that need to be installed, and the locations where they need to be installed along a demonstration project route. The nominated demonstration route covers the activity centre precincts of Bridge Road, Swan Street, Church Street, and Chapel Street, three recreation precincts (the Sports & Entertainment, Fawkner Park and Botanical Gardens precincts) and the walking and other transport links between them (Refer Attachment 1).
- **Stage 2**, now also completed, constituted delivery of signage along the demonstration route. This involved design, manufacture and installation of sign hardware, as well as design of regional and precinct maps and their content.

The overall objective of actual map design was to overcome barriers to walking - “it’s too far to walk”; “it will take too long”; “not sure of the way”; and to integrate public transport information, with walking routes and precinct information. The result is a signage system based on world’s best practice way-finding design, pioneered in Bristol United Kingdom, involving a “family” or hierarchy of four sign types: Level 1 and 2 are “heads-up” map based signs; and Level 3 and 4 are directional and route marker signs (Refer Attachment 2).

The use of “heads-up” maps (where the area “in front” of the viewer is shown above the “You are here” icon; and the area “behind” the viewer is below the “You are here” icon) is an intuitive system – “where you are, is what you see”. This constitutes the key distinguishing and highly innovative feature of the Inner Melbourne Wayfinding Signage system. The “heads-up” map design is considered to be a major improvement over the more traditional system of providing “directional arrows” pointing to named locations, on information panels. “Heads-up” maps are also superior to those maps which always have north at the top, regardless of the location of the map and the viewer.

The Inner Melbourne Wayfinding Signage system (stage 2) was officially launched on Friday 11 September, with a walking tour conducted to view the installed signage system and appreciate the contents of the signs.

- **Stage 3**, evaluation will take place during the next month using staff from the City of Melbourne's Visitor Centre. They will walk the demonstration route before and after installation. Their expertise in assisting visitors in the CBD makes them ideal for evaluating the project. Tourism staff have already provided invaluable input into the design of the way-finding system. It is anticipated that the signage will be progressively "rolled-out" across the Inner Melbourne Region, with new signage already underway for Toorak Village in the City of Stonnington.

Although City of Melbourne were the lead Council responsible for managing the project, the development and delivery of the Inner Melbourne Wayfinding Signage system has been a collaborative effort of all IMAP Councils. The detailed work involved a high level of complexity requiring establishment of partnerships and coordination not only across various work areas; but across municipal boundaries. This required a commitment, on the part of staff involved, to achieving an outcome that would benefit the entire Inner Melbourne Region and a dedication to overcome barriers such as: different internal approval processes and timeframes; different public consultation requirements; as well as site specific difficulties associated with sign installation, such as determining the location of underground services or traffic safety implications etc.

This spirit of cooperation and maintaining partnerships is evidenced also in more practical terms, that is through the project funding. The Inner Melbourne Wayfinding Signage demonstration project has been co-funded through contributions from the IMAP councils and funding from the Department of Transport's (DoT) Local Area Access Program (LAAP). The estimated total cost of the project is \$313,000:

- **Stage 1** - \$25,000 contributed by DoT and \$21,000 split equally by IMAP Councils.
- **Stage 2** - \$133,500 contributed by DoT and \$133,500 contributed by IMAP Councils, with the majority of that amount provided by City of Stonnington and City of Yarra, the two municipalities within which the demonstration area is found.

While it is difficult to quantify the benefits of the Inner Melbourne Wayfinding Signage project, it is important to point out that they are Region wide and on-going. The project has important benefits for regional tourism, viability of activity centres, and is a crucial step towards achieving an integrated transport network, improving sustainable accessibility and encouraging active transport choices – a community health benefit that extends even beyond the Inner Melbourne Region.

3. Individual/Team contribution

Development and delivery of the Inner Melbourne Wayfinding Signage system took two and a half years and involved a number of staff from all IMAP Councils. Stage 2 in particular, demanded a high level of cooperation and coordination to ensure delivery of signage to the demonstration area. City of Melbourne staff's project management as well as technical expertise has been instrumental in sign hardware design, contractor appointment and management and sign installation. As a result, their contribution towards highly attractive, durable and easy to maintain signs cannot be overestimated.

City of Stonnington and City of Yarra, together with City of Melbourne, oversaw the design and development of regional and precinct maps; finalising sign locations, and ensuring that their installation would not have a negative impact on pedestrian movements along the existing, often narrow footpaths, traffic safety and underground services. What resulted are signs that are easy to read, attractive to look at, and adapted to the complex and 'busy' inner urban street character.

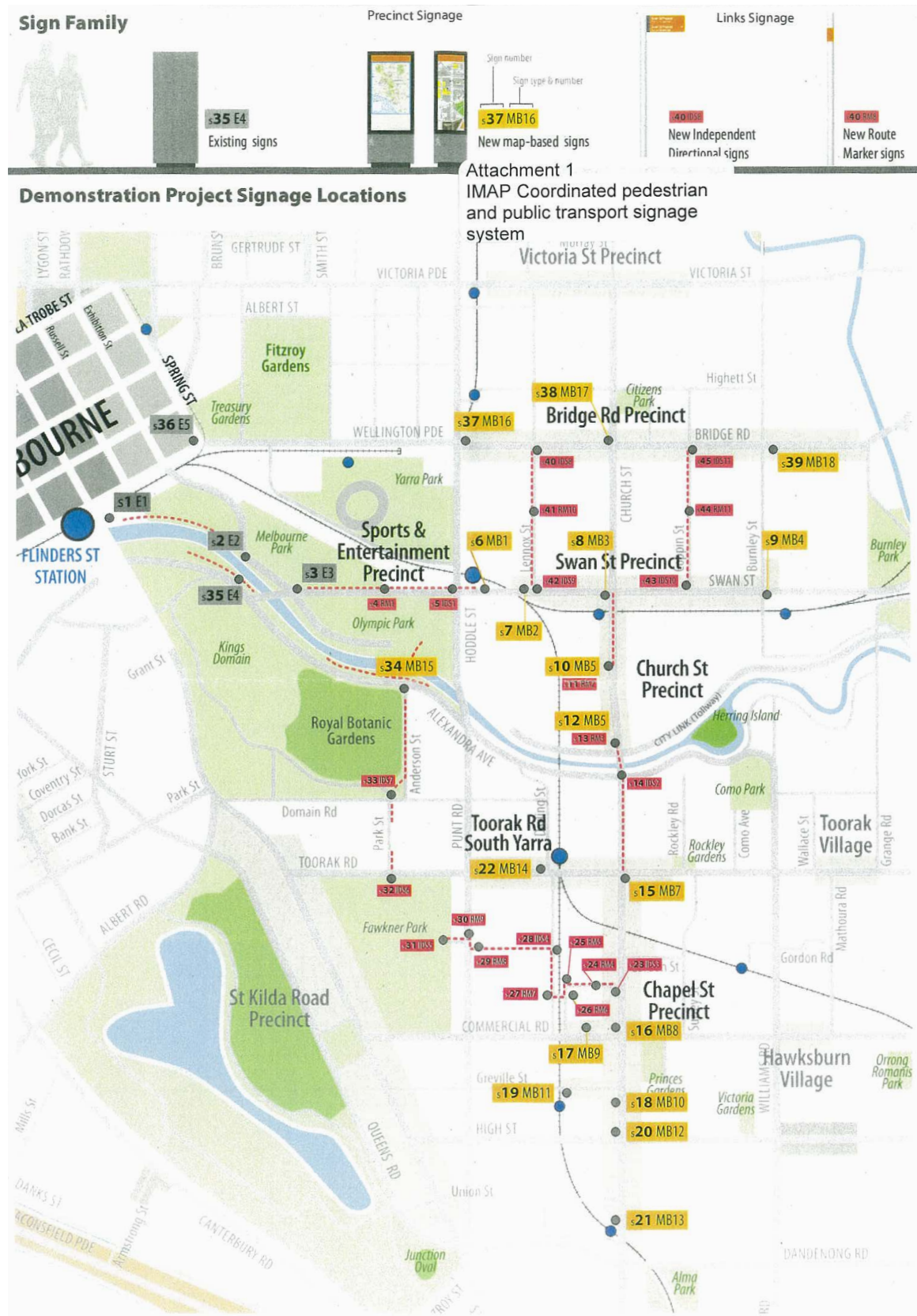
The dedication, professional conduct and passionate engagement of VisualVoice, the appointed consultants responsible for Stage 1 Report and the sign content and format design and development of Stage 2, must also be mentioned.

4. Additional Comments

Inner Melbourne Wayfinding Signage project is a great example of Councils engaging in work that extends beyond the traditional activities of local government and to the benefit of those outside of their municipal boundaries to ensure a sustainable future. It is also an illustration of what can be achieved in terms of tangible, 'on-the-ground' benefits when state and local governments work together towards a common end, which in this case is an Inner Melbourne Region accessible by walking, cycling and public transport.

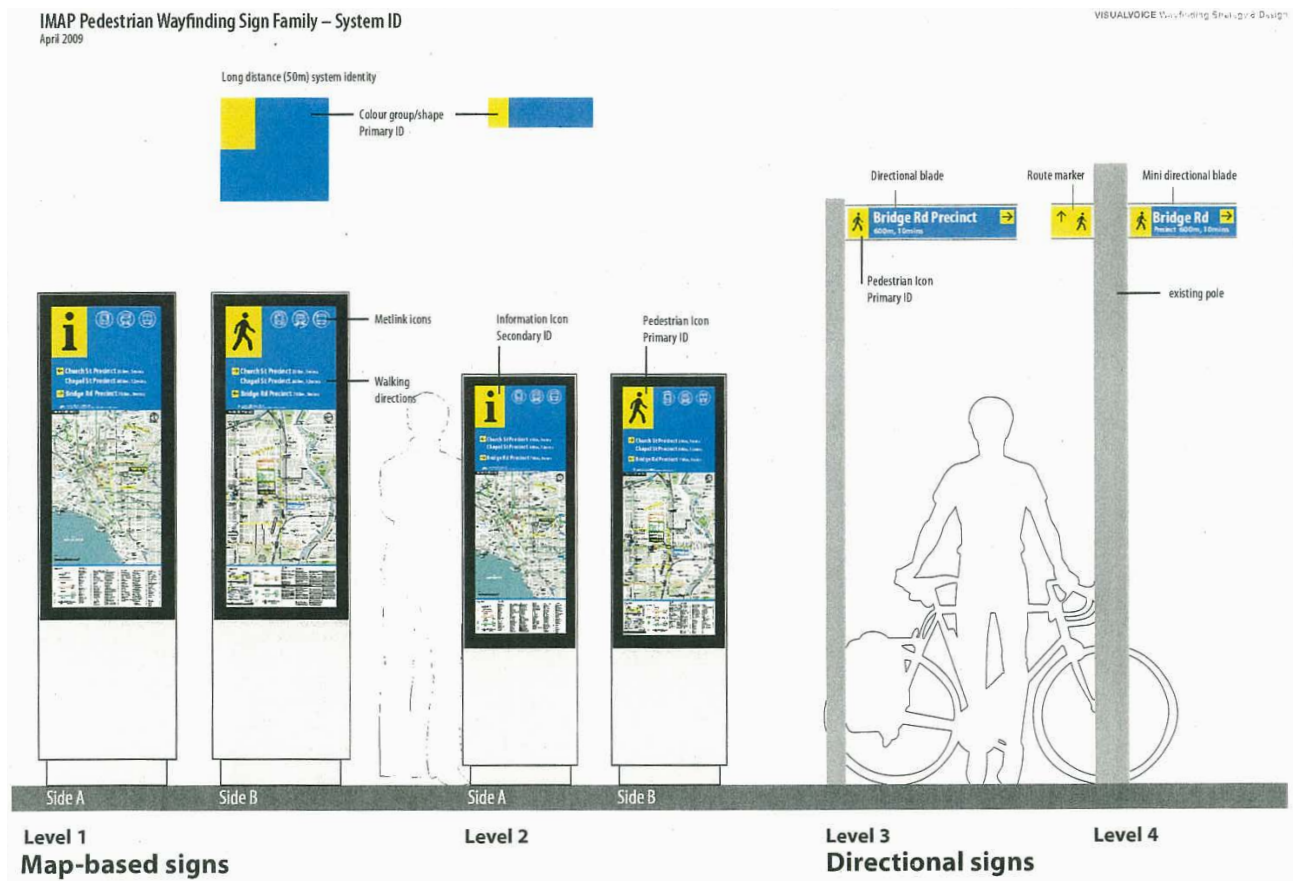
Attachment 1

Demonstration Project Signage Locations



Attachment 2

Suite of signs



Attachment 3

Sign examples



Submission Checklist

Closing Date for Applications

12.00 noon, Friday 6 November 2009

Before forwarding your submission, please check that you have attached all required documents. Please include this checklist with your completed nomination.

✓ tick the boxes

Have you read

2010 Invitation to Nominate ✓

On the Nomination Form have you

Indicated the relevant Award Category ✓

Indicated ONLY ONE nomination per form ✓

Completed all sections ✓

Indicated if the Nominee is aware of the Nomination ✓

As the Nominator, have you signed the declaration on the nomination form ✓

Is one Nominator a Member or Fellow of LGPro ✓

Has the Chief Executive of the Council or the CEO's representative signed the declaration on the nomination form ✓

In the case of a team nomination, at least one member of the team is a Member or Fellow of LGPro. ✓

With your submission have you

Clearly labelled your submission with the name of the category and your contact details including contact name, position title, phone number and email address? ✓

Included ten (10) hard copies of each nomination ✓

Attached a copy of the nomination form to each copy ✓

Attached completed Written Material Consent Form ✓

Attached completed Photo Consent Form ✓

NOT bound the copies (stapled top left of page, paper clipped or bulldog clipped is preferred) ✓

Emailed a Word copy of the nomination to sallyf@lgpro.com (a word version & not pdf) ✓

Emailed 3-5 correctly titled/named electronic photographs as individual jpeg files to sallyf@lgpr.com ✓

Attached this completed Checklist ✓

Please note that if your nomination does not comply with the above guidelines your nomination may be ineligible.

Please attach this Checklist to your application (and keep a copy for your records)