

## Agenda

### Inner Melbourne Action Plan Implementation Committee

Meeting No 27

**8.00 am – 10.00 am Friday 31 August 2012**

City of Melbourne

***Council Meeting Room, Level 2, Town Hall Administration Building***

<b>Committee Members</b>	<p>Cr Ken Ong, Chair Future Melbourne (Planning) Committee, City of Melbourne (Chair)</p> <p>Cr Geoff Barbour, Mayor, City of Yarra</p> <p>Cr Rachel Powning, Mayor, City of Port Phillip</p> <p>Cr John Chandler, Mayor, City of Stonnington</p> <p>Ms Kay Rundle, Chief Executive Officer, City of Port Phillip</p> <p>Mr Simon Thomas, Acting Chief Executive Officer, City of Stonnington</p> <p>Mr Geoff Lawler, Director City Planning &amp; Infrastructure, City of Melbourne</p> <p>Ms Vijaya Vaidyanath, Chief Executive Officer, City of Yarra</p>
<b>Associate Partner Representatives</b>	<p>Mr Adrian Salmon, Assistant Director Statutory Approvals State Planning Services DPCD</p> <p>Ms Rebecca Collins, Director Transport Strategies, Department of Transport</p> <p>Mr Steve Booth, Director Melbourne Central VGBO, Dept of Business &amp; Innovation</p> <p>Mr Rod Anderson, Group Manager Climate Change &amp; Sustainability Services, DSE</p> <p>Ms Patricia Liew, Regional Director, Metropolitan NW Region, VicRoads</p> <p>Cr John Cumming, Mayor, City of Maribyrnong</p> <p>Mr Vince Haining, Chief Executive Officer, City of Maribyrnong</p>
<b>IMAP</b>	<p>Elissa McElroy, IMAP Executive Officer</p>
<b>Guests</b>	<p>Mr Shaun Cox, Managing Director, Melbourne Water (attending at 9.00am)</p> <p>Mr Dave Ryan, General Manager Waterways, Melbourne Water (attending at 9.00am)</p> <p>Mr Malcolm McCall, Community Planning Coordinator, CoY (Action 5.3)</p> <p>Ms Chris Black, for Bev Kliger &amp; Associates, Consultants (Action 5.3)</p> <p>Ms Lalitha Ramachandran, Senior Project Manager Sustainability, CoPP (Action 9.4)</p> <p>Mr Barry McGuren, Manager Tourism Melbourne, CoM</p> <p>Cr Claude Ullin, Councillor, CoS</p> <p><b>IMAP Champions</b></p> <p>Mr Bruce Phillips, Director City Development, CoY</p> <p>Ms Sandra Wade, Manager City Strategy, CoPP</p> <p>Ms Kelly Martini, Coordinator Corporate &amp; Community Planning, CoS</p> <p>Mr Geoff Robinson, Manager Engineering Services, CoM</p>

### PRELIMINARIES

Item	Time Alloc.	Agenda Topic	Responsibility
1.	1 min <i>Commence 8am</i>	<b>Appointment of Chair</b> – Cr Ken Ong	Executive Officer
2.	5 mins	<p><b>Apologies and Introductions</b></p> <p><i>Mr Warren Roberts, CEO, City of Stonnington</i></p> <p><i>Mr Vince Haining, CEO, City of Maribyrnong</i></p> <p>Welcome to new members of the Committee:</p> <p><i>Ms Vijaya Vaidyanath, Chief Executive Officer, City of Yarra</i></p>	Chair

Item	Time Alloc.	Agenda Topic	Responsibility
3.	1 min	<b>Suspension of City of Melbourne's Local Law No. 1 Conduct of Meetings (No 1 of 2001)</b> <u>Recommendation</u> 3.1 That pursuant to Division 6, clause 14 of the Melbourne City Council's Conduct of Meetings Local Law 2001, the provisions of the Local Law be suspended for the duration of the meeting of the Inner Melbourne Action Plan Implementation Committee.	Chair
4.	1 min	<b>Members Interest</b> Disclosure by members of any conflict of interest in accordance with s.79 of the Act.	Chair

## ITEMS

5.	2 mins	<b>Confirmation of Minutes</b> ( <u>Attachment 1</u> ) <u>Recommendation</u> 5.1 That the IMAP Implementation Committee resolves to <b>confirm</b> the minutes of the IMAP Implementation Committee No. 26 held on 25 May 2012	Chair
6.	5 mins <i>Commence 8.10am</i>	<b>Business Arising</b> ( <u>Attachment 2</u> ) <u>Recommendation</u> 6.1 That the IMAP Implementation Committee resolves to <b>note</b> the actions undertaken in response to business arising from previous minutes.  <u>Correspondence:</u> <b>Outwards</b> Letter to Councils accompanying Water Sensitive Cities report Letter to Minister for Planning re WSUD <b>Inwards</b> Letter and research proposal from University of Technology, Sydney seeking support for Car Share research	Executive Officer
7.	10 mins <i>Commence 8.15am</i>	<b>IMAP Communication and Governance</b> ( <u>Attachment 3</u> ) <u>Recommendation</u> 7.1 That the IMAP Implementation Committee resolves to <b>note</b> the Communications and Governance Briefing Paper 7.2 That the IMAP Implementation Committee approves the IMAP Implementation Committee's Meeting Schedule for 2013.  <u>Attachments:</u> <ol style="list-style-type: none"> <li>Meeting dates for 2013</li> <li>Media release ESD Factsheets</li> <li>Media coverage of GGG launch – Southbank news</li> <li>Web coverage Melbourne University and Stonnington Leader</li> <li>Web Coverage Sustainable Melbourne</li> </ol>	Executive Officer
8.	5 mins <i>Commence 8.25am</i>	<b>Financial Report</b> ( <u>Attachment 4</u> ) <u>Recommendation</u> 8.1 That the IMAP Implementation Committee resolves to <b>receive</b> the IMAP Financial Report for the year ending 30 June 2012.  <i>Note - Report to follow comparing project expenditure against budget</i>	Executive Officer

Item	Time Alloc.	Agenda Topic	Responsibility
9.	<b>5 mins</b> <i>Commence 8.30am</i>	<b>Draft IMAP Annual Report 2011-12 (Attachment 5)</b> <u>Recommendation</u> 9.1 That the IMAP Implementation Committee adopts the IMAP Annual Report 2011-12 9.2 That the CEO City of Stonnington be authorised to approve the Annual Report and Summary for publication on behalf of the IMAP Councils	Executive Officer
10.	<b>2 mins</b> <i>Commence 8.35am</i>	<b>Progress Report (Attachment 6)</b> <u>Recommendation</u> 10.1 That the IMAP Implementation Committee resolves to <b>note</b> the IMAP Progress Report for August 2012.	Executive Officer
11.	<b>10 mins</b> <i>Commence 8.37am</i>	<b>Action 6.3 Conflict in Activity Centres</b> Discussion on live Music Venues and residential development (Introduction by Cr Ong)	Chair
12.	<b>10 mins</b> <i>Commence 8.47am</i>	<b>Action 2.4 Wayfinding Signs</b> <b>Action 11 Regional Tourism program (Attachment 7)</b> <u>Recommendation</u> 12.1 That the IMAP Implementation Committee provide up to \$20,000 for David Nash to work with Tom Haysom to achieve coverage of IMAP councils by the visitor signage project.	Geoff Lawler, CoM Barry McGuren, CoM
13.	<b>10 mins</b> <i>Commence 8.57am</i>	<b>Action 9.4 Growing Green Guide (Attachment 8)</b> <u>Recommendation</u> 13.1 That the IMAP Implementation Committee resolves to note the Progress report on Action 9.4 Growing Green Guide.	Lalitha Ramachandran, CoPP
14.	<b>30 mins</b> <i>Commence 9.07am</i>	<b>Presentation by Melbourne Water</b>  <i>Mr Cox and Mr Ryan from Melbourne Water to attend at 9.00am.</i>	Shaun Cox, MD & Dave Ryan, GM Waterways, Melbourne Water
15.	<b>20 mins</b> <i>Commence 9.37am</i>	<b>Action 5.3 Integrating Public Housing Estates</b> <i>Presentation by Chris Black on behalf of Bev Kliger and Associates (BKA)</i> <u>Recommendation</u> 15.1 That the IMAP Implementation Committee resolves to note the Progress report on Action 5.3.	Malcolm McCall CoY Chris Black BKA

## OTHER BUSINESS

16.	<b>1 min</b> <i>Commence 9.57am</i>	<b>Close</b>  <b>Next Meeting</b> Friday 7 December 2012 (8.00am) City of Stonnington	Chair
-----	--	--	-------

## ATTACHMENTS

Item No	Attachment No	Attachment Topic
5.	Attachment 1	DRAFT Minutes of IMAP Implementation Committee No. 26 held on 25 May 2012
6.	Attachment 2 Attachment 2a Attachment 2b Attachment 2c	Business Arising <b>Outwards Correspondence:</b> Letter to Councils accompanying Water Sensitive Cities report Letter to Minister for Planning re WSUD planning amendment <b>Inwards Correspondence</b> Email and Proposal from Kerryn Wilmot, University of Technology, Sydney seeking funding for car share research
7.	Attachment 3 Attachment 3a Attachment 3b Attachment 3c Attachment 3d Attachment 3e	IMAP Communication and Governance report Meeting dates for 2013 Media release ESD Factsheets Media coverage of GGG launch – Southbank news Web coverage Melbourne University and Stonnington Leader Web Coverage Sustainable Melbourne
8.	Attachment 4 Attachment 4a <a href="#">Attachment 4b</a>	IMAP Finance report IMAP Financial Report for the Year ended 30 June 2012 <a href="#">Report to follow comparing project expenditure against budget</a>
9.	Attachment 5 Attachment 5a	Draft Annual Report 2011-12 Draft Annual Report Summary 2011-12
10.	Attachment 6	IMAP Progress Report August 2012
12.	Attachment 7	IMAP participation in the Melbourne visitor signage project
13.	Attachment 8 Attachment 8a Attachment 8b Attachment 8c	Action 9.4 Growing Green Guide progress report Workshop Summary Website coverage – Indesignlive Photos 2012 events – project launch and 2 workshops



**Inner Melbourne Action Plan**  
'Making Melbourne More Liveable'



## **DRAFT Minutes**

### **Inner Melbourne Action Plan Implementation Committee**

**Meeting No 26**  
**8.00 am – 10.00 am Friday 25 May 2012**  
**City of Yarra**  
**Meeting Room 1, Richmond Town Hall**

<b>Committee Members</b>	<p>Cr Geoff Barbour, Mayor, City of Yarra (Chair)</p> <p>Cr John Chandler, Mayor, City of Stonnington</p> <p>Cr Ken Ong, Chair Future Melbourne (Planning) Committee, City of Melbourne</p> <p>Mr Ivan Gilbert, Acting Chief Executive Officer, City of Yarra</p> <p>Ms Kay Rundle, Chief Executive Officer, City of Port Phillip</p> <p>Mr Warren Roberts, Chief Executive Officer, City of Stonnington</p> <p>Mr Geoff Lawler, Director City Planning &amp; Infrastructure, City of Melbourne</p>
<b>Associate Partner Representatives</b>	<p>Mr Adrian Salmon, Assistant Director Statutory Approvals State Planning Services DPCD</p> <p>Ms Rebecca Collins, Director Transport Strategies, Department of Transport</p> <p>Mr Steve Booth, Director Melbourne Central VGBO, Dept of Business &amp; Innovation</p> <p>Ms Patricia Liew, Regional Director, Metropolitan NW Region, VicRoads</p> <p>Cr John Cumming, Mayor, City of Maribyrnong</p> <p>Mr Vince Haining, Chief Executive Officer, City of Maribyrnong</p>
<b>IMAP</b>	<p>Ms Elissa McElroy, IMAP Executive Officer</p> <p>Ms Alexandra Moloney, IMAP Student Placement Officer (Action 7.7)</p>
<b>Guests</b>	<p>Mr Andrew Korr, Manager Tram &amp; Bus Programs, Public Transport Victoria</p> <p>Mr Austin Ley, Manager City Research, City of Melbourne</p> <p>Ms Shireen Huda, Knowledge Melbourne Coordinator, City of Melbourne</p> <p>Ms Jan Jacklin, Manager Economic &amp; Cultural Development, City of Stonnington</p> <p>Ms Debra Howe Coordinator Economic Development, City of Port Phillip</p> <p>Ms Jacqui Susan, Tourism Melbourne, City of Melbourne</p> <p>Ms Kirsten Nuez-Hombroek, Tourism Project Coordinator, Tourism Melbourne, CoM</p> <p>Mr Martin Ginnane, Melbourne Central VGBO, DBI (CoS contact)</p> <p>Mr Ian Woods, Melbourne Central VGBO, DBI (CoPP contact)</p> <p>Ms Libby O'Connor, Melbourne Central VGBO, DBI (CoM contact)</p> <p>Mr Robert Wolff, Economic Development Officer, City of Stonnington</p> <p>Mr Malcolm McCall, Community Planning Coordinator, City of Yarra</p> <p>Ms Tanya Athans, Senior Organisation Development Consultant, City of Melbourne</p> <p>Ms Sandra Wade, Manager City Strategy, City of Port Phillip</p>

## **PRELIMINARIES**

<b>1.</b>	<p><b>Appointment of Chair</b></p> <p>1.1 That the IMAP Implementation Committee resolves to <b>appoint</b> Cr Barbour as the Chair of the meeting.</p> <p><b>MOVED Ms RUNDLE / Mr Roberts</b></p> <p><b>A vote was taken and the MOTION was CARRIED</b></p>
-----------	--

2	<p><b>Apologies and Introductions</b></p> <p>2.1 That the IMAP Implementation Committee resolve to <b>note</b> the following apologies:</p> <ul style="list-style-type: none"> <li>· Cr Rachel Powning, Mayor, City of Port Phillip</li> <li>· Mr Rod Anderson, Group Manager Climate Change &amp; Sustainability Services, DSE</li> </ul> <p><b>MOVED Ms RUNDLE/ Cr Chandler</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p>The Chair welcomed the new members of the Committee:  Ms Patricia Liew, Ms Rebecca Collins, Mr Steve Booth, &amp; Mr Ivan Gilbert</p>
3.	<p><b>Suspension of City of Melbourne's Local Law No. 1 Conduct of Meetings (No 1 of 2001)</b></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 <b>suspended</b> for the duration of the meeting of the Inner Melbourne Action Plan Implementation Committee.</p> <p><b>MOVED Cr CHANDLER / Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
4.	<p><b>Members Interest</b></p> <p>Disclosure by members of any conflict of interest in accordance with s.79 of the Act.</p> <ul style="list-style-type: none"> <li>· Ms Rundle noted her involvement on the DML Board (DML noted in Strategy 11 report- item 13.)</li> </ul>
<b>ITEMS</b>	
5.	<p><b>Confirmation of Minutes</b></p> <p>5.1 That the IMAP Implementation Committee resolves to <b>confirm</b> the minutes of the IMAP Implementation Committee No 25 held on 25 February 2012.</p> <p><b>MOVED Mr ROBERTS/ Mr Lawler</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
6.	<p><b>Business Arising</b></p> <p>The Executive Officer advised that:</p> <ul style="list-style-type: none"> <li>• CoM's Cool Roofs Research paper and Urban Forest Strategy had been copied to IMAP Council executives and DSE for consideration.</li> <li>• Following the VCGLR - IMAP meeting on 3 May, the Executive Officer was arranging a further staff meeting in 6 weeks at the Commission. Action 6.3 Working Party report on Definitions is to be forwarded for additional planning information.</li> <li>• Melbourne Water reps confirmed to attend the next IMAP meeting</li> <li>• Letter to Planning Minister due for sign off by IMAP elected reps. Melbourne Water approval received.</li> <li>• IMAP ESD Factsheets were circulated for information</li> </ul> <p>6.1 That the IMAP Implementation Committee resolves to <b>note</b> the actions undertaken in response to business arising from previous minutes.</p> <p><b>MOVED Cr ONG / Ms Rundle</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p>Correspondence: - <b>Outwards</b>  Media release – Green Growing Guide Launch(Action 9.4)  Letter to Commissioner K Hamond – VCGLR</p> <p><i>Action: Executive Officer to arrange staff meeting with VCGLR  Executive Officer to finalise and circulate letter to Planning Minister for signature</i></p>
7.	<p><b>IMAP Communication and Governance</b></p> <p>7.1 That the IMAP Implementation Committee resolve to <b>note</b> this Communications and Governance Briefing Paper</p> <p><b>MOVED Mr ROBERTS / Ms Rundle</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>

8.	<p><b>Financial Report</b></p> <p>Cr Ong queried the operating statement and lack of budget numbers to report against. The Executive Officer advised she will follow up with Finance Dept and report on project expenditure against budget to the next meeting.</p> <p>8.1 That the IMAP Implementation Committee resolves to <b>receive</b> the IMAP Financial Report for the period ending 31 March 2012.</p> <p><b>MOVED Cr ONG/ Ms Rundle</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: Executive Officer to bring forward a report on project expenditure against budget</i></p>
9.	<p><b>Progress Report</b></p> <p>The Executive Officer noted the report from Port Phillip on Action 2.5 was received but not included in the report in error and would be amended before publishing on the website. The brief for Action 3.5 has received 2 quotes and is due to be finalised.</p> <p>9.1 That the IMAP Implementation Committee resolves to <b>note</b> the IMAP Progress Report for May 2012.</p> <p><b>MOVED Mr ROBERTS / Ms Rundle</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: Executive Officer to update the progress report on the IMAP website.</i></p>
10.	<p><b>Presentation on Knowledge Melbourne Project</b></p> <p>Ms Shireen Huda, Knowledge Melbourne Coordinator (CoM) and Mr Austin Ley, Manager City Research (CoM) attended for this item. The promotion of Melbourne as a Knowledge City is one of the Councils key goals and a number of strategies are being developed:</p> <ul style="list-style-type: none"> <li>- Melbourne Knowledge Week will occur in October 2012. The EOI has been released, closing in July.</li> <li>- A Reference Group has been established – ambassadors and others are available for advice</li> <li>- Establishing guidelines for a research program – trying to determine the key research activities the CoM want to undertake, focussed on the Council's agenda; not based on Universities approaching Council.</li> </ul> <p><u>Discussion/Comments</u>  Mr Lawler noted the Student Placement Showcase went well last year as part of Melbourne Knowledge Week. He suggested IMAP should:</p> <ul style="list-style-type: none"> <li>• continue to run this as a practical way that Councils can work with the universities,</li> <li>• this event can become a lynchpin around which the relationship with universities can develop,</li> <li>• the Showcase event continues to build on the IMAP brand.</li> </ul> <p>10.1 That the IMAP Implementation Committee resolves to:</p> <ol style="list-style-type: none"> <li><b>Note</b> the work of the Knowledge Melbourne Project and</li> <li><b>Support</b> the continuation of the Student Placement Showcase being run by IMAP as part of Melbourne Knowledge Week in October.</li> </ol> <p><b>MOVED Cr ONG / Mr Gilbert</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: The Executive Officer to follow up with the Knowledge Melbourne Coordinator to schedule the Student Placement Showcase in October.</i></p>
11.	<p><b>Presentation on Tram Route 96</b></p> <p>Mr Andrew Korr, Manager Tram and Bus Programs (PTV) attended for this item and provided a power point update on the planned upgrades and replacement of tram stock along this route.</p> <ul style="list-style-type: none"> <li>- Tram track replacement of 10km pa requires a 70 year cycle to cover all the network</li> <li>- Tram Route 96 will receive the new tram fleet because it is the busiest, covers areas of dwellings, businesses and stations which can leverage off the upgrade, will become a fully accessible route and is able to demonstrate the benefits of any improvements.</li> </ul> <p><u>Discussion/Comments</u>  Regarding rationalisation of the network, Mr Korr noted PTV will consult on changes to stops. PTV may remove some kerbside stops where they can get a better replacement design.  Regarding traffic U turns, Mr Korr noted the need to prioritise work on the network, new kerb treatments in Nicolson street and the lifted track in Spenser Street work well, and further improved designs are under consideration by transport engineers.  The report was noted. The Chairman thanked Mr Korr for his attendance.</p>

12.	<p><b>Action 7.7 Universities and regional development</b></p> <p>Ms Alex Moloney, IMAP Student Placement Officer attended for this item. She advised that :</p> <ul style="list-style-type: none"> <li>- This is the final report for this initiative. The report details the actions taken under the 3 identified areas of work – Promote, Strengthen and Facilitate WIL. It has been a successful project and developed a number of deliverables.</li> <li>- Work Integrated Learning (WIL) is termed “Student Placement” in the material developed for Councils.</li> <li>- Each of the 4 IMAP Councils has developed a new Student Placement policy</li> <li>- Student Placement material is now on websites, communicated to MAV and the Universities advised.</li> <li>- There appears to be a greater awareness across Councils – more placements have occurred which are generally of a better quality. Councils have partnered on research activities and the Showcase is proposed to continue as part of Melbourne Knowledge Week.</li> <li>- Key message is the advantage of aligning student recruitment with workforce planning to gain the greatest mutual benefit.</li> <li>- A catalogue of 121 student placement opportunities has been developed focussed on Council work areas – this can be accessed on Council websites and the IMAP website.</li> </ul> <p><u>Discussion/Comments</u></p> <p>Regarding increases in student placements, Ms Moloney advised she had assisted about 10 placements during the year - the quality and benefit value of those placements had increased. An abstract has been accepted for the ACEN conference in October which explains to Universities how difficult they make the process.</p> <p>Ms Rundle suggested the councils take on 2 universities each to maintain the information and networks. Mr Lawler noted there is no IMAP budget to continue this work; however staff could continue the student showcase, and advocate a consistent approach by universities. He requested that the Executive Officer report back with suggestions on how IMAP can keep the project moving.</p> <p>Mr Ley endorsed Action 7.7's next steps through:</p> <ul style="list-style-type: none"> <li>• regular updating of university student placement information on websites,</li> <li>• running an annual Showcase and</li> <li>• building on collaborative research where possible through involving university and student researchers.</li> </ul> <p>The Committee thanked Ms Moloney for her work on the project.</p> <p>12.1 That the IMAP Implementation Committee resolves to:</p> <ol style="list-style-type: none"> <li>a. <b>Accept</b> the final report for the Action 7.7 Work Integrated Learning Project and close out the project.</li> <li>b. <b>Maintain</b> the information base and annual showcase to continue the university networks/relationships.</li> </ol> <p><b>MOVED Mr LAWLER / Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: The Executive Officer to come back to the Committee with suggestions on how to resource the Action 7.7 activities to keep this project current.</i></p>
13.	<p><b>Strategy 11 Regional Tourism</b></p> <p>Ms Rundle advised the Committee of her involvement with DML as a Board member. As no decisions were required relating to DML, Ms Rundle stayed in the meeting.</p> <p>Ms Jan Jacklin, Manager Economic and Cultural Development (CoS) and Ms Debra Howe, Coordinator Economic Development (CoPP) attended for this item and provided an update on the work undertaken in year 2 of the 3-year Strategic Plan.</p> <p>Ms Jacklin circulated copies of the updated Tourism map (which now includes PTV and Yarra Tram livery, bus and MYKI information), updating the Committee on the move to map licensing and digital applications, the recent Famil tour with Geelong Volunteers and advertising through Melbourne Style magazine/getaway package for promoting inner Melbourne.</p> <p>Ms Howe noted IMAP's strategic positioning through the Cauthe conference, and sponsorship of the Tourism Excellence and Events (TEE) Conference (16 July), its watching brief on the CoM's Visitor Signage &amp; Wayfinding project and MYKI Visitor Pass launch and planning for the final year of the Strategic plan.</p> <p><u>Discussion/Comments</u></p> <p>The Committee discussed the recent publicity arising from a comment on Page 16 of the report and agreed to remove the reference to MYKI for now, as it is premature to consider future applications of the card.</p>

	<p>13.1 That the IMAP Implementation Committee resolves to</p> <ol style="list-style-type: none"> <li><b>Receive</b> the Progress Report (Year 2 2011/12) of the IMAP Tourism Work Group Strategic Plan 2010-2013;</li> <li><b>Endorse</b> the project outcomes and expenditure as at May 2012; and</li> <li><b>Delete</b> the 3<sup>rd</sup> dot point (page 16) under the visitor goal of the Strategic Plan relating to integration of MYKI with Council systems.</li> </ol> <p><b>MOVED Cr CHANDLER / Mr Lawler</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
14.	<p><b>Presentation: Update on the Melbourne Central VGBO, Department of Business &amp; Innovation</b></p> <p>Mr Steve Booth, Director and Mr Martin Ginnane, Senior Business Development Manager (Melbourne Central VGBO, DBI) attended for this item. Mr Booth introduced Ms Libby O'Connor and Mr Ian Woods who were also present at the meeting. Mr Booth gave a PowerPoint presentation on the Melbourne Central VGBO's role and noted:</p> <ul style="list-style-type: none"> <li>The Department's intent to engage with all businesses over 20 employees in the inner Melbourne region, focussed on looking at their particular needs e.g. locating office space, business planning, engaging internationally through trade missions, advising on the Victorian training guarantee.</li> <li>A number of sectors have not been dealt with before through DBI's business engagement.</li> <li>6-9% of companies are responsible for 80% of jobs growth - these businesses need encouragement to grow.</li> <li>DBI is interested in working together /partnering with councils, sharing information on business needs</li> <li>Victoria is growing at the expense of the rest of the region, with businesses gravitating to the inner city</li> <li>Exponential business growth of inner Melbourne is not a well understood story.</li> <li>Interested in the Knowledge Melbourne project being run by CoM and in partnering in this effort as international education is an important area (Libby's area).</li> <li>Regional tourism – see the importance of selling inner Melbourne, and packaging the "Melbourne Experience" for overseas missions – highlighting tourism, the food and wine experience, international education, events etc – this has not been done by his department at this stage.</li> </ul> <p>Martin Ginnane spoke of the retail sector:</p> <ul style="list-style-type: none"> <li>Interested in seeing how the IMAP Tourism Map promotes the retail centres</li> <li>Noted studies on the economic value of activity centres and the need for benchmarking – finding out what you have in your area. Important information in order to attract other investors, create hubs.</li> <li>Individual stores are coming into areas, tailored for the area, chains taking a local approach. Key is finding out what is here first.</li> </ul> <p><u>Discussion/Comments</u></p> <p>There was discussion on setting up an IMAP retail strategy, with reference to the work being undertaken by CoM on a Victoria Market Strategy and the current updating of the Melbourne Retail Strategy 2006:2012. Mr Booth noted the need for the IMAP Councils to negotiate with the City of Melbourne if the Inner Melbourne Region were to be included in the update of the Melbourne Retail Strategy. It was agreed that further discussion between the Melbourne Central VGBO team and the IMAP Tourism group would be a useful way forward.</p> <p>The Chairman thanked the team for their presentation.</p> <p><i>Action: Executive Officer to arrange a meeting between the IMAP Tourism Group and the Melbourne Central VGBO team from DBI. Discussion to include a possible IMAP retail strategy.</i></p>
15.	<p><b>Action 6.3 Conflict in Activity Centres</b></p> <p>The Committee considered the report from the Executive Officer which provided an update on the meeting with the VCGLR. Mr Roberts noted that the discussion with VCGLR reinforced the need for Social Impact Assessments and partnerships with police. Cr Ong noted that more conflict is arising as residential developments get closer to existing live venues.</p> <p>15.1 That the IMAP Implementation Committee resolves to</p> <ol style="list-style-type: none"> <li><b>Note</b> the outcome of the recent meeting with the VCGLR.</li> <li><b>Engage</b> further with the VCGLR through key IMAP Council staff involved in liquor and gaming regulation meeting with key members of the Commission</li> <li><b>Prepare</b> a submission to the Department of Justice on extending the freeze and addressing the variation in definitions.</li> <li><b>Seek</b> VCGLR's support for IMAP's submission to the Department of Justice.</li> </ol>

	<p><b>MOVED Ms RUNDLE / Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: Executive Officer to arrange meeting with VCGLR for Council staff to attend and to forward IMAP reports to VCGLR for information</i>  <i>Executive Officer to arrange preparation of a submission to the Department of Justice on the freeze and seek changes to the definitions</i></p>
16.	<p><b>Action 5.3 Integrating Public Housing Estates</b></p> <p>Mr Malcolm McCall, Community Planning Coordinator (CoY) attended for this item. He noted the project was timely as the OoH had advised CoY they were releasing their social impact assessments to the public which will assist the consultant on this project. The Executive Officer advised there were sufficient funds available to accommodate the request for an increased budget.</p> <p>Cr Ong requested up to \$30K be approved with a consultant required to provide a detailed report on what the project is getting for this funding.</p> <p>Mr McCall noted more consultants are interested at this price, itemised quotes are required and the project will be restricted to \$30K. He advised the project will be reported back at the 31 August meeting.</p> <p>16.1 That the IMAP Implementation Committee resolves to</p> <ol style="list-style-type: none"> <li><b>Approve</b> an increase in the budget for Action 5.3 from \$15,000 up to \$30,000 to enable completion of this project, and</li> <li><b>Require</b> a detailed report on expenditure items.</li> </ol> <p><b>MOVED Cr CHANDLER / Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
17.	<p><b>CONFIDENTIAL ITEMS</b></p> <p><b>Procedural Motion:</b></p> <p>17.1 That the IMAP Implementation Committee resolves to proceed into Confidential Business and the meeting be <b>closed to the public</b> as the matter to be considered falls within the ambit of Section 89 (2) (d) Contractual Matters of the Local Government Act 1989 <b>(9.58am)</b></p> <p><b>MOVED Mr ROBERTS / Cr Chandler</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p>The Public were excluded for this part of the meeting.</p> <p>17.2 That the IMAP Implementation Committee resolves to <b>confirm</b> the Confidential minutes of the IMAP Implementation Committee meeting No. 25 held on 24 February 2012.</p> <p><b>MOVED Cr ONG / Mr Roberts</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p>There was no further business.</p> <p><b>Procedural Motion:</b></p> <p>17.3 That the IMAP Implementation Committee resolves that the meeting be <b>re-opened to the public</b> <b>(10.03am)</b></p> <p><b>MOVED Cr ONG / Mr Roberts</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>

## OTHER BUSINESS

18.	<p><b>Other Business</b> There was no other business</p> <p><b>Next Meeting</b> Friday 31 August 2012 (8.00am)  City of Melbourne</p> <p>The Meeting closed at 10.04am</p>
-----	--

## IMAP Implementation Committee Meeting 25 May 2012 – Endorsement of Minutes

Chairperson: Cr Geoff Barbour \_\_\_\_\_ Date \_\_\_\_\_

## RESOLUTIONS

- 1.1 That the IMAP Implementation Committee resolves to **appoint** Cr Barbour as the Chair of the meeting.
- 2.1 That the IMAP Implementation Committee resolve to **note** the following apologies:
- Cr Rachel Powning, Mayor, City of Port Phillip
  - Mr Rod Anderson, Group Manager Climate Change & Sustainability Services, DSE
- 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
- 5.1 That the IMAP Implementation Committee resolves to **confirm** the minutes of the IMAP Implementation Committee No 25 held on 25 February 2012.
- 6.1 That the IMAP Implementation Committee resolves to **note** the actions undertaken in response to business arising from previous minutes.
- 7.1 That the IMAP Implementation Committee resolve to **note** this Communications and Governance Briefing Paper
- 8.1 That the IMAP Implementation Committee resolves to **receive** the IMAP Financial Report for the period ending 31 March 2012.
- 9.1 That the IMAP Implementation Committee resolves to **note** the IMAP Progress Report for May 2012.
- 10.1 That the IMAP Implementation Committee resolves to:
- a. **Note** the work of the Knowledge Melbourne Project and
  - b. **Support** the continuation of the Student Placement Showcase being run by IMAP as part of Melbourne Knowledge Week in October.
- 12.1 That the IMAP Implementation Committee resolves to:
- a. **Accept** the final report for the Action 7.7 Work Integrated Learning Project and close out the project.
  - b. **Maintain** the information base and annual showcase to continue the university networks/relationships.
- 13.1 That the IMAP Implementation Committee resolves to
- a. **Receive** the Progress Report (Year 2 2011/12) of the IMAP Tourism Work Group Strategic Plan 2010-2013;
  - b. **Endorse** the project outcomes and expenditure as at May 2012; and
  - c. **Delete** the 3<sup>rd</sup> dot point (page 16) under the visitor goal of the Strategic Plan relating to integration of MYKI with Council systems.
- 15.1 That the IMAP Implementation Committee resolves to
- a. **Note** the outcome of the recent meeting with the VCGLR.
  - b. **Engage** further with the VCGLR through key IMAP Council staff involved in liquor and gaming regulation meeting with key members of the Commission
  - c. **Prepare** a submission to the Department of Justice on extending the freeze and addressing the variation in definitions.
  - d. **Seek** VCGLR's support for IMAP's submission to the Department of Justice.
- 16.1 That the IMAP Implementation Committee resolves to
- a. **Approve** an increase in the budget for Action 5.3 from \$15,000 up to \$30,000 to enable completion of this project, and
  - b. **Require** a detailed report on expenditure items.
- Procedural Motion:**
- 17.1 That the IMAP Implementation Committee resolves to proceed into Confidential Business and the meeting be **closed to the public** as the matter to be considered falls within the ambit of Section 89 (2) (d) Contractual Matters of the Local Government Act 1989 **(9.58am)**
- 17.2 That the IMAP Implementation Committee resolves to **confirm** the Confidential minutes of the IMAP Implementation Committee meeting No. 25 held on 24 February 2012.
- Procedural Motion:**
- 17.3 That the IMAP Implementation Committee resolves that the meeting be **re-opened to the public (10.03am)**

**ACTIONS PUBLIC RECORD**

<b>Item</b>	<b>Responsibility</b>	<b>Action</b>	<b>Due</b>
6	IMAP Executive Officer	Executive Officer to arrange staff meeting with VCGLR Executive Officer to finalise and circulate letter to Planning Minister for signature	July 2012
8	IMAP Executive Officer	Executive Officer to bring forward a report on project expenditure against budget	August 2012
9	IMAP Executive Officer	Executive Officer to update the progress report on the IMAP website.	June 2012
10	IMAP Executive Officer	Executive Officer to follow up with the Knowledge Melbourne Coordinator to schedule the Student Placement Showcase in October.	June 2012
12	IMAP Executive Officer	Executive Officer to come back to the Committee with suggestions on how to resource the Action 7.7 activities to keep this project current.	August 2012
14	IMAP Executive Officer	Executive Officer to arrange a meeting between the IMAP Tourism Group and the Melbourne Central VGBO team from DBI. Discussion to include a possible IMAP retail strategy.	June 2012
15	IMAP Executive Officer	Executive Officer to arrange meeting with VCGLR for Council staff to attend and to forward IMAP reports to VCGLR for information Executive Officer to arrange preparation of a submission to the Department of Justice on the freeze and seek changes to the definitions	July 2012  July 2012

**IMAP Implementation Committee  
Business Arising  
31 August 2012**

<b>A Senior Executive's Forum Action Items (26 March 2009)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
5 Update from DIIRD	IMAP Executive Officer	Reconvene Action 7.4 working group, review and identify opportunities and communicate to DBI. <i>[In response to changing environment &amp; govt strategies, policies &amp; priorities]</i>	Sept 09	
<b>B IMAP Implementation Committee Action Items (29 May 2009)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
10 GLawler briefing on CoM/CoS software trial	IMAP Executive Officer & City of Melbourne	Executive Officer to organise a 'briefing' of Microsoft's 'public domain emissions tracker' in liaison with CoM staff <i>[Software tool to communicate with public, benchmark &amp; measure]</i>	Oct 09	
<b>C IMAP Executive Forum Action Items (20 July 2010)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
3 IMAP Review	IMAP Executive Officer	Executive Officer to provide an update of key statistics included in the IMAP introductory section	Nov 2010	
<b>D IMAP Implementation Committee Action Items (27 August 2010)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
12 Car Sharing Action 3.3	Geoff Robinson/Stuart Outhred CoM	CoM to hold discussions with other IMAP Councils on joint car sharing tenders	Sept 2010	In Progress – CoM undertaking preliminary work
<b>E IMAP Implementation Committee Action Items (27 May 2011)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
7 Business Arising	IMAP Executive Officer	Executive Officer progress Ministerial meetings	Ongoing	In Progress. Meeting held with <ul style="list-style-type: none"> <li>Min Local Govt 14 Nov 2011</li> <li>VCGLR 3 May 2012</li> </ul>
<b>F IMAP Implementation Committee Action items (26 August 2011)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
7 Action 8.1	IMAP Executive Officer	Arrange for the Project Team Leader Action 8.1 to contact Tony Pensabene DBI	Nov 2011	On hold – waiting Action 3.5 research
<b>G IMAP Implementation Committee (18 November 2011)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
7 Business Arising	Geoff Lawler	G Lawler to follow up John Watson, Exec Dir DPCD regarding outcomes of meeting with Minister Powell	TBA	TBA
15 Action 6.3 final report	IMAP Executive Officer	Arrange deputation to meet Hon Michael O'Brien, Min for Consumer Affairs, Sec Dept of Justice and Dir of Liquor Licensing	Jan 2012	In progress – met with VCGLR
16 Action 5.2 Affordable Housing	IMAP Executive Officer and Action 5.2 project team	Executive Officer to <ul style="list-style-type: none"> <li>arrange a briefing for City of Maribyrnong representatives</li> </ul> Action 5.2 Project team to: <ul style="list-style-type: none"> <li>Circulate consultant reports to interested parties</li> <li>Undertake monitoring &amp; advocacy to promote planning mechanisms when opportunities arise and report back</li> <li>Provide a progress report on CLT research</li> <li>Contact Australians for Affordable Housing re the overlay and IMAP support to promote affordable housing</li> <li>Brief City of Maribyrnong representatives</li> </ul>	TBA  TBA	
<b>H IMAP Implementation Committee (24 February 2012)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
7 Comms & Gov.	IMAP Executive Officer	IMAP Executive Officer to . <ul style="list-style-type: none"> <li>Bring forward a report on the extension of the wayfinding signs network</li> <li>Follow up suggestions in the Service Provider Survey</li> </ul>	Aug 2012  Ongoing	See item 12 (Att 7)

14	IMAP Executive Officer	W Robert's presentation to be linked to or made available on IMAP website.	March 2012	
<b>I IMAP Implementation Committee (25 May 2012)</b>				
6	IMAP Executive Officer	Executive Officer to finalise and circulate letter to Planning Minister for signature		Completed – refer Correspondence
8	IMAP Executive Officer	Executive Officer to bring forward a report on project expenditure against budget	August 2012	Completed – refer Item 8 Att 4
9	IMAP Executive Officer	Executive Officer to update the progress report on the IMAP website.	June 2012	Completed
10	IMAP Executive Officer	Executive Officer to follow up with the Knowledge Melbourne Coordinator to schedule the Student Placement Showcase in October.	June 2012	In Progress
12	IMAP Executive Officer	Executive Officer to come back to the Committee with suggestions on how to resource the Action 7.7 activities to keep this project current.	August 2012	Executive officer to report back
14	IMAP Executive Officer	Executive Officer to arrange a meeting between the IMAP Tourism Group and the Melbourne Central VGBO team from DBI.	June 2012	
15	IMAP Executive Officer	Executive Officer to arrange meeting with VCGLR for Council staff to attend and to forward IMAP reports to VCGLR for information	July 2012	In Progress. Reports forwarded
		Executive Officer to arrange preparation of a submission to the Department of Justice on the freeze and seek changes to the definitions	July 2012	In Progress

### Correspondence

To	Regarding
Att 2a - Councils – Mayors and CEOs	Water Sensitive Cities report
Att 2b – Letter to Hon Matthew Guy, Minister for Planning	WSUD local amendment
From	
Att 2c – Kerryn Wilmot, University of Technology Sydney	Request for funding - Car Share research



Enquires: Elissa McElroy  
Telephone: 03 8290 1110

Attachment 2a

5 July 2012

Name  
Position  
Organisation  
Address  
City State Postcode

Dear

## **Inner Melbourne Action Plan – Water Sensitive Cities Report**

Please find enclosed a copy of the Inner Melbourne Action Plan's report on Water Sensitive Cities for your interest. The concept of a "Water Sensitive City" addresses the need to transition away from a "Water Supply City" and develop new strategies to establish a more resilient, sustainable water system within our urban environment.

The Inner Melbourne Action Plan (IMAP), adopted in December 2005, is a collaborative project between the Cities of Melbourne, Port Phillip, Yarra and Stonnington. IMAP sets out 11 regional strategies and 57 agreed actions to address one simple objective: "Making Melbourne More Liveable". IMAP concentrates primarily on actions that can be completed within five to 10 years primarily in the areas of transport and connectedness, housing affordability and creating a sustainable environment.

This report has been prepared as part of IMAP's Strategy 9 which looks at ways of improving the environmental performance of the inner Melbourne region. This is being achieved through developing Green Demonstration Projects which can serve as pilot projects and examples of best practice to encourage the take up of new initiatives throughout the region.

In addition to this report on Water Sensitive Cities, IMAP is currently investigating best practice for designing green roofs and facades and has also recently published 10 Sustainable Design Factsheets for use by all Councils to inform developers and applicants in their municipality. Further information on these initiatives can be found on our website at [www.imap.vic.gov.au](http://www.imap.vic.gov.au) - refer to the Resources section.

If you have any questions regarding these initiatives, please contact Elissa McElroy, IMAP Executive Officer, on (03) 8290 1110 or email [emcelroy@stonnington.vic.gov.au](mailto:emcelroy@stonnington.vic.gov.au).

Yours sincerely

**Elissa McElroy**  
**IMAP Executive Officer**



Enquires: Elissa McElroy  
Telephone: 03 8290 1110

Attachment 2b

15 June 2012

The Hon Matthew Guy MLC  
Minister for Planning  
Level 7  
1 Spring Street  
Melbourne  
VIC 3000

Dear Minister Guy,

## **AMENDMENTS TO INTRODUCE A COMMON LOCAL PLANNING POLICY – STORMWATER MANAGEMENT (WATER SENSITIVE URBAN DESIGN)**

- **Melbourne Planning Scheme (Amendment C142)**
- **Port Phillip Planning Scheme (Amendment C78)**
- **Stonnington Planning Scheme (Amendment C109)**
- **Yarra Planning Scheme (Amendment C117)**

On behalf of the Inner Melbourne Action Plan (IMAP) Implementation Committee, we write to request your attention to the outstanding local planning policy amendments proposed by the four inner Melbourne Councils to address water sensitive urban design (WSUD) matters in our region. These four local planning amendments attracted significant support during the consultation phase and were lodged concurrently with your office for approval back in September 2010.

The IMAP Councils of Melbourne, Port Phillip, Stonnington, and Yarra request your favourable consideration and approval of these amendments. We note your recent letter to the Mayor, City of Stonnington indicating your consideration of the amendment in the context of other work to implement *Living Melbourne, Living Victoria* and take this opportunity to communicate our continued interest in adopting these amendments.

The inner Melbourne region Councils are committed to sustainable water management to conserve water, improve waterway health and protect groundwater as one way of meeting our objective, “to make Melbourne more liveable”.

We acknowledge your Government's recent adoption of the *Living Melbourne Living Victoria* Implementation Plan and recommendations prepared by the Living Victoria Ministerial Advisory Council. In particular, we note the support given in that document to amending land use planning and building controls to enable the recommendations in the report to be implemented. We support controls in both areas, and stress the significance of WSUD planning policies that serve to assist developers to meet building requirements through early inclusion in the project planning process.

The Integrated Water Management Overlay provides an opportunity to enact many of the objectives described in the WSUD amendment. As this does not yet exist, it is essential that an interim measure such as the WSUD amendment is put in place.

Our Water Sensitive Urban Design local planning policy amendment is clearly in accordance with the strategies and objectives endorsed by the *Living Melbourne Living Victoria* report, and presents

a strong case for bridging the gap. Furthermore its sunset clause would enable it to be superseded by a state wide integrated water management overlay. The policy has already been successfully trialled and proven in the intervening time since its proposal and Bayside City Council has successfully implemented a similar policy since 2010. As a result there are no current impediments to its implementation.

Recent consultation between the councils and Melbourne Water has endorsed their support and reinforced the continued need for this approach. The Minister for Water, in his letter to the IMAP Councils received in June 2011 noted the development of the joint Water Sensitive Urban Design (WSUD) Planning Policy initiative undertaken by the IMAP Councils in this area. Minister Walsh noted:

*"Managing urban runoff consistent with these principles not only addresses the problems associated with stormwater, but emphasises the benefits of stormwater as a resource and waterways as an environmental asset. In addition it improves the social amenity of the urban landscape."*

With this support and the obvious alignment of this local policy with your Government's overall water strategy, we urge you to finalise the amendments and enable Councils in the inner Melbourne region to give effect to this policy intent.

Representatives of the IMAP Implementation Committee would be happy to meet with you to further discuss this matter if that would assist with your deliberations. IMAP requests the opportunity to inform the development of the overlay, with a key focus to ensuring it achieves best practice stormwater quality and broader integrated water management objectives.

If you have any queries regarding this matter or would be interested in arranging a meeting time, please contact Elissa McElroy, IMAP Executive Officer, telephone 8290 1110 or by email [emcelroy@stonnington.vic.gov.au](mailto:emcelroy@stonnington.vic.gov.au).

Yours sincerely



Cr John Chandler  
**Mayor, City of Stonnington**



Cr Rachel Powning  
**Mayor, City of Port Phillip**



Cr Ken Ong  
**Chair, Future Melbourne (Planning) Committee  
City of Melbourne**



Cr Geoff Barbour  
**Mayor, City of Yarra**

## Elissa McElroy

---

**From:** Kerry Wilmot [Kerry.Wilmot@uts.edu.au]  
**Sent:** Thursday, 26 July 2012 11:49 AM  
**To:** Elissa McElroy  
**Subject:** Car share study proposal  
**Attachments:** image002.jpg; ATT00001..htm; CAR SHARE AND DEVELOPMENT V2.pdf; ATT00002..htm

Elissa,

Thanks for taking my call earlier today. As discussed, I am aware of some of the difficulties faced by inner Melbourne Councils in supporting development applications with fewer car parking spaces. The Institute for Sustainable Futures (ISF) at University of Technology Sydney (UTS) has a proposal to investigate the market for car share programs in new developments, with a view to using the study as evidence to reduce the number of car parking space that need to be built. For example, Councils could use it to help justify residential and commercial planning approvals, and developers could use it to reassure financiers. It may be useful to help unlock some structural barriers as well.

ISF is looking for funding to do the study. We are approaching a range of possible sponsors:

- Car Share Providers
- Housing and other Developers
- Local Government
- State Government planning, transport and housing agencies
- Federal Government
- Associations with an interest in sustainability and in affordable housing

The proposal is attached for your information. Would IMAP contribute funding towards the study? Alternatively, would you act as a conduit to collect smaller contributions from your member councils?

I am also speaking directly with Melbourne, Port Phillip, Yarra and Maribyrnong Councils about being involved and will take up your suggestions about who to contact at Stonnington and Melbourne.

I would be interested to receive a copy of the car share study commissioned by Melbourne and Stonnington.

Regards,

Kerry  
0408 303 669

Kerry Wilmot B.Arch  
Research Principal | Institute for Sustainable Futures | University of Technology, Sydney  
Level 11, 235 Jones Street, Ultimo  
T + 61 2 9514 4946 | E [kerry.wilmot@uts.edu.au](mailto:kerry.wilmot@uts.edu.au)  
W: [www.isf.uts.edu.au](http://www.isf.uts.edu.au)

*Creating change towards sustainable futures*

UTS CRICOS Provider Code: 00099F

**DISCLAIMER:** This email message and any accompanying attachments may contain confidential information.

If you are not the intended recipient, do not read, use, disseminate, distribute or copy this message or

attachments. If you have received this message in error, please notify the sender immediately and delete this message. Any views expressed in this message are those of the individual sender, except where the sender expressly, and with authority, states them to be the views of the University of Technology Sydney. Before opening any attachments, please check them for viruses and defects.

Think. Green. Do.

Please consider the environment before printing this email.

## Car Share and Development

### Background

In the last few years, car share has begun expanding rapidly in Australian cities, with the number of members in the City of Sydney alone about to exceed 10,000, or 6% of the population.

At the same time a number of developers are beginning to produce housing and other developments with much lower provision for private cars than has traditionally been the case. In a few cases significant developments have proceeded with no provision for parking of private vehicles.

The availability of car share integrated with the development can be a potential key to the appeal of such developments, since it provides residents or tenants with access to a car when they need it, but without the fixed cost of the vehicle and the high cost of providing parking.

Car share, in combination with public transport, walking and cycling can also significantly reduce the traffic generation from development. This can support urban consolidation and more intensive development in town centres or in other locations close to good public transport, by reducing the traffic generating impact of such development. As is well understood, traffic impacts are one of the key objections by the public to more compact urban development patterns.

Furthermore, reducing the amount of dedicated parking included in development can significantly reduce the cost of new housing and improve housing affordability.

Whilst there has been some overseas research on car share and on the costs of parking, there is little detailed research available in Australian cities, which have quite different housing and transport characteristics to cities in Europe or Asia.

### Research Objectives

This research project aims to provide an evidence base in Australia of the links between car share, urban development and housing and transport choices. In particular it aims to:

- Identify a number of **case studies** in Australian cities where new development is occurring with little or no car private parking provided, and where car share is being implemented as part of the development.
- Examine the **attitudes and experiences of key stakeholders** involved to such development, including developers, local authorities, State planning agencies and others.
- Analyse the **characteristics of the market** for such development, including the demographic and travel behavior characteristics of the residents or other tenants of such development.
- Estimate the **sustainability and other benefits** from reducing car parking provision in new development, and by reducing car use.

- Identify any **policy, regulatory or attitudinal barriers** to this development, and the likely benefits from removing these barriers.

## Research Sponsors

Sponsors for this research are being sought from relevant sectors, including:

- Car Share Providers
- Housing and other Developers
- Local Government
- State Government transport and housing agencies
- Federal Government
- Associations with an interest in sustainability and in affordable housing

## Benefits for Sponsors

The project aims to provide a number of benefits for project sponsors:

- For the development industry, it will help identify the potential market characteristics for developments with lower than current provision for private cars. This in turn can help raise awareness in the banking sector of the emerging market in this area, and overcome any barriers to such development resulting from difficulties for developers in obtaining finance.
- For car share operators, it will help identify the opportunities for integrating car share into new developments.
- For Local government, it will help define the scope to reduce current parking requirements on developers, which not only make development more expensive but tend to lock-in future travel behavior around private car use. It will also help local government in its dialog with residents concerning the impact of development on traffic.
- For State government agencies, it will help provide a basis for framing both transport and land use policies, such as setting mode share targets and population or employment targets, by increasing the information on emerging housing choice and travel behavior.
- For the Federal Government, it will help identify the opportunities to improve the sustainability of our cities, especially in relation to urban transport, including the scope to reduce transport-related greenhouse emissions over time.
- For organizations involved in affordable housing, it will help identify the scope for lowering the cost of housing by reducing the amount of parking provided as part of development.

## Proposed Methodology

The methodology proposed for the study is outlined below:

### Stage 1: Identify Key Case Studies

This will involve interviewing key stakeholders to identify cases where development has been completed or is currently being planned, where the provision of car parking is well below traditional levels, and where car share is being integrated with the development. We are aware of a number of examples where this is the case in Melbourne, Perth, Canberra and Adelaide, covering both

residential and commercial developments. Basic information on these and others will be collated and a selection of case studies made providing a spread across different cities and urban environments and across land use types (residential, mixed use, commercial).

#### Stage 2: Interview Key Stakeholders

This stage will involve semi structured interviews with key stakeholders involved in each case study to explore why the developments were planned and designed as they were; what changes if any were involved in regulatory or planning controls; what specific housing or other markets were being addressed by the development; whether there were any special circumstances (such as high costs of parking provision because of groundwater or other constraints); and how access to car share, public transport and other modes compared to access by private car.

The interviews will also seek to obtain opinions by participants on wider issues such as whether or how quickly housing choices, vehicle choices and travel behaviour are changing, as well as some of the factors involved, such as changing petrol prices, traffic congestion, lifestyle preferences, treatment of fringe benefits tax, attitude to the environment etc.

#### Stage 3: Housing Choice and Travel Behaviour

This stage will be focused on residential development with low or no private car provision, and will include surveys of residents. It is expected that these will be undertaken in two different cities. The survey will include gathering data on housing choices, socio-economic and attitudinal data and actual travel behavior.

The travel behavior component will be undertaken so as to be compatible with regular travel behavior data in the relevant cities (such as the Household Travel Survey in Sydney and its equivalent elsewhere) so that the travel behavior of residents in low-car developments can be compared with that of matched residents in similar locations and with similar socio-economic characteristics.

#### Stage 4: Market Potential

This stage will estimate the potential market for such development, taking into account the characteristics of the residents making such housing choices in relation to the characteristics of the various components of the overall housing market, as well as any evidence of the role of attitudes and changes in attitudes and their likely impacts on housing choices.

#### Stage 5: Implications of Low-Car Development

This stage will estimate approximate savings from reduced car parking provision and their impact on housing costs and affordability. It will also estimate changes in travel costs compared to the matched households.

#### Stage 6: Policy Implications

This stage will identify any impediments to low car development, including regulatory, policy or attitudinal, such as parking codes; approval processes; or attitudes by financial institutions or local authorities. It will also identify potential strategies for addressing these.

## Budget and Timeframe

The table below provides initial estimates of the timetable and budget required for the study.

**Estimated Timescale and Budget**

Stage		Notes	Estimated Time	Estimated Cost*
1	Identify Case Studies		3 days	\$6,000
2	Interview Key Stakeholders	Assumes a total of 5 case studies, in at least four cities. Includes return economy airfares and accommodation as required	12 days	\$25,000
Interim Report			5 days	\$8,000
3	Housing Choice and Travel Behaviour	Assumes survey of 200 residents	2 months	\$40,000
4	Market Potential		6 days	\$9,000
5	Implications of Low Car Development		6 days	\$9,000
6	Policy Implications		7 days	\$10,000
Final Report			8 days	\$12,000
<b>TOTAL</b>				<b>\$120,000</b>

It is envisaged that the study would take a total of **5 months** from inception.

## Research Personnel

The research team for the project would be drawn from the UTS Institute for Sustainable Futures, and would include:

Project Director and Principal Researcher: Associate Professor Garry Glazebrook

Garry Glazebrook is a Transport and Urban Planner, specialising in the evaluation and design of sustainable transport systems and their integration into the urban environment. Garry has over 35 years' experience in Federal, State and Local Government, consulting and academia. He has taught urban planning at the University of Technology, Sydney, and has a wide range of research and consulting publications. He has been a contributor to the wider debate on transport planning including publishing a 30 Year Public Transport Plan for Sydney, and through the Independent Public Inquiry into a Long Term Public Transport Plan for Sydney.

Project Manager: Dr. Michelle Zeibots

Michelle Zeibots is a Transport Planner, specialising in the analysis of sustainable urban passenger transport systems. Her research and consultancy work draws together operational, behavioural and administrative aspects of urban transport networks. Before joining ISF, Michelle worked with Prof Jeff Kenworthy and Dr Felix Laube on the Millennium Cities Database for the International

Association of Public Transport Providers (UITP) that involved a database of 80 international cities, comprising 64 standardised indicators describing road and mass transit infrastructures, land-use patterns, economic and environmental characteristics of the cities as well as urban amenity and accident statistics.

Researchers: Dr Tim Brennan and Dr. Christianne Bauman

Tim Brennan is a research consultant at ISF specialising in the areas of transport planning and social research. In the social research field Tim's work has focussed on encouraging sustainable behaviour change whilst in the transport field Tim has worked on a diversity of projects with a particular focus on cyclist behaviour, public transport demand and promoting sustainable transport choices. Tim has recently completed a broad study on the future of passenger transport for the National Transport Commission and is currently working on the development of Continuing Professional Development courses in Travel Planning and Transport/Land-use Integration.

Christiane joined ISF in 2009 as a doctoral researcher investigating the political barriers to the implementation of sustainable transport policies and the role of collaborative stakeholder dialogue in that process. During that time she worked as a researcher on a range of transport consultancy projects, in particular with regards to improving cycling infrastructures and promoting cycling as a sustainable mode of transport. Since March 2012 she works as a Research Consultant in the ISF transport team. Prior to joining ISF, Christiane worked in the automotive industry in Germany, Singapore and South Africa. Christiane has a wealth of analytical knowledge and experience, well-developed communication and project management skills, and a strong passion for achieving 'real-world' change through her research activities.

## **Project Management**

It is envisaged that a **small steering group** of key sponsors would be established to help guide the study. It is expected that there would be three meetings with the steering group:

- At project inception
- After completion of the Draft final report
- After completion of the Interim report

Where necessary, meetings would be by phone or video conference, as no budget has been included at this stage for travel by interstate members of the steering group.

## **Presentation and Reporting of Findings**

The findings would be presented to the **full set of sponsors** at a video conference (assuming sponsors come from a range of cities) and the final report made available to sponsors, but with the proviso that ISF retains the right to publish the findings as appropriate.

Opportunities for publicizing the report and its findings would be sought with project sponsors, since the objective would be to spread the research findings to relevant stakeholders.

**IMAP Implementation Committee**  
**Progress Report**  
**IMAP Communications and Governance**

---

**Purpose**

1. To advise the IMAP Implementation Committee of the progress of IMAP Communications and Governance during the last 3 month period.

**Governance**

2. The IMAP Draft Annual Report and Summary has been prepared and is attached as Item 8 for approval by the Committee. A summary of key activities was also provided to the IMAP Councils for inclusion in their municipal Annual Reports.
3. Meeting dates for 2013 are attached for approval – refer attachment 3a. Please note that the February meeting date has been scheduled for a week later than usual as the Executive Officer will be on leave at a family wedding during the week commencing 18 February 2013.

**Communications**

4. During the last 3 months the following activities have involved the Executive Officer in IMAP communications:
  - Action 2.5 Bicycle Network – Attended a stakeholders and community workshop on the CoM draft Bicycle Plan 2012-16 held on 25 June.
  - Action 3.5 Reducing Through Traffic – Attended the tenders evaluation meeting on 4 July for this project.
  - Action 5.2 Community Land Trust - Attended 2 PCG meetings reviewing progress on the research being undertaken by the University of Western Sydney. The development of the CLT Manual is in its final stages and has been delayed awaiting legal advice.
  - Action 5.3 Housing Working Group - Attended a facilitated workshop on 9 August with the consultant, Bev Kliger. Refer to item 15 on this agenda.
  - Action 6.3 Conflict in Activity Centres. Contacted Emily Sanders, Policy Manager at VCGLR – have now set aside a time to discuss the Agenda and possible dates for planning staff to meet at the Commission's offices. Will provide an update at the meeting.
  - Action 9.2 ESD Factsheets - Sought advice from Stonnington's legal counsel on a non-fee paying License Agreement to enable the distribution of these Factsheets to 12 councils interested in re-badging and distributing them.
  - Action 9.3 WSUD – Letter sent from the IMAP Committee to the Minister for Planning regarding the WSUD Policy following the State Government's release of the Ministerial Advisory Council's report and recommendations on water policy – refer Item 6, attachment 2b.
  - Action 9.4 - Circulated the Water Sensitive Cities report to councils within the Melbourne region – refer attachment 2a.
  - Action 9.4 The Growing Green Guide Group - Attended 3 PCG meetings. The public launch of both this project and the ESD Factsheets at the City of Melbourne on 11 May has generated some media coverage – see attachments for details. A workshop for stakeholders was well

attended at the multicultural hub building in Melbourne on 2 August. This was followed by a broader public workshop held on 15 August at Canopy – Melbourne's Green Roof forum. See Item 13 on this agenda for an update report on progress.

- Action 11 Regional Tourism – Attended the IMAP sponsored breakfast and conference session at the Tourism & Events Excellence Conference held on 17 July. The IMAP model gained great exposure and was well regarded as an effective, collaborative approach for regional tourism. Attended the project team's strategic planning meeting on 8 August to determine budget expenditure for the year.
- Metro Strategy - Attended a briefing by DPCD held at the City of Boroondara on 25 July.
- Attended the Lower Yarra River Context Framework Workshop hosted by DPCD in late May.
- Completed updating the IMAP website to include:
  - the WIL suite of documents
  - the ESD Factsheets
  - The Growing Green Guide Newsletter
  - The Water Sensitive Cities report
  - Attached all IMAP reports to each Action for ease of reference
- IMAP Councils:
  - Briefed the new CEO at the City of Yarra on IMAP following her commencement in July
  - Updated the City of Port Phillip councillors on recent achievements in June.
  - Attended the City of Stonnington's Managers Conference on communication in June.
  - Participated in the City of Melbourne's Urbis survey on communication with stakeholders

## Recommendation

5. That the IMAP Implementation Committee resolves to:
  - a. **Note** this Communications and Governance Briefing Paper
  - b. **Approve** the IMAP Implementation Committee's Meeting Schedule for 2013.

## Attachments:

- *Att 3a IMAP Meeting Schedule for 2013*
- *Att 3b Media Release EDS Factsheets*
- *Att 3c Media coverage of Growing Green Guide launch – Southbank News*
- *Att 3d Web coverage Melbourne University and Stonnington Leader*
- *Att 3e Web Coverage Sustainable Melbourne*

## IMAP - Meeting Schedule 2012 - 2013

### IMAP Implementation Committee Meetings (Quarterly)

<b>2012</b>		
<b>Meeting 28</b> Date / Time Host Chair	<b>Friday 7<sup>th</sup> December 2012 (8.00am)</b> City of Stonnington Mayor	Council Chamber Malvern Town Hall
<b>2013</b>		
<b>Meeting 29</b> Date / Time Host Chair	<b>Friday 1<sup>st</sup> March 2013 (8.00am)</b> City of Port Phillip Mayor	Council Chamber St Kilda Town Hall
<b>Meeting 30</b> Date / Time Host Chair	<b>Friday 31<sup>st</sup> May 2013 (8.00am)</b> City of Yarra Mayor	Meeting Room 1 Richmond Town Hall
<b>Meeting 31</b> Date / Time Host Chair	<b>Friday 30<sup>th</sup> August 2013 (8.00am)</b> City of Melbourne Chair Future Melbourne [Planning] Committee	Council Meeting Room. Level 2, Town Hall Admin Building
<b>Meeting 32</b> Date / Time Host Chair	<b>Friday 29<sup>th</sup> November 2013 (8.00am)</b> City of Stonnington Mayor	Council Chamber Malvern Town Hall



**Inner Melbourne Action Plan**  
'Making Melbourne More Liveable'



## MEDIA RELEASE

**24 May 2012**

### **SUSTAINABLE DESIGN FACT SHEETS: COUNCIL'S NEW ONE-STOP-SHOP**

The four inner city councils which form the Inner Melbourne Action Plan (IMAP) - City of Stonnington, City of Port Phillip, City of Yarra and City of Melbourne - have jointly launched a suite of Sustainable Design Fact Sheets to provide residents, designers and builders with better sustainable design advice at the planning permit application stage.

The fact sheets address the 10 Key Sustainable Building Categories, which provide the framework for the councils' SDAPP (*Sustainable Design Assessment in the Planning Process*) program:

- Indoor environment quality
- Energy efficiency
- Water efficiency
- Stormwater management
- Building materials
- Urban ecology
- Transport
- Waste management
- Innovation
- Ongoing building and site management.

Speaking at the official launch of the Sustainable Design Fact Sheets, City of Stonnington Mayor, and architect, Cr John Chandler said "Today, buildings produce 20 per cent of Australia's greenhouse gas emissions through the use of energy during their operation. What's more, the construction of buildings, including demolition waste, contributes 40 per cent of all the materials sent to landfill.

"The Sustainable Design Fact Sheets were developed by each of the participating councils to support sustainable design principles as well as technical details and define the Councils' best practice standards."

In recent years, councils, including the four IMAP councils, have established sustainable development requirements that should be addressed when lodging a planning permit application. The availability of detailed fact sheets supports this program by communicating clearly what sustainability initiatives can be implemented when renovating, extending or building new.

"Already we know that sustainable buildings are becoming increasingly common for both residential and commercial sectors but it's difficult to navigate the maze of information available to assist people", said Cr Chandler.

The Fact Sheets bring information together and each category provides useful links and references for further details.

The Fact Sheets are available on the IMAP website and each of the Council websites, helping to deliver a consistent framework for sustainable design assessment across municipalities.

They have been developed to suit all project types and sizes so they are useful for home owners doing a small renovation and professional design teams working on large developments.

The aim of the fact sheets is to reduce the negative environmental impacts of buildings and improve the lifestyles of people living in and using them.

It's anticipated that additional fact sheets will be created to further develop the series.

"Residents, designers and builders will now be able to find consistent, written information in conjunction with the excellent advice being provided by Council staff in sustainable practices as part of their customer service," said Cr Chandler.

"It's good for residents, builders and our environment and we look forward to seeing more developments taking the opportunity to incorporate sustainable design solutions to improve our built environment", added Cr Chandler.

For more information, or to view copies of the fact sheets, visit:

[www.yarracity.vic.gov.au](http://www.yarracity.vic.gov.au)

[www.stonnington.vic.gov.au](http://www.stonnington.vic.gov.au)

[www.portphillip.vic.gov.au](http://www.portphillip.vic.gov.au)

[www.imap.vic.gov.au](http://www.imap.vic.gov.au)

**< ENDS >**

**For media enquiries please contact Katie Vassiliou, Media and Communications Coordinator City of Stonnington, on (03) 8290 1333 or email [kvassili@stonnington.vic.gov.au](mailto:kvassili@stonnington.vic.gov.au).**



# Everything going green

***The City of Melbourne in partnership with three other councils and the University of Melbourne have launched a program encouraging businesses to turn walls, facades and even roofs of their buildings into green habitats.***

In similar style to the Fyto green gardens on some buildings already in Southbank, the Growing Green Guide for Melbourne is an industry “how to guide” letting businesses of all sizes know how they can green up their outside office space.

Councillor Cathy Oke was thrilled with the idea and couldn’t wait to see more green around the city.

“Green roofs, walls and facades are an increasingly common sight on buildings in

major cities around the world. They are now considered an essential part of urban design to provide more vegetation and green spaces in dense urban environments,” Cr Oke said.

John Rayner from the University of Melbourne said: “Green roofs and walls contribute significant environmental and amenity benefits to cities. They can reduce urban heat loadings and stormwater run-off, increase the energy efficiency and liveability of buildings, provide a range of habitat outcomes and even produce food.”



**MUSSE**

Melbourne University Staff / Student E-news

University News

## Growing a greener future for Melbourne

May 12 / 87 [\(image 12-87\)](#)



Succulent plants on top of the City of Melbourne's East Core green roof

The Growing Green Guide for Melbourne (GGGM), a partnership project between the Melbourne School of Land and Environment (MSLE) and Inner Melbourne Action Plan (IMAP) councils, has been launched.

The GGGM partnership will broaden council, commercial and public awareness of green roofs and green walls and increase understanding of the benefits of green infrastructure projects to local communities.

It will help increase the uptake of green roofs and green walls by providing clear advice, information and resource materials for planners, developers, architects, designers and other professionals across Melbourne and identify possible sites for future demonstration projects.

The launch was held on the rooftop of Council House 2 (CH2), the City of Melbourne's six Green Star Energy rated building. The launch included tours of the normally inaccessible East Core green roof. This area includes a mix of succulent plants, which have are tolerant of the challenging conditions found on an inner-city rooftop.

Professor Rod Keenan, Head of the Department of Resource Management and Geography, said the project would improve liveability of our urban environments.

"The implementation of these approaches is resulting in clear environmental benefits.

"I congratulate the researchers involved and look forward to seeing future results from this innovative partnership," Professor Keenan said.

John Rayner, from MSLE and a member of the project team, pointed to the need for green spaces.

"Cities like Melbourne are losing the total amount of green space through increasing densification and urban expansion. Green roofs and green walls offer opportunities to green areas of the city that can no longer support other urban vegetation," he said.

"Green roofs and green walls can be used on virtually any building. There are climbing plant facades, grown either in-ground or in containerised modules and supported by cable and trellis."

He said, "The project will also look to learn from cities like Copenhagen, Portland, Seattle, Singapore and Toronto which all have either incentive schemes or local by-laws for green roofs and walls".

Mr Rayner outlined the potential benefits of a greater uptake of green infrastructure: reduction of the urban heat island effect, reduction of building energy demands for heating and cooling, management of storm water both by slowing its rate of entry into the storm water system and provision of habitat for insects, birds and mammals.

If you are interested in learning more about this project, please visit <http://go.unimelb.edu.au/8p7> <http://go.unimelb.edu.au/8p7> or contact Dr Sue Murphy at the Burnley campus: [smurphy@unimelb.edu.au](mailto:smurphy@unimelb.edu.au) [smurphy@unimelb.edu.au](mailto:smurphy@unimelb.edu.au)

### MUSSE

[June 12 / 88](#)

[May 12 / 87](#)

[May 12 / 86](#)

[May 12 / 85](#)

[April 12 / 84](#)

[more»](#)

[archive»](#)

### Editorial Enquiries

Editor: Esma Yucel

Phone: 9035 7997

Email [musse-editor@unimelb.edu.au](mailto:musse-editor@unimelb.edu.au)

### Got a story?

Staff are encouraged to submit stories.

There are some important steps in preparing a media-ready story. Enter your research or other activity at the [story submission page](#) or Email [musse-editor@unimelb.edu.au](mailto:musse-editor@unimelb.edu.au)

[Facebook page](#)

[Follow us on Twitter](#)

[Subscribe to RSS](#)

[Share / Save](#)

// see Flush the Buffer Early <http://developer.yahoo.com/performance/rules.html>

[Skip to the navigation.](#) [Skip to the content.](#)



- [Events](#)
- [Models](#)
- [Movements](#)
- [Opinion](#)
- [Policies](#)
- [Research](#)
- [SCRT Videos](#)
- [Seeking](#)
- [Sustainable Cities Round Tables](#)
- [Visions](#)
- [VEIL map](#)



- [About](#)
- [How To Use This Site](#)
- [Links](#)
- [Newsletter](#)
- [Archives](#)
- [Contact](#)
- [Register](#)
- [Log in](#)

Search for:

- 
- 

See the latest on the Sustainable Cities Network



- [Marine Stewardship Council Releases Sustainable Seafood Marketing Toolkit](#)

- 
- [What is a Water-Sensitive City? Workshop »](#)
  - « [Wintering: A dance work inspired by the Arctic](#)

## Growing Green Guide for Melbourne

Posted in [Movements](#), [Policies](#) by Kate Archdeacon on May 23rd, 2012



Photoshop image from [Do It On The Roof](#), a campaign for (public) green roofs in Melbourne

From an [InDesignLive article](#) by Annie Reid:

Picture this – Melbourne’s city rooftops covered in lush greenery. It may sound fanciful, but a new project launched last week by the City of Melbourne is hoping to green our buildings and houses for good.

The [Growing Green Guide](#) for Melbourne was fittingly presented on the rooftop garden of the council’s CH2 building, and will be produced by the Inner Melbourne Action Plan (IMAP) comprising the 4 inner city councils – Melbourne, Yarra, Stonnington and Port Phillip – as well as the University of Melbourne.

The project will comprise a ‘how to’ handbook guide on constructing a green roof or wall, and help people consider all the aspects they need to cover before transforming these spaces into vegetated, leafy habitats. It will also identify prime sites for the future development of green roofs, walls and façades in inner Melbourne, says The University of Melbourne’s senior lecturer, John Rayner.

[...]

Read [the full article](#) by Annie Reid or visit the City of Melbourne [Growing Green Guide](#) site.

Tags: [biodiversity](#), [gardening](#), [governance](#), [green roofs](#), [heat island](#), [Melbourne](#), [re-vegetation](#), [rooftop garden](#), [urban agriculture](#)  
You can follow any responses to this entry through the [RSS 2.0](#) feed.

## Leave a Reply

Name (required)

Mail (will not be published) (required)

Website

☐ Notify me of followup comments via e-mail

## • Sharing

Like {0} Tweet {3} Share  [Share via email](#)

---

## • Follow Us!



•

---

## • Categories

Select Category

## • Upcoming Events

- 5 June: [What is a Water-Sensitive City? Workshop](#)
- 6 June: [Scott Kinnear \(organic & sustainable food activist / business owner\) at Melbourne Sustainability Drinks](#)
- 29 June: [Inclusive Growth, Welfare and Development Policy: International Forum](#)
- 6 September: [Sprout Community Markets in 2012](#)
- 4 October: [Sprout Community Markets in 2012](#)
- 1 November: [Sprout Community Markets in 2012](#)
- 6 December: [Sprout Community Markets in 2012](#)

## • Some Random Posts

[Toaster Rescue: Repair Workshops in Review](#)  
[Passive Design for Ventilation in Apartments](#)  
[Leading the Way: City of Yarra's Urban Agriculture Guidelines](#)  
[Social Exclusion Monitor: Community resilience](#)  
[Sugar Palms for Biofuel and Ongoing Community Benefit](#)

© The University of Melbourne 2007 - 2012

Sustainable Melbourne is proudly powered by [WordPress 3.3.2](#)

Page optimized by [WP Minify WordPress Plugin](#)

**IMAP Implementation Committee**  
**Financial Report for the Year ending 30 June 2012**

1 July 2011 – 30 June 2012

## Background

1. The IMAP financial position was last noted at the IMAP Implementation Committee meeting held 25 May 2012
2. Retained Earnings carried forward from the 2010-2011 financial year totalled **\$302,577** (excluding GST). This included a surplus of \$40,684 in the regional tourism funds.

## Income

3. All IMAP Annual Council contributions (\$30K), Regional Tourism Contributions (\$20K) and the Distributed Energy project (\$13.5K) funding has been invoiced and received for the 2011/12 financial year. [CoS paid the Distributed Energy project contribution in the last financial year - the amount is included in the Carry Forward.]
4. Part funding for the Action 9.4 Growing Green Guide project was invoiced to the cities of Melbourne and Port Phillip (\$20K each). Stonnington and Yarra have budgeted for this in 2012/13.
5. The City of Maribyrnong has been invoiced for a contribution of \$35,830 in 2011/12 (\$20K Tourism project; \$15,830 transport projects).
6. Additional funds were received from the City of Yarra (\$5000) and the City of Melbourne (\$15,000) at year end to help cover expenditure on the IMAP Tourism map.
7. **Total Income** for the 12 month period to 30 June 2012:

### 2800 Sundry Income:

Retained Earnings carried forward from 2010-11	\$302,577	
<b>Action 9.4</b> Distributed Energy Project @\$13.5K- CoM, CoPP, CoY	\$ 40,500	
Growing Green Guide @\$20K - CoM, CoPP	\$ 40,000	
<b>Strategy 11</b> Regional Tourism Annual Contributions @\$20K	\$ 80,000	
IMAP Map Licensing fees – 3 licensees	\$ 1,170	
Additional funds for IMAP Map – CoM, CoY	\$ 20,000	
Regional Tourism contribution (City of Maribyrnong)	\$ 20,000	
IMAP Transport projects (City of Maribyrnong)	\$ 15,830	
Reimbursement Training Course	\$ 5,900	\$525,977

### 2810 Contract Income:

<b>IMAP</b> Annual Contributions @\$30k – 4 councils	\$120,000
--	-----------

<b>TOTAL OPERATING INCOME</b>	<b><u>\$645,977</u></b>
-------------------------------	-------------------------

## Expenditure

8. **Total Expenditure** for the 12 month period to 30 June 2012:

### 4040 Contract staff

<b>Action 7.4</b> WIL project staff	- first payment to CoM	\$ 8,605	
	- second payment to CoM	\$ 18,042	\$ 26,647

### 4102 Catering

<b>IMAP</b> Catering - informal meetings	\$ 217
--	--------

### 4104 Postage & Courier

<b>IMAP</b> Courier - Committee papers	\$ 161
--	--------

### 4105 Printing

<b>Strategy 11</b>	Map Reprint [300,000] Aug 2011	\$ 26,800	
	Map - print run [200] test new colours Feb 2012	\$ 455	
	Map – Bulk purchase of paper stock	\$ 36,980	
	Map – print run [200] test new colours	\$ 192	
	Map – Printers plate change for reprint Mar 2012	\$ 965	
	Map Reprint [100,000]	\$ 3,853	
	Map Reprint [400,000]	\$ 15,008	
<b>Action 9.2</b>	Factsheets and Folder printing	\$ 2,084	
	SDAPP Rollaway Banner	\$ 350	
	Banner artwork	\$ 240	\$86,927
<b>4108 Stationery</b>			
<b>IMAP</b>	Meetings - Stationery Reimbursements		\$ 383
<b>4130 Advertising</b>			
<b>Strategy 11</b>	Advert Melbourne Style Magazine	\$ 6,750	
	Sponsorship CAUTHE conference	\$ 2,273	\$ 9,023
<b>4131 Promotional Publications</b>			
<b>Strategy 11</b>	Tourist Map distribution		
	- Jun 2011	\$ 290	
	- Jul	\$ 379	
	- Aug	\$ 277	
	- May (late payment)	\$ 339	
	- Sep	\$ 385	
	- Oct	\$ 355	
	- Nov	\$ 312	
	- Dec	\$ 445	
	- Jan	\$ 389	
	- Feb	\$ 367	
	- Mar	\$ 391	
	- Apr	\$ 353	
	- May	\$ 319	
	Advert design (Melb Style magazine)	\$ 280	
<b>Action 7.4</b>	WIL Showcase poster	\$ 600	
<b>IMAP</b>	Annual Report 2010-11 design & print	\$ 6,480	\$ 11,961
<b>4142 Local travel</b>			
<b>IMAP</b>			\$ 17
<b>4150 Consulting Fees</b>			
<b>IMAP</b>	Website hosting 12 months	\$ 2,646	
<b>Action 5.2</b>	CLT research contribution	\$ 10,000	
<b>Action 9.2</b>	Design of ESD fact sheet template	\$ 2,550	
	Graphic design 11 fact sheets, 1 coversheet	\$ 28,005	
	Web ready files	\$ 4,026	
<b>Action 9.4</b>	Water Sensitive Cities report	\$ 4,900	
	Distributed Energy 1 <sup>st</sup> payment to CSIRO	\$100,000	
<b>Strategy 11</b>	IMAP Map adjustments – Visual Voice	\$ 400	
	IMAP Map Changes Stage 1	\$ 1,818	
	IMAP Map changes – final art	\$ 7,000	
	Advertisement graphic design	\$ 160	\$161,505
<b>5102 Internal Catering</b>			
<b>IMAP</b>	Catering – Planning Process Review meeting	\$ 180	
	Catering – IMAP Committee & meetings	\$ 248	\$ 428
<b>TOTAL EXPENDITURE</b>			<b><u>\$297,269</u></b>
<b>NET SURPLUS</b>			<b><u>\$348,708</u></b>

## Recommendation

9. That the IMAP Implementation Committee resolves to **receive** the IMAP Financial Report for the Year Ending 30 June 2012.

31 August 2012

Attachment 4a

## Reporting Scope - IMAP

Year end report.

*Operating & Capital Works Statement for period ended June 2012*

<u>CURRENT MONTH</u>				<u>YEAR TO DATE</u>				
	Total Committed	Budget	Variance	Unmatched Purchase Orders	Actuals	Total Committed	Budget	Variance
2800 - Sundry Income	398	0	398	0	525,977	525,977	0	525,977
2810 - Contract Income	0	0	0	0	120,000	120,000	0	120,000
Other Revenue	398	0	398	0	645,977	645,977	0	645,977
<b>Total Operating Income</b>	<b>398</b>	<b>0</b>	<b>398</b>	<b>0</b>	<b>645,977</b>	<b>645,977</b>	<b>0</b>	<b>645,977</b>
4040 - Contract Staff	18,042	0	-18,042	0	26,647	26,647	0	-26,647
Employee Benefits	18,042	0	-18,042	0	26,647	26,647	0	-26,647
4102 - Catering	0	0	0	0	217	217	0	-217
4104 - Postage & Couriers	0	0	0	0	161	161	0	-161
4105 - Printing	17,092	0	-17,092	0	86,927	86,927	0	-86,927
4108 - Stationery - General	52	0	-52	0	383	383	0	-383
4130 - Advertising	2,273	0	-2,273	0	9,023	9,023	0	-9,023
4131 - Promotional Publications	319	0	-319	0	11,961	11,961	0	-11,961
4142 - Local Travel	0	0	0	0	17	17	0	-17
4150 - Consulting Fees	111,186	0	-111,186	0	161,505	161,505	0	-161,505
5102 - Internal Catering Charges	0	0	0	0	428	428	0	-428
Administration Expenditure	130,922	0	-130,922	0	270,623	270,623	0	-270,623
<b>Total Operating Expenditure</b>	<b>148,964</b>	<b>0</b>	<b>-148,964</b>	<b>0</b>	<b>297,269</b>	<b>297,269</b>	<b>0</b>	<b>-297,269</b>
<b>Operating Profit / (Loss)</b>	<b>-148,566</b>	<b>0</b>	<b>-148,566</b>	<b>0</b>	<b>348,708</b>	<b>348,708</b>	<b>0</b>	<b>348,708</b>
<b>Net Surplus / (Deficit)</b>	<b>-148,566</b>	<b>0</b>	<b>-148,566</b>	<b>0</b>	<b>348,708</b>	<b>348,708</b>	<b>0</b>	<b>348,708</b>

Inner Melbourne Action Plan 'IMAP'

*Making Melbourne more liveable*



# Annual Report 2011 → 2012



Inner Melbourne Action Plan  
'Making Melbourne More Liveable'



# Contents

› Foreword	3
› Introduction	4
The Inner Melbourne Action Plan	4
› Achievements of 2011-12	5
› Progress 2011-12	6
Action 2.5 Bicycle Network (including recent initiatives in 2011-12)	6
Action 3.2 Roads as Places	8
Action 3.5 Reduced through traffic	9
Action 4.7 Improvements to public transport services	10
Action 5.2 Affordable housing	11
Action 5.3 Integrating public housing estates	11
Action 5.4 and 5.5 Social infrastructure and services/Infrastructure development	11
Action 6.3 Managing conflicts in Activity Centres	12
Action 7.7 Universities and regional development	12
Action 8.1 Priority for freight movement	13
Action 9.2 Environmentally sustainable design – commercial buildings	14
Action 9.4 Green demonstration projects	14
Actions 11.1 and 11.2 Regional tourism program	16
› Focus 2011-12	17
IMAP Governance	17
IMAP Communications and Advocacy	17
IMAP Implementation	18
› Governance	19
Membership of the IMAP Implementation Committee	19
Associate Committee Members	19
IMAP Reporting	20
Statement of attendance	22
› Financial Statement	23
IMAP Financial Statement to 30 June 2012	23
› Progress Summary	24
› Map	27
› Contact Information	28

# Foreword

On behalf of the Inner Melbourne Action Plan Implementation Committee, we are pleased to present the 2011-12 Annual Report, highlighting the key achievements of the Special Committee in its sixth year in operation.

**Melbourne continues to be recognized as one of the world's most liveable cities.** The Inner Melbourne Action Plan (IMAP) is the successful collaboration between the cities of Melbourne, Port Phillip, Yarra and Stonnington working together on inner city regional issues. **Transport and connectedness, housing affordability, a sustainable environment and liveability remain the key strategic directions of IMAP** with partner councils committed to sharing information, undertaking joint advocacy, and implementing regional projects to progress these priorities.

This year has seen considerable progress with the commencement of a number of new projects. Project briefs for research on freight priority routes and through traffic as well as reviewing best practice for the design of places around the tram super stops have been approved by the IMAP Implementation Committee. Two new projects on social housing infrastructure and integration and finalising the brief for the energy mapping project to be undertaken in conjunction with CSIRO were also approved.

On the delivery side, IMAP published a guide to Water Sensitive Cities and released a suite of Sustainable Design Factsheets for developers and builders requiring information on a number of design solutions. A public launch of the Growing Green Guide project being undertaken in conjunction with the University of Melbourne and DSE to investigate green roofs development also garnered considerable interest. IMAP hosted a showcase at Knowledge Melbourne Week for University, TAFE and Council networking and published resources on the IMAP and Council websites to enable tertiary student engagement by local government.

**IMAP continues to successfully promote the profile of Inner Melbourne, inclusive of the City of Maribyrnong, through its active regional tourism working group** maintaining a conference and marketing presence. Conversations during the year with the Minister for Local Government and VCGLR officials on regional issues have also emphasised **the value of IMAP's unique partnership on shared concerns.**

We take this opportunity to recognize the commitment of over 50 council officers and representatives from partnering organizations who continue to work collaboratively to deliver these outcomes.



**Cr Geoff Barbour**  
Mayor  
City of Yarra



**Cr John Chandler**  
Mayor  
City of Stonnington



**Cr Rachel Powning**  
Mayor  
City of Port Phillip



**Cr Ken Ong**  
Chair  
Future Melbourne  
(Planning) Committee  
City of Melbourne

# Introduction

## The Inner Melbourne Action Plan

Making the Inner Melbourne Region more liveable is the simple objective of IMAP, the Inner Melbourne Action Plan. The Inner Melbourne Action Plan contains 11 regional strategies and identifies 57 actions for implementation across the inner Melbourne region.

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

IMAP fosters growth, leverages existing strengths and competitive advantages, and encourages collaboration across the region to plan and implement, influence and drive, promote and position the inner Melbourne region.

Melbourne's inner metropolitan Councils, the Cities of Melbourne, Yarra, Stonnington and Port Phillip have worked together for six years to develop and implement the IMAP, concentrating on actions that can be completed within a 10 year timeframe. The recent inclusion of the City of Maribyrnong has broadened this collaboration and extended the partnership to the west.

A key commitment is to foster quality relationships with project partners. Many actions require the cooperation of the Victorian State Government, government agencies or private providers of public services. Completed actions have delivered innovative solutions, recommended changes to planning schemes, and delivered strategies based on qualitative research and implementation of best practice practical applications.

IMAP enters the seventh year of collaboration and implementation and will continue to deliver agreed regional outcomes with a focus to ensure the continued development and liveability of the inner Melbourne region over future years.



# Achievements of 2011-12

IMAP completed four actions in 2011-12, The following summarises the achievements of these project teams:

## Action 5.2 Affordable housing

- › the development of a model Affordable Housing Overlay for application through the Victorian planning system
- › established the Inner Melbourne Affordable Housing Needs Website
- › undertook prolonged advocacy with representatives of the state and commonwealth governments, major developers and development industry peak bodies to promote mechanisms to increase the supply of affordable housing
- › promoted research on Community Land Trusts
- › continues to maintain a watching brief on housing policy which may enable further discussion

## Action 6.3 Managing conflicts in Activity Centres

- › established a three part approach to cumulative impact assessment in 2009 and provided this advice to the Department of Justice
- › articulated the issues regarding liquor licensing definitions and some possible solutions.
- › IMAP Councils modified their policy approaches and refined the IMAP working group's work having specific regard to local issues and circumstances
- › continues to maintain an advocacy role with state government over the liquor freeze, policy definitions and adequacy of compliance and enforcement.

## Action 7.7 Universities and regional development

- › created greater awareness within local Councils and Universities on how they can partner on student placements
- › developed policy and supporting documents which makes it easier for managers to plan for and access students.
- › developed a Student Placement Inventory and Key Contacts list as an ongoing resource to help broker relationships
- › hosted the Student Placement Showcase as part of Melbourne Knowledge Week on 2 December 2011 for Universities to exhibit their student placement programs to Councils.

Refer: [www.imap.vic.gov.au](http://www.imap.vic.gov.au) - resources section

## Action 9.4 Green demonstration projects - Water Sensitive Cities

- › published the booklet, "Transitioning to a Water Sensitive City" to assist Councils in their level of knowledge and understanding of this concept and its applicability to large development sites and precincts.

Refer: [www.imap.vic.gov.au](http://www.imap.vic.gov.au) - resources section



# → Progress 2011-12

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

### Action 2.5 Bicycle Network

The project team was expanded this year with the addition of representatives from the City of Maribyrnong.

The project team has continued to make some progress across the bicycle network with capital work improvements completed or being developed for La Trobe Street, Cecil Street (Part 2), Brunswick Street, Heidelberg Road and Wellington Street, amongst others.

The City of Melbourne has committed \$5.6 million funding for 2012-13 and is currently completing its new Bike Plan 2012-16. Despite the State Government's advice regarding zero funding on bikes across the State, Councils continue to work alongside VicRoads in developing projects for future implementation that are aligned with the Principal Bicycle Network. State Government recently contacted Councils to invite them to a workshop to progress a State Cycling Strategy.

The 2012 Super Tuesday bicycle survey counts confirm that cycling numbers continue to increase across the IMAF area.



## Cycling initiatives in 2011-12

Yarra	<ul style="list-style-type: none"> <li>› <b>Elizabeth/Baker/Johnson St</b> –Works have been designed to improve the Elizabeth/Church/Baker St intersection for cyclists depending on priorities. Reconfiguration on the east approach to Hoddle St will be completed this financial year.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Langridge St between Nicholson St and Smith St</b> - VicRoads completed works including Vibraline and Green Paint.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Canning St/Princes St</b> intersection upgraded for increased capacity.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Brunswick St at Victoria, Gertrude, Johnston and Alexandra Pde</b> - VicRoads installing early bicycle/pedestrian /tram head starts.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Heidelberg Rd between Queens Pde and Merri Ck</b> - VR completed improvement works to reinforce the bicycle lane with green paint, Vibraline and bollards.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Queens Parade near Michael St.</b> - Yarra and VR working to finalise a difficult section.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Lennox St</b> - A small section of road will be resheet and line marked with bicycle/car shared lanes.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Wellington St</b> Copenhagen lanes between Victoria and Johnston St given approval for consultation.</li> </ul>
Melbourne	<ul style="list-style-type: none"> <li>› <b>City of Melbourne</b> Bike Plan 2012 - 2016 being prepared (currently in draft form).</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Lloyd St, Dynon Rd to Arden St</b>, North Melbourne, new bike lane.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Kensington Rd, Dynon Rd to Arden St</b>, North Melbourne, new bike lane.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Faraday St, Canning St to Swanston</b>, Carlton, bike lane upgrade.</li> </ul>
	<ul style="list-style-type: none"> <li>› Installed 170 bicycle storage hoops.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Footscray Rd</b> shared path upgrade (VicRoads).</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Hobsons Rd, Childers St, Tennyson St</b> (VicRoads East - West Link).</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>La Trobe St</b> bike path options developed. Community engagement undertaken and options presented to Future Melbourne Committee in April 2012.</li> </ul>
Port Phillip	<ul style="list-style-type: none"> <li>› <b>Canning St / Princes St</b> bike link upgrade (VicRoads).</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Capital City</b> Trail audit of signage / line marking undertaken recently.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Cecil St</b> Stage 2 (York St – Park St) detailed design completed. Awaits VicRoads funding.</li> </ul>
Stonnington	<ul style="list-style-type: none"> <li>› <b>Wellington St</b> design work – programmed for 2012-13.</li> </ul>
	<ul style="list-style-type: none"> <li>› <b>Alma St</b> – prioritised to complete the gap - design work between Westbury &amp; Chapel streets underway.</li> </ul>
	<ul style="list-style-type: none"> <li>› Implemented the Stonnington Bicycle Parking Implementation Plan in all of Stonnington’s strip shopping centres</li> <li>› Commenced review of the Stonnington Bicycle Strategy</li> <li>› Commissioned research on the Cyclist Provision for Chapel Street in response to the state government commitment of \$223K - further feasibility studies, plans and improvements to be undertaken.</li> <li>› Liaising with VicRoads to deliver enhanced bicycle lanes on Chapel Street to remedy the high incidence of dooring</li> <li>› Completed the bi-annual BikeScope survey and a Before and After Survey Review of green treatment in Chapel Street to gauge whether cyclist’s feel safer.</li> </ul>
Road Safety Action Group- Inner Melbourne (RSAGIM,)	<ul style="list-style-type: none"> <li>› The IMAP Council’s, through RSAGIM, investigated ‘doorings’ through their ‘Door Knock’ campaign (designed to influence road user behavior), publication of the Bicycle Rider Collisions With Car Doors: Crash Statistics and Literature Review and a series of surveys in May 2012 in Chapel Street, Brunswick Street and St Kilda Road of cyclists and pedestrians to gauge awareness of the issue.</li> </ul>

# → Progress 2011-12

## Strategy 3: Minimise the growing impact of traffic congestion

### Action 3.2 Roads as Places

The IMAP Implementation Committee approved a revised brief for this project in February 2012. Trams are one of the defining aspects of the transport and land use system in the IMAP area. This Action proposes to research the impact of tram stops on the street environment and their contribution to making street and roads into better places in the inner Melbourne region.

A variety of tram stop designs exist in IMAP Councils areas. Some of these have been built relatively recently and appear to have had an impact on the operation of the street in which they are located. IMAP member councils have been at the forefront of innovation in tram stop design, and with the requirement to renew stops to make them compliant with the Disability Discrimination Act, the opportunity exists to make streets and roads better places. There has been relatively little research into the place making impacts of tram stops which this research hopes to address. Expressions of interest will be sought in 2012/13 to commence this work.





### Action 3.5 Reduced through traffic

Action 3.5 seeks to determine what actions can realistically be undertaken by the IMAP Councils to ameliorate the impact of through traffic in the inner Melbourne region.

The approved project brief is designed to define and assess the nature and extent of through traffic,

develop a greater understanding of through traffic issues and options and develop a plan with realistic actions for IMAP Councils to implement to reduce the impact of through traffic and advocate to the state government on relevant issues.

Expressions of interest have now been sought to research this project. Work will be undertaken in 2012/13 to complete this project.

# → Progress 2011-12

## Strategy 4: Increase public transport use

### Action 4.7 Improvements to public transport services

With Melbourne's CBD being a key destination to people moving from and through the IMAP Council's municipalities, the adoption of the Melbourne Transport Strategy has been seen as a key policy document underlying the implementation of IMAP's Action 4.7.

The City of Melbourne's new transport strategy sets key directions and targets for a growing city. Around 800,000 people move through the city every day; this is expected to increase to more than one million by 2030. The strategy acknowledges this expected growth and indicates that there is a link between how easily people can get into and around the city, and the city's economy.

Improvements to the walking environment, upgrades to the cycling network and options for city freight

delivery are part of the strategy, which was adopted by the City of Melbourne in May 2012. The report has been influential in Melbourne's wider transport discussion and debate and on the development of the State Government's transport policy agenda.

The strategy has six key directions. These are:

- › integrated transport and land use planning
- › go anywhere, anytime public transport for inner Melbourne
- › optimise the transport effectiveness of inner Melbourne's roads
- › create pedestrian friendly, high-mobility, public transport streets in the central city
- › make Melbourne a cycling city
- › foster innovative, low-impact freight and delivery in central Melbourne.



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

### Action 5.2 Affordable Housing

#### Completed

In November 2011 the IMAP Implementation Committee approved the Final Report from the Affordable Housing working party. IMAP seeks to identify new funding sources and build the capacity of housing associations to increase the supply of affordable housing across the region. The development of a model Affordable Housing Overlay for application through the Victorian planning system has been a key IMAP initiative.

The project team developed the model planning Overlay for affordable housing, investigated its economic impact on development activity and established the Inner Melbourne Affordable Housing Needs Website - an interactive database to provide data to inform the identification of housing needs and housing targets under the Overlay process. Advocacy for the proposed overlay extended to engaging with representatives of state and commonwealth governments, major developers and development industry peak bodies for feedback on the provision of affordable housing through its Planning Overlay concept.

The final report acknowledged that all avenues have been pursued to advocate for the establishment of the Affordable Housing Overlay. IMAP decided to suspend proactive work seeking to progress the Overlay until the State and/or Commonwealth Government position changed. IMAP will continue to monitor, and to advocate for future opportunities to promote affordable housing planning mechanisms and has noted other existing affordable housing mechanisms that are currently available or easier to pursue.

IMAP continues to be part of a joint funded study being undertaken by the University of Western Sydney to provide guidance on establishing Community Land Trusts (CLTs) in Australia. A manual on CLTs is in preparation.

*IMAP acknowledges the significant contribution Gary Spivak, City of Port Phillip has made to this project.*

### Action 5.3 Integrating public housing estates

IMAP approved this project brief which aims to review the means by which State Government engages with Local Government, and local stakeholders in the master planning and implementation phases of Office of Housing developments.

The project team will research current and best practice models and case studies where State Government works in partnership with Local Government, and implement an advocacy strategy to promote best practice in Melbourne.

This project aims to improve the communication of IMAP Council's expectations to State Government and to develop a comprehensive strategic framework to manage and respond to Office of Housing developments. It is hoped that greater partnership and improved communication between the State Government agencies and the IMAP Councils will result in positive land use, infrastructure and service outcomes for our communities.

### Action 5.4 and 5.5 Social infrastructure and services/ Infrastructure development

IMAP has approved the project brief for this project which aims to investigate and determine the capacity of existing social infrastructure services surrounding social housing development sites across the inner Melbourne region. Social infrastructure includes all those amenities and services provided in a precinct which improve the liveability of the area for its residents.

To respond to the state government's consultation process, municipalities need to know what capacity they currently provide for around proposed large housing development sites and the potential service gaps which exist, so that these can be considered at an early stage in the development process in order to assist the future residents of the area.

Expressions of interest will be sought in 2012-13 to commence this work.

# → Progress 2011-12

## Strategy 6: Support the distinct and diverse character of Activity Centres

### Action 6.3 Managing conflicts in Activity Centres

#### Completed

IMAP has looked to develop a consistent approach to the consideration of cumulative impact in planning applications for licensed premises and also to identify the issues regarding licensing definitions and some possible solutions. The IMAP working group had established a three part approach to cumulative impact assessment in 2009 and passed this onto the partner Councils to test and review the tools.

The IMAP Implementation Committee considered the final report for this project in November 2011. The report reviewed how the IMAP Councils have each modified their approaches and refined the IMAP working group's work having specific regard to their local issues and circumstances. It also summarised the work of the Department of Justice and DPCD during this period.

The IMAP Implementation Committee, in adopting the final report, resolved to maintain a conversation with the Department of Justice and the Victorian Commission for Gambling and Liquor Regulation (VCGLR) over continuing issues with licenced premises and application approvals. Representatives from IMAP and the VCGLR held a useful meeting on 3 May 2012 clarifying a number of operational aspects of the legislation. IMAP will continue to follow up with the Department of Justice on policy matters.

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

### Action 7.7 Universities and Regional Development

#### Completed

Through this project IMAP has worked collaboratively with inner Melbourne Universities and TAFEs to define and develop a stronger role in regional development. The current focus is on the development of a Workplace Integrated Learning (WIL) programme that would promote tertiary student placements within the IMAP councils.

Work Integrated Learning (WIL) is increasingly a key element in Melbourne's tertiary education, attracting students to courses marketed as providing work-ready graduates.

IMAP developed collaboration with the Universities and TAFEs on this project to promote tertiary student placements within the IMAP Councils. A project manager was employed to assist Council managers and tertiary institutions develop the networks required to enable greater access for students.

In the 12 months from May 2011 a broad range of deliverables and achievements were made by the IMAP WIL project team in each of the 3 project areas – **promoting WIL** and creating awareness; **strengthening WIL** processes; and **facilitating WIL** through brokering relationships.

The project achieved greater awareness from both local Councils and the Universities on how they can partner on student placements, identified those student placements relevant to local government and developed ongoing activities which promote the project achievements and deliverables to other councils. Policy and supporting documents have been developed which make it easier for managers to plan for and access students. A Student Placement Inventory and Key Contacts list was developed as an ongoing resource to help broker relationships. The project promoted greater workforce planning by Councils including student placements where particular skills are required.

IMAP hosted the Student Placement Showcase as part of Melbourne Knowledge Week on 2 December 2011 for Universities to exhibit their student placement programs to a wide range of invited Councils. As a result of its success, IMAP has determined to repeat this showcase at the 2012 Melbourne Knowledge Week event.

A conference paper on IMAP's Student Placement project is also planned for delivery at the Australian Collaborative Education Network (ACEN) conference, Geelong in October 2012.

*IMAP acknowledges the significant contribution of Alexandra Moloney, Project Manager on this project.*

Refer: [www.imap.vic.gov.au](http://www.imap.vic.gov.au) - resources section

## 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

The brief for the first stage of this new project was considered by IMAP in May 2011.

The project aims to develop a greater understanding of freight issues and options and develop expertise within IMAP Councils to enable a position on freight to be adopted. Information to be gathered on commercial and freight traffic movements will assist

in the understanding of road traffic issues relevant to the inner Melbourne region and identify the need for follow up research, surveys and analysis to provide a comprehensive understanding of future trends.

This project has been deferred awaiting the outcome of the research on "reducing through traffic" (Action 3.5).



# → Progress 2011-12

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

### Action 9.2 Environmentally sustainable design – commercial buildings

A new suite of Sustainable Design fact sheets has been jointly developed by the four IMAP city councils and made available to the public at their launch on 11 May 2012. The aim of the fact sheets is to reduce the negative environmental impacts of buildings and improve the lifestyles of people living in and using them.

The fact sheets provide detailed advice on sustainable building design requirements that should be addressed during the early design process and when lodging a planning permit application. They have been developed to suit all project types and sizes from small renovations to professional design teams working on large developments. The fact sheets identifies what sustainability initiatives could be implemented when renovating, extending or building.

Individual fact sheets have been developed for each of the 10 Key Sustainable Building Categories. Including indoor environment quality, energy efficiency, water efficiency, stormwater management, building materials, urban ecology, transport, waste management, innovation and ongoing building and site management.

Both mandatory requirements and council's best practice standards are provided along with a list of other organisations, able to provide more information.

The Fact Sheets are available on the IMAP website and each of the IMAP Council websites, helping to deliver a consistent framework for sustainable design assessment across municipalities. Copies have been distributed to major designers and developers in the city, additional reprints are being undertaken and a number of other Councils utilising the SDAPP framework have indicated an interest in using the Factsheets. Additional fact sheets will be created to further develop the series.

Refer: [www.imap.vic.gov.au](http://www.imap.vic.gov.au) - resources section

### Action 9.4 Green demonstration projects

Three separate projects have been initiated under this action.

#### Water Sensitive Cities

A short research project was undertaken to present case studies on different approaches and projects using the Water Sensitive Cities approach. The booklet, "Transitioning to a Water Sensitive City" is to assist Councils in their level of knowledge and understanding of this concept and its applicability to large development sites and precincts.

The concept of a "Water Sensitive City" addresses the need to transition away from a "Water Supply City" and develops new strategies to establish a more resilient, sustainable water system within our urban environment.

The key principles to achieve this transition strategy are to **reduce** (conserve), **reuse** (without treatment), **replace** (substitution based on fit for purpose use); and **recycle** (treatment and reuse). One of the critical aspects underpinning the planning for this is an approach which addresses the integration of public and private systems.

The booklet, published on the IMAP website, explores some of the various approaches taken in the case study areas it presents.

Refer: [www.imap.vic.gov.au](http://www.imap.vic.gov.au) - resources section





## Growing Green Guide

The Growing Green Guide for Melbourne project proposes to develop a practical tool that will increase knowledge and reduce the technical barriers of green roof and green wall construction. Using a collaborative approach between government, commercial and education institutions, it is intended that the Guide will include best practice guidelines and policy recommendations that can be readily utilised by councils, developers and planners across Victoria. The following outcomes will be delivered:

- › Victorian best practice guidelines for green roofs, wall and facades including a “how-to” guide for developers, landscapers and the general public, and standards for best practice construction.
- › Practical application of the guidelines and policy recommendations by undertaking an opportunities assessment of sites that would benefit from green roofs and walls and a demonstration project using the design guidelines.
- › Recommendations for options to integrate rooftop and vertical greening into regulatory schemes including recommended changes to the planning schemes in each municipality.

The Project Control Group has employed a council Project Officer and university Research Officer to progress this project. Following development of the project plan, timeline and communication strategy, a well attended public launch of the project was held on 11 May 2012. Working group terms of reference have been scoped and two workshops are now planned for August 2012 – to brief key stakeholders and the general public.

This project is made possible through a grant from the State Government’s Victorian Local Sustainability Accord, and contributions from The University of Melbourne and the IMAP Councils.

Refer: [www.imap.vic.gov.au](http://www.imap.vic.gov.au) - resources section

## Distributed energy

The IMAP Distributed Energy Map project is a collaboration between the IMAP Councils and CSIRO to map opportunities for energy efficiency and distributed generation in the IMAP region based on building typologies, economic activities and constraints, and opportunities in the energy distribution networks.

Work in 2011-12 focussed on establishing the project, identifying the availability of necessary data, and implementing funding and data sharing agreements between the CSIRO and the IMAP Councils. At the conclusion of 2011-12, the parties had implemented a funding grant agreement and agreed to a scope of work and timeframe for the project. Work to extract relevant Council data for the CSIRO modelling has commenced and will continue in 2012-13.

Discussions with State Government departments have taken place to identify the relevance of work previously undertaken by Sustainability Victoria and Department of Planning and Community Development. Work to engage the relevant utilities has also taken place and will continue into 2012-13.

Results of the study, including energy demand modelling, mapping of the potential for energy efficiency, demand management and distributed generation are expected at the end of 2012-13.

# → Progress 2011-12

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

### Actions 11.1 and 11.2 Regional Tourism Program

Having largely completed its actions under Strategy 11, the IMAP tourism working group undertook a strategic planning exercise in 2010 to look at how best IMAP could work with the tourism industry. A redeveloped vision, in the form of a new three year Strategic Plan, was developed with an emphasis on working collaboratively to strategically develop inner Melbourne as a vibrant and welcoming destination. In this, its second year of the Strategy, the tourism program continues to successfully enhance the inner Melbourne brand.

The Inner Melbourne map brochure continues to be the most popular publication for Melbourne visitors and the tourism industry. Approximately 47,000 copies have been distributed by IMAP per month in 2011-12. In addition the map has been made available under license to tourism related providers. With some duplication in the market, the IMAP tourism working group has been exploring alternative applications, partnering with Destination Melbourne to produce one brochure, and ensuring the IMAP map continues to be available. During 2011-12 the map was extensively reviewed to align with Public Transport Victoria's guidelines, include visitor information on Myki and test the changes with a volunteer audience.

In an effort to tap into the drive market through regional Visitor Information Centres, IMAP councils, including the City of Maribyrnong, ran a "Famil" in May 2012 for volunteers from the Geelong Visitor Information Centre, taking them to key locations in the Inner Melbourne Region. Volunteers gained a sense of inner Melbourne, better knowledge of product and gained first hand experience to enable them to further influence what visitors directed from Geelong see and do in Melbourne.

Advertising and editorial was also secured in the winter edition of Melbourne Style magazine showcasing the inner Melbourne tourism product. This information was distributed as an insert in the Herald Sun throughout regional Victoria in early July 2012.

IMAP was also a sponsor of the 22nd Annual CAUTHE (Council for Australasian University Tourism and Hospitality Education) National Conference held in Melbourne in February 2012 to promote the IMAP model, the collaboration achieved across the member Councils in conjunction with the tourism industry and to acknowledge and support skills training required in the industry. Similarly, IMAP's sponsorship of the Tourism and Events Excellence Conference held in July 2012 promoted the "excellence in strategic partnerships" theme. Attendees applauded IMAP's approach as a best practice model in the industry.



# Focus 2012-13



## IMAP Governance

IMAP will work to implement the projects and actions determined by the *IMAP Review* and ensure systems are in place to engage staff, and meet budgets and timeframes to complete projects on time. IMAP will continue to build on the recommendations from the *Review of IMAP Governance and Relationships* report to increase the effectiveness, improve governance and nurture the relationships that underpin IMAP.

## IMAP Communications & Advocacy

- › IMAP will continue to partner with key stakeholders to deliver on key issues affecting the liveability of the inner Melbourne region.
- › IMAP will continue to build on the IMAP website and Wiki as a communication tool and document repository.
- › IMAP will communicate the status of current Actions, partnerships and successes widely to promote the benefits of regional collaboration across the inner Melbourne Region.

# Focus 2012-13

## IMAP Implementation

### IMAP will complete

- › **Action 3.3** Regional parking management by looking at options for car sharing and the economic value of car parking compared with other forms of transport.
- › **Action 4.7** Improvements to public transport services through participating in the development of the Melbourne Transport Strategy review.
- › **Action 5.2** Affordable Housing by participating in the Community Land Trust research project.

### IMAP will continue

- › **Action 2.5** Bicycle network - the programme of capital works to construct bicycle laneways linking the priority routes of the cycling network across the inner Melbourne region.
- › **Action 3.5** Reduced through traffic to determine design improvements to reduce the impact of traffic through activity centres.
- › **Action 5.3** Integrating public housing estates by undertaking a combination of research, advocacy and communication strategies to further advance our approach.
- › **Action 9.2** Environmentally Sustainable Design by communicating ideas and concepts to developers and review ESD policies.

- › **Action 9.4** Green Demonstration Projects by advancing work in the project areas of Green Roofs and Distributed Energy Mapping.
- › **Action 10.1** Regional Open Space and Trail Network to map the network and to address any gaps from a regional perspective to ensure open space and linkages are preserved and enhanced.
- › **Action 11** Regional Tourism Program by developing new initiatives to increase exposure and visitation of the inner Melbourne region.

### IMAP will commence

- › **Action 3.2** Roads as Places - researching place making design around tram superstops to determine best practice approaches.
- › **Action 5.4/5.5** Social infrastructure and services/ Infrastructure developments - through research and mapping the location and capacity of existing social infrastructure services around large social housing developments.
- › **Action 7.2** Support Creative Businesses through undertaking initial consultation to support and extend the current work being undertaken by Councils and the state government in this business sector.
- › **Action 8.1** Priority for freight movement through the commissioning of research on current freight routes and priorities.



# Governance

## Membership of the IMAP Implementation Committee

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

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

- City of Yarra
- City of Melbourne
- City of Stonnington
- City of Port Phillip

### Committee Members: 1 July 2011 – 30 June 2012

**Cr Alison Clarke,**

Mayor City of Yarra (1 July 2011 – December 2011)

**Cr Geoff Barbour,**

Mayor City of Yarra (December 2011 – 30 June 2012)

**Dr Andi Diamond,**

CEO City of Yarra (1 July 2011 – April 2012)

**Mr Ivan Gilbert,**

Acting CEO City of Yarra (April 2012 – 30 June 2012)

**Cr Ken Ong,**

Chair Future Melbourne (Planning) Committee, City of Melbourne (1 July 2011 – 30 June 2012)

**Mr Geoff Lawler,**

Director City Planning & Infrastructure, City of Melbourne (1 July 2011 – 30 June 2012)

**Cr Melina Sehr,**

Mayor City of Stonnington (1 July 2011 – December 2011)

**Cr John Chandler,**

Mayor City of Stonnington (December 2011 – 30 June 2012)

**Mr Warren Roberts,**

CEO City of Stonnington (1 July 2011 – 30 June 2012)

**Cr Rachel Powning,**

Mayor City of Port Phillip (1 July 2011 – 30 June 2012)

**Ms Kay Rundle,**

CEO City of Port Phillip (1 July 2011 – 30 June 2012)

## Associate Committee Members

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

- › Department of Planning and Community Development
- › Department of Sustainability and Environment
- › Department of Business and Innovation
- › Department of Transport
- › VicRoads
- › City of Maribyrnong

# Governance

## IMAP Reporting

### Executive's Forum

The Executive's Forum is a leadership meeting of IMAP's senior executives, aimed at determining and driving regional priorities and programs, identifying synergies and opportunities and providing support to the IMAP Executive Officer. Forums are held as the need arises. Outcomes of the IMAP Executive's Forums are reported back to the IMAP Implementation Committee in formal minutes as an agenda item for discussion and ratification.

### 16 August 2011 Meeting

Key items on the agenda were:

- › IMAP proposed meetings with State Government

*Minutes were tabled and ratified at the 26 August 2011 IMAP Implementation Committee meeting.*

### 18 October 2011 Meeting

Key items on the agenda were:

- › Action 9.4 Green Demonstration Projects – funding for the Growing Green Guide project
- › Action 7.7 Universities and Regional Development – options for workforce planning through student engagement
- › City of Maribyrnong's financial contribution to IMAP projects
- › Establishment of an IMAP mapping base

*Minutes were tabled and ratified at the 18 November 2011 IMAP Implementation Committee meeting.*

### IMAP Implementation Committee Meetings

#### 26 August 2011

**(Host: City of Melbourne)**

Key items on the agenda were:

- › Confirmation of the associate membership of the City of Maribyrnong
- › Adoption of the IMAP Annual Report 2010-11
- › Action 2.4 Greenlight Project – approval of the final report and recommendations
- › Action 2.5 Bicycle Network – progress report on work undertaken on identified priority routes
- › Action 7.7 Universities and Regional Development – the Work Integrated Learning project progress report
- › Action 8.1 Priority for Freight Movement – approval of the project brief

- › Action 9.4 Growing Green Guide Project – approval of the project budget
- › Action 9.4 Distributed Energy Project – approval of the project brief and budget
- › Action 11 Regional Tourism – progress report on year 1 and proposals for year 2 of the Three year Strategic Plan

*Minutes were tabled and ratified at the 18 November 2011 IMAP Implementation Committee meeting*

#### 18 November 2011

**(Host: City of Stonnington)**

Key items on the agenda were:

- › IMAP Three Year Implementation Plan approval
- › Reporting back on the meeting with the Minister for Local Government
- › Action 3.5 Reduced through Traffic – approval of the project brief
- › Action 5.2 Affordable Housing – final report on advocacy for an affordable housing overlay
- › Actions 5.4 and 5.5 Social Infrastructure and services/Infrastructure development – approval of the project brief and budget
- › Action 6.3 Conflicts in Activity Centres – approval of the final report
- › Action 9.4 Water Sensitive Cities – approval of the final report for distribution

*Minutes were tabled and ratified at the 24 February 2012 IMAP Implementation Committee meeting*

#### 24 February 2012

**(Host: City of Port Phillip)**

Key items on the agenda were:

- › Presentation from W Roberts on his USA and UK tour – sustainability projects
- › Action 3.2 Roads as Places – approval of the revised project brief and budget
- › Action 3.5 Reduced through Traffic – confirmation of the project brief and budget
- › Action 5.3 Integrating Public Housing estates – approval of the project brief and budget
- › Action 9.2 ESD Commercial buildings – progress report on development of ten Sustainable Design Factsheets for distribution
- › Action 9.4 Growing Green Guide – approval of the project plan, governance and timeline
- › Action 9.4 Distributed Energy – approval of the CSIRO project brief and overall budget

*Minutes were tabled and ratified at the 25 May 2012 IMAP Implementation Committee meeting*

## 25 May 2012 (Host: City of Yarra)

Key items on the agenda were:

- › Presentation by the Department on Transport on Tram Route 96
- › Presentation by the City of Melbourne on the Knowledge Melbourne project
- › Presentation by the Department of Business and Innovation Victorian Government Business Office for Melbourne Central
- › Action 5.3 Integrating Public Housing Estates – approval of project funding review request
- › Action 6.3 Conflict in Activity Centres – update on the IMAP meeting with the Victorian Commission for Gambling and Liquor Regulation
- › Action 7.7 Universities and regional development – approval of the final report on student placements in Councils
- › Action 11 Regional Tourism project – progress report and strategic plan approval

*Minutes will be tabled and ratified at the 31 August 2012 IMAP Implementation Committee meeting*

## Promotion and communication of IMAP projects

The Department of Transport has promoted the work of IMAP through a conference paper at the **State of Australian Cities Conference** in Melbourne in late 2011 which made reference to the Greenlight project (Action 2.2) findings. (Refer “*Maintaining pedestrian access through signalised crossings – Hutchinson – SOAC Full Paper*”). In addition, details of IMAP’s Wayfinding signs project (Action 2.4) were included in a **Wayfinding Guide publication** developed by the Department of Transport in October 2011.

IMAP hosted the Student Placement Showcase (Action 7.7) as part of **Melbourne Knowledge Week** in October 2011 and provided space for universities and other organisations to exhibit their student placement programs to IMAP Councils and other municipalities invited to attend the event. As a result of its success, IMAP has determined to repeat this showcase at the 2012 Melbourne Knowledge Week event. A conference paper on IMAP’s Student Placement project is also planned for delivery at the **ACEN conference**, Geelong in October 2012.

The **public launch of IMAP’s Growing Green Guide Project** (Action 9.4) with project partners, the University of Melbourne and Department of Sustainability and Environment, was held on a Melbourne rooftop in May 2012. In addition, the event showcased the **public release of IMAP’s 10 Sustainable Design Factsheets** (Action 9.2) which have been developed for use by municipalities beyond the IMAP region to provide consistent information to developers on sustainable design solutions. Both projects received print media coverage and they are promoted on the **IMAP and IMAP Council’s websites**. The Factsheets have been requested by other Councils in Melbourne.

The work of IMAP’s Regional Tourism group (Action 11) profiling and strategically positioning Inner Melbourne was promoted during the year through sponsorship of the **22nd Annual CAUTHE (Council for Australasian University Tourism and Hospitality Education) National Conference** in Melbourne during February 2012 and the **Tourism and Events Excellence Conference** held at the MCG during July 2012. In addition, promotion of the inner region to the **Geelong Visitor Centre** Volunteers through a Famil tour of Inner Melbourne in May 2012 proved a successful approach for improving knowledge of the area to visitors. IMAP’s popular regional tourist map has also been reproduced in a larger number of **tourist publications** during the year through establishing licensing agreements to enable wider distribution.



# Governance

## Statement of attendance

**From 1 July 2011 to 30 June 2012**

Committee member	Position	IMAP Implementation Committee Membership dates to 30 June 2012	Attendance	
			Meetings Attended	Apologies
Cr Alison Clarke	Mayor, City of Yarra	Jul 2011 - Dec 2011	Two (2)	Nil (0)
Cr Geoff Barbour	Mayor, City of Yarra	Dec 2011 - Jun 2012	Two (2)	Nil (0)
Cr Rachel Powning	Mayor, City of Port Phillip	Jul 2011 - Jun 2012	Three (3)	One (1)
Cr Melina Sehr	Mayor, City of Stonnington	Jul 2011 - Dec 2011	Two (2)	Nil (0)
Cr John Chandler	Mayor, City of Stonnington	Dec 2011 - Jun 2012	Two (2)	Nil (0)
Cr Ken Ong	Chair, Future Melbourne (Planning) Committee, City of Melbourne	Jul 2011 - Jun 2012	Four (4)	Nil (0)
Dr Andi Diamond	Chief Executive Officer, City of Yarra	Jul 2011 - Apr 2012	Three (3)	Nil (0)
Mr Ivan Gilbert	Acting Chief Executive Officer, City of Yarra	Apr 2012 - Jun 2012	One (1)	Nil (0)
Ms Kay Rundle	Chief Executive Officer, City of Port Phillip	Jul 2011 - Jun 2012	Four (4)	Nil (0)
Mr Warren Roberts	Chief Executive Officer, City of Stonnington	Jul 2011 - Jun 2012	Four (4)	Nil (0)
Mr Geoff Lawler	Director, City Planning & Infrastructure City of Melbourne	Jul 2011 - Jun 2012	Three (3)	Nil (0)
Ms Linda Weatherson	Acting Director, City Planning & Infrastructure, City of Melbourne	Feb 2012	One (1)	Nil (0)

## Associate Partner Representatives

Member	Department	Attendance	
		Meetings attended	Apologies
Mr Adrian Salmon	Department of Planning and Community Development	Three (3)	One (1)
Mr Rod Anderson	Department of Sustainability and Environment	Two (2)	Two (2)
Ms Adele McCarthy	Department of Transport	Three (3)	Nil (0)
Ms Rebecca Collins	Department of Transport	One (1)	Nil (0)
Mr Tony Pensabene	Department of Business and Innovation	One (1)	Two (2)
Mr Steve Booth	Department of Business and Innovation	One (1)	Nil (0)
Mr Nial Finegan	VicRoads	Two (2)	One (1)
Ms Patricia Liew	VicRoads	One (1)	Nil (0)
Mr Vince Haining	City of Maribyrnong	Four (4)	Nil (0)
Cr Sarah Carter	City of Maribyrnong	One (1)	One (1)
Cr John Cumming	City of Maribyrnong	Two (2)	Nil (0)

# Financial statement

Total income for the 2011/12 financial year to the Inner Melbourne Action Plan [IMAP], derived from IMAP partner Councils and IMAP map licensees was \$343,400.

This includes the IMAP partner Councils' annual contribution of \$120,000 plus a further \$80,000 paid towards regional tourism projects undertaken by IMAP. Contributions from the City of Maribyrnong (\$35,830) and additional funding for specific projects (Growing Green Guide, Distributed Energy mapping and additional Tourism Map reprints) made up the total.

No Victorian government grants were received directly by IMAP, however Sustainability Accord Funding has been awarded by the Department of Sustainability and Environment for the Growing Green Guide project.

These funds are being administered by the City of Melbourne as lead council on this project.

The total expenditure for the 2011-12 financial year for professional services, website administration and sundry items relating to IMAP Actions was \$297,269.

This results in a positive balance to the IMAP account in the financial year of \$46,131. Retained Earnings carried forward from the previous financial year as at 1 July 2011 was \$302,577. Therefore the Accumulated Surplus for the year ending 30 June 2012 was \$348,708. These funds have been allocated to current and new projects approved in the 3-Year Implementation Plan in November 2011. The positive balance in the account is due to the timing in implementing these projects.

## IMAP Financial Statement as at 30 June 2012

Actual to 30 June 2012

Income		\$
Annual IMAP Council Partner contributions		120,000
Other contributions		
> Action 9.4 - IMAP Councils Distributed Energy Contribution	40,500	
> Action 9.4 - IMAP Councils Growing Green Guide Contribution	40,000	
> Strategy 11 - IMAP Councils Tourism Contribution	80,000	
> Strategy 11 - IMAP Map Annual License fees (3)	1,170	
> Strategy 11 - City of Maribyrnong Tourism Contribution	20,000	
> Strategy 11 - Additional tourism funds - Tourism projects	20,000	
> City of Maribyrnong - transport projects	15,830	
> Training Reimbursement	5,900	223,400
Victorian Government Grants		0
<b>Total Income</b>		<b>343,400</b>
Expenditure		
Professional Services		
> Action 5.2 Affordable Housing	10,000	
> Action 7.7 Universities & Regional Development	27,247	
> Action 9.2 Sustainable Design factsheets	37,307	
> Action 9.4 Water Sensitive Cities report	4,900	
> Action 9.4 Distributed Energy mapping	100,000	
> Strategy 11 Regional Tourism	107,535	286,989
IMAP Annual Report 2010-11		6,480
IMAP Website Administration		2,646
Sundry Expenditure		1,152
<b>Total Expenditure</b>		<b>297,269</b>
<b>Net Surplus for Year Ending 30 June 2012</b>		<b>46,131</b>
<b>Retained Earnings Carried Forward (2010-11)</b>		<b>302,577</b>
<b>Accumulated Surplus for Year Ending 30 June 2012</b>		<b>348,708</b>

Notes: 1.The IMAP Executive Officer position was initially rotated annually with each host council paying all costs. However from 2009/10 it was agreed the position would be hosted by the City of Stonnington for 3 years with the IMAP councils contributing a quarter of the operational costs annually from 2010/11. This contribution is not indicated above.

# Progress Summary

Strategy	Action	Status
Heritage	1.1 Heritage statement of significance	Completed
	1.2 Public realm infrastructure standards	
	1.3 Built form controls	
	1.4 Boulevards & major roads	Current
	1.5 Key urban squares	
Link Transport Routes	2.1 Regional physical infrastructure	
	2.2 Wayfinding signage	Completed
	2.3 Bicycle network legibility	Completed
	2.4 Pedestrian priority areas - Greenlight project	Completed
	2.5 Bicycle network	Current
	2.6 Tram & Rail network	Ongoing advocacy
Traffic Congestion	3.1 Commuter car use	Closed
	3.2 Roads as Places	Current
	3.3 Regional parking management	Current
	3.4 40% by 2020	Closed
	3.5 Reduced through traffic	Current
Public Transport	4.1 Travel Smart	Closed
	4.2 Street design standards	
	4.3 Think Tram	Ongoing advocacy
	4.4 Enhanced bus priority	Ongoing advocacy
	4.5 Improved public transport infrastructure	Ongoing advocacy
	4.6 Public transport pricing	Closed
	4.7 Improvements to public transport services	Current
Population Increase	5.1 Regional housing statement	Ongoing advocacy
	5.2 Affordable housing	Completed
	5.3 Integrating public housing	Current
	5.4 Social infrastructure & services	Current
	5.5 Infrastructure development	Current



Strategy	Action	Status
<b>Activity Centres</b>	6.1 Activity centre local policy	
	6.2 Activity centre public environment	
	6.3 Managing conflicts	Completed
	6.4 New cultural facilities	
	6.5 Activity centre services	
<b>Knowledge Rich Business Sectors</b>	7.1 Government industry links	Closed
	7.2 Support creative businesses	
	7.3 Improved information	Closed
	7.4 Regional economic development statement	Completed
	7.5 Wireless broadband	Closed
	7.6 Exporting health services	Closed
	7.7 Universities & regional development	Completed
<b>Freight</b>	8.1 Priority for freight movement	Current
	8.2 Improved links to the port	
<b>Environmental Sustainability</b>	9.1 Regional sustainability targets	Completed
	9.2 Environmental sustainable design	Current
	9.3 Water sensitive urban design	Completed
	9.4 Green demonstration projects	Current
	9.5 Community capacity for sustainability	
	9.6 Recycled water for open space	Completed
<b>Regional Open Space Network</b>	10.1 Regional open space & trail network	Current
	10.2 Physical infrastructure needs	
	10.3 Open space links	Current
	10.4 Riparian open space project	
	10.5 Wild life links	
	10.6 Foreshore open space	
	10.7 Waterways planning & management	
<b>Regional Tourism</b>	11.1 Inner Melbourne map	Completed Ongoing
	11.2 Regional tourism programme	Completed Ongoing







# Contact information



[www.imap.vic.gov.au](http://www.imap.vic.gov.au)

For further information, please contact:

**Elissa McElroy**  
**IMAP Executive Officer**

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

Telephone: 8290 1110  
Mobile: 0404 248 450  
Email: [emcelroy@stonnington.vic.gov.au](mailto:emcelroy@stonnington.vic.gov.au)

# Introduction

## The Inner Melbourne Action Plan

Making the Inner Melbourne Region more liveable is the simple objective of IMAP, the Inner Melbourne Action Plan. IMAP works collaboratively to strengthen the liveability, attractiveness and prosperity of the region in response to the growth indicators in the Victorian Government's Melbourne 2030 strategy. Completed actions have delivered innovative solutions, recommended changes to planning schemes, and delivered strategies based on qualitative

research and implementation of best practice practical applications. Melbourne's inner metropolitan Councils, the Cities of Melbourne, Yarra, Stonnington and Port Phillip have worked together for six years implementing the IMAP, concentrating on actions that can be completed within a 10 year timeframe. IMAP works closely with a number of government departments and agencies to advocate on issues facing the

inner Melbourne region and foster cooperation. In 2011, IMAP extended representation on the Committee to include VicRoads, DSE and the City of Maribyrnong. IMAP will continue to deliver agreed regional outcomes with a focus on ensuring the continued development and liveability of the inner Melbourne region. IMAP will continue to plan and implement, influence and drive, promote and position the inner Melbourne region.



For a copy of the IMAP Annual Report visit  
**[www.imap.vic.gov.au](http://www.imap.vic.gov.au)**

Inner Melbourne Action Plan 'IMAP' *Making Melbourne more liveable*



## Annual Report Summary 2011 → 2012

For further information  
please contact:

**Elissa McElroy**  
IMAP Executive Officer

Officer Location: City of Stonnington  
Malvern Town Hall, Cnr Glenferrie Road and High Street,  
Malvern Vic 3144  
PO Box 21 Prahran Vic 3181  
Tel: 8290 1110  
Mobile: 0404 248 450  
Email: [emcelroy@stonnington.vic.gov.au](mailto:emcelroy@stonnington.vic.gov.au)

STO1600 JVD



Inner Melbourne Action Plan  
'Making Melbourne More Liveable'



Inner Melbourne Action Plan  
'Making Melbourne More Liveable'



# Welcome

Melbourne continues to be recognized as one of the world's most liveable cities.

Melbourne's inner metropolitan Councils, the cities of Melbourne, Yarra, Stonnington and Port Phillip work together in a unique partnership to implement the IMAP projects. The Inner Melbourne Action Plan (IMAP) identifies 57 actions within 11 strategies that aim to help build an inner Melbourne region that fosters creativity, liveability, prosperity and sustainability. The key strategic directions of IMAP are transport

and connectedness, housing affordability, and sustainable environment and liveability.

2011/12 has been the sixth year of IMAP's implementation. A number of new projects have been approved for commencement looking at freight priority routes, through traffic, the design of places around the tram super stops, social housing infrastructure and integration, and energy mapping.

**IMAP continues its successful regional tourism promotion and a number of**

**ongoing research and demonstration projects.** It has engaged through Melbourne Knowledge Week and two major tourism conferences as well as with state government on shared concerns.

IMAP completed the publication of a Water Sensitive Cities booklet, a suite of Sustainable Design Factsheets for developers, and resource material to enable tertiary student engagement by local government and will continue to seek innovative and creative solutions to enhance our City.



*Geoff Barbour*

**Cr Geoff Barbour**  
Mayor  
City of Yarra



*John Chandler*

**Cr John Chandler**  
Mayor  
City of Stonnington



*R. Powning*

**Cr Rachel Powning**  
Mayor  
City of Port Phillip



*Ken Ong*

**Cr Ken Ong**  
Chair  
Future Melbourne  
(Planning) Committee  
City of Melbourne

# Progress 2011→2012



- Greater collaboration and involvement of the City of Maribyrnong in IMAP's activities in regional tourism and transport.
- Continued work on developing the bicycle network, linking priority routes across the inner city's municipal boundaries [Action 2.5].
- Establishing new projects to research the impact of through traffic and new tram stops on the street environment [Actions 3.2 and 3.5].
- Participation in national research on Community Land Trusts to determine the applicability of this model in establishing affordable housing in Australia [Action 5.2].
- Commencing a review of the means by which state government engages with local government and local stakeholders in the master planning and implementation phases of Office of Housing developments to develop a best practice model for housing partnership to achieve great outcomes for communities [Action 5.3].
- Meeting with the Victorian Commission for Gambling and Liquor Regulation on alcohol-related issues in inner Melbourne [Action 6.3].
- Increasing communication networks between Councils and Universities through promotion of student placements and showcasing work integrated learning opportunities as part of Melbourne Knowledge Week [Action 7.7].
- Development of a factsheet suite that details the 10 Key Sustainable Building Categories - detailed advice for builders and developers on sustainable building design at the planning permit application stage [Action 9.2].

- Launching the Growing Green Guide project in conjunction with the University of Melbourne and the Victorian Local Sustainability Accord to create a technical guide for the construction of green roofs and walls, develop recommendations for integrating rooftop and vertical greening into regulatory schemes and identify prime sites for future development of green roofs, walls and facades in the inner Melbourne region [Action 9.4].
- Publication of an information booklet on Water Sensitive Cities which promotes the need to transition away from a "water supply city" towards new strategies which develop a more resilient, sustainable water system within our urban environment [Action 9.4].
- Commencement of a partnership with CSIRO to map opportunities for energy efficiency and distributed generation in the IMAP region based on building typologies, economic activities and constraints, and opportunities in the energy distribution networks [Action 9.4].
- Development and review of the Inner Melbourne Region's Tourist Map to update public transport information and to license it for greater circulation as Melbourne's most sought after map [Action 11].
- Promotion of inner Melbourne as a visitor destination throughout regional Victoria through a Famil tour for Geelong Visitor Centre volunteers and advertising through Melbourne Style magazine for wide distribution via the Herald Sun [Action 11].

## Future Focus

IMAP continues to progress a broad range of projects. The IMAP Implementation Committee updated its Three Year Implementation Plan in November 2011 and requested an increase in project contributions from the four partner councils in 2012-13 to ensure all new projects can continue to progress. The City of Maribyrnong has also contributed funds towards regional tourism and transport projects allowing for an increase in scope in these projects. The cost sharing approach of IMAP continues to be an attractive model for funding creative ideas.

A number of new projects arising from the 2009/10 IMAP Review have taken time to develop their project briefs. However, with these now adopted, the forthcoming year should see some interesting and innovative solutions for consideration by the IMAP Implementation Committee. IMAP continues to receive support for its positive collaborative approach, with a number of its projects attracting interest from other municipalities and organizations.

# IMAP Progress Report

## August 2012

---

The Inner Melbourne Action Plan (IMAP) identifies 57 actions within 11 regional strategies to help build the inner Melbourne region to embody creativity, liveability, prosperity and sustainability across a range of diverse neighbourhoods.

The following Actions have been **COMPLETED**:

Action 1.1 Inner Melbourne *Statement of Significance*

Action 2.2 Coordinated pedestrian and public transport Signage (Wayfinding)

Action 2.3 Bicycle Network Legibility – *Priority Bicycle Network Report*

Action 2.4 Walking links and pedestrian priority areas (Greenlight)

Action 3.3 Regional Parking Management - *Report on Parking; Car sharing*

Action 5.2 Affordable Housing - *Needs Website (May 08); planning overlay advocacy*

Action 6.3 Activity Centres -*Cumulative Impact Assessment tools; Local planning amendments*

Action 7.4 Regional Economic Development *Statement*

Action 7.7 Universities and Regional Development – *Student placement processes*

Action 9.1 Regional Sustainability Targets – *Audit of IMAP Councils*

Action 9.3 Water Sensitive Urban Design - *Model Guidelines*

Action 9.6 Use of Recycled Water in Open Space – *Technical Notes*

Action 11.1 Inner Melbourne Map – Inner Melbourne Region *Visitor Map*

Action 11.2 Regional Tourism Program – *Research & Itineraries*

### Other Achievements

Merit Award for Regional Action in Water Sensitive Urban Design at the Stormwater Victoria Awards

IMAP Bicycle Network - Presentation at the Bike Futures 2009 Conference

Presentation to Planning Students at Melbourne University 2009 & 2010

### IMAP Annual Report 2010-11

#### Governance

- Annual Reports
- Goods & Services Procurement Policy
- Governance & Relationships Report
- IMAP Plan Review 2010; Financial Review 2010
- Memorandum of Understanding –Intellectual Property

#### Communications

- IMAP Website
- National Conference presentation (March 09)
- Club IMAP
- Council Briefings

#### Advocacy

- Ministerial Briefings – Ministers Wynne, Madden, Kosky, Plibersek, Powell
- Briefings to DIIRD & SGS consultants
- IMAP acknowledgements:
  - State Government's Cycling Strategy
  - Interdepartmental Committee (Department of Justice)
  - Melbourne Water (WSUD)
  - Department of Transport Wayfinding Signs Guide
  - Department of Transport and VicRoads – Greenlight Project

### Action 1.4 Boulevards and Major Roads

#### Preliminary work – IN PROGRESS

The IMAP Implementation Committee has been keeping a watching brief on the work being undertaken by VicRoads on the Hoddle Street Study. The VicRoads Project Manager attended the May 2011 Committee meeting to provide an update on the research undertaken and options being considered for Hoddle Street improvements. Awaits state government decisions.

### Action 2.5 Bicycle Network

#### Implementation of Priority Routes - IN PROGRESS

- Action 2.3 delivered the Priority Bicycle Network for IMAP (January 2008) forming the basis for the implementation of Action 2.5.
- Focus is on the high bicycle usage routes or those routes which have the potential to carry significantly increased bicycle volumes as they:
  - require the most work to bring them up to a standard that could safely accommodate increasing bicycle volumes.
  - provide the opportunity to implement “best practice” separation and delineation treatments being designed and installed in various municipalities; promote and share this knowledge more
- The Working Group reported their gap analysis of the network to the IMAP Implementation Committee in May 2010. The Committee identified the need to fast track completion of the network and to establish coordinated design guidelines for standardized bike lane treatments across the IMAP councils.
- The project team was expanded in 2011-12 with the addition of representatives from the City of Maribyrnong. The project team continued to make some progress across the bicycle network with capital work improvements completed or being developed for La Trobe Street, Cecil Street (Part 2), Brunswick Street, Heidelberg Road and Wellington Street, amongst others.
- The City of Melbourne has committed \$5.6 million funding for 2012/13 and is currently completing its new Bike Plan 2012-16. Despite the State Government's advice regarding zero funding on bikes across the State, Councils continue to work alongside VicRoads in developing projects for future implementation that are aligned with the Principal Bicycle Network. State Government recently contacted Councils to invite them to a workshop to progress a State Cycling Strategy.
- The 2012 Super Tuesday bicycle survey counts confirm that cycling numbers continue to increase across the IMAP area.

### Action 3.2 Roads as Places

#### IN PROGRESS

- A Briefing paper was prepared for consideration by the IMAP Implementation Committee on 19 February 2010. A revised brief was approved at the February 2012 Committee meeting which looks at the place making attributes around tram super stops. Expressions of Interest will be sought for this work in 2012-13.

### Action 3.3 Regional Approach to Parking Management

#### Stage 1 – COMPLETE

In November 2009 the working group reported back on:

- the 2008 audit which identified current parking status and gaps
- the development of 6 'guiding principles' for the management of existing parking supply in Activity Centres.
- Parking measures to mitigate car travel
- Provision of parking in new developments
- Management of existing parking supply
- Integrated Travel Plans and Green Travel Plans were also researched and direction sought from the Department of Transport.

#### Stage 2 – IN PROGRESS

- Research on Car Sharing was reported to the IMAP Committee in August 2010 and is being trialled in some IMAP council areas.
- The Department of Transport is undertaking research on Strip Shopping Centres and Transport and the value of parking activity and will present their findings in due course to complete this Action.

### Action 3.5 Reduced through traffic

#### IN PROGRESS

- The brief for this new project was approved in February 2012. The project aims to provide a better understanding and knowledge of through traffic movements within Inner Melbourne, however through traffic is defined.
- There is an extensive array of transport studies that detail the implications of road traffic within Inner Melbourne. The key aims of this project are to :
  - Define and assess the nature and extent of through traffic on the member Councils' areas
  - Assess the impacts and issues associated with the through traffic impact from traffic management, social and economic perspectives
  - Determine what are the optimum actions to address the impacts determined
  - Produce a plan outlining realistic actions the member Councils can take to reduce the impact of through traffic on their communities, particularly in relation to influencing the development of VicRoads Network Operating Plans
- The project involves a desk top study initially that will identify data and documents held by IMAP Councils, Department of Transport, Vic Roads and relevant transport agencies to gauge the extent of, and determine the nature/magnitude/impacts of through traffic. The successful tenderer is due to be appointed following a review panel assessment of tenders received.

### Action 4.7 Improvements to Public Transport Services

#### IN PROGRESS

This new project links in with the City of Melbourne's Transport Strategy Update 2011. The draft Strategy was discussed with the IMAP Implementation Committee at its May meeting. Following a second round of consultation in March 2012, the City of Melbourne has now adopted the policy.

### Action 5.2 Affordable Housing

#### COMPLETED

The project team will continue to monitor and promote planning mechanisms when opportunities arise and report back as necessary.

#### Research - IN PROGRESS

- Research commissioned by the City of Port Phillip on "Affordable Housing Development Models" prepared by Affordable Housing Solutions [AHS] was made available to the IMAP councils in March 2011 for consideration.
- In May 2011, IMAP agreed to provide some financial support, along with others, for research to be undertaken on Community Land Trust models and their application in Australia. This is now proceeding and Progress reports will be provided to the Committee in due course.

### Action 5.3 Integrating Public Housing Estates

#### IN PROGRESS

- The February 2012 Committee meeting approved a brief for this new project which aims to develop a communications strategy to help Councils and the Office of Housing work in greater partnership during the planning of new social housing developments.
- The consultant working on this project held a workshop with the project team during August 2012 and will present initial findings of the research to the Committee at the 31<sup>st</sup> August meeting.

### Action 5.4 and 5.5 Social Infrastructure and Services/Infrastructure Development

#### IN PROGRESS

- This new project proposes to undertake research to identify the capacity of social services currently provided to social housing developments, across the IMAP region, both existing and proposed, and to identify gaps which may exist in service provision. In addition the project aims to map the way people move through the municipalities and how this affects services. An initial project brief was approved at the November 2011 Committee meeting.
- The project has been delayed due to capacity constraints but will call for Expressions of Interest in August/September 2012.

### Action 6.3 Managing Conflict in Activity Centres

#### Stage 1 – COMPLETED

- Key 'tools' have been developed to aid in the assessment of Cumulative Impact:

#### Stage 2 – COMPLETED

- The Cumulative Impact 'tools' have been tested and modified by individual councils.

- The City of Stonnington prepared a planning amendment to limit hours and patron numbers which has been approved by the Planning Minister and took effect on 2 February 2012.
- The Project Team's final report was considered at the November 2011 meeting. The Committee determined that it would seek a meeting with key personnel in state government to review work undertaken to date and discuss solutions to ongoing issues.

#### Consultation - IN PROGRESS

- A report on the meeting with the VCGLR was presented to the May 2012 meeting. Further consultation with the VCGLR is progressing. IMAP has requested that a submission be prepared to address policy issues relating to the freeze and the Definitions issues with the Department of Justice.

### Action 7.7 Universities and Regional Development

#### COMPLETED

- An *Integrated Workplace Learning Program* was scoped to identify the potential of this program for all stakeholders and the following has been undertaken:
  - Workshops held in February and May 2010.
  - Development of a Manager's Guide with a checklist and responses to Frequently Asked Questions as a resource for councils
  - A part time staff position created to promote Students in Councils across the IMAP Councils was filled in May 2011 with progress reported back in August.
  - A Showcase, as part of Melbourne Knowledge Week was successfully hosted by the City of Melbourne on 2 December 2011. Council managers from a range of municipalities met with university representatives to develop networks.
  - Council's intranets have been updated with resource material so that information is readily available to Council managers on processes to employ a student.
- The final report was considered by IMAP in May 2012. The Committee determined that the showcase, as part of Melbourne Knowledge Week, should be continued and that resourcing to maintain the contacts database be determined.

### Action 8.1 Priority for Freight Movement

#### IN PROGRESS

- This new project proposes some initial research be undertaken to determine the current freight movements through the IMAP region as a start point to understanding the needs and impacts of the current system. The brief for the first stage of this project was considered at the May IMAP Implementation Committee meeting.
- This project is deferred awaiting research being undertaken under Action 3.5.

### Action 9.2 Environmentally Sustainable Design – commercial buildings

#### IN PROGRESS

There are three parts to this project:

1. Communication Strategy – development of ESD guidelines for publication
2. Review the current ESD policy position in Melbourne
3. Identify ESD retrofit issues

### Stage 1 – IN PROGRESS

- Work on the Communication Strategy commenced in December 2010. ESD topics were identified and written up in the form of Factsheets for publication. The Working Group updated the IMAP Implementation Committee in March 2011 and February 2012 on progress to date.
- The Factsheets pack was formally launched at a function held at the City of Melbourne on 11 May 2012 with the first 10 topics now available on Council websites. Topics include:
  - Indoor environment quality
  - Energy efficiency
  - Water efficiency
  - Stormwater management
  - Building materials
  - Transport
  - Waste management
  - Urban ecology
  - Innovation
  - Construction and building management
- Additional topics for distribution are in preparation.

### Action 9.3 Water Sensitive Urban Design

#### Stage 1 – COMPLETE

- *Model WSUD Guidelines* completed and endorsed.

#### Stage 2 – IN PROGRESS

- *Draft Stormwater Management local planning policy* has been refined following feedback from DPCD and is consistent with the recently gazetted City of Bayside Clause 44 WSUD amendment.
- Feedback received from Melbourne Water and the Department of Sustainability Office of Water has been positive and supportive of the policy.
- In April 2010 councils received approval from DPCD to jointly exhibit the amendment commencing 1 July 2010. The documents have now been lodged with the Minister for Planning for approval since September 2010. Councils have advocated to the new Minister to have this matter finalised.
- A letter was sent to the Minister by the IMAP Councils in June 2012 requesting that this matter be considered now that the *Living Melbourne Living Victoria* policy has been adopted by state government.

### Action 9.4 Green Demonstration Projects

#### IN PROGRESS

There are three parts to this project:

1. Water Sensitive Cities
2. Green Roof Initiatives
3. Distributed Energy

#### 1. Water Sensitive Cities - COMPLETED

- An overview of Water Sensitive Cities has been prepared including case studies to demonstrate how the principles can be applied and enhance the liveability vision for our urban precincts. The Final Report was considered at the November 2011 meeting. The

report has been circulated to neighbouring municipalities for information and is available on the IMAP website.

## 2. Growing Green Guide – IN PROGRESS

- The Green Roof Initiative aims to improve knowledge on green roofs, walls and facades and create solutions for the current barriers to implementation. The application for Sustainability Accord funding was successful. In conjunction with IMAP funding, the project aims to
  - develop Victorian technical guidelines - a “Growing Green Guide”;
  - develop recommendations for options to integrate greening into regulatory schemes
  - identify potential sites and work up feasibility studies

In addition it is proposed that practical application of the guidelines and policy recommendations could be undertaken through a demonstration project.

- The governance structure and timeline is now in place and the Project Officer and Research Officer appointed. The project was successfully launched at a well attended function at the City of Melbourne on 11 May 2012.
- Two stakeholder workshops were held during August and the make up of the Reference groups is now being determined. A progress report to the IMAP Implementation Committee has been prepared for the August meeting outlining some of the feedback received.

## 3. Distributed Energy Mapping – IN PROGRESS

- The Distributed Energy project aims to undertake an analysis of the potential for distributed energy in the IMAP area (district scale cogeneration, renewable and energy efficiencies) and develop business models for implementing commercially viable distributed energy systems in Melbourne.
- Work in 2011/12 focussed on establishing the project, identifying the availability of necessary data, and implementing funding and data sharing agreements between the CSIRO and the IMAP Councils. At the conclusion of 2011/12, the CSIRO and the City of Melbourne had implemented a funding grant agreement and agreed to a scope of work and timeframe for the project. Work to extract relevant Council data for the CSIRO modelling has commenced and will continue in 2012/13.
- Discussions with State Government departments have taken place to identify the relevance of work previously undertaken by Sustainability Victoria and Department of Planning and Community Development. Work to engage the relevant utilities has also taken place and will continue into 2012/13.
- Results of the study, including energy demand modelling, mapping of the potential for energy efficiency, demand management and distributed generation are expected at the end of 2012/13.

## Action 10.1 Regional Open Space and Trail Network

### IN PROGRESS

A working group presented a draft Project Plan to the IMAP Committee 28 August 2009.

In February 2010 the Working group detailed timeframe of the stages, desktop audit, engagement of partners and the development of an Implementation Plan, and in May 2010 updated the Committee on how the project has been integrated into actions being undertaken by state government agencies.

Since February 2011 GIS staff have been assisting the project by initiating the collation of land information across the 4 councils onto a base map. The next step is to map public realm and open space strategies of the IMAP councils across this base data to build up a detailed picture of future planning strategies and the linkages between them.

### Strategy 11 – Regional Tourism

Stage 1 - Visitors Map - **COMPLETE**

Stage 2 - Regional Tourism Program & Experiential Packages – **COMPLETE**

Stage 3 - Visitor Profile and Satisfaction Study – **COMPLETE**

Stage 4 – **IN PROGRESS**

A three year Strategic Plan for Regional Tourism was reported and adopted by the IMAP Implementation Committee in May 2010. A range of initiatives were identified for implementation which builds on the previous work undertaken.

- **Licensing the tourism map to other tourist providers**
  - The Inner Melbourne map brochure continues to be the most popular publication for Melbourne visitors and the tourism industry. Approximately 47,000 copies have been distributed by IMAP per month in 2011/12.
  - The map has been made available under license to three tourism related providers.
  - With some duplication in the market, the IMAP Tourism working group has been exploring alternative applications, partnering with Destination Melbourne to produce one brochure, and ensuring the IMAP map continues to be available.
  - During 2011/12 the map was extensively reviewed to align with Public Transport Victoria's guidelines, include visitor information on Myki and test the changes with a volunteer audience.
- **Publicity to promote Inner Melbourne to the regions through:**
  - **inclusion in the Melbourne Style Magazine distributed as an inset in the Herald Sun**
  - **a Famil tour of Geelong tourist volunteers to points of interest in the 5 municipalities**
    - To tap into the drive market through regional Visitor Information Centres, IMAP councils, including the City of Maribyrnong, ran a "Famil" in May 2012 for volunteers from the Geelong Visitor Information Centre, taking them to key locations in the Inner Melbourne Region. Volunteers gained a sense of inner Melbourne, better knowledge of product and gained first hand experience to enable them to further influence what visitors directed from Geelong see and do in Melbourne.
    - Advertising and editorial was also secured in the winter edition of Melbourne Style magazine showcasing the inner Melbourne tourism product. This information was distributed as an inset in the Herald Sun throughout regional Victoria in early July 2012.
    - IMAP was also a sponsor of the 22<sup>nd</sup> Annual CAUTHE (Council for Australasian University Tourism and Hospitality Education) National Conference held in Melbourne in February 2012 to promote the IMAP model, the collaboration achieved across the member Councils in conjunction with the tourism industry and to acknowledge and support skills training required in the industry. Similarly, IMAP's sponsorship of the Tourism and Events Excellence Conference held in July 2012 promoted the "excellence in strategic partnerships" theme. Attendees applauded IMAP's approach as a best practice model in the industry.

These projects will continue to add value, deliver stronger relationships, practical solutions and strategic directions and influence the liveability and sustainability of the inner Melbourne region.

## **Inner Melbourne Action Plan**

### **Briefing Report**

#### **IMAP participation in the Melbourne visitor signage project**

---

##### **Background**

1. For the past year, the City of Melbourne has been working with VicRoads, Public Transport Victoria and Tourism Victoria to explore ways to assist arriving visitors orientate themselves and navigate the city. This work was undertaken at the direction of the five CEOs of the Melbourne Tourism Partnership (MTP).
2. The collaborating agencies' approach to the task is to build 'common threads' between roads, public transport, tourism, pedestrian, cycling and street directional signage systems.
3. These common threads could include shared symbols and terminology applied across these key signage systems. It is also proposed that the four agencies have a co-ordinated approach to signage requests by tourist attractions, precincts and major developments.
4. A key principle behind the four agencies' collaboration is that Melbourne needs fewer – not more – signs, and that digital technology be explored. Where relevant, signage infrastructure should feature integrated information, especially pedestrian, cycling and public transport information. Any agreed changes to signage would be gradually rolled out and funded as part of annual maintenance and replacement programs.
5. In May 2012, the MTP CEOs directed that a coordinating committee be established to continue this work, and that IMAP councils join the committee. Tom Haysom, a Sustainable Transport Planner with City of Stonnington, has been appointed as IMAP's representative

##### **Comments**

6. The majority of Melbourne's tourist attractions and precincts are located within the inner Melbourne region, particularly within the city. The City of Melbourne's Tourism branch has employed a consultant, David Nash, to identify priority attractions within the city and key routes along which visitors need orientation and navigation assistance. David, formerly a traffic engineer with VicRoads, is also drafting visitor signing policies and guidelines. These will be circulated during September to relevant branches for comment.
7. It is important that similar work be undertaken to ensure that attractions, precincts, major developments – and the routes that link them - within the cities of Stonnington, Yarra, Port Phillip and Maribyrnong are equally covered by this collaborative visitor signing strategy.
8. The Tourism branch recommends that David Nash be contracted by IMAP to ensure the visitor signage project covers all five inner city councils, not just Melbourne. The IMAP Tourism Working Group supports this proposal, and has asked the IMAP Implementation Committee to consider funding the work. The cost is estimated to be up to \$20,000.

##### **Recommended Action**

9. That the IMAP Implementation Committee provide up to \$20,000 for David Nash to work with Tom Haysom to achieve coverage of IMAP councils by the visitor signage project.

**Inner Melbourne Action Plan**  
**Progress Report**  
**Action 9.4 Green Demonstration Projects**

---

**Purpose**

1. To update the Committee on the progress of the Growing Green Guide for Melbourne: a how-to guide for green roofs, walls and facades project.

**Background**

2. This project is a partnership between the Cities of Melbourne, Port Phillip, Stonnington and Yarra through IMAP and the University of Melbourne.
3. Using a collaborative approach between government, commercial and research sectors, the Guide includes best practice guidelines and policy recommendations that can be readily utilised by councils, building developers and planners across Victoria.
4. The Department of Sustainability and Environment Local Sustainability Accord awarded \$250,000 to this project in August 2011 and IMAP councils committed \$130,000 contribution at an IMAP executive forum on 18 October 2011.
5. This project is aligned with IMAP Action 9.4: Green Demonstration Projects.

**Progress to date**

6. The project plan, communications plan and engagement plan have been finalised, meeting Milestone 1 of the Local Sustainability Accord's funding agreement. These plans have been highly complimented by the Department of Sustainability and Environment and will be used as a best practice example for other project teams.
7. A research officer has been employed through the University of Melbourne, and is working with the project officer to implement the project.
8. The 2011/12 project income was \$150,000, from the Department of Sustainability and Environment. Expenses in 2011/12 were \$72,000 which included the project officer's salary and overheads of \$28,000 and a \$40,000 payment to the University of Melbourne, for them to employ the research officer.
9. The project was officially launched in May 2012, at an event on the City of Melbourne's Council House 2 rooftop garden. Over 100 people attended the launch

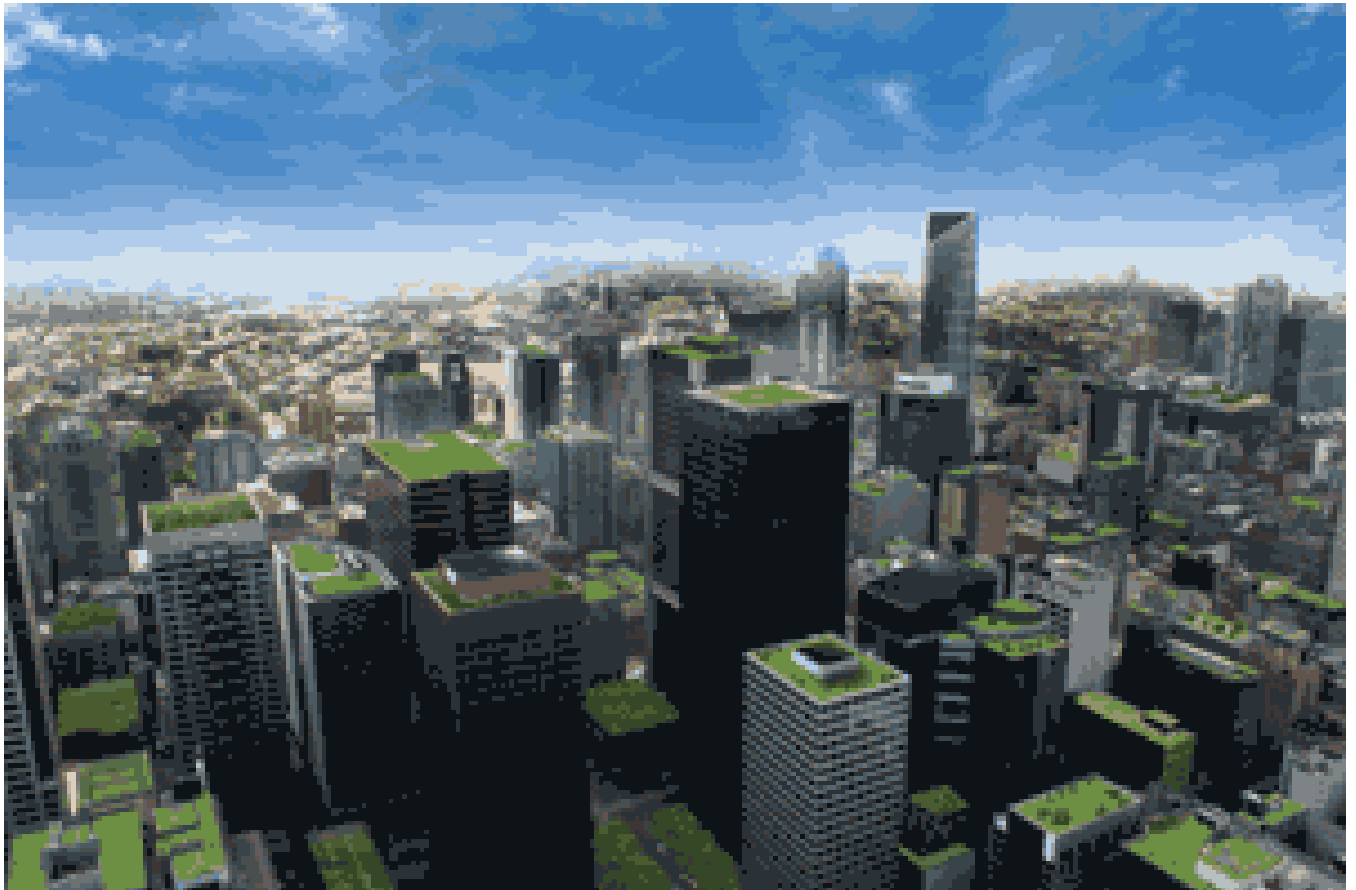
and heard from representatives of the project partners. IMAP was promoted and represented by Mayor Chandler, City of Stonnington. The team from a complementary IMAP project, "ESD factsheets" also joined the event to launch their product. The launch received positive feedback from all involved.

10. The project's communications campaign has begun with a project webpage established on the IMAP website and weblinks to this site on partner organisations' websites. The webpage has been viewed more than 250 times since it's development in July. A project newsletter has also been produced and currently has over 70 subscribers. A media release was issued coinciding with the launch of the project, and resulted in a number of online and print publications (see example from the InDesign website attached).
11. Implementation of the engagement plan has begun. A stakeholder list has been developed, identifying more than 250 council, industry, academic and state government contacts. The first key stakeholder workshop was held with 40 stakeholders providing input on the scope of the guidelines and the key issues to be covered in the policy options paper (see summary of workshop attached). In mid August the City of Melbourne's Canopy: green roof forum was also used to communicate and invite feedback on this project with more than 100 stakeholders. Invitations were open to all members of the community and promoted to over 800 interested people through the Canopy contact list, on council websites and through sustainability newsletters.

## **Recommendations**

12. That the IMAP Implementation Committee note the progress of the Growing Green Guide for Melbourne project.

# Growing Green Guide for Melbourne



## Workshop Summary



**Inner Melbourne Action Plan**  
'Making Melbourne More Liveable'



**Victorian Local Sustainability Accord**

**Sustainability Fund**



The first Stakeholder Workshop for the Growing Green Guide for Melbourne project was held in Melbourne on August 2<sup>nd</sup>, 2012.

The participants included:

Warwick	Savvas	Aspect Studios
Merran	Porjasoski	BENT Architecture
Roger	Sykes	Bonacci Group
Anila	Weerakkody	Building Commission
Ralf	Pfleiderer	City of Melbourne
Jeff	Nelson	City of Melbourne
Brendan	Cousins	City of Melbourne
Tiffany	Crawford	City of Melbourne
Ros	Rymer	City of Melbourne
Caroline	Chandler	City of Port Phillip
Sarah	Ransome	City of Port Phillip
Leon	Yates	City of Port Phillip
Rhiannon	Saward	City of Port Phillip
Sam	Innes	City of Port Phillip
Andrea	Pagliaro	City of Stonnington
Chrisanthy	Semertzidis	City of Stonnington
Dan	Nunan	City of Yarra
Andrew	Griffin	City of Yarra
Karen	Hucker	City of Yarra
Euan	Williamson	City of Yarra
John	Curtis	City of Yarra
Mark	Gebbie	City of Yarra
Tania	Crisafi	Dept of Planning and Community Development
Brod	Street	Dept of Sustainability and Environment
Carlo	Missio	GHD
Ben	Nicholson	Groof Consulting
Matt	Mackay	Hassell
Ken	Hitchcock	KHD Landscape Engineering Solutions
Anthony	Kachenko	Nursery and Garden Industry of Australia
Ralph	Webster	Pad Creations
Alexei	Trundle	RMIT University
Rafael	Katigbak	Ronstan Tensile Architecture
Ole	Fryd	University of Melbourne

## **Rationale**

The workshop was held so that participants could:

1. Get to know more about the project, meet the project team and other workshop participants.
2. Provide expert advice from their field on how the project would affect their workplaces and/or professions.
3. Help shape the key ideas and topics which need to be explored in the guidelines and policy documents.

The intention was that the project team would gather the ideas and input to help shape the project outputs and determine 'next steps' in developing the Growing Green Guide for Melbourne project.

## **Synopsis of the afternoon**

The workshop began with introductions, and getting to know the different experiences and backgrounds of others in the room.

This was followed by a short presentation about the project, from Sue Murphy and Julie Francis, outlining what the project was trying to achieve, where it had originated from, who was involved and the project timeline.

The participants broke into smaller groups following afternoon tea. Approximately ten people formed a discussion group about the guidelines, chaired by Sue Murphy. Another ten formed a discussion group about technical specifications, chaired by John Rayner.

Twenty people moved into a policy workshop, chaired by Gail Hall, who provided an overview of policy interventions elsewhere in the world, and ran a short video on green roofs, from the ABC's catalyst program in Melbourne in 2010. A workshop followed where participants gave ideas on incentive and regulatory ("carrot and stick") approaches to encouraging development of more green roofs, walls and facades. Participants also considered where a policy about green roofs, walls and facades would sit relevant to work area, organisation, department etc and also which existing Strategies, plans, policies and frameworks are relevant to this subject to provide a context for the policy options paper.

A short report back from each of the three groups occurred before the close of the meeting.

Throughout the workshop people were asked to consider three questions:

- Who else should be involved?
- What wasn't discussed today that needs to be considered?
- Where could the guidelines sit in the long term?

**The project team is still interested in hearing feedback on the above questions and is open to any comments that participants want to add to this record of ideas from the workshop.**

## Results of the Policy Workshop

A summary of the policy workshop is provided below. The project team has another 5 pages of raw data captured from the day.

It was recognised that policy and regulatory tools to support green roof, wall and façade policy could be based in a range of different organisations. These include different state and local government agencies to organisations such as the Building Commission, Business Council of Australia and Australian Building Codes Board.

Participants identified that green roofs, walls and facades are relevant to a range of work areas, including:

- Environment and water
- Energy Efficiency
- Waste reduction and recovery
- Tourism and culture
- Health
- Economic development
- Community gardens
- Urban agriculture and food policy

A number of existing programs, plans and strategies are considered relevant to the Growing Green Guide for Melbourne project, especially those local councils, for instance:

- Climate Change Adaptation Strategies
- Water Plans
- Municipal Strategic Statements
- Structure plans
- As well as a range of Council-specific plans and programs, such as the City of Port Phillip's Health Plan or Alternative Greening Strategy, or the City of Melbourne's Urban Forest Strategy or 1200 Buildings Program.

Opportunities were identified to link in with planning systems across state and local government, such as the planning scheme, Sustainable Design Standards, Design Review Panel and the new Metropolitan Planning Strategy.

### **Policy and regulatory options which could be considered to support and encourage the development of more green roofs, walls and facades in the inner Melbourne region:**

#### **New policies or codes**

- Introduce Local Planning Policy
- Introduce State Planning Policy
- Introduce Voluntary code

#### **Inclusion in existing codes, standards and guidelines**

- GreenStar
- Rescode standards
- Activity Centre Zones
- Building Code Australia
- Plumbing Code
- First Rate
- High Density Residential Design Guidelines

#### **New regulations**

- Insist on greening as part of a condition on planning permits, or as mandatory in order to meet certain Council targets

#### **Incentives**

- Free advice / technical expertise/ drafting assistance to people wishing to incorporate green roofs, walls or facades into a development
- Rate rebates or waiving of fees
- Fast track planning applications which include green roofs or walls

- Provide exemptions on some planning regulations for buildings that include green roofs, walls or facades.
- Provide funding or low interest loans to support development of green roofs, walls or facades
- Promotion of developers who build green roofs, walls and facades (awareness raising through sustainable building events, reputation building).

## **Results of the Guidelines Workshop**

A summary of the guidelines workshop is provided below. The project team has another 15 pages of raw data captured as notes from the discussion.

The guidelines workshop discussed the difference between the guidelines and the 'technical specifications'. It was suggested that the guidelines could be more descriptive and the specifications more detailed, including metrics. It was also suggested that the guidelines focus on why have a green roof, wall or facades, benefits, risks, costs and the technical specifications help people understand how to implement and construct green roof, wall and façade projects. Another suggestion was that the guidelines are a series of questions, to help people think critically about their project and the specifications could be a series of answers.

There was discussion about how strict the specifications would be. People wanted to see them as a guides, resource or reference to help users, but not set absolutes. This would ensure that creativity was not stifled new designs could still be developed. Because the experience and research in Australian conditions is still rather limited, it was felt that the technical standards should not be too strict, but more a guide.

The guidelines workshop also discussed the intended audience and suggested that it should be targeted at people implementing commercial projects. It would still be relevant to DIY types, but would be targeted at people with some understanding of green roofs, walls and facades.

It was suggested that guidelines could be presented in different phases – design phase, specification phase, execution phase and maintenance phase. In the design phase it would be important to prompt people to think about the objective of their design. Maintenance is important to emphasise, so that these projects have longevity. The guidelines would provide an overview of materials involved in green, roof, wall and façade construction. Also cost ranges, structural requirements, safety considerations and access issues.

The importance of useful examples and case studies was highlighted. People want to see good analysis of case studies – explanation of what was successful or a failure and why

Specific issues that were discussed in more detail included:

- Building structure as important starting point for roof, wall or façade design
- Difficulty of supply of products in Australia – growing media and plants
- Relevance of German green roof guidelines – opportunity to build from this and develop for Australian conditions
- Importance of definitions, these flow into standards and specifications. Also definitions could exclude roof top gardens or internal green walls.
- Research is important to inform the guidelines and specifications
- Format could include factsheets, hard copy manual, PDF download and/or a website
- A website should have links to other relevant sites and be able to be updated
- Assessment of performance of green roofs, walls and facades is important – could have annual assessments and a checklist for maintenance.
- It is important to be able to learn from failures and give advice that helps people avoid mistakes that have been made before. Risks should be outlined.
- Matrix, table and checklist formats could be used to convey information
- Themes for consideration could be weight, water, wind and plants
- Communication is important to ensure the existence of the guidelines will be known.
- Specifications should be detailed enough to enable people to attain relevant environmental rating points.
- The guidelines would help people work through a process, give them ideas for design. There was a sense that the guidelines should be an education tool.

## **Where to next?**

All participants are invited to feed back comments on this workshop summary, to [julie.francis@melbournre.vic.gov.au](mailto:julie.francis@melbournre.vic.gov.au). Anyone who wants to see the raw data captured from the event can also request this from Julie.

A second stakeholder workshop will be held on August 15<sup>th</sup>, as part of the Canopy green roof forum.

The project team will use the results of both stakeholder workshops to create a scoping paper, outlining what topics the guidelines document will encapsulate. This document will be available on the project's [website](#) in late September.

A policy reference group and guidelines reference group will be formed to provide advice to the project officer and research officer about the next steps for the policy options paper and development of the guidelines.

Further workshops and meetings will be scheduled to inform the writing of specific parts of the guidelines and policy options paper. The intention is to have draft documents prepared for public comment by mid 2013.

News updates of how the project is progressing are available by signing up to the Growing Green Guide Newsletter [here](#).

The GGGM project is a joint initiative of the Cities of Melbourne, Port Phillip, Stonnington and Yarra, along with the University of Melbourne. The project is supported by Victorian Government's Sustainability Fund under the Victorian Local Sustainability Accord.

<http://www.indesignlive.com/articles/in-review/report/Growing-Green-Guide-for-Melbourne#axzz22orzeyRR>

# IN REVIEW



18 May 2012

## Growing Green Guide for Melbourne

**A new initiative by the City of Melbourne aims to develop a greener, more lush Melbourne. Annie Reid reports.**

Picture this – Melbourne's city rooftops covered in lush greenery.

It may sound fanciful, but a new project launched last week by the [City of Melbourne](#) is hoping to green our buildings and houses for good.

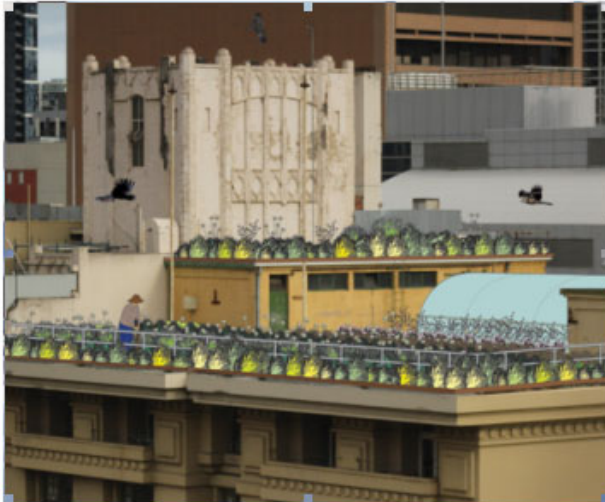


*Plants on balconies and rooftops are increasingly popular.  
Photo: Shannon Reddaway*

The Growing Green Guide for Melbourne was fittingly presented on the rooftop garden of the council's CH2 building, and will be produced by the Inner Melbourne Action Plan (IMAP) comprising the 4 inner city councils - Melbourne, Yarra, Stonnington and Port Phillip – as well as the University of Melbourne.

The project will comprise a 'how to' handbook guide on constructing a green roof or wall, and help people consider all the aspects they need to cover before transforming these spaces into vegetated, leafy habitats.

It will also identify prime sites for the future development of green roofs, walls and façades in inner Melbourne, says The University of Melbourne's senior lecturer, John Rayner.



*Artist Stephen Mushin depicts his view of a flower farm atop a Swanston Street building.*

"While the criteria for this has yet to be determined, it will most likely identify sites determined in terms of environmental outcomes, such as a reduction in storm water flows, sites with a high public focus or with minimal planning and heritage issues."

Cr John Chandler, the mayor of Stonnington and an architect, also launched a series of fact sheets on behalf of IMAP, to help building designers meet sustainability requirements during the planning stage of all development and extension designs.

"I am very much looking forward to this. It's good for residential, good for design and good for the environment," he said.



*A childcare centre green roof in the Docklands.*

The Growing Green Guide handbook will be published in December next year, while the fact sheets can be downloaded from each council's web site now.

The project is funded through the Victorian Government's Sustainability Fund under the Victorian Local Sustainability Award.



*A green façade in the Melbourne CBD.*

## GROWING GREEN GUIDE FOR MELBOURNE – 2012 EVENTS



Growing Green Guide project launch



Growing Green Guide first stakeholder workshop



Growing Green Guide second stakeholder workshop

