

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

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**Purpose**

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

**Governance****2. City of Maribyrnong**

The CEO of the City of Maribyrnong has confirmed which IMAP projects are of interest and indicated that funding is available in the current financial year. The Executive Officer is meeting with senior staff to arrange representatives from Maribyrnong for the IMAP Project Teams. The Three Year Implementation Plan has been updated to reflect this change – refer Item 9 (Attachment 5)

**3. Change of Meeting Date for the November IMAP Meeting**

With the Local Government Elections being held in late November, it is possible that Mayors and Committee Chairs of the 5 Councils will not have been appointed or inducted by the time the IMAP Implementation Committee agenda is due to go out on 14 November for the meeting on Friday 23<sup>rd</sup> November. It is therefore proposed that the meeting date be changed to Friday 7<sup>th</sup> December. I have been advised this date is acceptable for each Council and propose that this be confirmed.

**4. 2012/13 Budget**

Finance staff at each of the IMAP Councils has been advised of funding request for next years budget. A Council report is in preparation to support these requests which will provide an update on current projects.

**Communications**

5. During the last 3 months the IMAP Executive Officer undertook the following communications:

- o Annual Report distribution
- o IMAP Student Placement Showcase on 2 December at CoM (in conjunction with the IMAP Student Placement Officer)
- o Community Land Trust Research project – 3 meetings of Project Control Group
- o DBI – Attended discussion at CoS on economic initiatives in the new Inner Melbourne Region - currently being established along IMAP boundaries
- o University of Melbourne – launch of the Living Roofs Project at the Burnley campus
- o Meeting with Department of Transport on Tram Route 96 and IMAP (Adele McCarthy and Paul Smith)
- o Minister for Water was briefed on IMAP by DSE when he was presented with the Annual Report. Assisted the DSE analyst prepare the briefing and requested a meeting with the Minister to discuss WSUD. Currently following up progress with this request.
- o Meeting with IMAP project teams;
  - **Action 6.3** Conflict in Activity Areas – arranging a meeting with the CEO and Chair of Victorian Commission for Gambling & Liquor Regulation (VCGLR - delayed due to their restructure)
  - **Action 10.1** Open Space and Trails – due to report in May
  - **Action 3.5** Reduced through traffic – refer Item 11, Attachment 7
  - **Action 7.7** Work Integrated Learning project team – Final report due in May
  - **Action 9.4** Growing Green Guide PCG meetings – refer item 16 Attachment 11
  - **Action 3.2 and 4.7** – Richard Smithers – refer item 12 Attachment 8

- **Wayfinding signs maintenance audit** – compiled a condition report for each of the 3 Councils and referred them to Simon Thomas (CoS), Geoff Lawler (CoM) and Atha Athanasi (CoY).
  - 21 of the 41 signs checked were in good condition.
  - Maintenance requirements included
    - 5 new glass panels required on the map based signs,
    - 8 cabinets on the map based signs needing sealing,
    - 1 Identification sign required replacement (Missing in Chapel Street),
    - 16 map based signs had graffiti and required cleaning
    - 11 maps were damaged/damp and required replacement.
  - CoS's report from Visual Voice proposes an alteration to the construction of the map based signs to a more durable material– see **Attachment 2e**.
  - CoS has circulated this report and is hosting a meeting of staff from the IMAP Councils to discuss designs for new signage on 22 February 2012.
  - The audit highlighted the need for these items to be included in Councils' Asset Management Plans with a regular maintenance budget.
- **Website Update:** work on the IMAP website continues, to bring all reports relating to each Action into one place and to make it easier to see the status of each project. Ongoing.
- **A Service Provider Survey** of IMAP Implementation Committee members and associates and project teams was undertaken towards the end of last year. Thank you to everyone who provided comments and feedback. Key points are listed in **Attachment 3a..**

The results indicate:

- *Meetings format*
  - issues based meetings are arranged when like type projects coincide – however it is not always possible to arrange this. Suggestions are welcome as to how this could be achieved/improved.
  - The role of Associates could be discussed further with the Executive Forum to maximise the benefits of this association.
- *Upgrades to the website*
  - currently underway, but need to address the Wiki capabilities, provide more on achievements and more images to make visually appealing.
- *Suggested projects –*
  - recommend these be referred for consideration when the Inner Melbourne Action Plan is next reviewed. Since this is linked to the upcoming Metro Strategy, suggest the Committee considers whether they wish to dedicate resources to provide joint input.
- *Support :*
  - Current upgrading to the website will achieve a central repository of information.
  - Other points noted for future communications.

## Recommendation

6. That the IMAP Implementation Committee resolves to **note** this Communications and Governance Briefing Paper
7. That the November IMAP Implementation Committee meeting date be changed from Friday 23 November to Friday 7 December due to the Local Government election.

**Inner Melbourne Action Plan  
Service Provider Survey  
October 2011**

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## Key Points on the Survey

- 17 responses received
- **Feedback on Committee meetings**
  - A clear forward look at the issues to be addressed over the next 4 meetings would help newcomers to see the focus, help partner organisations prepare and align work programs as necessary
  - Main issue is the extent Associates are engaged or just observers. Wonder if an issues based approach would be more desirable in future.
  - Presenters need to know to what extent the Committee is across the subject they are presenting
  - Ensure CEOs understand what's on the agenda and what's expected of them
  - Projects need to be separately resourced from Council budgets and officer's time.
- **Feedback and Suggestions for the IMAP Website**
  - Current news and project progress updates to be accessible
  - The Twiki could be improved— may need an upgrade to the next version and greater promotion to project teams to use it.
  - Website needs more images to make it more visually appealing.
  - Achievements could be highlighted on the site
  - Give more prominence to the website on individual Council websites and in general Councillor communication
- **Suggested Projects that IMAP should investigate participating in for the future**
  - Bike paths along rail corridors and opportunities for IMAP Councils to get more meaningful open space including sports grounds.
  - Fishermans bend urban renewal that straddles the Cities of Port Phillip and Melbourne needs coordination under one broad project - could be managed under a strategic planner covering a range of strategic planning issues, such as its potential for affordable housing.
  - Myki transition, revisiting Wayfindings signage, coordination of Major Activity Centres or clustering of economic activity/precincts
  - Is it time we started thinking about what happens after all the IMAP actions are completed or determined no longer relevant?
  - Review to include Maribyrnong.
  - Reducing red tape Biodiversity strategy for inner Melbourne
  - The property development system and lack of influence afforded local government

- Dedicate significant resources to provide input to the upcoming Metro Strategy
- **Level of support - feedback and suggestions**
  - IMAP is a well administered group – good balance between being responsive, providing leadership and investigating new opportunities
  - Is there another way of holding all the information done by IMAP in a central repository?
  - Leadership required on suggestions proposed above for new projects.
  - Need consistent CEO support across all councils
  - Appreciate communications in advance of meetings if there are particular areas of interest that require our organisations response.