

## Agenda

### 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***

#### **Committee Members**

Cr Geoff Barbour, Mayor, City of Yarra (Chair)  
Cr Rachel Powning, Mayor, City of Port Phillip  
Cr John Chandler, Mayor, City of Stonnington  
Cr Ken Ong, Chair Future Melbourne (Planning) Committee, City of Melbourne  
Mr Ivan Gilbert, Acting Chief Executive Officer, City of Yarra  
Ms Kay Rundle, Chief Executive Officer, City of Port Phillip  
Mr Warren Roberts, Chief Executive Officer, City of Stonnington  
Mr Geoff Lawler, Director City Planning & Infrastructure, City of Melbourne

#### **Associate Partner Representatives**

Mr Adrian Salmon, Assistant Director Statutory Approvals State Planning Services DPCD  
Ms Rebecca Collins, Director Transport Strategies, Department of Transport  
Mr Steve Booth, Director Melbourne Central VGBO, Dept of Business & Innovation  
Mr Rod Anderson, Group Manager Climate Change & Sustainability Services, DSE  
Ms Patricia Liew, Regional Director, Metropolitan NW Region, VicRoads  
Cr John Cumming, Mayor, City of Maribyrnong  
Mr Vince Haining, Chief Executive Officer, City of Maribyrnong

#### **IMAP**

Elissa McElroy, IMAP Executive Officer  
Alexandra Moloney, IMAP Student Placement Officer (Action 7.7)

#### **Guests**

Cr Claude Ullin, City of Stonnington  
Mr Austin Ley, Manager City Research, City of Melbourne (Action 7.7/Knowledge Melb)  
Ms Shireen Huda, Knowledge Melbourne Coordinator, City of Melbourne  
Ms Jan Jacklin, Manager Economic & Cultural Development, City of Stonnington (Action 11)  
Ms Jacqui Susan, Tourism Melbourne, City of Melbourne  
Ms Kirsten Nuez-Hombroek, Tourism Project Coordinator, Tourism Melbourne, CoM  
Mr Phill Loader, Economic Development, Coordinator, City of Maribyrnong  
Martin Ginnane, Melbourne Central VGBO, DBI (CoS contact)  
Ian Woods, Melbourne Central VGBO, DBI (CoPP contact)  
Libby O'Connor, Melbourne Central VGBO, DBI (CoM contact)  
Dom Tassone, Melbourne Central VGBO, DBI (CoY contact)  
Robert Wolff, Economic Development Officer, City of Stonnington.

#### *IMAP Champions*

Bruce Phillips, Director City Development, CoY  
Sandra Wade, Manager City Strategy, CoPP  
Melissa Rathje, Acting Coordinator Corporate & Community Planning, CoS  
Geoff Robinson, Manager Engineering Services, CoM

#### **PRELIMINARIES**

Item	Time Alloc.	Agenda Topic	Responsibility
1.	1 min <i>Commence 8am</i>	<b>Appointment of Chair</b> – Cr Geoff Barbour	Executive Officer

Item	Time Alloc.	Agenda Topic	Responsibility
2.	5 mins	<b>Apologies and Introductions</b>  Welcome to new members of the Committee: Patricia Liew, Rebecca Collins, & Steve Booth	Chair
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. 24 held on 24 February 2012	Chair
6.	5 mins	<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> Media release – Green Growing Guide Launch(Action 9.4) Letter to Commissioner K Hamond – VCGLR Letter to Councils accompanying Water Sensitive Cities report – to follow	
7.	5 mins	<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	Executive Officer
8.	5 mins	<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 period ending 31 March 2012.	Executive Officer
9.	2 mins	<b>Progress Report</b> ( <u>Attachment 5</u> ) <u>Recommendation</u> 9.1 That the IMAP Implementation Committee resolves to <b>note</b> the IMAP Progress Report for May 2012.	Executive Officer

Item	Time Alloc.	Agenda Topic	Responsibility
10.	15 mins <i>Commence 8.30am</i>	<b>Action 7.7 Universities and Regional Development</b> ( <u>Attachment 6</u> ) <u>Recommendation</u> 10.1 That the IMAP Implementation Committee resolves to accept the final report for the Work Integrated Learning Project and close out the project. 10.2. That the IMAP Implementation Committee give consideration to the next phase of this project to capitalise on the work and networks already created with the University sector.	Alex Moloney IMAP/CoM
11.	15 mins <i>Commence 8.45am</i>	<b>Presentation on Knowledge Melbourne Project</b>  <i>Shireen Huda and Austin Ley CoM will be in attendance for this item</i>	Shireen Huda & Austin Ley, CoM
12.	15 mins <i>Commence 9.00am</i>	<b>Strategy 11 Regional Tourism</b> -Strategic Plan Update ( <u>Attachment 7</u> ) <u>Recommendation</u> 12.1 That the IMAP Implementation Steering Committee <b>receives</b> the Progress Report (Year 2 – 2011– 2012) of the IMAP Tourism Working Group Strategic Plan 2010 – 2013 and <b>endorses</b> the project outcomes and expenditure as at May 2012.	Jan Jacklin, CoS
13.	30 mins <i>Commence 9.15am</i>	<b>Presentation:</b> Update on the Melbourne Central VGBO, Dept of Business & Innovation  <i>Mr Steve Booth and members of the Melbourne Central VGBO will be attending for this item</i>	Steve Booth, DBI
14.	10 mins	<b>Action 6.3 Conflict in Activity Centres</b> ( <u>Attachment 8</u> ) <u>Recommendation</u> 14.1 That the IMAP Implementation Committee resolves to: a. <b>Note</b> the outcome of the recent meeting with the VCGLR. b. <b>Engage</b> further with the VCGLR by arranging a meeting for key IMAP Council staff involved in liquor and gaming regulation with key members of the Commission c. <b>Prepare</b> a submission to the Department of Justice on extending the freeze and addressing the variation in definitions. d. <b>Seek</b> VCGLR's support for IMAP's submission to the Department of Justice.	Executive Officer
15.	10 mins	<b>Action 5.3 Integrating Public Housing Estates</b> ( <u>Attachment 9</u> ) <u>Recommendation</u> 15.1 That the IMAP Implementation Committee resolves to <b>approve</b> an increase in the budget for Action 5.3 from \$15,000 to \$30,000 to enable completion of this project.	Executive Officer /Malcolm McCall CoY

**CONFIDENTIAL ITEMS**

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

*Public and Associate Members can be excluded for this item*

Item	Time Allot.	Agenda Topic	Responsibility
16.	1 min <i>Commence 9.45am</i>	<b>Confirmation of Minutes</b> ( <u>Attachment 10</u> ) <u>Recommendation</u> 16.1 That the IMAP Implementation Committee resolves to <b>confirm</b> the confidential minutes of the IMAP Implementation Committee No. 25 held on 24 February 2012	Chair

**OTHER BUSINESS**

15.	1 min	<b>Close</b>  <b>Next Meeting</b> Friday 31 August 2012 (8.00am) City of Melbourne	Chair
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**ATTACHMENTS**

Item No	Attachment No	Attachment Topic
5.	Attachment 1	<i>DRAFT Minutes of IMAP Implementation Committee No. 25 – 24 February 2012</i>
6.	Attachment 2 Attachment 2a  Attachment 2b Attachment 2c Attachment 2d	<i>Business Arising</i> <i>Cool Roofs and Melbourne Urban Forest Information, City of Melbourne</i> <b>Outwards Correspondence:</b> <i>Media release – Growing Green Guide for Melbourne Project launch</i> <i>Letter of thanks to Commissioner K Hamond, VCGLR</i> <i>Letter to Councils accompanying Water Sensitive Cities report – to follow</i>
7.	Attachment 3 Attachment 3a	<i>IMAP Communication and Governance report</i> <i>Images from the Growing Green Guide Launch 11 May 2012</i>
8.	Attachment 4 Attachment 4a	<i>IMAP Finance report</i> <i>IMAP Financial Report for the 9 Months ended 31 March 2012</i>
9.	Attachment 5	<i>IMAP Progress Report May 2012</i>
10.	Attachment 6	<i>Action 7.7 Universities and Regional Development - Final Report</i>
12.	Attachment 7	<i>Strategy 11 Regional Tourism - Progress Report</i>
14.	Attachment 8	<i>Action 6.3 Conflict in Activity Centres - Progress Report</i>
15.	Attachment 9	<i>Action 5.3 Integrating Public Housing Estates – Progress Report</i>
16.	Attachment 10	<b>Confidential item:</b> <i>Minutes of the confidential items of the IMAP Implementation Committee meeting No 25 held on 24 February 2012.</i>



**Inner Melbourne Action Plan**  
‘Making Melbourne More Liveable’



## DRAFT Minutes

### Inner Melbourne Action Plan Implementation Committee

Meeting No 25  
8.00 am – 10.00 am Friday 24 February 2012  
City of Port Phillip  
**Council Chamber, St Kilda Town Hall**

<b>Attendees</b>	<p>Cr Rachel Powning, Mayor, City of Port Phillip (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>Cr Geoff Barbour, Mayor, City of Yarra <i>(from 8.20am)</i></p> <p>Mr Warren Roberts, Chief Executive Officer, City of Stonnington</p> <p>Dr Andi Diamond, Chief Executive Officer, City of Yarra</p> <p>Ms Kay Rundle, Chief Executive Officer, City of Port Phillip</p> <p>Ms Linda Weatherson, Acting Director City Planning &amp; Infrastructure, City of Melbourne</p>
<b>Associate Partner Representatives</b>	<p>Ms Adele McCarthy, Director Central City Transport, Department of Transport</p> <p>Mr Rod Anderson, Group Manager - Climate Change &amp; Sustainability Services, DSE</p> <p>Mr Vince Haining, Chief Executive Officer, City of Maribyrnong</p> <p>Cr John Cumming, Mayor, City of Maribyrnong</p>
<b>IMAP</b>	<p>Elissa McElroy, IMAP Executive Officer</p>
<b>Guests</b>	<p>Adam Zaborszczyk, Senior Sustainability Officer, CoM (Action 9.4)</p> <p>Gail Hall, Project Coordinator, Urban Landscapes, CoM (Action 9.4)</p> <p>Stephen McKellar, Sustainable Design Officer, CoPP (Action 9.2)</p> <p>Ross Goeman, Manager Community Planning and Advocacy CoY (Action 5.3)</p> <p>Richard Smithers, Transport Planning Coordinator, CoM (Action 3.2)</p> <p>Ian McLauchlan, Manager Transport and Parking, CoS (Action 3.5)</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 Powning as the Chair of the meeting.</p> <p><b>MOVED Cr ONG/ Cr Chandler</b> <b>A vote was taken and the MOTION was CARRIED</b></p>
<b>2</b>	<p><b>Apologies, Introductions and Confirmation of Agenda</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>· Mr Adrian Salmon, Assistant Director Statutory Approvals, State Planning Services DPCD</li> <li>· Mr Nial Finegan, Director NW Region, VicRoads</li> <li>· Mr Geoff Lawler, Director City Planning &amp; Infrastructure, City of Melbourne</li> <li>· Mr Tony Pensabene, Director Policy &amp; Research, Policy &amp; Coordination, DBI</li> </ul>

	<ul style="list-style-type: none"> <li>Ms Karen Watson, Executive Manager, Sustainable Futures CoS</li> <li>Ms Sandra Wade, Manager City Strategy, CoPP</li> <li>Cr Geoff Barbour – for lateness</li> </ul> <p><b>MOVED Cr ONG/ Mr Roberts</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p>The Chair welcomed the new Mayors to the Committee and congratulated them on their recent appointments. She congratulated Andi Diamond on her recent appointment as CEO to the City of Monash. and noted that this was the last meeting for Adele McCarthy and Nial Finegan (Absent). The Chair thanked them for their input to the Committee.</p> <p><b>Confirmation of Agenda - Late item:</b>  The Executive Officer requested that the Committee consider 2 additional items on the agenda to be considered along with the confidential items due to the contractual nature of the business: Inner Melbourne Map License agreements with</p> <ul style="list-style-type: none"> <li>(i) Publicity Press and</li> <li>(ii) Destination Melbourne Ltd (amendment to Schedule 1).</li> </ul> <p>She noted the Committee had been advised and DML material circulated by email to Committee members prior to the meeting.</p> <p>The additional items were accepted by the Chair.</p> <p><i>Action: Executive Officer to follow up new Associate members on the IMAP Committee representing DoT and VicRoads</i></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 ONG/ Mr Roberts</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
4.	<p><b>Members Interest</b>  Disclosure by members of any conflict of interest in accordance with s.79 of the Act.</p> <ul style="list-style-type: none"> <li>Kay Rundle noted a conflict of interest in relation to the new item [License agreement with DML] due to her role as a Board Member of Destination Melbourne Ltd (DML). She advised she would leave the meeting before this last item.</li> </ul>

## ITEMS

5.	<p><b>Confirmation of Minutes</b>  <u>Minutes of the IMAP Implementation Committee No 24 held on 18 November 2011</u></p> <p>5.1 That the IMAP Implementation Committee resolves to <b>confirm</b> the minutes of the IMAP Implementation Committee held on 18 November 2011.</p> <p><b>MOVED Mr ROBERTS/ Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
6.	<p><b>Business Arising</b></p> <p>The Chair noted the correspondence from Vince Haining and thanked Mr Haining for his Council's contribution to the IMAP projects.</p> <p>In relation to Business Arising, the Executive Officer advised that:</p> <ul style="list-style-type: none"> <li>Setting up <b>meetings with Ministers</b> had been delayed due to the Christmas period. She was still</li> </ul>

	<p>following up with the office of the Minister for Water.</p> <ul style="list-style-type: none"> <li>• The <b>Action 6.3 Project team</b> had met to determine priorities for discussion with the Minister and determined that clarification of operational matters with the CEO and Chair of the new Victorian Commission for Gambling and Liquor Regulation (VCGLR) was preferred as the first step. Contact has been delayed with the department restructure.</li> <li>• The report from the City of Stonnington on the redesign of <b>Wayfinding signs</b> was attached for information and had been circulated to staff of the IMAP Councils.</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 Mr ROBERTS/ Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><u>Correspondence:</u>  <b>Inwards</b></p> <ol style="list-style-type: none"> <li>1. Vince Haining CEO City of Maribyrnong – Maribyrnong’s engagement in IMAP activities</li> <li>2. Cr Bill McArthur, President MAV – re Assistance for the IMAP Councils</li> <li>3. Minister Powell’s office – re receipt of Annual Report</li> <li>4. Minister Asher’s office – re receipt of Annual Report</li> <li>5. CoS Wayfinding Signage review report – for Information</li> </ol>
7.	<p><b>IMAP Communication and Governance</b></p> <p>The Executive Officer updated the Committee on:</p> <ul style="list-style-type: none"> <li>• Meeting with <b>Steve Booth, Director Melbourne Central VGBO (DBI)</b>: She recommended that Mr Booth be invited to an IMAP meeting to discuss the work of this entity. This was agreed.</li> <li>• <b>Wayfinding signs maintenance audit</b> – highlighted that some councils need improved maintenance of these signs as part of their annual asset maintenance with ongoing budget provision. She noted also some of the issues raised at a meeting of IMAP councils staff on the extension of the signs network, namely             <ul style="list-style-type: none"> <li>○ the use of Metlink symbols (IP issues) – some advocacy required</li> <li>○ placement of maps in and around stations - advocacy required</li> <li>○ the process for expanding the signs network beyond the original demonstration project</li> <li>○ the cost advantages with economies of scale if councils undertake this work in a coordinated manner.</li> </ul> </li> </ul> <p>Ms Rundle supported each Council funding their own signage work, IMAP could assist by talking with DoT on the issues. Mr Haining expressed interest in the process and in establishing standardised regional signage.</p> <p>The Executive Officer will bring forward a report to the next meeting for discussion.</p> <p>(Cr Geoff Barbour arrived at 8.20am)</p> <ul style="list-style-type: none"> <li>• <b>Service Provider Survey</b> <ul style="list-style-type: none"> <li>○ Noted the role of associates could be discussed at an Executive Forum to maximise the benefits of this association;</li> <li>○ that website improvement suggestions will be taken up.</li> <li>○ There was some discussion on input to the Metro Strategy.                 <ul style="list-style-type: none"> <li>• Ms Rundle noted the Inner South Mayors Forum is funded to prepare a joint submission therefore IMAP would not need to duplicate.</li> <li>• Cr Ong advised of recent correspondence from Places Victoria regarding Fishermans Bend inviting involvement from CoPP and CoM in this process.</li> </ul> </li> </ul> </li> </ul> <p>7.1 That the IMAP Implementation Committee resolves</p> <ol style="list-style-type: none"> <li>a. To <b>note</b> this Communications and Governance Briefing Paper</li> <li>b. That the November IMAP Implementation Committee meeting date be <b>changed</b> from Friday 23 November to Friday 7 December due to the Local Government election.</li> </ol> <p><b>MOVED Cr CHANDLER/ Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>



	<p><i>Action: IMAP Executive Officer to</i></p> <ul style="list-style-type: none"> <li><i>• Invite Steve Booth to speak at an IMAP meeting regarding the role of the Melbourne Central VGBO in Dept of Business and Innovation.</i></li> <li><i>• Bring forward a report on the extension of the wayfinding signs network</i></li> <li><i>• Follow up suggestions in the Service Provider Survey</i></li> <li><i>• Advise Councils of the changed meeting date in Nov/Dec 2012</i></li> </ul>
8.	<p><b>Financial Report</b></p> <p>The Executive Officer noted that a review of expenditure commitments has indicated higher expenditure in the first 6 months of this financial year than all of last year indicating that many of the new projects have now passed their planning stages.</p> <p>8.1 That the IMAP Implementation Committee resolves to <b>receive</b> the IMAP Financial Report for the period ending 31 December 2011.</p> <p><b>MOVED Cr ONG/ Ms Rundle</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
9.	<p><b>Three Year Implementation Plan – Update</b></p> <p>The Executive Officer advised the plan had been updated to include City of Maribyrnong's funding as requested. Ms McElroy had met with Maribyrnong staff to discuss representatives for project teams, budgets and Maribyrnong hosting an information session.</p> <p>The Executive Officer advised that <b>Action 7.2 Support Creative Businesses</b> was a new project which was added to the schedule this year as some member councils were proposing work in this area which could be assisted through collaboration via IMAP. The project awaited a Brief and timeframe before the budget could be assessed, and was subject to Council officer's further discussion.</p> <p>9.1 That the IMAP Implementation Committee resolves to <b>approve</b> the revised Budget for the Three Year Implementation Plan.</p> <p><b>MOVED Mr ROBERTS/ Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
10.	<p><b>Progress Report</b></p> <p>10.1 That the IMAP Implementation Committee resolves to <b>note</b> the IMAP Progress Report for February 2012.</p> <p><b>MOVED Cr ONG/ Dr Diamond</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
11.	<p><b>Action 3.5 Reduced Through Traffic</b></p> <p>Ian McLauchlan, CoS attended for this item.</p> <ul style="list-style-type: none"> <li>• He noted the report now includes Maribyrnong.</li> <li>• It looks at main road traffic and how it affects our communities.</li> <li>• A scoping exercise will be undertaken first to find out what information is available. The project group will then determine if more research is required, develop a discussion paper, and propose recommendations for next steps.</li> <li>• The project is looking for simple achievable actions which can bring about a modest, tangible effect.</li> <li>• Brief due to go out after the meeting to a range of consultants to get their different approaches on the methodology.</li> </ul> <p><u>Comments/Discussion</u>  Ms Rundle noted it was a better approach and good to include Maribyrnong. Noted the budget increase with the inclusion of Maribyrnong funding.</p>



	<p>11.1 That the IMAP Implementation Committee resolves to</p> <ol style="list-style-type: none"> <li><b>Approve</b> the draft Project Brief for Action 3.5 and</li> <li><b>Confirm</b> a budget allocation of up to \$100K for the current financial year.</li> </ol> <p><b>MOVED Cr CHANDLER/ Cr Geoff Barbour</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
12.	<p><b>Action 3.2 Roads as Places</b></p> <p>Richard Smithers, CoM attended for this item. He noted the refocussing of the project around tram stops.</p> <ul style="list-style-type: none"> <li>Acknowledged that trams bring the IMAP area together and are a characteristic of the IMAP councils.</li> <li>Strong need to bring stops up to Australian Disability Act compliance which provides huge opportunities to help place management in these locations.</li> <li>Some good examples exist to look at.</li> <li>Project involves analysis at specific stops to see what can be achieved – look at aspects of design change, what should be done to achieve good outcomes.</li> <li>Budget unlikely to provide for much work but IMAP well placed to examine this as part of how we move people through the corridors.</li> <li>Undertaking discussion with Yarra trams, DoT, and VicRoads</li> <li>Proposed locations are the recent, new stops. Lack before data but can look at the impacts</li> <li>Changes create opportunities for pedestrians to move, which helps the “place”.</li> </ul> <p><u>Comments/Discussion:</u></p> <ul style="list-style-type: none"> <li>Concerns about super stops and how to fit them into our roads – some roads not wide enough.</li> <li>Superstops in Swanston Street will take up large sections of the block. First one completed outside State Library. No cars permitted, only pedestrians and cyclists.</li> <li>Examples of changes in Darebin and around Luna Park noted.</li> </ul> <p>12.1 That the IMAP Implementation Committee resolves to</p> <ol style="list-style-type: none"> <li><b>Note</b> the formation of the IMAP Action 3.2 working group.</li> <li><b>Note</b> the draft Project plan and</li> <li><b>Confirm</b> the budget allocation of \$40K in 2011/12.</li> </ol> <p><b>MOVED Ms RUNDLE / Cr Barbour</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
13.	<p><b>Action 9.2 ESD Commercial Buildings</b></p> <p>Steven McKellar, CoPP attended for this item. He noted:</p> <ul style="list-style-type: none"> <li>It has taken time to allocate work and undertake the research for this project</li> <li>The Factsheets are aimed at the development community – this has determined the language used</li> <li>Work is focused on the top 10 factsheets although more could be produced with further funding</li> <li>Murray Betts Group were assigned the graphic design and collaboration has been enhanced with the use of website BaseCamp to share comments.</li> <li>Factsheets will be available on the website and across the counter. A folder for the whole set is also being produced. An introductory factsheet will explain the process.</li> <li>Completion is expected by end of March</li> <li>Interest has been expressed from outside the IMAP councils as well.</li> </ul> <p><u>Comments/Discussion</u></p> <ul style="list-style-type: none"> <li>The Executive Officer advised funding could be reallocated from the ESD Policy part of this project</li> <li>Noted planning amendments for ESD policy could take 2 -3 years while this introduces change more immediately on a voluntary basis.</li> <li>60% of applicants in CoY undertaking this in their building projects.</li> <li>Happy to support shift in funding to complete the list of Factsheets – may not use all the funds anyway.</li> <li><i>Melbourne Climate Change Factsheets</i> – requested this take into consideration higher floor levels in areas such as Elwood where flooding occurs. Recommended levels are higher than Melbourne Waters guidelines.</li> <li>Changed recommendation to reflect discussion.</li> </ul>

	<p>13.1 That the IMAP Implementation Committee resolves to</p> <ol style="list-style-type: none"> <li><b>Note</b> the progress comments for Action 9.2</li> <li><b>Reallocate</b> funds for ESD Policy towards developing further Factsheets up to \$30K</li> <li><b>Request</b> Project team to report back advising what additional Factsheet work they want to do.</li> </ol> <p><b>MOVED Ms RUNDLE / Cr Barbour</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: Action 9.2 Project team to note the comments regarding the Melbourne Climate change factsheet and to report back on additional factsheets</i></p>
14.	<p><b>Presentation: Overseas Impressions 2011: “The Good, the Bad and the..?”</b></p> <p>Warren Roberts, CEO City of Stonnington reviewed his impressions from his study tour with the Municipal Engineering Foundation through the US, Canada and UK. The presentation covered:</p> <ul style="list-style-type: none"> <li>Flood mitigation and green roofs</li> <li>Project management and public works delivery</li> <li>Use of social media to reach diverse communities</li> </ul> <p>The Chair thanked Mr Roberts for his interesting insights.</p> <p><i>Action: W Robert’s presentation to be linked to or made available on IMAP website.</i></p>
15.	<p><b>Action 5.3 Integrating Public Housing Estates</b></p> <p>Ross Goeman, CoY attended for this item. He commented on a handout on Housing Tenure by Age Profile, Yarra 2006 census data, and noted the project would have 2 stages:</p> <ul style="list-style-type: none"> <li>Phase 1 – research on commonalities over a range of projects, how state government engages local government, with case studies and outcomes</li> <li>Phase 2 – Drafting a position paper and advocacy strategy to take up with the state government.</li> </ul> <p><u>Comments/Discussion</u>  Query whether there was sufficient funding for the project. Noted the availability of local expertise which would reduce costs. Advised to come back to the Committee if more funding needed.</p> <p>15.1 That the IMAP Implementation Committee resolves to</p> <ol style="list-style-type: none"> <li><b>Approve</b> the attached Consultant Brief for Action 5.3; and</li> <li><b>Confirm</b> the budget of \$15,000 for this work to be commenced in the 2011/12 financial year.</li> </ol> <p><b>MOVED Cr BARBOUR / Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
16.	<p><b>Action 9.4 Green Demonstration Projects – Green Roofs Guide</b></p> <p>Gail Hall CoM attended for this item and updated the Committee on:</p> <ul style="list-style-type: none"> <li>The set up of the PCG with 4 Councils and UniMelb represented,</li> <li>A Project Officer is employed from next week, and</li> <li>The work plan is on track to move forward with consultation with the green roof industry, planners, architects and designers etc.</li> <li>Aim is to develop technical specifications for technical construction industry and a simpler approach for lay people.</li> <li>Governance structure being finalised and liaison groups being suggested.</li> </ul> <p><u>Comments/Discussion</u></p> <ul style="list-style-type: none"> <li>Committee interested in the project being undertaken more quickly. <i>Gail Hall explained the timeline follows the DSE funding milestones, but can be achieved faster. Already discussing Opportunities Assessment for a demonstration site – even though scheduled for later. Dates give breathing space to reach the funding targets. Also not sure how long required for consultants to respond.</i></li> <li>Committee for Melbourne and CoM ran a competition for green roofs 2 years ago –can we use the 2 winners on the project?</li> <li>White roofs comparisons – included? <i>Gail Hall noted CoM have a separate project running on white roofs, with the first installed last week. (Art Play building)</i></li> <li>Cr Ong advised he would get more information on white roofs for the Committee.</li> </ul>

	<p>16.1 That the IMAP Implementation Committee resolves to <b>note</b> the progress of the Growing Green Guide for Melbourne project (Action 9.4)</p> <p><b>MOVED Cr ONG/ Cr Barbour</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: Cr Ong and Executive officer to follow up CoM White Roofs policy information</i></p>
17.	<p><b>Action 9.4 Green Demonstration Projects – Distributed Energy</b></p> <p>Adam Zaborszyk attended for this item to update the Committee:</p> <ul style="list-style-type: none"> <li>• Project maps energy demands across the 4 municipalities</li> <li>• Will identify grid constraints and opportunities for co-generation and put some economics around this eg             <ul style="list-style-type: none"> <li>○ Savings in energy efficiency</li> <li>○ Purchasing renewable energy upstream</li> </ul> </li> <li>• Aim to advertise opportunities to developers and the community – helps locate where the optimum spots are.</li> <li>• CSIRO have prepared the budget. Of \$950K budget, IMAP contribution is \$180K (over 3 years) and CSIRO contributes the balance of \$775K.</li> <li>• Report asks IMAP to contribute the final payment of \$20K in 2012/13 to make up the \$180K IMAP contribution (Budget provision has been made in draft budgets)</li> <li>• Currently working through the data issues; energy demand component expected to be delivered this financial year.</li> <li>• This project stands out from overseas examples as it has the benefit of using actual utility consumption data.</li> </ul> <p>17.1 That the IMAP Implementation Committee resolves:</p> <ol style="list-style-type: none"> <li>a. To <b>note</b> the progress comments provided on Action 9.4. Distributed Energy Project</li> <li>b. To <b>approve</b> the expenditure of \$180,000 on the project as outlined in the report</li> </ol> <p><b>MOVED Cr ONG/ Cr Barbour</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: Note provision for \$20K per Council in the 2012/13 budgets for Action 9.4 Distributed Energy</i></p>
18.	<p><b>CONFIDENTIAL ITEMS</b></p> <p><b>Procedural Motion:</b></p> <p>18.1 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</p> <ul style="list-style-type: none"> <li>• Section 89 (2) <b>(d)</b> Contractual Matters and</li> <li>• Section 89(2)<b>(h)</b> any other matter which the Council or special committee considers would prejudice the Council or any person, of the Local Government Act 1989 <b>(9.45am)</b></li> </ul> <p><b>MOVED Mr RUNDLE / Cr Ong</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><b>Procedural Motion:</b></p> <p>18.2 That the IMAP Implementation Committee resolves that the meeting be <b>re-opened to the public (10.00am)</b></p> <p><b>MOVED Cr BARBOUR / Cr Ong</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>

**OTHER BUSINESS**

<b>19.</b>	<p><b>Other Business</b> There was no other business</p> <p><b>Next Meeting</b> Friday 25 May 2012 (8.00am) City of Yarra</p> <p>Cr Chandler moved that the meeting be held at 12 Noon. The motion failed for lack of a seconder.</p> <p>The Meeting closed at 10.02am</p>
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**IMAP Implementation Committee Meeting 24 February 2012 – Endorsement of Minutes**

Chairperson: Cr Rachel Powning \_\_\_\_\_ Date \_\_\_\_\_

DRAFT

**RESOLUTIONS**

- 1.1 That the IMAP Implementation Committee resolves to **appoint** Cr Powning as the Chair of the meeting.
- 2.1 That the IMAP Implementation Committee resolve to **note** the following apologies:
- Mr Adrian Salmon, Assistant Director Statutory Approvals, State Planning Services DPCD
  - Mr Nial Finegan, Director NW Region, VicRoads
  - Mr Geoff Lawler, Director City Planning & Infrastructure, City of Melbourne
  - Mr Tony Pensabene, Director Policy & Research, Policy & Coordination, DBI
  - Ms Karen Watson, Executive Manager, Sustainable Futures CoS
  - Ms Sandra Wade, Manager City Strategy, CoPP
  - Cr Geoff Barbour – for lateness
- 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 held on 18 November 2011.
- 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 resolves
- a. To **note** this Communications and Governance Briefing Paper
  - b. That the November IMAP Implementation Committee meeting date be **changed** from Friday 23 November to Friday 7 December due to the Local Government election.
- 8.1 That the IMAP Implementation Committee resolves to **receive** the IMAP Financial Report for the period ending 31 December 2011.
- 9.1 That the IMAP Implementation Committee resolves to **approve** the revised Budget for the Three Year Implementation Plan.
- 10.1 That the IMAP Implementation Committee resolves to **note** the IMAP Progress Report for February 2012.
- 11.1 That the IMAP Implementation Committee resolves to
- a. **Approve** the draft Project Brief for Action 3.5 and
  - b. **Confirm** a budget allocation of up to \$100K for the current financial year.
- 12.1 That the IMAP Implementation Committee resolves to
- a. **Note** the formation of the IMAP Action 3.2 working group.
  - b. **Note** the draft Project plan and
  - c. **Confirm** the budget allocation of \$40K in 2011/12.
- 13.1 That the IMAP Implementation Committee resolves to
- a. **Note** the progress comments for Action 9.2
  - b. **Reallocate** funds for ESD Policy towards developing further Factsheets up to \$30K
  - c. **Request** Project team to report back advising what additional Factsheet work they want to do.
- 15.1 That the IMAP Implementation Committee resolves to
- a. **Approve** the attached Consultant Brief for Action 5.3; and
  - b. **Confirm** the budget of \$15,000 for this work to be commenced in the 2011/12 financial year.
- 16.1 That the IMAP Implementation Committee resolves to **note** the progress of the Growing Green Guide for Melbourne project (Action 9.4)
- 17.1 That the IMAP Implementation Committee resolves:
- a. To **note** the progress comments provided on Action 9.4. Distributed Energy Project
  - b. To **approve** the expenditure of \$180,000 on the project as outlined in the report
- 18.1 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 and
  - Section 89(2)**(h)** any other matter which the Council or special committee considers would prejudice the Council or any person,
- of the Local Government Act 1989 **(9.45am)**
- 18.2 That the IMAP Implementation Committee resolves that the meeting be **re-opened to the public (10.00am)**

## ACTIONS PUBLIC RECORD

Item	Responsibility	Action	Due
2	IMAP Executive Officer	Executive Officer to follow up new Associate members on the IMAP Committee representing DoT and VicRoads	May 2012
7 Comms & Gov.	IMAP Executive Officer	IMAP Executive Officer to <ul style="list-style-type: none"> <li>• Invite Steve Booth to speak at an IMAP meeting regarding the role of the Melbourne Central VGBO in Dept of Business and Innovation.</li> <li>• Bring forward a report on the extension of the wayfinding signs network</li> <li>• Follow up suggestions in the Service Provider Survey</li> <li>• Advise Councils of the changed meeting date in Nov/Dec 2012</li> </ul>	May 2012           March 2012
13	Action 9.2 Project Team	Action 9.2 Project team to note the comments regarding the Melbourne Climate change factsheet and to report back on additional factsheets	March 2012
14	IMAP Executive Officer	W Robert's presentation to be linked to or made available on IMAP website.	March 2012
16 Action 9.4	IMAP Executive Officer Cr Ken Ong	Cr Ong and Executive officer to follow up CoM White Roofs policy information	May 2012
17 Action 9.4	IMAP Executive Officer	Note provision for \$20K per Council in the 2012/13 budgets for Action 9.4 Distributed Energy	March 2012



**IMAP Implementation Committee  
Business Arising  
25 May 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 (11 March 2011)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
14 Action 9.4 Green Demo Projects	IMAP Executive Officer	Executive Officer to follow up CoMs White Roofs guideline for distribution	TBA	Completed. See Attached-Attachment 2a
<b>F 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>
17	IMAP Executive Officer	Executive Officer to follow up invite to Mr Chesterfield, Melbourne Water to the August 2011 IMAP Committee meeting.	June/July 2011	Completed: arranged presentation for Aug 2012 meeting
<b>G 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>H IMAP Executive Forum Action items (18 October 2011)</b>				
<i>Item</i>	<i>Responsibility</i>	<i>Action</i>	<i>Due</i>	<i>Progress</i>
3 Action 9.4	IMAP Executive Officer	To note Action 9.4 Green Guide funding for Implementation Plan and arrange invoicing	Feb 2012	Completed
<b>I 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
	IMAP Executive Officer	Exec Officer to discuss current WSUD position with Action 9.3 Project team and Melbourne Water	Dec 2011	Completed
		Exec Officer to draft letter to Min for Planning regarding support for WSUD	Dec 2011	Final draft being reviewed

I IMAP Implementation Committee (18 November 2011) – cont'd				
11 Action 9.4	IMAP Executive Officer	Exec Officer to circ Water Sensitive Cities report to other Councils and include in correspondence to Ministers for Planning and Water	Feb 2012	Completed
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 – refer Attachment 8
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>publish the consultant reports and Attachment 2 on the IMAP website under Action 5.2</li><li>arrange a briefing for City of Maribyrnong representatives</li></ul>	Jan 2012	Completed
		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	On Hold – officer on LSL
J IMAP Implementation Committee (24 February 2012)				
2	IMAP Executive Officer	Executive Officer to follow up new Associate members on the IMAP Committee representing DoT and VicRoads	May 2012	Completed
7 Comms & Gov.	IMAP Executive Officer	IMAP Executive Officer to <ul style="list-style-type: none"><li>Invite Steve Booth to speak at an IMAP meeting regarding the role of the Melbourne Central VGBO in Dept of Business and Innovation.</li><li>Bring forward a report on the extension of the wayfinding signs network</li><li>Follow up suggestions in the Service Provider Survey</li><li>Advise Councils of the changed meeting date in Nov/Dec 2012</li></ul>	May 2012	Completed
			Aug 2012	
			Ongoing	
			March 2012	Completed. Advertised.
13	Action 9.2 Project Team	Action 9.2 Project team to note the comments regarding the Melbourne Climate change factsheet and to report back on additional factsheets	March 2012	Completed. Project team advised
14	IMAP Executive Officer	W Robert's presentation to be linked to or made available on IMAP website.	March 2012	
16 Action 9.4	IMAP Executive Officer Cr Ken Ong	Cr Ong and Executive officer to follow up CoM White Roofs policy information	May 2012	Completed – see attached (2a)
17 Action 9.4	IMAP Executive Officer	Note provision for \$20K per Council in the 2012/13 budgets for Action 9.4 Distributed Energy	March 2012	Completed. Councils advised

### Correspondence

To	Regarding
Attachment 2b Press release	Growing Green Guide launch
Attachment 2c Commissioner Kate Hamond, VCGLR	Meeting with IMAP representatives
Attachment 2d Mayors, local Councils – to follow	Water Sensitive Cities report

Refer Attachment 2a: City of Melbourne Cool Roofs Guide  
Urban Forest Factsheet

The Cool Roofs Research Report and City of Melbourne Urban Forest Strategy are available on the City of Melbourne website at:

<http://www.melbourne.vic.gov.au/Environment/WhatCouncilisDoing/Pages/Coolroofs.aspx>

<http://www.melbourne.vic.gov.au/ENVIRONMENT/URBANFOREST/Pages/Why.aspx>

# Cool Roofs: A City of Melbourne Guide

A cool roof reflects the sun's heat and emits absorbed radiation back into the atmosphere at a higher rate than standard materials. They reduce the amount of heat held and transferred to the building below, keeping the building cooler and at a more constant temperature.

Cool roofs have additives to the roof base material or roof paint. A simple analogy is a black car compared to a white car. On a sunny day, the white car will be cooler to touch than the equivalent black car.

## Benefits of cool roofs

The net energy savings and broader benefits of cool roofs vary depending on the local climate but can include:

- reduced cooling energy load in summer
- increased heating energy load during winter
- increase the life of air conditioning systems and roofs service life
- lower roof maintenance costs
- reduce the temperature in the city due to reduced amount of heat trapped in the city
- reduced air pollution and greenhouse gas emissions
- improved human health and comfort.

## Types of cool roofs

A cool roof can be installed on any building. Some cool roof elements are built into roof materials prior to construction and some are applied after installation. Both methods are effective at creating a cool roof.

The following roof types are suitable for this technology:

- corrugated iron / zincalume / colourbond
- concrete
- bitumen
- tile
- slate

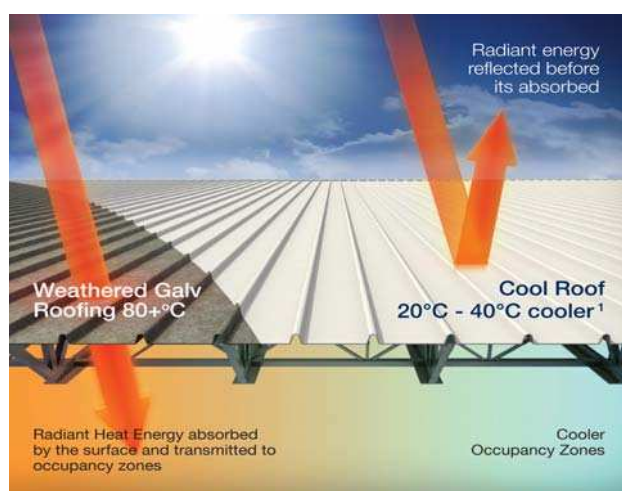


Image courtesy of Dulux

This table shows a roof's suitability for cool roof product. To be suitable for cool roof product, a roof has to match at least two of the criteria in white boxes according to roof type.

Building Age	New	Recent– last 5 years	Older than 5 years
Ceiling insulated	Yes, More than R2.5	Yes, Less than R.2.5	No
Shading level	More than 20%	Less than 20%	
Pitch of roof	Less than 23 deg	More than 23 deg	
Colour of roof	Light	Medium	Dark
Size of building	Small	Large	Tall
Type of building	Residential	Commercial	Industrial
Predominant Conditioning type	Mainly heating	Mainly cooling	No heating or cooling

## Further Information

City of Melbourne 1200 Buildings Program

<http://www.melbourne.vic.gov.au/1200buildings/Pages?home.aspx>

## Colours

Specialist paints used for cool roofs has the technology to maximise sun and heat reflection. Not all cool roof products are white there are many products which use darker pigments that still maintain a high solar reflectance.

## Costs

Cool roof costs vary and depend on factors like the roof's current condition and material, ease of access and the type of product used. The typical cost of a coating on an existing roof is \$18 - \$25 per m<sup>2</sup>

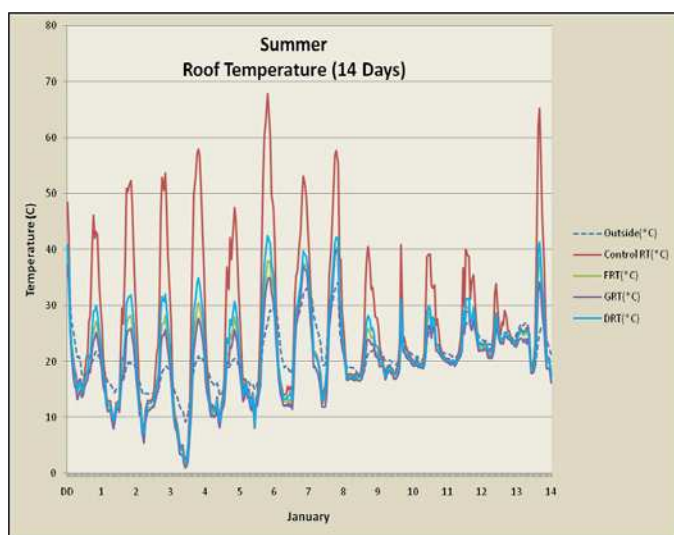
## Maintenance

Pollution, foot traffic, wind-deposited debris, water, and mould or algae growth will decrease a cool roof's effectiveness. Designated walkways along these roofs or limiting access can help prevent cool roofs from accumulating pollution and reduce maintenance costs. Designing steep-sloped roofs can reduce maintenance costs because rainwater can more easily wash away dirt and debris from the roofs.

Cleaning a cool roof can restore solar reflectance close to its installed condition. Always check with your product manufacturer for the proper cleaning procedure, as some methods may damage your roof. While it is generally not cost effective to clean a roof just for the energy savings, roof cleaning can be integrated as one component of your roof's routine maintenance program.

## Cool roof products

There are many cool roof products on the market. Research commissioned by City of Melbourne and conducted by University of Melbourne used the products listed below to investigate the benefits of cool roofs. For the detailed findings of this research visit the 1200 Buildings webpage on the City of Melbourne website.



The figure represents the roof surface temperature (RT) of a metal roof (control) and three cool roof products (F,G,D). The metal roof reaches nearly 70°C while cool roofs reach 40°C (courtesy of University of Melbourne).

Product Name	Suitable for roof types	Colour range	Building types suited to	Strengths
<b>Colourbond Coolmax</b>	New metal only	White only	New	No application required
<b>SkyCool</b>	All	White only	All - commercial	High reflectance
<b>StayCool</b>	All	White only	All - commercial	High Reflectance
<b>Thermoshield</b>	All	White and pastel	All - commercial	High insulation
<b>Dulux Infracool</b>	All	White & all colours	All – residential & Commercial	High reflectance & dirt resistance

## Further Information

City of Melbourne 1200 Buildings Program

<http://www.melbourne.vic.gov.au/1200buildings/Pages?home.aspx>



# MELBOURNE'S URBAN FOREST



**60,000**

COUNCIL TREES



**\$650m**

AMENITY VALUE



**22%**

CANOPY COVER

## LOW DIVERSITY

Just three species – plane, elm and red river gum make up more than 35% of Melbourne's trees



## AGEING

Some of our grandest trees are nearing the end of their lives



**HIGH VULNERABILITY**

## Fitzroy Gardens now



## CITY OF MELBOURNE EXPECTS TO LOSE

- **27%** of trees in 10 years
- **44%** of trees in 20 years

## If no action is taken



## CHALLENGES

### Pests & Disease

Myrtle rust could affect almost 45% of Melbourne's trees

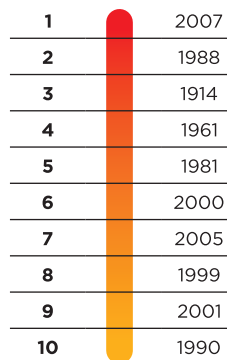


### Climate change

Victoria's temperatures are predicted to increase into the future

Victoria has recorded five of its ten hottest years since 1999\*\*

\*\*Ranked according to average daily temperature



### Increasing Population & Density



## THE FUTURE

### OUR VISION

The City of Melbourne's urban forest will be resilient, healthy and diverse and will contribute to the health and wellbeing of our community and to the creation of a liveable city.

### URBAN FOREST STRATEGY TARGETS

1. Increase canopy cover – 40 per cent by 2040.
2. Increase diversity – no more than 5% of one tree species, 10% one genus, 20% one family.
3. Improve vegetation health – 90 per cent of tree population healthy by 2040.
4. Improve soil moisture.
5. Improve biodiversity.
6. Inform and consult with the community.





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



## **MEDIA RELEASE: Growing Green Guide for Melbourne project launch**

# **MELBOURNE ROOFS, WALLS AND FACADES GOING GREEN**

Friday 11 May 2012

Four inner city councils and the University of Melbourne will today launch a program that has the potential to transform Melbourne's roofs, walls and facades into vegetated, leafy habitats.

The Growing Green Guide for Melbourne will be produced by the Inner Melbourne Action Plan councils (Cities of Melbourne, Yarra, Stonnington and Port Phillip) and the University of Melbourne and will be an industry 'how to guide' to encourage greater greening of buildings in Melbourne.

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

City of Melbourne Eco City Councillor Cathy Oke said: "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. People have been telling us that there isn't enough information on how to create them in Melbourne, so this project is designed to fill that information gap."

The Growing Green Guide for Melbourne project will create a guide for the construction of green roofs and walls. It will also develop recommendations for how to integrate rooftop and vertical greening into regulatory schemes, and identify prime sites for future development of green roofs, walls and facades in inner Melbourne.

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."

Councillor Janet Bolitho, City of Port Phillip, and chair of the Accord Committee said: "This project is a fine example of the collaboration



and regional approach supported by the Accord. It will also be available to all councils.”

The cities of Melbourne, Port Phillip, Stonnington and Yarra are also launching a series of fact sheets at this event on how to include sustainable design for all developments and extensions. The fact sheets help to deliver buildings that are resource efficient are cheaper to run and have a lower environmental impact.

**Media contact:**

Irene Vlahos, Media Advisor, City of Melbourne, 9658 9115.

**LAUNCH DETAILS**

- **WHEN:** Friday 11 May 2012 at 11am
- **WHO:**
  - City of Melbourne Eco City Councillor Cathy Oke
  - City of Port Phillip Councillor and chair of the Accord Committee Janet Bolitho
  - University of Melbourne Senior Lecturer John Rayner
  - Mayor of Stonnington and IMAP representative John Chandler
  - Invited guests from councils and the building industry.
- **WHERE:** The rooftop of Council House 2, 240 Little Collins Street, Melbourne.
- **WHAT:** The above guest speakers will give short presentations. There will be a large visual element to the launch – green roof plants, posters and visualisation of what inner Melbourne rooftops could look like in future. Light refreshments will also be provided.

A media pack with further information and images will be available for media on the day.



**Victorian Local  
Sustainability Accord**

**Sustainability  
Fund**





Enquires: Elissa McElroy  
Telephone: 03 8290 1110

25 May 2012

Commissioner Kate Hamond  
Victorian Commission for Gambling and Liquor Regulation  
GPO Box 1988,  
Melbourne  
VIC 3001

Dear Commissioner Hamond,

On behalf of the Inner Melbourne Action Plan Implementation Committee, I write to extend the Committee's thanks for your time in meeting with representatives of the IMAP Councils on the 3 May.

It has been valuable for the Committee to have your input directly on the liquor licensing issues and to get the perspective of the Commission and its staff.

We would welcome the opportunity to work with you and your staff further on the licensing issues facing the inner Melbourne region.

The senior Council representatives from the IMAP Councils who attended the meeting are keen to follow up by convening a forum at the Commission that our community and statutory planning staff can attend. We believe they would benefit greatly by familiarising themselves with the hearings location and meeting with Commission and staff personnel to better understand how best to meet the legislative requirements for both gaming and liquor in the local government context. I will follow up with Emily Sanders to see if this is able to be arranged.

Again, our thanks for your involvement and input at our recent meeting and we look forward to continued discussion with the VCGLR.

Regards,

Elissa McElroy  
IMAP Executive Officer

**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. The IMAP Budget report was prepared and sent to the 4 IMAP Councils. A further report was prepared for the City of Maribyrnong regarding IMAPs budget request for 2012/13. The Executive Officer attended the City of Stonnington's Council briefing.
3. Invoiced the City of Maribyrnong for this year's funding. Invoices were also sent to the Cities of Melbourne and Port Phillip for Action 9.4 Growing Green Guide funds. Staff at the City of Maribyrnong were contacted regarding projects being undertaken by IMAP and inviting their participation.

**Communications**

4. During the last 3 months the following activities have involved IMAP communications:
  - Briefing of new Associate members from DBI and DoT
  - Attendance at the VTIC Industry update regarding the launch of Myki and its affect on the tourist industry
  - Meeting with Matthew Gould, VECCI re IMAP
  - Meeting with Eli Grossinger Binshtok, CEO, ExcelPark
  - Enquiry from Peter Mares, Grattan Institute regarding undertaking further research on the outcome of the Greenlight Project
  - Attendance of the IMAP Student Placement Officer at the LGPro HR group to present on the WIL project (Action 7.7)
  - Provided feedback to Mark Elliot, Collabforge undertaking research for the federal government on the website MyRegion. Attending the workshop on 22 May.
  - Meeting with staff from Knowledge Melbourne at City of Melbourne
  - Established meeting and agenda with staff of the Victorian Commission for Gaming and Liquor Regulation (VCGLR) and IMAP representatives on 3 May.
  - Attended 4 PCG meetings for the Community Land Trust research (Action 5.2) being undertaken by the University of Western Sydney. The project has nearly completed the Manual and is coming to the close of Stage 1.
  - Attended 3 PCG meetings with the Growing Green Guide Group (Action 9.4) and assisted with the public launch of both this project and the ESD Factsheets at the City of Melbourne on 11 May. A press release for these projects was prepared which is attached for information. A Media and Communications Strategy has been developed for the GGG project which has been circulated to the IMAP Councils communications departments for feedback.

- Attending meeting with the Action 5.3,5.4.and 5.5 Housing Working Group to discuss the funding shortfall for Action 5.3 following receipt of Expression of Interest beyond budget limits. The brief for Action 5.4/5.5 is due to be released in the next few days for indications of interest.
- Prepared the mailing list and cover letter to circulate the Water Sensitive Cities report to councils within the Melbourne region.
- Drafted a letter 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. The letter has been circulated to members of the Action 9.3 Working Party and Melbourne Water for comment prior to signing.
- Confirmed arrangements for representatives from Melbourne Water to present at the next IMAP meeting in August.
- Established a Brief for setting up an IMAP GIS system. Circulated to the IMAP Councils' GIS coordinators for comments. Awaiting final comments before finalising quote.
- Commenced updating of the IMAP website to include the WIL suite of documents and the ESD Factsheets.

### Recommendation

5. That the IMAP Implementation Committee resolves to **note** this Communications and Governance Briefing Paper











# IMAP Implementation Committee

## Financial Report for the nine months ending 31 March 2012

1 July 2011 – 31 March 2012

### Background

1. The IMAP financial position was last noted at the IMAP Implementation Committee meeting held 24 February 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 has been invoiced to the cities of Melbourne and Port Phillip (\$20K each). Stonnington and Yarra have budgeted for this in 2012/1
5. **Total Income of \$589,749** was recorded for the 9 month period to 31 March 2012.  
*The City of Maribyrnong has been invoiced in May for a contribution of \$35,830 in 2011/12 (\$20K Tourism project; \$15,830 transport projects).*

#### 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	
<b>Action 9.4</b> Growing Green Guide @\$20K – CoM, CoPP	\$ 40,000	
<b>Strategy 11</b> Regional Tourism Contributions @\$20K - 4 councils	\$ 80,000	
<b>Strategy 11</b> IMAP Map Licensing fees	\$ 772	
Reimbursement Training Course	\$ 5,900	\$469,749

#### 2810 Contract Income:

<b>IMAP</b> Annual Contributions @\$30k – 4 councils		\$120,000
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#### **TOTAL OPERATING INCOME**

**\$589,749**

### Expenditure

5. **Total Expenditure of \$105,175** was paid during the 9 month period to 31 March 2012.  
*Additional commitments not yet invoiced total \$114,644.*

#### 4040 Contract staff

<b>Action 7.4</b> WIL project staff - first payment to CoM	\$8,605
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#### 4102 Catering

<b>IMAP</b> Catering - informal meetings	\$217
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#### 4104 Postage & Courier

<b>IMAP</b> Courier - Committee papers	\$161
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#### 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	\$65,392

**4108 Stationery**

<b>IMAP</b>	Meetings - Stationery Reimbursements		\$331
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**4130 Advertising**

<b>Strategy 11</b>	Advert Melbourne Style Magazine		\$6,750
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**4131 Promotional Publications**

<b>Strategy 11</b>	Tourist Map distribution		
	- Jun 2011	\$ 290	
	- July	\$ 379	
	- Aug	\$ 277	
	- May (late payment)	\$ 339	
	- Sept	\$ 385	
	- Oct	\$ 355	
	- Nov	\$ 312	
	- Dec	\$ 445	
	- Jan	\$ 389	
	- Feb	\$ 367	
	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	\$10,898
<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 11</b>	IMAP Map adjustments – Visual Voice	\$ 400	
<b>Action 9.4</b>	Water Sensitive Cities report	\$4,900	
<b>Strategy 11</b>	IMAP Map Changes Stage 1	\$1,818	
<b>Action 9.2</b>	Design of ESD Fact Sheet template	\$2,550	\$12,314
<b>5102 Internal Catering</b>			
<b>IMAP</b>	Catering – Planning Process Review meeting	\$180	
	Catering – IMAP Committee	\$111	
	Catering - Reimbursements	\$74	
	Catering meetings	\$125	\$491
<b>TOTAL EXPENDITURE</b>			<b><u>\$105,175</u></b>
<b>NET SURPLUS</b>			<b><u>\$484,574</u></b>

**Recommendation**

6. That the IMAP Implementation Committee resolves to **receive** the IMAP Financial Report for the period ending 31 March 2012.

**Reporting Scope - IMAP*****Operating & Capital Works Statement for period ended March 31 2011***

<u>CURRENT MONTH</u>				<u>YEAR TO DATE</u>					<u>FULL YEAR</u>		
	Total Committed	Budget	Variance	Unpaid Purchase Orders	Actuals	Total Committed	Budget	Variance	Forecast	Budget	Variance
2800 - Sundry Income	386	0	386	0	469,749	469,749	0	469,749	0	0	0
2810 - Contract Income	0	0	0	0	120,000	120,000	0	120,000	0	0	0
Other Revenue	386	0	386	0	589,749	589,749	0	589,749	0	0	0
<b>Total Operating Income</b>	<b>386</b>	<b>0</b>	<b>386</b>	<b>0</b>	<b>589,749</b>	<b>589,749</b>	<b>0</b>	<b>589,749</b>	<b>0</b>	<b>0</b>	<b>0</b>
4040 - Contract Staff	0	0	0	0	8,605	8,605	0	(8,605)	0	0	0
Employee Benefits	0	0	0	0	8,605	8,605	0	(8,605)	0	0	0
4102 - Catering	143	0	(143)	0	217	217	0	(217)	0	0	0
4104 - Postage & Couriers	0	0	0	0	161	161	0	(161)	0	0	0
4105 - Printing	965	0	(965)	0	65,392	65,392	0	(65,392)	0	0	0
4108 - Stationery - General	198	0	(198)	0	331	331	0	(331)	0	0	0
4130 - Advertising	0	0	0	0	6,750	6,750	0	(6,750)	0	0	0
4131 - Promotional Publications	647	0	(647)	0	10,898	10,898	0	(10,898)	0	0	0
4142 - Local Travel	0	0	0	0	17	17	0	(17)	0	0	0
4150 - Consulting Fees	0	0	0	0	12,314	12,314	0	(12,314)	0	0	0
5102 - Internal Catering Charges	0	0	0	0	491	491	0	(491)	0	0	0
Administration Expenditure	1,953	0	(1,953)	0	96,571	96,571	0	(96,571)	0	0	0
<b>Total Operating Expenditure</b>	<b>1,953</b>	<b>0</b>	<b>(1,953)</b>	<b>0</b>	<b>105,175</b>	<b>105,175</b>	<b>0</b>	<b>(105,175)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Operating Profit / (Loss)</b>	<b>(1,567)</b>	<b>0</b>	<b>(1,567)</b>	<b>0</b>	<b>484,574</b>	<b>484,574</b>	<b>0</b>	<b>484,574</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Surplus / (Deficit)</b>	<b>(1,567)</b>	<b>0</b>	<b>(1,567)</b>	<b>0</b>	<b>484,574</b>	<b>484,574</b>	<b>0</b>	<b>484,574</b>	<b>0</b>	<b>0</b>	<b>0</b>

# IMAP Progress Report

## May 2012

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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 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) with recommendations from this report 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 and therefore require the most work to bring them up to a standard that could safely accommodate increasing bicycle volumes.
- These routes also provide the opportunity to implement some of the separation and delineation treatments being designed and installed in various municipalities. The development of this hierarchy of treatments is considered 'best practice' and the opportunity to promote and share this knowledge more broadly is being considered by the working group.
- The Working Group reported their gap analysis of the network to the IMAP Implementation Committee in May 2010 to highlight progress to date and future priorities. 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.
- During 2010-11 cycling treatments have been installed in St Kilda Road, Royal Parade, Albert Street, Cecil Street, and Chapel Street. Good progress has been made on closing the gaps in the network, helped also by the work being undertaken by VicRoads.
- [The IMAP councils are also making good progress on their capital works program for 2011-12. Design options are becoming more standardised. Recent initiatives in 2011/12 include:](#)

#### [Yarra.](#)

- [Elizabeth/Baker/Johnson St](#) –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.
- [Langridge Street](#) between Nicholson St and Smith St - VicRoads completed works including Vibraline and Green Paint

- **Canning St/Princes intersection** upgraded for increased capacity
- **Brunswick St** at Victoria, Gertrude, Johnston and Alexandra Pde - VicRoads installing early bicycle/pedestrian/tram head starts.
- **Heidelberg Rd** between Queens Pde and Merri Ck - VR completed improvement works to reinforce the bicycle lane with green paint, Vibraline and bollards.
- **Queens Parade** near Michael St. - Yarra and VR working to finalise a difficult section.
- **Lennox St** - A small section of will be resheet and linemarked with bicycle/car shared lanes
- **Wellington St** Copenhagen lanes between Victoria and Johnston St given approval for consultation.

#### Melbourne

- **City of Melbourne Bike Plan 2012 - 2016** being prepared (currently in draft form).
- **Lloyd St**, Dynon Rd to Arden St, North Melbourne, new bike lane.
- **Kensington Rd**, Dynon Rd to Arden St, North Melbourne, new bike lane.
- **Faraday St**, Canning St to Swanston, Carlton, bike lane upgrade.
- Installed 170 bicycle storage hoops.
- **Footscray Rd** shared path upgrade (VicRoads)
- **Hobsons Rd, Childers St, Tennyson St** (VicRoads East - West Link)
- **La Trobe St** bike path options developed. Community engagement undertaken and options presented to Future Melbourne Committee in April 2012.
- **Canning St / Princes St** bike link upgrade (VicRoads)
- **Capital City Trail** audit of signage / linemarking undertaken recently

### **Action 3.2 Roads as Places**

#### **IN PROGRESS**

- A Briefing paper was prepared for consideration by the IMAP Implementation Committee on 19 February 2010. Progress on this project has been limited due to the significant work undertaken on the Melbourne Transport Strategy Update.
- A revised brief was approved at the February 2012 Committee meeting which looks at the place making attributes around tram super stops.



### Action 3.3 Regional Approach to Parking Management

#### Stage 1 – COMPLETE

- The 2008 audit identified current parking status and gaps which assisted in the development of 6 'guiding principles' for the management of existing parking supply in Activity Centres.
- In November 2009 the Working group reported back on:
  - 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 which will address the Committee's interest in the value of parking activity. The Department 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. Action 3.5 seeks to determine what actions can realistically be undertaken by member Councils to ameliorate the impact of through traffic in the Inner Melbourne area.. This brief is designed to define through traffic, develop a greater understanding of through traffic issues/options and develop an Action Plan for IMAP Councils to implement and advocate to State on relevant issues.
- 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 project has recently gone to tender, and is due to close 24 May.

### 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 and is now due to go before the City of Melbourne Council for final adoption.

### Action 5.2 Affordable Housing

#### COMPLETED

With the completion of this action, consultant reports will be available on the IMAP website under Action 5.2. 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. Expressions of interest have been sought. Costs for this project are currently being reassessed.

### 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 slightly due to capacity constraints but will advertise the brief in the coming month.

### Action 6.3 Managing Conflict in Activity Centres

#### Stage 1 – COMPLETED

- Key 'tools' have been developed to aid in the assessment of Cumulative Impact:
  - A Precinct Approach to include baseline data (key indicators) to assist the applicant in preparing the application.
  - A Pre-Application Approach that includes a checklist for applicants outlining the information to be provided.

- A Cumulative Impact Assessment form that provides a tool to assist council's planners and decision makers to reflect on the proposal against issues, constraints and opportunities.
- The State Government established an Interdepartmental Committee (IDC) to consider Cumulative Impact and Outlet Density. Representatives from DPCD reported to the IMAP Implementation Committee on the IDC in November 2009.
- A review of definitions identified inconsistency with definitions in the Planning Scheme and those used in the Liquor Licensing system. A Discussion Paper has influenced further communication within councils and State Government.

#### 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. [The outcome of that meeting will be reported to the May 2012 IMAP Committee meeting.](#)

### Action 7.7 Universities and Regional Development

#### IN PROGRESS

- Initiated by IMAP's Regional Economic Development Statement (May 2008), the Office of Knowledge Capital & IMAP partnered to progress the Councils for Hosting Universities (CHUM) program. A workshop held December 2008 increased awareness and information sharing across Universities and Councils within the inner Melbourne region and identified 2 Initiatives.
- One of these initiatives, *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 Tertiary 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 will be considered by IMAP in May 2012.](#)

### 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

This new project was identified as a priority in the IMAP plan review undertaken in 2010.

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 to the Minister is in preparation.*

## Action 9.4 Green Demonstration Projects

### IN PROGRESS

This new project was identified as a priority for commencement in the IMAP plan review undertaken in 2010. There are three parts to this project:

- 1) Water Sensitive Cities
- 2) Green Roof Initiatives
- 3) Distributed Energy

- 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 is due to be circulated to neighbouring municipalities for information. This action is now COMPLETE.
- 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 appointed. The project was successfully launched at a well attended function at the City of Melbourne on 11 May 2012.
- 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. The IMAP Committee considered a further report in February 2012 on funding and partnership arrangements for this project. The final funding instalment is included in the draft 2012/13 budgets.

## 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.

## Current initiatives include -

- Licensing the tourism map to other tourist providers
- Publicity to promote Inner Melbourne to the regions has been undertaken with
  - 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

An update report will be provided to the May 2011 IMAP Committee.

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

### Final Report

#### Action 7.7 – Universities and Regional Development: Work Integrated Learning Project

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#### Purpose

1. To update the Committee on the achievements of the Work Integrated Learning project and provide a final report for the project.

#### Background

2. At the end of 2008 the IMAP Implementation Committee resolved to support a round table with key stakeholders to identify the issues and opportunities relating to the IMAP Councils working collaboratively with universities and TAFE in the definition and development of a stronger role in regional development. Through the round table, Work Integrated Learning (WIL) was identified as a key area where the IMAP councils and higher education providers could partner and work collaboratively.
3. Work Integrated Learning are activities that allow students to put into practice the theory they have learnt in the classroom. Work Integrated Learning is known by other terms, such as student placements; work experience and internships.
4. In May 2010 a workshop was held between the IMAP councils, Office of Knowledge Capital and the Australian Collaborative Education Network and the intent, opportunities and actions of the IMAP WIL Project were defined.
5. The IMAP WIL Working Group, made up of Human Resource team members from the IMAP Councils, progressed the project with the intent of rolling out policy and a promotional strategy across the IMAP Councils. At the IMAP Implementation Committee held in December 2010, the group recommended a part time Project Manager be appointed.
6. The part time Project Manager, Alexandra Moloney, started in May 2011 based at the City of Melbourne and reporting to the IMAP Executive Officer.
7. A project plan was developed and approved by the IMAP Implementation Committee. At a high level the project's primary driver was to leverage and use WIL to develop stronger links with the universities and TAFE sector, and the project was organised into three project areas aligned to the primary driver:
  - a) Project Area 1 – PROMOTE WIL – Create Awareness
  - b) Project Area 2 – STRENGTHEN WIL – Make It Easier
  - c) Project Area 3 – FACILITATE WIL – Broker Relationships

## Discussion

8. Between May 2011 and May 2012 a broad range of deliverables and achievements have been made by the IMAP WIL Project Team in each of the 3 project areas – **refer Attachment 7a**. The project team resolved to replace the Work Integrated Learning title with a more meaningful term 'Student Placements'. The deliverables establish an accessible WIL process for managers and staff in the IMAP Councils to follow – **refer Attachment 7b** for Student Placement policy and documents now available via Council intranet websites and the IMAP website.
9. In summary, the project achieved:
  - a) A greater awareness across IMAP Councils of student placements
  - b) Greater awareness from both local Councils and the universities on how they can partner on student placements, and suggested placement opportunities being progressed
  - c) Greater awareness from the universities of the student placements relevant to local Councils.
  - d) Ongoing activities which promote IMAP and the project achievements and deliverables to other Councils
  - e) Provision of policy and supporting documents which make it easier for managers to plan for and access students
  - f) Better outcomes for students and Councils through planning ahead of time for student placements and considering students in workforce planning
  - g) Student recruitment can be aligned with each Councils strategic workforce planning objectives
  - h) IMAP Council managers and team leaders have an ongoing resource in the Student Placement Inventory and Key Contacts to help them broker relationships
10. This project illustrates there is value for the IMAP Councils sharing knowledge and information about internal Council policy, process and projects and sharing best practice
11. University stakeholders are now more aware of IMAP and the IMAP Councils. There is now an opportunity for the IMAP Implementation Committee to resolve to leverage this knowledge and interest and to continue its focus on Strategy 7 – Action 7.7 Universities and Regional Development.
12. In 2012 the City of Melbourne will increase its focus on the knowledge sector through the 'Knowledge Melbourne Program'. This program provides opportunities to the other IMAP Councils, who could also be involved in these activities as an obvious extension to this project. It is proposed that a presentation on the Knowledge Melbourne Program be provided to the IMAP Implementation Committee meeting for consideration.

13. Continuation of Action 7.7 could also include re-evaluating the 'Town and Gown' recommendation considered by the IMAP Implementation Committee in February 2009 (*Refer Footnote 1 for details from that report*). This would involve supporting and facilitating workshops/information sharing sessions between the IMAP Councils and university stakeholders on selected topics. Examples for Town and Gown sessions:

- a) a topic would be chosen for a session and IMAP Councils' representatives and university academics would be invited to participate.
- b) a session could be held on 'Local Government Workforce Planning Challenges and Opportunities' with IMAP Council Human Resource teams and Human Resource academics

## Acknowledgements

14. The Work Integrated Learning Project Manager would like to formally thank the IMAP WIL Project Team and also a number of other key stakeholders who have contributed significantly to the project:

- a) Project Team
  - City of Melbourne – Austin Ley and Tanya Athans
  - City of Port Phillip -Marnie Gibson.
  - City of Stonnington – Katherine Sinclair and Kylie Storer.
  - City of Yarra – Fiona Monagle
- b) Key Stakeholders
  - City of Melbourne –Roni Le and Shireen Huda
  - City of Stonnington – Kelly Jackson
  - City of Yarra – Scott Glover

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### FOOTNOTE 1

#### Proposed 'Town Gown' initiative

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

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

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

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

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

## **Recommendations**

15. That the IMAP Implementation Committee resolves to accept the final report for the Work Integrated Learning Project and close out the project.
16. That the IMAP Implementation Committee give consideration to the next phase of this project to capitalise on the work and networks already created with the University sector.

## *Attachments:*

6a *Action 7.7 WIL Project Achievements*

6b *Action 7.7 Council Internet Resources*



## Project Area 1 – PROMOTE *Student Placements* – Create Awareness

Deliverable / Achievement	Outcome
Conduct information briefing and discussion with managers and team leaders at the IMAP Councils.	<p>May 2011 – June 2011: Face to face briefings conducted across IMAP Councils to promote the use of students; understand needs and existing programs and understand issues with current process and policy.</p> <p><i>There is now greater awareness across the IMAP Councils of student placements.</i></p>
Student Placement Showcase	<p>As part of Melbourne Knowledge Week 2011 IMAP hosted the 'Student Placement Showcase' – The showcase provided a space for universities and other organisations to exhibit their student placement programs, and to have academics and staff on hand to speak with local government managers and team leaders.</p> <p>Managers and team leaders from across the IMAP councils and other local councils were invited to attend the event.</p> <p>There were 11 exhibitors and 100 people attended the event. Feedback received from exhibitors and attendees was very positive and a recommendation has been made to run a similar event as part of Melbourne Knowledge Week 2012.</p> <p><i>As a result of this showcase there is greater awareness from both local councils and the universities on how they can partner on student placements.</i></p>
Presentations	<p>Academics have presented their course specific student placement programs to Council staff – for example University of Melbourne GIS Internship program details were presented to interested GIS staff from across the IMAP Councils.</p> <p><i>As a result of these presentations greater awareness from both local councils and the universities on how they can partner on student placements, and suggested placement opportunities are being progressed.</i></p>
Student Placement Inventory and Key Contacts	<p>A key barrier and challenge for manager's wanting to undertake student placements within their team is having knowledge of the programs available and who to contact. The project has produced a resource called the 'Student Placement Inventory' that will be available through each Council's staff intranet and on the IMAP public website. The inventory is a detailed list of the student placement programs run by the various universities and relevant information for each program – contact point; duration of placement; timing of placement; cost of placement and level of student undertaking the placement. The inventory has been completed with input from the universities and currently contains 121 student placement</p>

Deliverable / Achievement	Outcome
	<p>programs that are relevant for local government. A process has been put in place to maintain the inventory and keep it updated on a regular basis.</p> <p><i>As a result of creating the inventory there is greater awareness from the universities of the student placements relevant to local Councils. IMAP Council managers and team leaders have an ongoing resource to help them plan placements.</i></p>
Promote deliverables and achievements more broadly.	<p>A number of activities have been completed or are underway to promote IMAP and the project achievements and deliverables to other local Councils:</p> <ul style="list-style-type: none"> <li>• Student Placement Showcase 2011</li> <li>• Publishing policy and documents on the IMAP public website</li> <li>• LG Pro – presentation on project outcomes to LG Pro HR group planned for May 2012.</li> <li>• Promotion of project outcomes to MAV and ACELG.</li> <li>• Abstract for paper accepted for delivery at the ACEN international conference at the end of 2012.</li> </ul>

## Project Area 2 – STRENGTHEN WIL – *Make It Easier*

Deliverable / Achievement	Outcome
Policy and Supporting Documentation	<p>The Project Team have produced a Student Placement Policy and supporting documents. The policy has been tailored and adopted by the IMAP Councils. The policy and documents are available on each Council's intranet site and launched to staff.</p> <p>A list of the documents produced and available is included in this report. The policy and documents have also been made available via the IMAP public website.</p> <p><i>The policy and supporting documents make it easier for manager's to access students by – providing clear information on how to plan and manage student placements; documents to assist in planning and managing student placements; providing clear direction on perceived barriers such as insurance and payment requirements.</i></p>
Regular Planning	<p>A key element of the Student Placement policy is that it encourages managers to plan ahead for student placements in this team. Managers are encouraged to plan for student placements in line with their regular annual</p>

	<p>and workforce planning and documents are provided to assist in the process. Councils may also provide a reminder to managers – via the Human Resource team – to prompt them to plan student placements.</p> <p><i>Planning ahead of time for student placements and considering students in workforce planning will ensure better outcomes for students and Councils. Regular planning should be encouraged by IMAP Implementation Committee and each Council executive.</i></p>
Human Resource Support	<p>Each Council has included student placements within the function performed by the Human Resource department – aligned with the recruitment function in each Council. A guide for the recruitment team – to assist them in supporting student placements, has been developed.</p> <p><i>The aim is to have resources available in each Council who can assist managers in setting up successful student placements and ensure that when it comes to student recruitment there is alignment with each Council's strategic workforce planning objectives.</i></p>

### Project Area 3 – FACILITATE WIL – Broker Relationships

Deliverable / Achievement	Outcome
Student Placement Showcase	<p>As part of Melbourne Knowledge Week 2011 IMAP hosted the 'Student Placement Showcase' – following the showcase a number of relationships have been formed between Council staff and university.</p> <p><i>As a result of this showcase there is greater awareness from both local councils and the universities on how they can partner on student placements.</i></p>
Student Placement Inventory and Key Contacts	<p>The Student Placement Inventory will assist managers in making contact with university staff and setting up relationships.</p> <p><i>As a result of creating the inventory there is greater awareness from the universities of the student placements relevant to local Councils. IMAP Council managers and team leaders have an ongoing resource to help them broker relationships.</i></p>
Introductions	<p>The IMAP Project Team have been involved in arranging approximately 10 student placements that were generated directly through IMAP WIL Project events or promotion.</p>

## Student Placement Policy and Documents.

The tables below are illustrative of what is available to staff in the IMAP Councils via the intranet. Pages have been set up within the Human Resource section of each Council's intranet and policy and supporting documents are made available to staff.

### Student Placement Planning and Management Documents



Focused on developing stronger links with the education sector we have made it easier for staff to gain access to a student and graduate workforce.

The **policy** documents will assist you in understanding our **legal obligations**.



The **planning documents** will help you **plan** ahead of time and make student placements easier to manage and ensure successful outcomes for the student, your team and the organisation.

The **management documents** will assist you in getting a student on board and supporting them once they are on board.





### Policy




Document Title	Description	Link
Student Placement Policy	Student Placement Policy covers legal and payment obligations required when hiring a student.	
Student Placement FAQs	Student Placement FAQs covers information to assist in your queries regarding student placements.	

### Planning

Document Title	Description	Link
Student Placement Annual Planning Document	Prompter to assist teams in planning student placements.	
Student Numbers Forecast Spreadsheet	Spreadsheet to assist in forecasting the number of student placements planned across a year.	



Student Project Brief	Form to document the details of a student project.	
Student Placement Catalogue	Information on Student Placement opportunities from universities and TAFEs	
Student Placement Checklist	Checklist covers activities for you to complete pre, during and post placement.	
Student Placement Training Plan	Student Placement training plan template.	

<b>Management</b>		
<b>Document Title</b>	<b>Description</b>	<b>Link</b>
Student Interview Guide	Guide for interviewing students.	
Mentor Guide	Guide for those mentoring students.	
Student Exit Interview Guide	Guide for conducting an exit interview with a student.	



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

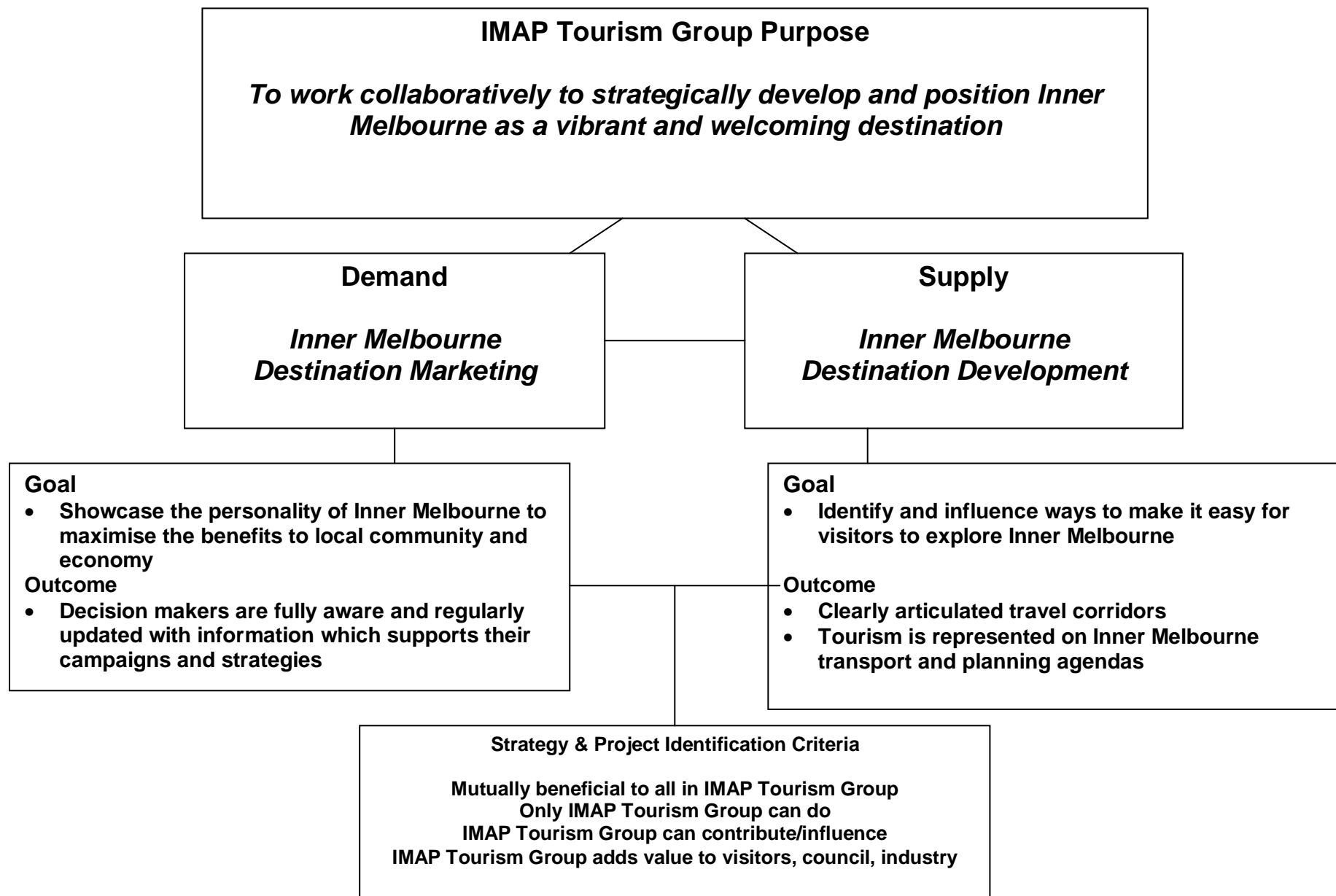


# **Inner Melbourne Action Plan (IMAP) Tourism Working Group**

## **Strategic Plan 2010-2013**

### **Progress Report (Year 2 - 2011/2012)**

#### **May 2012**



## Guiding Principles:

The implementation of the strategic plan will be guided by:

- Ethical, responsible, sustainable tourism
- Aligning with national/state and community agendas
- Seeking to balance community needs with visitor expectations

## Critical Factors for Success:

The Tourism Working Group identified the success in implementation of the strategic plan would be contingent upon the following:

Critical Success Factors	Outcomes
Working collaboratively as a group and in partnership with the Melbourne tourism industry	<ul style="list-style-type: none"><li>▪ A strong working relationship has formed between all member Councils.</li><li>▪ The Tourism Working Group proactively participates in the implementation of the Strategic Plan.</li><li>▪ Partnerships have been forged with the inner Melbourne tourism industry and industry associations and organisations such as Destination Melbourne, Tourism Victoria and the Victoria Tourism Industry Council.</li></ul>
IMAP Tourism Working Group members commit to attending regular meetings to share information, progress projects and receive updates on key projects from Melbourne tourism industry stakeholders	<ul style="list-style-type: none"><li>▪ Meetings have been held bi-monthly and attended by all member Councils.</li></ul>
Annual action plan and progress reports to be reviewed annually by the IMAP Implementation Committee for approval and funding support	<ul style="list-style-type: none"><li>▪ This report to the IMAP Implementation Committee represents the first progress report on the year two action plan.</li></ul>
IMAP tourism projects form part of individual group member's work plans	<ul style="list-style-type: none"><li>▪ All member Councils have included the IMAP tourism projects into their work plans.</li></ul>

## INNER MELBOURNE DESTINATION MARKETING

<b>Goal</b> <ul style="list-style-type: none"> <li>• <b>Showcase the personality of Inner Melbourne to maximise the benefits to local community and economy</b></li> </ul>				<b>3 Year Desired Outcomes</b> <ul style="list-style-type: none"> <li>• <b>Decision makers are fully aware and regularly updated with information which supports their campaigns and strategies</b></li> </ul>			
Strategy	Strategic Intent	Key Considerations	Lead Council	Resources	Timeline 2011/2012	Project Partners	Measure
<b>Inner Melbourne Map</b>	Continue to license the map to strategic partners in the Tourism, Transport and Hospitality sector  Investigate further applications of the map	<ul style="list-style-type: none"> <li>• Administration of licensing agreements</li> <li>• Maintaining an up-to-date map</li> <li>• Investigate options to move to a more sustainable model for producing and distributing the map, including working with partners and exploring other applications of the map</li> </ul>	City of Yarra	\$95,500 (includes printing, distribution costs map revision and updates)	Ongoing	Destination Melbourne  Yarra Trams  Tourism Victoria  Other tourism, hospitality and transport providers and industry stakeholders	License Agreements in place  Map is updated  Further map application/s developed
<b><u>Inner Melbourne Map Outcomes</u></b>  The Inner Melbourne Map brochure is the most popular publication for Melbourne visitors and the Melbourne tourism industry. Since July 2011, to April 2012 <b>470,400 copies</b> of the brochure have been distributed. This is an average of approximately 47,000 copies per month.  Currently the brochure is distributed throughout a range of channels, including (but not limited to): <ul style="list-style-type: none"> <li>• Melbourne Visitor Information Centre at Federation Square</li> <li>• 3 to 5 star hotels throughout metropolitan Melbourne</li> <li>• Southern Cross Train Station</li> <li>• Key visitor information centres across Victoria</li> </ul>							



- IMAP Councils

In addition, an A3 and A4 version of the IMAP Map has also been made available for licence to tourism, hospitality and transport providers. To date, the Map has been licensed for a fee to three organisations including:

- Destination Melbourne (for use in all their publications)
- Carrington Publishing (for use in the monthly Where Melbourne magazine)
- Publicity Press (for use in the annual Destinations Victoria magazine)

All IMAP Councils are licensed to use the IMAP Map.

Negotiations are currently underway with Tourism Victoria and St Kilda Tourism Association, who are also interested in licensing the Map.

### **Inner Melbourne Map Notes**

The Tourism Working Group acknowledges the huge success of the Inner Melbourne map brochure and recognises that it is an asset for both the Melbourne Tourism industry and visitors to Melbourne.

Despite the success, the Inner Melbourne Map brochure in its current form is expensive to maintain, print and distribute. Since July 2011, the Tourism Working Group has spent \$95,481 on administering, managing and distributing the map.

In addition, Destination Melbourne produces a similar Melbourne map brochure, which results in a duplication of publications and resources. Although Destination Melbourne commenced distributing their brochure after IMAP, the IMAP Tourism Working Group is committed to moving towards a more sustainable model for producing and distributing the IMAP Map.

Currently the Group is exploring options which include:

1. Partnering with Destination Melbourne, to produce one Melbourne map brochure, which meets the needs of visitors, and utilises resources more effectively
2. Investigating alternative applications of the map, for example web-based or digital applications and
3. Continuing to ensure that the IMAP Map is available for tourism, hospitality and transport providers to licence.

It is anticipated that the transition to producing 'one Melbourne map' brochure will take approximately 12 months; longer than first anticipated.

Given the success of the Inner Melbourne brochure, it is not possible to stop producing and distributing the map brochure, without having a communications and exit strategy in place. Therefore the Tourism Working Group proposes to continue to fund the maintenance, printing and distribution of the map brochure until negotiations with Destination Melbourne are completed.

To enable us to meet the demands of visitors, the Melbourne tourism industry and IMAP initiatives over the next 12 months, the Tourism Working Group has:

- Undertaken an extensive review of the IMAP Map brochure, which included:
  - Improving the presentation of public transport information to align with Public Transport Victoria (PTV) guidelines (this was undertaken in partnership with PTV and Yarra Trams)
  - Revising editorial and updating visitor information to include Myki
  - Testing the proposed changes for clarity and use with the City of Melbourne ambassadors and visitor information centre staff and volunteers.

This review is the first major review that has occurred since the map was first produced and has resulted in the map going from a 'great' product to an 'outstanding' product.

The Tourism Working Group committed to undertake a print run of 1 million copies of the map. 500,000 copies will be printed within the 2011/12 financial year and 500,000 during 2012/13. One million copies will enable us to continue to meet distribution requirements as well as ensure the map is available for the Tourism Working Group to use for projects planned in 2012/13.

Pending the outcome of negotiations with Destination Melbourne, the Tourism Working Group proposes to then discontinue with the printing and distribution of the Inner Melbourne Map brochure, although both an A4 and A3 version of the map will remain available for licence.

The costs to complete the recent review and undertake the 1 million print run totals approximately \$83,000. This has been funded through the IMAP Tourism Working group budget and an additional contribution of \$15,000 from the City of Melbourne. The additional financial support provided by the City of Melbourne was made possible due to a phase out of a similar map brochure titled the *Inner City Map & Transport Guide*. Feedback received from staff and volunteers from the City of Melbourne's visitor services identified the Inner Melbourne Map as the better option out of the two publications available.

A budget of \$40,000 for 2012/13 has been proposed for this project to cover the cost of the administration, maintenance, design, print and distribution of the map brochure and scope digital/online applications of the map.

Strategy	Strategic Intent	Key Considerations	Lead Council	Resources	Timeline 2011/2012	Project Partners	Measure
<b>Increase Inner Melbourne Profile</b>	Inner Melbourne product is featured in key source markets	<ul style="list-style-type: none"> <li>Showcase inner Melbourne product and at key regional Visitor Information Centres and at significant Melbourne entry points and transport hubs</li> </ul>	City of Stonnington	\$35,000 To facilitate arrangements and production of collateral Will carry forward to 2012/13 projects	June 2012	Destination Melbourne	Development of display material
		<ul style="list-style-type: none"> <li>Education of volunteers at VICs including briefings and famils</li> </ul>		\$9074	1 May 12	Tourism Victoria  Victoria Tourism Industry Council	Schedule for regional showcase
		<ul style="list-style-type: none"> <li>Highlight Inner Melbourne product and experiences to audiences in regional Victoria</li> </ul>		\$7000	Winter 2012	Geelong Otway Tourism  Melbourne Style Magazine (winter edition)	Develop and conduct a 'pilot' famil  Publication of editorial, advertising and competition

#### **Increase Inner Melbourne Profile Outcomes**

IMAP Tourism Working Group approached Destination Melbourne to identify opportunities for the two groups to work together to raise the profile of Inner Melbourne and deliver more visitation and increased yield.

#### Objectives:

- Tap into drive market through regional Visitor Information Centres (VICs)
- Attract interstate visitors
- Encourage regional Victorians to visit Inner Melbourne

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There is an existing network of VICs supported by the Victoria Tourism Industry Council. The VICs are by and large well organised at a regional level and are motivated by product famils and opportunities to experience product. They have excellent capacity to influence visitor behaviour and will respond positively to a well organised approach.

#### **Geelong VIC Visitor Centre Volunteer Famil of Inner Melbourne**

The Tourism Working Group contracted Destination Melbourne to coordinate a famil for volunteers from the Geelong Visitor Information Centre, in conjunction with Geelong Ottway Tourism.

The Geelong VIC is the busiest Information Centre in regional Victoria. Geelong is a key gateway for visitors coming to Melbourne. Volunteers have a tremendous influence over what visitors see and do in Melbourne. The aim was to educate them about Inner Melbourne tourism product and experiences so they'll send more visitors our way.

The famil was conducted on Tuesday, 1 May and the 54 volunteers who participated in the famil were bused, accompanied by a Destination Melbourne host, from Geelong to visit Melbourne CBD, Abbotsford, Prahran, St Kilda and Footscray and in each location were met by a 'local' ambassador or the ambassador travelled on the bus with them. Volunteers received a welcome pack which contained information and goodies from each of the five Council areas.

The famil cost \$9074 which included \$4774 for transport, venue, catering and entertainment plus a coordination fee for Destination Melbourne of \$4300.

Initial feedback indicates the famil was a success. Volunteers indicated they had a sense of inner Melbourne but limited knowledge of product and found the famil provided them with first-hand experience and knowledge that will enable them to better service visitors to the Geelong VIC and provide qualified information on how to get the most out of exploring inner Melbourne as a destination.

#### **Famil Initial Feedback**

*Thank you for organising a fantastic day in Melbourne yesterday for our volunteer and staff familiarisation tour. The itinerary was excellent (some already planning return visits) well organised and scheduled. You even managed a prefect Melbourne day weather wise!*

*I appreciate the time that went in to organising and hope it will prove beneficial for the operators involved. Thank you again and I look forward to continuing our relationship with the Destination Melbourne team. Kind regards Elizabeth Curtain, Visitor Information Centres Coordinator - Geelong Otway Tourism*

*I want to tell you how much I have enjoyed todays outing, everything was arranged so well. All the places we visited were worthwhile and interesting, I enjoyed meeting the other volunteers and am proud to be part of such a lovely group of people.*

*Thank you for giving me the opportunity to work as a volunteer.*

*Regards, Barbara Jackson, Volunteer*

*Thanks for an informative and wonderful day discovering Melbourne. Gwendy Beck, Volunteer*

### **Profile Inner Melbourne Product and Experiences**

The Tourism Working Group secured a full page advertisement and editorial to showcase inner Melbourne tourism product and experiences in the winter edition of Melbourne Style magazine – an insert into the Herald Sun, distributed in regional Victoria.

Publication and distribution date is 1 July 2012.

The profile of inner Melbourne will be further highlighted with a competition to win a winter getaway in Inner Melbourne with prizes donated by tourism operators valued at nearly \$3000:

- Two nights accommodation mid-week in July or Aug 2012 + breakfast for two at **The Lyall Hotel** - value \$1590
- Sunrise balloon flight for two with **Global Ballooning**, followed by a champagne breakfast- \$750
- Guided tour with **Artwalk Melbourne** - \$140.00
- Dining at **Cutler & Co** - \$250.00
- Dining on the **Colonial Tramcar Restaurant** – \$154.00
- Myki visitor cards for 2 - \$70

The full page ad is based on the artwork used for the Inner Melbourne Map, with the addition of a new image from Maribyrnong. Provided as an attachment.

### **Increase Inner Melbourne Profile Background Notes**

In 2011/12 the Tourism Working Group will put a stronger emphasis on increasing the profile of inner Melbourne by showcasing inner Melbourne product to key Visitor Information Centres including city and regional and at significant Melbourne entry points and transport hubs. The Tourism Working Group will work to educate volunteers at Visitor Information Centres – with briefings and familiarisations. Discussions were held with PTV (Formerly Metlink) to update the product and destinations featured in the tram itineraries in Inner Melbourne.



**PHOTOS OF THE GEELONG VOLUNTEERS ENJOYING THE INNER MELBOURNE FAMIL:**



**Federation Square**



**Abbotsford Convent**



**Prahran Market**



**Beachcomber, St Kilda**



**Harambe African Hut, Footscray**

## INNER MELBOURNE DESTINATION MARKETING

<b>Goal</b> <ul style="list-style-type: none"><li>• Showcase the personality of Inner Melbourne to maximise the benefits to local community and economy</li></ul>				<b>3 Year Desired Outcomes</b> <ul style="list-style-type: none"><li>• Decision makers are fully aware and regularly updated with information which supports their campaigns and strategies</li></ul>			
Strategy	Strategic Intent	Key Considerations	Lead Council	Resources	Timeline 2011/2012	Project Partners	Measure
<b>Strategically position Inner Melbourne</b>	Highlight the IMAP model and collaborative approach	<ul style="list-style-type: none"><li>• Sponsorship of the CAUTHE National Conference 2012 – The Golden Age of Tourism &amp; Hospitality</li></ul> <p>(added to the Strategic Plan in October 2012)</p>	City of Port Phillip	\$2,500	6-9 February 2012	Council for Australasian University Tourism and Hospitality Education	IMAP presence at two significant industry Conferences in 2012
		<ul style="list-style-type: none"><li>• Seek sponsorship opportunities to align with 2012 Tourism &amp; Events Excellence Conference – Defining Excellence</li></ul>		\$15,000	16 & 17 July 2012	School of Management, La Trobe University  Tony Charters & Associates  Victoria Tourism Industry Council	Raise the profile of IMAP and the strategic tourism partnership & projects

**Strategically Position Inner Melbourne Outcomes**

**Sponsorship of the 2012 CAUTHE National Conference - *The Golden Age of Tourism and Hospitality***

CAUTHE – the Council for Australasian University Tourism and Hospitality Education – comprises universities in Australia and New Zealand who offer degrees and undertake research in the field of tourism and hospitality management. It promotes the development of tourism and hospitality education and research in Australasia and has developed an international reputation, attracting leading academics from around the world to the annual conference.

The 22nd annual CAUTHE National Conference, with a forward-looking theme of *The Golden Age of Tourism and Hospitality*, was held from 6 – 9 February at the Melbourne Conference and Convention Centre. This was the first conference since the expansion of CAUTHE to include New Zealand and therefore the first Australasian conference of its kind. It attracted delegates from Australia, New Zealand and around the world.

The 2012 conference was convened and organised by a local host committee drawn from the School of Management at La Trobe University, a member university.

The IMAP Tourism Working Group determined sponsoring this conference would provide an excellent opportunity to promote the IMAP model and the collaboration achieved across the member Councils in conjunction with the tourism industry. This was added to the Strategic Plan in late 2011.

It also presented an excellent opportunity to be involved in developing the future tourism and hospitality professionals via education and research, as well as the member Councils being at the forefront of the new *Golden Age* of tourism and hospitality. The Tourism Working Group acknowledges there are skills shortages within the tourism industry and supporting this conference confirmed the importance of driving an agenda of education and training within the tourism industry and legitimising it as a 'career of choice'.

IMAP Tourism Working Group took up a Silver Sponsorship at a cost of \$2,500 (+ GST) which included:

- Naming rights of a concurrent session – Eco-Tourism & Climate Change, as a means of introducing the IMAP agenda
- IMAP Tourism Working Group member chaired the concurrent session which formally acknowledged the work of IMAP within the tourism industry
- Member councils were provided single day conference passes to attend and network with conference delegates
- Inner Melbourne Map brochure was included in all delegate packs
- Two IMAP banners were displayed and the IMAP logo was included on all collateral and PowerPoint presentations

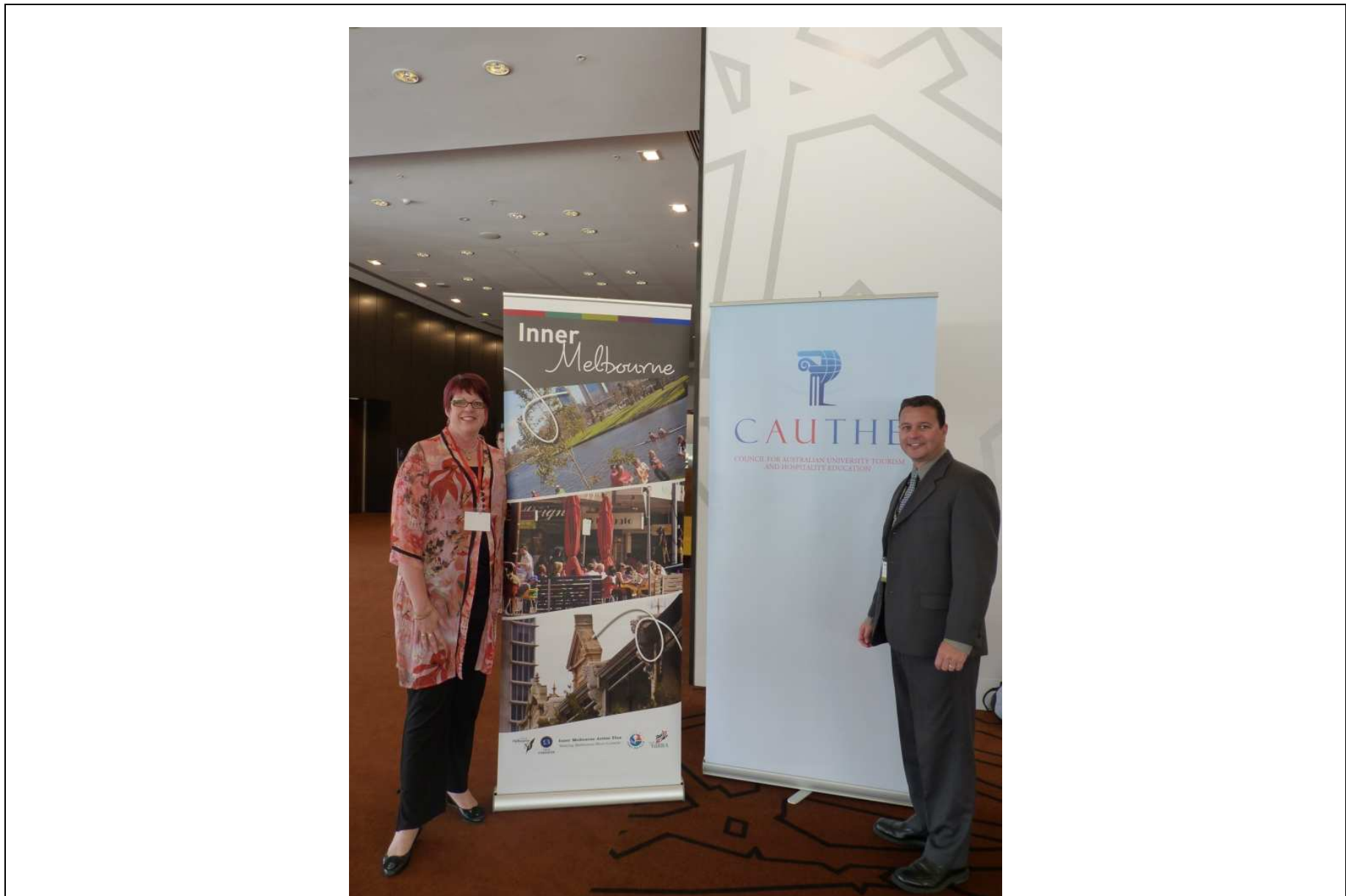
It is reported that the total conference expenditure within Inner Melbourne was in excess of \$500,000 including registration, accommodation, transport, food and entertainment etc and this figure would naturally be higher if delegates brought their families or stayed longer, which was not tracked.

**Total delegates over 4 days: 247**

PhD Students: 22 (all 4 days), Full time academics: 179 (all 4 days), Industry representatives: 46 (normally choose 1 of the 4 days), Of these, International delegates including NZ: 71, Interstate: 133, Victorian: 53, Total volunteers: 7

**Future opportunities explored with La Trobe University include:**

- Work Integrated Learning in the Tourism, Hospitality and Events programs of the University
- Possible positions for IMAP Tourism Working Group members on La Trobe University (LTU) Advisory Board in relation to the University's Tourism, Hospitality & Events programs
- Potential research support for IMAP Tourism Working Group projects at the postgraduate level or above



### **Tourism & Events Excellence Conference Sponsorship**

Arrangements are confirmed for the IMAP sponsorship of the 2012 Tourism and Events Excellence Conference being held on 16 and 17 July 2012 at the Melbourne Cricket Ground.

The IMAP sponsored stream 'Excellence in Strategic Partnerships' will focus on the opportunities to:

- Develop the destination values within its jurisdiction and adjoining jurisdictions
- Maximise visitor dispersal through co-operative programs across product supply and marketing
- Highlight economic benefits of local government involvement in events and tourism
- Winning events and achieving sponsorship and
- Achieving community and local business engagement in events, festivals and tourism.

The Conference call for presentations attracted some intra- and interstate examples that explore the topic of strategic partnerships. The IMAP agenda will be showcased along with other urban, regional and operator strategic partnership case studies that further endorse the value of collaboration.

IMAP sponsorship benefits include:

- Recognition as a Stream Host in all collateral and on the conference website
- Recognition as Stream Host on screen and in the conference opening speech
- Active involvement in the development of the stream program so that it has both local, regional and of National relevance
- Opportunity to present two (2) papers in the Stream
- Opportunity to facilitate the Stream
- Opportunity for one (1) private executive briefing for member Council's councillors and Senior with the international keynote speaker prior to or after the conference at the conference venue or the IMAP office, for the maximum duration of two (2) hours
- Opportunity to provide two (2) banners for display during the Stream presentations
- One (1) full page (A4) colour advertisement in the conference delegate book
- One (1) insert in the delegate satchel
- One (1) freestanding display space at the conference venue (display space only, internet and additional requirements may be an extra charge)
- Ten (10) x one (1) day conference registrations (excl networking events). Each of the single day registrations maybe shared between up to 3 representatives from member Councils.

The TEE Conference Organisers would like to showcase outstanding key personnel, international and national media, clients, colleagues, councillors and operators. They are confident that partnering with IMAP will assist in delivering this vision.

The IMAP partnership with TEE provides a fantastic opportunity for IMAP to support some of the outstanding tourism products that Australia, in particular Melbourne/Victoria, has to offer as well as the outstanding visionaries who assist these operators. It also affirms the IMAP agenda and its valued support for tourism and events excellence and innovation.



### **Strategically Position Inner Melbourne Background Notes**

#### **Tourism & Events Excellence Conference**

The Tourism Working Group is seeking strategic opportunities to profile Inner Melbourne (and IMAP) by aligning with the Tourism and Events Excellence Conference being held in Melbourne in July 2012.

Conference Background: Melbourne is set to host the second of Australasia's permanent leadership conference for the \$15.8 billion tourism and event industry. The Victoria Tourism Industry Council (VTIC) and national tourism organisation, Tony Charters and Associates (TCA), have signed a Joint Venture Agreement that will bring the Tourism & Events Excellence national conference to Melbourne. The conference will focus on innovation, leading practices and successful growth strategies within the tourism and events industry.

The Conference will take a whole of industry approach and focus on the elements that deliver industry growth and development. It will examine leading practices that result in excellence across the tourism and event sectors. Top practitioners from around the globe will be invited to join national and Victorian industry leaders. The Conference will have all the players represented – leading operators, marketers, developers, investors, infrastructure providers, policy makers, regulators, educators and researchers. It is anticipated that the Conference attracted around 550 delegates from Australia and New Zealand in 2011 and build to 800-1000 international delegates over coming years.

#### **CAUTHE Conference Sponsorship**

Sponsorship of the CAUTHE Conference was added to the Strategic Plan 2010 – 2013 in October 2011 as it was identified as a viable opportunity to further progress the intent to strategically positioning Inner Melbourne.

## INNER MELBOURNE DESTINATION DEVELOPMENT

<b>Goal</b> <ul style="list-style-type: none"> <li>Identify and influence ways to make it easy for visitors to explore Inner Melbourne</li> </ul>				<b>3 Year Desired Outcomes</b> <ul style="list-style-type: none"> <li>Clearly articulated travel corridors</li> <li>Tourism is represented on Inner Melbourne transport and planning agendas</li> </ul>			
Strategy	Strategic Intent	Key Considerations	Lead Council	Resources	Timeline 2011/2012	Project Partners	Measure
<b>Melbourne Visitor Signage and Wayfinding Project</b>	For IMAP region: Encourage visitor dispersal to make it easy for them to move around Inner Melbourne	<ul style="list-style-type: none"> <li>To leverage opportunities and findings from Visitor Signage Project</li> </ul>	City of Melbourne	Tourism Working Group to have watching brief	Ongoing	IMAP Executive Officer  IMAP Councils – urban designers, strategic and transport planners	Keep updated on project progress  Provide input where possible

### Melbourne Visitor Signage and Wayfinding Project

#### **Visitor Signage Project Update**

The Melbourne Visitor Signage and Wayfinding project has been completed as far as the brief provided by the Melbourne Tourism Partnership (MTP) CEOs. A plan has been developed along with a series of key recommendations, one of which is to establish a Committee that sits under the MTP to progress the plan and act as a referral authority. An IMAP representative would be asked to sit on this committee. A presentation to the MTP CEOs took place on Wednesday, 9 May 2012, which will determine a way forward and proposed committee structure.

#### **Visitor Signage Project Background Notes**

The Tourism Working Group will seek to leverage opportunities and findings from the Visitor Signage Project, being lead by the City of Melbourne through the Melbourne Tourism Partnership.

Strategy	Strategic Intent	Key Considerations	Lead Council	Resources	Timeline 2011/2012	Project Partners	Measure
<b>MYKI transition to travel cards and options for visitors</b>	To inform industry about MYKI ticket transition (no paper tickets by Dec 2012)	<ul style="list-style-type: none"> <li>• Seek active engagement with Metlink on transition to MYKI</li> <li>• In conjunction with Metlink, develop communications re options for visitors</li> <li>• Flag with IMAP councils possible integration of MYKI with existing Council systems e.g. library cards</li> </ul>	City of Melbourne	Tourism Working Group	Ongoing	Metlink  Yarra Trams  IMAP Councils	<p>Successful dialogue with Metlink</p> <p>Development of communication plan to industry and</p> <p>Be kept informed about developments re visitor options for purchase of travel card</p>

#### **Transition to MYKI System Update**

Considerable lobbying by key industry representatives has resulted in the development of a MYKI Visitor Pass. This pass will include the MYKI card, approximately one day of travel in Zone 1 and a range of offers to key attractions and destinations in greater Melbourne. The pass will cost less than \$15 (including the \$6 cost of the card) and will be released early in the 2012-2013 Financial Year. MYKI machines are to be installed at Melbourne Airport and MYKI passes will be sold via SkyBus as an interim measure while an integrated MYKI-SkyBus offer is negotiated.

On a very positive note, MYKI will be extended to the VLine network in 2013, specifically to the major regional centres such as Geelong, Bendigo and Ballarat.

#### **Transition to MYKI System Background Notes**

The move to a ticketless transport system by December 2012 presents challenges for visitors. The Group will actively seek engagement with Metlink to understand the impact of the new system and develop communications for industry, outlining options for visitors in purchasing travel cards e.g. hotels.

Strategy	Strategic Intent	Key Considerations	Lead Council	Resources	Timeline 2011/2012	Project Partners	Measure
<b>Inclusion of City of Maribrynong</b>	To integrate the City of Maribrynong as an associate member of IMAP into the IMAP Tourism Working Group.	<ul style="list-style-type: none"> <li>City of Maribrynong to conduct a familiarisation tour for members of the IMAP TWG</li> <li>City of Maribrynong included in the Geelong Visitor Information Centre famil</li> <li>Opportunity for City of Maribrynong to develop a visitor map which stems from the IMAP Map</li> </ul>	All	Tourism Working Group	Ongoing	IMAP Councils	<p>City of Maribrynong integrated into IMAP TWG</p> <p>City of Maribrynong active participation in Strategic Plan projects, where possible.</p> <p>City of Maribrynong included in the Geelong VIC famil</p> <p>Members of IMAPTGW undertake a famil of Maribrynong</p>
<p><b><u>Integration of the City of Maribrynong</u></b></p> <p>Invitations have been extended to the Tourism Officer of the City of Maribrynong to attend the IMAP Tourism Working Group meetings and Maribrynong participated in the Geelong Visitor Information Centre famil. The IMAP Tourism Working Group is yet to undertake the famil of Maribrynong.</p>							

## Recommendation

1. That the IMAP Implementation Steering Committee receives the Progress Report (Year 2 – 2011– 2012) of the IMAP Tourism Working Group Strategic Plan 2010 – 2013 and endorses the project outcomes and expenditure as at May 2012.

**Inner Melbourne Action Plan**  
**Progress Report**  
**Action 6.3– Conflict in Activity Centres**  
**Meeting with VCGLR**

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**Purpose**

1. To update the Committee on the recent meeting with the Victorian Commission for Gaming and Liquor Regulation (VCGLR).

**Background**

2. Following discussion on the Final Report of Action 6.3 Conflict in Activity Centres in November 2011, the IMAP Implementation Committee resolved to meet with the Minister of Consumer Affairs and Director of Liquor Licensing to discuss the findings of the report and to determine future strategies to address ongoing problems associated with alcohol and licensed premises.
3. The Action 6.3 Working Party reconvened in January 2012 to determine priorities for the meeting with the Minister and agreed that a meeting with the Victorian Commission for Gaming and Liquor Regulation (VCGLR) and the Chair of the Licensing Commission (former Director of Liquor Licensing) was preferable initially to discuss operational issues, which were of concern in the first instance. The meeting arrangements were delayed due to the restructure of the VCGLR occurring.
4. The meeting took place on 3 May 2012. Warren Roberts, Geoff Lawler, Bruce Phillips and Elissa McElroy represented IMAP. Representatives from VCGLR were Kate Hammond, Commissioner; Emily Sanders, Manager Regulatory Policy; Lynne Bertolini, Director Licensing & Compliance, and Samantha Adrigham.

**Key Points**

5. The Commission provided valuable advice on preparing objections and submissions for Hearings on liquor license applications which included:
  - Councils need to exercise their right of objection more often and raise issues, providing grounds and reasons.
  - Councils need to prepare more detailed submissions and evidence that is targeted and relevant to the liquor legislation.
  - Liquor legislation requires licensing experts rather than planning experts to give evidence.
  - Evidence from social and community planners and staff is particularly valuable due to their particular knowledge of the community and the social impacts of liquor. The Commission needs to hear from both statutory and community planners on the issues. These two areas of Councils need to coordinate their responses.
  - Ensure statistical data does not conflict.
  - The strongest objections are where Councils and Police work together. It also ensures the Police crime statistics are provided.

- Don't assume the Commission will consider community safety and wellbeing information beyond that which is presented to them. Issues can only be considered by the Commission if they are raised by the objector.
- There are separate grounds for amenity under liquor legislation. If the amenity issue is not upheld by VCAT, the amenity issues can be raised again at the liquor hearing.

### Other points

6. Comments were also provided on a number of other aspects:

- Councils can refer planning applications to the VCGLR under s55 of the Planning and Environment Act at an early stage in the approval process.
- Matters relating to:
  - an extension of the freeze,
  - categories of licenses,
  - restricting the number of liquor licenses, and
  - addressing the variation that still exists in the Definitions between Planning and Liquor legislationare policy matters to be taken up with the Department of Justice.
- Councils can make the Commission aware through the enforcement process of "hot spots" and can apply to the Commission for a venue to have its license cancelled so that it is further investigated.
- It would be a valuable follow up to the meeting for Statutory and Community Planners and staff dealing with liquor and gaming licenses at the IMAP Councils to meet with the VCGLR at their premises for direct advice on these matters.

### Recommendations

7. That the IMAP Implementation Committee resolves to:

7.1. Note the outcome of the recent meeting with the VCGLR.

7.2. Engage further with the VCGLR by arranging a meeting for key IMAP Council staff involved in liquor and gaming regulation with key members of the Commission

7.3. Prepare a submission to the Department of Justice on extending the freeze and addressing the variation in definitions.

7.4. Seek VCGLR's support for IMAP's submission to the Department of Justice.



**Inner Melbourne Action Plan**  
**Progress Report**  
**Action 5.3– Integrating public housing estates**

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**Purpose**

1. In February 2012 the IMAP Implementation Committee approved the brief for Action 5.3. The brief has gone out for Expressions of Interest from 4 suppliers. Only one has responded. It is clear from the response and subsequent discussions that the \$15,000 budget for this project is inadequate to undertake the work proposed.
2. The purpose of this report is to request approval for the budget to be increased to \$30,000 so that the work can be completed. Note that this is less than the price received. It is expected that the project will be further negotiated and refined to come within the indicated budget.

**Background**

3. Under Action 5.3, the Committee seek to leverage better community outcomes from Office of Housing developments through a strategic research and advocacy program that includes:
  - a. Establishing the suite of issues that the OoH and other agencies should consider when master planning new social housing development proposals
  - b. Identifying the best frameworks (such as SIAs) for synthesising, analysing and reporting on the information
  - c. Documenting when and how State Government engages local stakeholders in the master planning and implementation phases and how this could be improved, and
  - d. Using the findings to draft a positions paper for the IMAP Committee to be submitted to the Premier and relevant Ministers.

This research and advocacy program could lead to Local Governments being engaged more formally, deeply and at an earlier stage of the development process, leading to better land use, infrastructure and service outcomes for our communities.

**The Research brief**

4. Phase 1: Research
  - a. Review the model by which State Government engages with Local Governments, as well as local stakeholders, in the master planning and implementation phases of Office of Housing (OoH) developments, including:
  - b. Analyse the rigour of State Government Social Impact (SIA) Assessments with consideration given to the adequacy of (actual and proposed) State Developer Contributions relative to the identified social impacts.
  - c. Examine State Government consultation and engagement practices, considering:

- i. At what stages are discussions held with Local Government? Are these pre or post master planning or more iterative?
  - ii. Who is being consulted within Local Governments (Officers, Councillors) as well as externally (agencies, business, community, etc.)?
  - iii. What are the forums for dialogue with Local Government and others? (e.g. workshops, committees or working groups, submissions and informal communications)
  - iv. How is intelligence and data being shared between these levels of government and to a lesser degree, local stakeholders?
- d. By way of case studies, review positive and negative exemplars of OoH developments focussing on the process involved, local outcomes and legacy issues.
- e. Submit a report from Phase 1.

#### 5. Phase 2: Consultation

- a. Work with representatives of IMAP to develop advocacy positions and strategies:
- b. Facilitate a meeting with Officers to develop a suite of advocacy positions and canvass the optimal means by which to advocate to decision makers.
- c. Draft a "working" positions paper and advocacy strategy.
- d. Present the working documents to the IMAP Committee of CEOs and Mayors.
- e. Submit final positions paper and advocacy strategy.

### **Recommendation**

6. That the IMAP Implementation Committee resolves to **approve** an increase in the budget for Action 5.3 from \$15,000 to \$30,000 to enable completion of this project.