

## Inner Melbourne Action Plan 'IMAP'

*Making Melbourne more liveable*



# Annual Report Summary 2012 → 2013

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



# Welcome

The Inner Melbourne Action Plan (IMAP) is the successful collaboration between the cities of Melbourne, Port Phillip, Yarra and Stonnington working together on inner city regional issues to help make Melbourne one of the world's most liveable cities.

Transport and connectedness, housing affordability, a sustainable environment and liveability remain the key strategic directions of IMAP

with partner Councils committed to sharing information and resources, and implementing regional projects to progress these priorities.

Following a seven year partnership, during 2012-13 the partner Councils changed their IMAP governance

structure to include the City of Maribyrnong in IMAP from 1 July 2013. This change recognizes Maribyrnong's many shared interests with the inner city municipalities.

The State Government's Metropolitan Planning Strategy provides the impetus for our inner Melbourne Councils to continue our strong partnership and to review joint planning and implementation of cross boundary, regional projects to support the new Strategy.

The five IMAP Councils look forward to working alongside the proposed metropolitan planning authority in managing sustainable growth and liveability in the inner Melbourne region.



**Cr Jackie Fristack**  
Mayor  
City of Yarra



**Cr Matthew Koc**  
Mayor  
City of Stonnington



**Cr Amanda Stevens**  
Mayor  
City of Port Phillip



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



**Cr Catherine Cumming**  
Mayor  
Maribyrnong  
City Council

# Introduction

## The Inner Melbourne Action Plan

The Inner Melbourne Action Plan (IMAP) sets out 11 regional strategies and 57 actions to address one simple objective: to make the Inner Melbourne Region more liveable. The IMAP region hosts the capital city of Victoria, incorporating the major financial, administrative, retail, cultural, and entertainment functions of the State.

Melbourne's inner Metropolitan Councils have worked together over seven years to implement IMAP strategies

and actions, identified as key areas for regional cooperation within the central city. The IMAP project scope is to develop regional actions that deliver agreed regional outcomes and ensure the continued development and liveability of inner Melbourne in future years.

The IMAP project is unique in bringing key government stakeholders together to develop and deliver regionally based actions within an effective governance framework.

## Future Focus

With the recent inclusion of the Maribyrnong municipality within the IMAP boundary, and the opportunity this provides to commence a review of the Inner Melbourne Action Plan within the scope of the State Government's new Metropolitan Planning Strategy, the IMAP partnership is uniquely positioned to have an ongoing role in the development of the inner Melbourne region.



# Achievements of 2012-13



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## Visitor Signs

### Action 2.2

IMAP councils have engaged with State Government to assist visitors orientate themselves and navigate the city.

The Melbourne visitor signage coordinating committee was established to build 'common threads' between roads, public transport, tourism, pedestrian, cycling and street directional signage systems across inner Melbourne, with shared symbols and terminology applied across all signs, and co-ordinated responses to signage requests.

Initiatives include:

- › Identification of priority attractions and key visitor routes.
- › Draft visitor signing policies
- › Development of a Melbourne visitor signage Master Style Guide.

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## Bike Route Map

### Action 2.3

In March 2013, the IMAP Implementation Committee agreed to reset the bicycle priority routes to ensure a coordinated approach is taken by all those engaged in establishing the bicycle network and staging future works. This review work will be initiated in 2013-14.

The 2008 IMAP Bicycle Network map of the inner city bike path hierarchy prioritised the major bicycle routes for development, promoted greater separation and more facilities for future inner city cyclists.

Bicycle works have been rolled out along the 2008 priority routes (reported under Action 2.5). With significant progress made, future priorities now need to be recast.



## Bike Network

### Action 2.5

The project team continues to meet to liaise on the priority route projects across the inner Melbourne area. All Councils made good progress with bike related projects:

- › The City of Melbourne implemented \$5.6m of infrastructure projects in 2012-13 and completed its Bike Plan 2012-16.
- › The City of Yarra improved strategic cycle links through increased funding of \$930K in 2012-13.
- › Bicycle related projects in 2012-13 at the City of Port Phillip cost \$320K.
- › The City of Stonnington upgraded strategic cycle links and enhanced bike parking facilities.
- › The Maribyrnong City Council installed buffered bike lanes and traffic calming measures.
- › All Council's were involved in developing the State Government's new Cycling Strategy.

## Through Traffic

### Action 3.5

This project involves research and investigation of the impact of through traffic in inner Melbourne.

An inner city traffic model has been developed and tested against current knowledge, data and anecdotal evidence of traffic issues. Additional work required to determine features of key through traffic routes has also been identified.

The model of road network usage provides a basis for considering realistic actions IMAP councils and state government can take to moderate the impact of through traffic. Further analysis to determine future strategies and research is ongoing.

Final recommendations will require collaboration between State and Local Government to improve the impact of through traffic.

# Achievements of 2012-13

## CLT Manual

### Action 5.2 - Completed

Community Land Trusts (CLTs) are a form of perpetually affordable, shared equity housing. Collaboration between the IMAP Councils, the University of Western Sydney and others provided funding to prepare a manual.

The publication of "The Australian Community Land Trust Manual" in early 2013 completes the first stage of this project and provides a comprehensive "how to" guide for starting a CLT in Australia. Stage 2 will look at funding models. The Manual has been released as a public document following information sessions held in Melbourne, Sydney and Perth and is now catalogued by the National Library of Australia.

## Public Housing

### Action 5.3 - Completed

This project reviewed State Government's engagement with Local Government and local stakeholders in the master planning for the redevelopment of public housing estates.

Research commissioned on current and best practice models and case studies of State and Local Government partnerships proposed a Collaborative Framework approach to improve current practices.

The report, "State and Local Government Collaboration: The Future Direction for Master Planning Public Housing" was discussed with the Department of Human Services (DHS), Property portfolio branch in 2012. IMAP members also met the DHS Deputy Secretary in May 2013 to present a copy of the report to the Minister.

## The Australian Community Land Trust Manual



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## Creative Business

### Action 7.2

This new initiative aims to develop support for new and emerging creative businesses. Melbourne ranks highly as a creative city, with a strong knowledge and education economy.

IMAP proposes to support the work of the municipalities and DSDBI working in this sector, through coordination and identification of synergies across the organisations.

As a first step, the broad range of IMAP Council activities currently being undertaken with creative businesses has been documented to assist in the development of a project brief in 2013-14.

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## Regional Development

### Action 7.7 - Completed

IMAP hosted its second Student Placement Showcase as part of Melbourne Knowledge Week in November 2012 for universities to exhibit their student placement programs to invited Councils.

A conference paper was delivered at the Australian Collaborative Education Network conference, Geelong in November highlighting IMAP's work to enhance collaboration between Councils and Universities and identifying issues associated with getting more students engaged.

A number of tertiary student placements have been provided on IMAP projects and through participating Councils due to this project providing resources, networking opportunities and contacts.



# Achievements of 2012-13



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## Sustainable Design

### Action 9.2

Ten Sustainable Design Fact Sheets developed by the IMAP Councils were made available at their launch in May 2012. Since then, the Fact Sheets have been licensed for use by seven Councils outside the IMAP area.

The Fact Sheets provide advice on sustainable building design requirements that should be addressed at the early design process and when lodging a planning permit application.

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

In May 2013, the project team reported on the next five Fact Sheets being drafted for the series in 2013-14.

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## Green Roofs

### Action 9.4

The IMAP Councils, University of Melbourne and DEPI are developing guidelines for the design, construction and maintenance of green roofs, walls and façades and identifying policy options to encourage their development.

The project includes designing demonstration sites to showcase construction, maintenance and the benefits of adding vegetation to buildings.

Draft Guidelines and a Policy Options paper are complete, and concept drawings and costings are being developed for four demonstration sites.

Several university student projects are exploring interactive presentation options.

This project is part funded by a grant from the Victorian Adaptation and Sustainability Partnership.



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## Energy Map

### Action 9.4

The Distributed Energy Project is being undertaken in partnership with the CSIRO. The project is a first of its kind to be undertaken in Australia and will identify:

- › Opportunities for distributed generation, including district energy systems, renewable and low-carbon energy generation
- › Potential impacts for greenhouse gas and energy reductions through energy efficiency initiatives and demand management initiatives.
- › Economic costs and benefits of distributed generation and energy efficiency initiatives compared to up-stream purchase of renewable energy through the grid & network extension.

Buildings data and growth projections from Councils and utilities has been gathered and CSIRO has commenced the development of the energy demand model.

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## Tourism

### Action 11

The IMAP Inner Melbourne map brochure continues to be widely distributed to visitor venues and licensed to tourism related providers. Destination Melbourne Ltd reproduced a larger version of the IMAP map in Melbourne's Official Visitors Map.

To tap into the regional drive market, IMAP ran a 'FAMIL' in March 2013 for Ballarat Visitor Information Centre volunteers to help them gain better knowledge of inner Melbourne attractions which will enable them to influence what Ballarat visitors see and do in Melbourne.

An inner Melbourne seasonal promotional campaign was run on Skybus inbound services throughout 2012-13.

The IMAP Tourism Working Group completed its new Strategic Plan 2013-17.

# Strategic Partnerships

We acknowledge the contribution of a number of external partners involved in assisting with the IMAP projects:

<b>Action 2.2</b>	<ul style="list-style-type: none"> <li>Melbourne Tourism Partnership (Destination Melbourne Ltd, City of Melbourne, Melbourne Convention Bureau, Tourism Victoria, and the Victorian Major Events Company), VicRoads, Public Transport Victoria</li> </ul>
<b>Action 2.3 &amp; 2.5</b>	<ul style="list-style-type: none"> <li>Department of Transport, Planning and Local Infrastructure (DTPLI), VicRoads, Bicycle Network</li> </ul>
<b>Action 5.2</b>	<ul style="list-style-type: none"> <li>University of Western Sydney (UWS), City of Sydney, Department of Housing WA, St Kilda Community Housing Ltd., Mt Alexander Community Land Ltd</li> </ul>
<b>Action 7.2</b>	<ul style="list-style-type: none"> <li>Department of State Development, Business and Innovation (DSDBI) - Inner Melbourne Business Office, University of Melbourne Student Internship Program</li> </ul>
<b>Action 7.7</b>	<ul style="list-style-type: none"> <li>Twenty Melbourne municipalities &amp; six Universities supported the Melbourne Knowledge Week Showcase</li> </ul>
<b>Action 9.2</b>	<ul style="list-style-type: none"> <li>IMAP Factsheets are licensed to the Cities of Knox, Kingston, Darebin, Nillumbik, Whitehorse, Whittlesea and Moreland</li> </ul>
<b>Action 9.4</b>	<ul style="list-style-type: none"> <li>Green roofs: The University of Melbourne, Department of Environment and Primary Industries (DEPI), a broad range of industry advisors and stakeholders in the Technical Reference Group, Canopy – the Melbourne Green Roof Forum; Melbourne, Victoria and RMIT University students</li> </ul>
<b>Action 9.4</b>	<ul style="list-style-type: none"> <li>Energy map: CSIRO</li> </ul>
<b>Action 11</b>	<ul style="list-style-type: none"> <li>Destination Melbourne Ltd, VTIC and Tourism Victoria</li> </ul>





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

For further information  
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### **Inner Melbourne Action Plan**

**'Making Melbourne More Liveable'**

