

Inner Melbourne Action Plan**Briefing Report****Strategy 11. Promote the inner Melbourne region as a tourism destination****- Inner Melbourne Map update**

Purpose

1. To update the IMAP Implementation Committee on the various projects that are being undertaken to ensure that the Inner Melbourne Map remains relevant for visitors and is a sustainable product.

Background

2. In December 2012, the IMAP Implementation Committee approved the IMAP Tourism Working Group Strategic Plan 2013 – 2016.
3. A key Year 1 Action in the Strategic Plan is to review the Inner Melbourne Map. This is the most popular map for visitors to Melbourne with one million copies being distributed in 2013-14. The review is to include:
 - a. Feasibility of extending the map to include a component of Maribyrnong Council
 - b. Review of current distribution
 - c. Investigation into a digital version of the map

Discussion

4. A meeting between the IMAP Tourism Working Group and Visual Voice, the producer of the content for the Inner Melbourne Map, took place in July 2013. At this meeting Visual Voice presented the first version of the map that included Maribyrnong content. The detail of the content is now being developed in consultation with Maribyrnong Council.
5. In order to accommodate Maribyrnong in the existing map brochure, a number of other elements have had to be removed or modified. The new version is being tested on City of Melbourne Visitor Services staff and volunteers to ensure that it is usable and visitor friendly.
6. At the July meeting Visual Voice also presented a version of the map in a simple digital format. It is clear that the map becomes less user-friendly in that format as it contains too much information. As such, further work will be undertaken on a digital version of the map.
7. In August 2013 members of the IMAP Tourism Working Group met with the new CEO of destination Melbourne to progress proposals to develop a single map for both IMAP and Destination Melbourne, as there is duplication of distribution. An immediate outcome is to review distribution points of both map products with a view to rationalisation. The single map proposal will be pursued over 2013-14 with an understanding that Destination Melbourne relies on advertising for income.

Recommendation

8. That the IMAP Implementation Committee note the ongoing development of the Inner Melbourne Map,