

**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. All IMAP invoicing has been completed for IMAP 2013-14 contributions.
3. The IMAP Annual Report 2012-13 and Summary received its final amendments and has been sent to all Councillors at the 5 IMAP Councils, and to a distribution list of 110 which includes Federal and State Government, Victorian local government and consultants in late October.
4. The Executive Officer provided three briefings on IMAP to Maribyrnong City Council business management teams in Corporate Services (October), Community Wellbeing and Engineering & Infrastructure (November).

**Communications**

5. During the last 3 months the following activities have involved the Executive Officer and others in IMAP communications:
  - **Action 2.2 Melbourne Visitor Signage Project:** the IMAP Executive Officer and Project Team Leader from the City of Melbourne met with Winchelle Chuson from City of Knox regarding their cycling signage initiative to ensure the 2 projects are aligned and don't duplicate effort.
  - **Action 2.3 Bike Network Legibility:** An initial meeting of the project team was held in late October. A workshop is planned for 27 November to commence work on this project.
  - **Action 3.5 Reducing Through Traffic:** a workshop was held on 25 September on the details for the final report. The Draft Final Report was considered by the IMAP Executive Forum on 18 November – refer to the Minutes of that meeting (Item 5).
  - **Action 5.2 Affordable Housing – Community Land Trust (CLT) Manual:** the launch of the CLT Manual in Canberra has been deferred to 2014.
  - **Action 5.4 and 5.5 Social Infrastructure Development** – met with the project team leader to discuss the brief for this project.
  - **Action 7.2 Support Creative Businesses:** a meeting was held in early September to discuss the review of Council activities that was prepared and to consider ideas put forward for the project brief.
  - **Action 9.4 Energy Mapping:** Costs to extend this project to include Maribyrnong have been forwarded to the CEO for consideration. The Project team met on 13 November to review the mapping and consider the End User Plan with CSIRO. The final report is due at the end of November. A technical user group meeting will be convened to review the robustness of way the data is presented.
  - **Action 9.4 The Growing Green Guide:**
    - The Growing Green Guide website has been established. University students at Victoria University provided staff training in October on the website they have developed for this project.
    - A well attended CANOPY public meeting was held on 13 November in the CBD which provided presentations on different aspects of the Growing Green Guide technical manual.
    - A press release was prepared calling for final submissions on the Draft manual (see attached). Below is a summary of the exposure this project has received – mainly online newsletters.

**October 29**

Information included in [Clearwater newsletter](#)

Information provided in Climate News bulletin

**October 30**

Article included in [Australian Design Review website](#)

**October 31**

Article included in [Facilities Management online magazine](#)

**November 1**

Article included in Building Designers Association Vic newsletter

**November 6**

Article in Green Roofs Australasia newsletter

**November 13**

[Canopy](#) event focussed on the Guide, 100+ people

Article on [Enviroinfo website](#)

[Article on Urbanalyst website](#)

- **Action 11 Regional Tourism:** attended the October project group meeting
- **Metropolitan Planning Strategy:**
  - Attended the draft MPS workshop at the City of Stonnington in October
  - Attended the briefing by the Plan Melbourne Team on the Central Subregion at the City of Melbourne on 31 October
  - Met with the IMAP Council senior Strategic Planners at the City of Port Phillip on 14 November regarding consistency in responses to the draft MPS.
  - Discussed the IMAP plan review at the Executive Forum meeting on 18 November.
- **Other:** the Executive Officer also attended the following events:
  - Meeting with Clare Read from the Regional Management Forum in October to coordinate agendas etc
  - Attended the Festival of Ideas – the Liveable City presentation at the University of Melbourne
  - Workshop at the City of Melbourne on the Zero Net Emissions strategy in October
  - Meeting with Susan Gulko, City of Yarra on the Night Time Economy and DH AOD Hotspots project
  - IMAP Executive Officer and Engineering Services Manager, City of Melbourne gave a presentation to the Interdepartmental Cycling Committee on 13 November on IMAP cycling projects
  - Updated the IMAP website to include the new IMAP logo, the extended Visitor map, links to the Growing Green Guide website and videos from the Skybus campaign. The IMAP GIS service level agreement was finalised with the supplier and the GIS site established and formatted.

**Recommendation**

- a. That the IMAP Implementation Committee resolves to **note** the Communications and Governance Briefing Paper



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



**MEDIA RELEASE: Growing Green Guide for Melbourne project  
draft guidelines released for green roofs, walls and facades**

## **Growing Green Guide turning Melbourne green**

Thursday 7 November 2013

Australia's first comprehensive guide to creating green roofs, walls and facades to help manage the impacts of a changing climate on urbanised areas has been released for public comment.

The guide, produced through a partnership of four inner Melbourne councils, the University of Melbourne and the Victorian Government, will equip planners, designers, developers and homeowners with the know-how to incorporate green infrastructure into their projects.

City of Melbourne Environment Councillor Arron Wood said "population growth and the urbanisation of our city are transforming the natural environment into a largely engineered environment. We want to contrast this trend and the impact of the Urban Heat Island effect by encouraging building owners to – where possible – green their roofs, walls and facades.

"These guidelines offer innovative means of cooling buildings and the environment, while also increasing liveability, so that our city can blossom with green infrastructure into the future."

Incorporating green infrastructure into existing and new residential developments can also provide increased marketability and appeal to properties, and the guide is intended to encourage property developers to understand and be able to effectively use these technologies to their advantage.

John Rayner, Senior Lecturer in Urban Horticulture at the University of Melbourne, said: "Green roofs, walls and facades that are well designed can help to reduce urban stormwater runoff, increase biodiversity or simply provide more greenery in the city, which is known to reduce people's stress levels and improve mental health".

The community is encouraged to review the guide and provide feedback on whether it is easy to understand and use, and what information is most helpful. Anyone with a case study to include that would demonstrate an important practical experience or lesson is also encouraged to contribute.

The guide is an initiative of the Growing Green Guide for Melbourne Project, a partnership between the original Inner Melbourne Action Plan councils (Cities of Melbourne, Yarra, Stonnington and Port Phillip), the University of Melbourne and the Victorian Government. The project is funded through the four councils and the Victorian Government's Victorian Adaptation and Sustainability Partnership.

The Growing Green Guide for Melbourne project has also explored a range of policy options that can encourage green roofs, walls and facades, increase community understanding about them and demonstrate government leadership in this area.

The draft guide can be downloaded at [www.growinggreenguide.org](http://www.growinggreenguide.org), along with a feedback form. Feedback is open until 18 November.

The final guide will be available early 2014. Sign up to the Growing Green Guide mailing list on the same website to receive project updates.

**Contacts:**

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