

Inner Melbourne Action Plan 'IMAP'

Making Melbourne more liveable



Annual Report 2013 → 2014

Inner Melbourne Action Plan
'Making Melbourne More Liveable'



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Foreword

On behalf of the Inner Melbourne Action Plan Implementation Committee, we present the 2013-14 Annual Report, highlighting the key achievements of the IMAP Special Committees in their eighth year in operation.

The Inner Melbourne Action Plan (IMAP) is the successful collaboration between the cities of Melbourne, Port Phillip, Yarra, Stonnington and the Maribyrnong City Council, 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.

Two significant projects were completed by the IMAP Councils this year: **the Green Roof, Walls and Facades Manual for Melbourne and Victoria** and its associated website was launched in February to significant acclaim; and the **Reducing Through Traffic** research project developed

an inner city traffic model providing a basis for considering realistic actions to reduce the impact of through traffic.

Both these projects add value to the IMAP Councils and provide unique research that is made available to municipalities and organisations beyond the inner Melbourne region.

With the inclusion of the Maribyrnong City Council in the IMAP partnership this year, and the publication of the State Government's Plan Melbourne strategy, the IMAP Councils are undertaking a full review of the Inner Melbourne Action Plan in 2014. With the IMAP Councils making up Plan Melbourne's Central Subregion, IMAP is uniquely positioned to have an ongoing role in the development of the inner Melbourne region.

We also take this opportunity to recognize the commitment of the many council officers and representatives from partnering organizations who continue to work collaboratively to deliver the IMAP projects.



Cr Jackie Fristacky
Mayor
City of Yarra



Cr Adrian Stubbs
Mayor
City of Stonnington



Cr Amanda Stevens
Mayor
City of Port Phillip



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



Cr Grant Miles
Mayor
Maribyrnong
City Council

Introduction

The Inner Melbourne Action Plan

The Inner Melbourne Action Plan (IMAP) is unique in bringing key government stakeholders together to develop and deliver regionally based actions within an effective governance framework. The Inner Melbourne Action Plan sets out 11 regional strategies and 57 actions to address one simple objective: to make the Inner Melbourne Region more liveable.

Melbourne's inner Metropolitan Councils have worked together over eight years to develop and implement this IMAP to strengthen the liveability, attractiveness and prosperity of the region and respond to growth and changes occurring in the inner city. With the inclusion of the Maribyrnong municipality within the IMAP boundary this year, and the publication of the State Government's Plan Melbourne strategy, the IMAP partner Councils are undertaking a review of the Inner Melbourne Action Plan in 2014 to identify our priorities for the next 5-10 years.

The IMAP region hosts the capital city of Victoria, incorporating the major financial, administrative, retail, cultural, and entertainment functions of the State. IMAP strategies and actions are 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. Many of the actions undertaken have required the agreement or cooperation of the State Government, government agencies or private providers of public services such as transport operators. The IMAP projects have been successful in fostering ongoing cooperation, goodwill and active participation between IMAP stakeholders. IMAP is uniquely positioned to have an ongoing role in the development of the inner Melbourne region.





Highlights of the Year

IMAP completed two actions in 2013-14.

Strategy 3: Minimise the growing impact of traffic congestion

Action 3.5 Reducing through traffic

This project involved 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 reduce the impact of through traffic. Further analysis to determine future strategies & research is ongoing, particularly in regard to freight.

In considering responses to through traffic, the study's recommendations focus on 'genuine' through traffic passing through a municipality from

one side to another. To mitigate these impacts, the study has split recommendations into those which should be undertaken on a regional (IMAP) level and those which should be undertaken on a local (Council) level.

The final IMAP study was considered at the IMAP Committee meeting in May, 2014 at which the Committee resolved to:

- › Receive the final report on Action 3.5.
- › Accept the amended study's recommendations pertaining to IMAP.
- › Note and refer the individual stakeholder recommendations to the relevant authority for action.
- › Refer further work on freight to officers for development, and assessment of the brief to the next IMAP plan.



Strategy 9: Substantially improve the environmental performance of the inner Melbourne region

Action 9.4 Green Demonstration Projects – Growing Green Guide

The Growing Green Guide for Melbourne project was finalised in February 2014 with a double launch; one for partners and stakeholders and one for industry.

The project delivered the following outputs:

- › *The Growing Green Guide: A guide to green roofs, walls and facades in Melbourne and Victoria, Australia* – a 130 page hard copy and online guide to green roofs, walls and façades
- › *A Green Roofs, Walls and Facades Policy Options Background Paper* – a research paper for agencies wishing to develop policy to support green roof, wall and façade development in Victoria
- › Reports from an investigation into potential demonstration sites in inner Melbourne, including feasibility studies and concept designs and estimated costs
- › A website to host all the project findings www.growinggreenguide.org

The primary output, the Growing Green Guide, is a practical tool for industry that has garnered national and international interest. The inner Melbourne region is now recognised as a proactive city that encourages the incorporation of green roofs, walls and façades as part of new constructions, and as retrofits to existing buildings. The guide will help designers, builders, property asset managers, homeowners and Council staff to ensure that high quality, sustainable and maintainable green roofs, walls and façades are installed across the city. The knowledge gained throughout the project is available freely online. The Guide was published under a Creative Commons licence to facilitate the use of this information by others, and allows other organisations to legally update the Guide in the future.

The Growing Green Guide for Melbourne Project created new networks and partnerships between local governments and The University of Melbourne, generated goodwill between industry and government, and increased stakeholders' understanding of green roofs, walls and façades. It has also provided many Council officers with the opportunity to learn more about green roofs, walls and façades and contribute actively to the project. This has resulted in both industry and Council staff taking on the task of promoting the guidelines to customers, colleagues and the media, without any prompting from the project team.

The project has achieved all of its outputs and has received significant praise from stakeholders. The reputation of the project partners is now higher within the building and design industry, including architecture and horticultural industries and the green roof, wall and façade industry itself. The website created to house the guidelines and other outputs has had almost 23,000 visits from over thirty different countries since the end of February 2014. Several articles have been written that promote the Growing Green Guide. At last count there have been 37 online (e newsletters, websites and social media), 2 radio programs, and 5 newspaper articles including an article in Australian Geographic.

The true measure of success of the project will be ascertained in several years' time when it is expected that many more high quality green roof, wall and façade projects are constructed across Victoria as a result of the guide and policy incentives or drivers from Councils.

To find out more or to download the documents from the project, visit <http://www.growinggreenguide.org>

External Partners: The University of Melbourne, the Department of Environment and Primary Industries, a broad range of industry advisors and stakeholders in the Technical Reference Group, Canopy – Melbourne Green Roof Forum, Melbourne, Victoria and RMIT University students.



→ Progress 2013-14



Strategy 2: Effectively link transport routes so that the inner Melbourne region is accessible throughout by walking, cycling and public transport

Action 2.2 Wayfinding signage

The majority of Melbourne's tourist attractions and precincts are located within the inner Melbourne region. Under an initiative of the five CEOs of the Melbourne Tourism Partnership, in 2010-11 the City of Melbourne began working with VicRoads, Public Transport Victoria and Tourism Victoria to explore ways to assist arriving visitors orientate themselves and navigate the city. In 2012 the project was extended to the rest of the IMAP councils. It builds on the initial pilot project completed by IMAP in 2009 to install consistent wayfinding visitor signage across the inner Melbourne region.

In May 2012, 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 the inner Melbourne region
- › to apply shared symbols and terminology across key signage systems; and
- › to provide co-ordinated responses across collaborating agencies and Councils to visitor signage requests by tourist attractions, precincts and major developments.

Key principles behind the collaboration include:

- › that Melbourne needs fewer – not more – signs
- › that digital technology be explored

- › that signage infrastructure should feature integrated information, especially pedestrian, cycling and public transport information; and
- › that agreed changes to signage would be gradually rolled out and funded as part of annual maintenance and replacement programs.

Two initiatives undertaken since the Co-ordinating Committee was established are:

1. In 2012-13 the IMAP Councils employed a consultant in 2012-13 to identify priority attractions within the inner city and key routes along which visitors need orientation and navigation assistance. The consultant is drafting visitor signing policies and guidelines for comment.
2. In 2013-14 work started on the development of a Melbourne visitor signage Master Style Guide. The Guide will articulate shared signing principles, policies, symbols, terminology and supporting design standards and guidelines to be followed by participating councils and agencies, based on best practice examples and signage research. The Master Style Guide will comprise two sections: *Strategy* and *Implementation*.
 - a. *Strategy* (first draft completed) will cover:
 - › The vision for Melbourne
 - › The importance of good wayfinding
 - › Melbourne: the current state

- › Case study: a good wayfinding system (Legible London)
- › Signing principles for Melbourne's wayfinding
- › Signing guidelines for Melbourne's wayfinding
- b. *Implementation* (commencing July 2014) will cover:
 - › Signage content:
 - Naming conventions
 - Selection criteria
 - Symbols and arrows
 - Language (a glossary of terms)
 - Updating content
 - Application to physical and digital signage
 - › Signing locations:
 - Frequency and siting
 - › Infrastructure:
 - Shared infrastructure
 - System trial

Enquiries from other Councils are welcome.

External partners: Melbourne Tourism Partnership (Destination Melbourne Ltd.), City of Melbourne, Melbourne Convention Bureau, Tourism Victoria and the Victorian Major Events Company, VicRoads, Public Transport Victoria, City of Wyndham.



→ Progress 2013-14

Action 2.3 Bicycle network legibility

IMAP Action 2.3 Bicycle Network Legibility Project aims to improve the legibility of the bicycle network (Principal Bicycle Network and local links) with an emphasis on clear delineation of continuous links.

Back in February 2008, the IMAP Implementation Committee adopted the IMAP Bicycle Network – a map of the bike path hierarchy required across the IMAP area, which prioritised a number of major bicycle routes for development, promoted greater separation and acknowledged, with sustained growth in cycling numbers, that more developed facilities were needed to cater for future cycling numbers in the inner city.

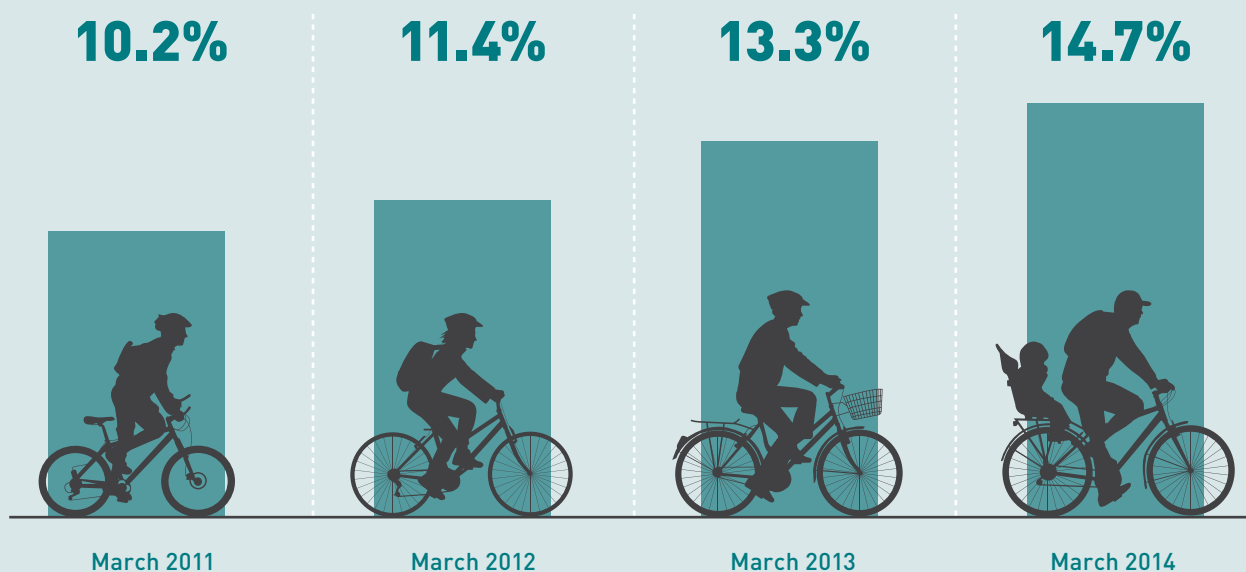
In March 2013, the IMAP Implementation Committee agreed it would be useful to reset the bicycle priority routes within the context of the various Council strategies to ensure a coordinated approach is taken by all those engaged in establishing the bicycle network and staging future works. It was therefore proposed that the Action 2.3 project team be reconvened to undertake this planning review work.

During 2013-14, the IMAP Council's have worked in conjunction with the DTPLI and VicRoads to update the cycling network maps and prioritise future route upgrades to allow a coordinated approach between IMAP councils and the State Government. A map of these routes will be distributed later this year with the aim of being formally adopted by Councils for implementation.

Bicycle works within the various municipalities have continued to be rolled out along the priority routes noted on the IMAP Bicycle Network map (refer Action 2.5) and, together with increasing petrol prices, these works have resulted in significant increases in the numbers of visitors to the inner city area travelling by bicycle. Since 2008 cyclist numbers have risen and the IMAP Councils and the state government have adopted bicycle plans and strategies. With projected significant growth in jobs and residents in inner Melbourne, this intensification will result in space efficient modes such as cycling being more attractive in the future.

External Partners: Department of Transport, Planning and Local Infrastructure (DTPLI), VicRoads, Bicycle Network

Bicycle as a percentage of total vehicles travelling into the Central City during the 7-10am Peak Period



[Source: City of Melbourne]



Action 2.5 Bicycle network

The IMAP Council's continue to meet to discuss bicycle matters across the inner Melbourne area. Each of the Council's continue to make good progress with bike related projects:

- › The City of Melbourne continues to undertake projects from its Bike Plan 2012-16 and allocated \$2.65M for bike works in 2013-14. Part of the funding for 2013/14 has been carried forward in order to complete the installation of the William Street bike lanes and the construction of a ramp to connect cyclists and pedestrians between the Capital City Trail and Morrell Bridge which will enable cyclists to transition between the trails on each side of the Yarra River.
- › In 2013-14 the City of Yarra has completed a priority shared path crossing at Yarra Bend Road/ Main Yarra Trail, inclusion of sharrows at various intersections, upgrades of the Main Yarra Trail near Dights Falls and safety improvements at Canning/Richardson street intersection. Design works have been completed for Wellington Street Copenhagen Lanes, Rathdowne Street dooring buffer, Drummond Street buffered bicycle lanes, various bicycle treatments at side streets on Victoria Parade and a dooring buffer on Rathdowne Street.
- › In 2013 – 2014 the City of Port Phillip continued with the installation of on road bike lanes on Principal Bicycle Network routes (Glen Eira Road and Carlisle Street) and with the installation of a number of on road bike lanes on local routes

as well as other bike rider safety improvements. Council officers also continued discussions with VicRoads counterparts on the proposed removal of a morning clearway restriction from the inbound of Marine Pde between Glen Huntly Road and Shakespeare Grove in Elwood. The removal of the clearway will provide for the installation of approximately 1.5km long full time on road bike lane on this highly utilised road that forms a part of the Principal Bicycle Network.

- › The City of Stonnington has developed a new Cycling Strategy to help guide its future resource decision-making to support cycling in the community. The new strategy includes plans and details for priority routes, infrastructure development and maintenance, program investigation, behaviour change programs and promotional activities that will improve cycling opportunities in Stonnington. In 2013-14 the City of Stonnington implemented infrastructure projects from the first year of its Cycling Strategy Implementation Plan 2013-17.
- › The City of Maribyrnong upgraded and added strategic cycle links and increased bicycle funding to \$300K in 2013-14. The Maribyrnong Bicycle Strategy, to guide investment in cycling in Maribyrnong for the next 5 years, was produced.

External Partners: VicRoads, Bicycle Network Victoria, Department of Transport, Planning and Local Infrastructure (DTPLI).

→ Progress 2013-14

Cycling initiatives in 2013-14

Yarra	› Main Yarra Trail Upgrade – Upgraded shared path in Abbotsford to improve safety & level of service for all users
	› Wellington St Copenhagen bicycle lanes – Finalised detailed design for the works
	› Brunswick St – Working Group finished & recommendations provided to Council
	› Lennox St – Bike lane/Sharrow combo designed for installation along the route
	› Cremorne/Balmain/Cotter St – Sharrow bicycle route design finalised & ready for installation
	› Main Yarra Trail/Yarra Bend Intersections – New shared path priority crossing installed
	› Canning/Richardson St Intersection – New flashing advisory signs installed notifying drivers of cyclists using Canning St
	› Rathdowne St – New bicycle dooring buffer will be installed in 2014-2015
	› Victoria Pde – Detailed design completed for bicycle upgrades at Brunswick St, Wellington St & Napier St in conjunction with VicRoads works
	› Drummond St – Buffered bicycle lane installed
	› Various Roundabout – New sharrow design being rolled out at various roundabouts to encourage cyclists to 'take the lane' and become more visible
Stonnington	› Alexander Ave – Reconstructed/widened the existing footpath adjacent to Darling Gardens on Alexandra Ave to a 2.5m minimum shared path to connect to the new signalised crossing of Alexander Ave/Yarra St.
	› Alexander Ave/Yarra St Intersection – Installed new signalised crossing for safe access to/from the Capital City Trail.
	› Capital City Trail – Completed Stage 2 of the Lower Yarra River Biodiversity Linkages Project (opposite Herring Island adjacent to Kanteen cafe) – relocated the bike path for surface upgrade/path widening to 3m.
	› Capital City Trail – Completed resurface/upgrade of the Capital City Trail between Yarra St & Chapel St including line marking & installation of solar road studs.
	› Ivanhoe Grove – Installed new shared path & shared crossing at Ivanhoe Grove to link the Scotchman's Creek Trail with the Phoenix Park Community Centre & Malvern Valley Primary School
	› Scotchman's Creek Trail – Completed Stage 1 of the Scotchman's Creek project – path reconstruction and 3m widening between East Malvern Station & Gabriel Ave, concrete edging & appropriate light & tree removal.
	› Gardner's Creek Bridge – Stonnington partnered with VicRoads & City of Boroondara to fund construction of a new shared cyclist/pedestrian bridge on the Gardiners Creek trail at Sir Zelman Cowen Reserve.
	› Bike Hoops & Pole Vaults – Installed approximately 80 hoops & pole vaults.
Maribyrnong	› Hornby Street – Completed detailed design for contra-flow bicycle lane at either end (from Dandenong Rd northbound, & High St southbound) to allow cyclists legal entry to the area.
	› Reviewed the Maribyrnong Strategic Bicycle Plan
	› Hyde St, Footscray – Finished installation of buffered bike lane & applied green surface at intersections.
	› Ashley St & South Rd, Braybrook – Completed detailed design of shared user path from Tottenham Railway Station to West Central Park Ave.
	› Mephan St, Footscray – Installed buffered bike lanes from Rosamond Rd to Gordon St.
	› Roberts St, Yarraville – Installed bike lane from Francis St to Somerville Rd.
	› Somerville Rd, Yarraville – Improved cyclist priority at intersections with Williamstown Rd and Gamon St.
	› Stony Creek, West Footscray – Built shared path from Paramount Rd to Cala St.
	› Hansen Reserve, West Footscray – Built shared path from Roberts St to Robbs Rd
	› Locations throughout Maribyrnong – Installed sharrows at roundabouts & other squeeze points

› continued page 13

Cycling initiatives in 2013-14

Port Phillip	› Carlisle St – Continuation of on-road bike lane beside tram tracks
	› Glen Eira Rd – New on-road bike lane installed
	› Cowderoy St – New on-road bike lanes & zebra crossings at intersections
	› Park St & Cecil St – Installation of bike lanterns at intersection & shared path at tram stop.
	› Longmore St, York St & Fraser St – Installation of local bike routes
	› Bay St – Installation of 40km/h variable speed limit
	› Moray St, at Dorcas St & Coventry St roundabouts – Bike improvements at roundabout
	› Acland St/Fitzroy St – Installation of bike lanterns connecting the separated bike lane with Acland St
	› Broadway & Milton St – Installation of sharrows at roundabout to treat a bike blackspot
	› Liardet St, at Dow St – Installation of green bike lane at T-intersection to treat a bike blackspot
	› Wright St/Beaconsfield Pde – Kerb extensions at intersection on local bike route
	› Langridge St, at Canterbury Rd & Beaconsfield Pde – Kerb extensions at intersections on local bike route
	› Tennyson St – Removal of brick pavements on local bike route.
	› Cecil St, at Bank St & Dorcas St – Installation of raised pavement zebra crossings at roundabout
Melbourne	› Elizabeth St – Physically separated Bike Lanes
	› St Kilda Rd – Physically separated Bike Lanes
	› Swanston St (north end) – Double chevron separated Bike Lanes
	› Neil St – Double chevron separated bike lanes
	› Victoria St – Double chevron separated bike lanes
	› Adderley St – Double chevron separated bike lanes
	› Princes Bridge – Formalised installation of northbound bike lane
	› Capital City Trail – Bike Directional Signage
	› Jim Stynes Bridge – Construction completed
	› Bike Parking Kerb Outstands – Constructed at four locations
	› Bike Hoops – Approximately 200 hoops installed
	› Poplar Road Refuge Islands – Construction of centre-of-road refuge area for cyclists & pedestrians crossing road to continue along Capital City Trail
	› Footscray Rd – Widening of Shared Path to 4.0m width
	› Bourke St, CBD – Upgrade of existing bike refuge lanes
	› Collins St, Docklands – Upgrade of existing bike lanes
	› Faraday St – Upgrade of crossing of Swanston Street to University of Melbourne



→ Progress 2013-14

Strategy 7: Promote the inner Melbourne region as an investment location for knowledge rich business sectors.

Action 7.2 Supporting creative businesses

This new project aims to develop support for new and emerging businesses focussed on the practical implementation of new knowledge and ideas, design or creative endeavours.

Melbourne ranks highly as a creative city, with a strong knowledge and education economy. Maintaining liveability for the creative workforce is a key part of sound economic management. Coordinated programs that bring together industry, state government and local government representatives around broad issues and specific clusters of activity are required.

As a first step, the broad range of activities currently being undertaken by the IMAP Councils to assist the creative business sector was

documented, and a number of interstate and overseas initiatives identified. In addition, the City of Port Phillip commissioned a significant piece of research identifying the economic impact of creative businesses in their municipality. The City of Melbourne also undertook research documenting the broad significance of the knowledge sector in the inner city.

Subsequently, the project team have defined the creative industries that are of interest in this project and are looking to work further with state government departments involved in business support, manufacturing and design policy. A brief for this project has yet to be finalised.

External Partners: Department of State Development, Business and Innovation (DSDBI)



→ Progress 2013-14



Strategy 9: Substantially improve the environmental performance of the inner Melbourne region

Action 9.2 Environmentally sustainable design

A suite of 10 Sustainable Design Fact Sheets has been jointly developed by four IMAP Councils and made available to the public since their launch in May 2012. Since then the Fact Sheets have been licensed for use by other Councils outside the IMAP area.

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

The initial set of 10 fact sheets which were developed for this project in 2012 were adopted as reference documents in the proposed Environmentally Efficient Design local planning scheme policies for the IMAP councils of Port Phillip, Stonnington and Yarra and for the cities of Banyule, Moreland and Whitehorse.

The Ministerial Advisory Committee (MAC) and Panel Report for the proposed policies provided a key recommendation that: *'The Sustainable Design Assessment in the Planning Process Fact Sheets in existence at the time of Amendment exhibition be adopted in the local policies as reference documents.'*

Item 3, Page 103/117 Advisory Committee and Panel Report, Environmentally Efficient Design Policies, 7 April 2014.

Work is underway to develop a framework where the initial fact sheets can be managed and maintained over time to ensure consistency across municipality borders.

The fact sheets have been adopted by an additional 8 Councils which includes the cities of Banyule, Darebin, Kingston, Knox, Moreland, Nillumbik, Whitehorse and Whittlesea.

The project team have continued working on an additional 5 fact sheets which will provide support to the initial set and provide information on 'Mandatory Requirements and Council's Design Advice' for each specific topic. The additional fact sheets include:

- › Melbourne Climate
- › Site Permeability
- › External Shading
- › Green Walls and Roofs
- › Rating Tools.

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

External Partners: Council Alliance for a Sustainable Built Environment (CASBE). The fact sheets are currently being promoted by the following Councils in addition to the IMAP councils: Knox, Kingston, Darebin, Nillumbik, Whitehorse, Whittlesea, Banyule and Moreland.

Copies of the Sustainable Design Factsheets are available on IMAP and Council websites.

Council enquiries are welcome.

Action 9.4 Green demonstration projects

Distributed energy

The Distributed Energy Project is being led by the City of Melbourne in partnership with the CSIRO. Similar projects have been undertaken in New York, London and other cities.

The project will develop an energy demand map of the city, identifying energy consumption trends resulting from growth and development. Importantly, the energy demand model also identifies opportunities for energy efficiency, demand reduction and opportunities for distributed generation. The project will identify the energy savings that can result from a variety of solutions. This growth and demand reduction model will be able to inform strategic city planning and electricity network planning.

In 2013/14 a buildings energy demand model was developed utilising buildings and property data collected from participating Councils. Data from utilities was used to validate the energy demand model. Various energy saving intervention scenarios were developed and modelled. A mapping model was also developed to create a 3D visualisation model for the data.

A draft report and energy demand model was completed. Fine tuning of the mapping base and energy saving scenarios was being completed at the end of the financial year. Input from strategic planning branches in IMAP Councils assisted with the identification of future growth projections. The final report and energy model are expected to be completed in August 2014.

Aspects of the project relating to modelling the economic impacts were not completed. Additional funding required to undertake this work was not secured from external sources. This work would have modelled the economic impacts of the energy growth and energy saving scenarios.

External Partners: CSIRO

Growing Green Guide

This project was completed in 2013-14. Please refer to the report on Page 6.



→ Progress 2013-14

Strategy 11: Promote the Inner Melbourne Region as a tourism destination

Actions 11.1 and 11.2 Regional Tourism Program

2013-14 was the first year of the new three-year Tourism Strategic Plan for IMAP.

The purpose of the IMAP Tourism Working Group (TWG) is to work collaboratively to:

- › Influence visitors and locals to choose Inner Melbourne as a place to visit, explore and return; and
- › Make it easy for visitors and locals to explore and engage with Inner Melbourne.

Highlights of the Year One actions of the new plan are provided below.

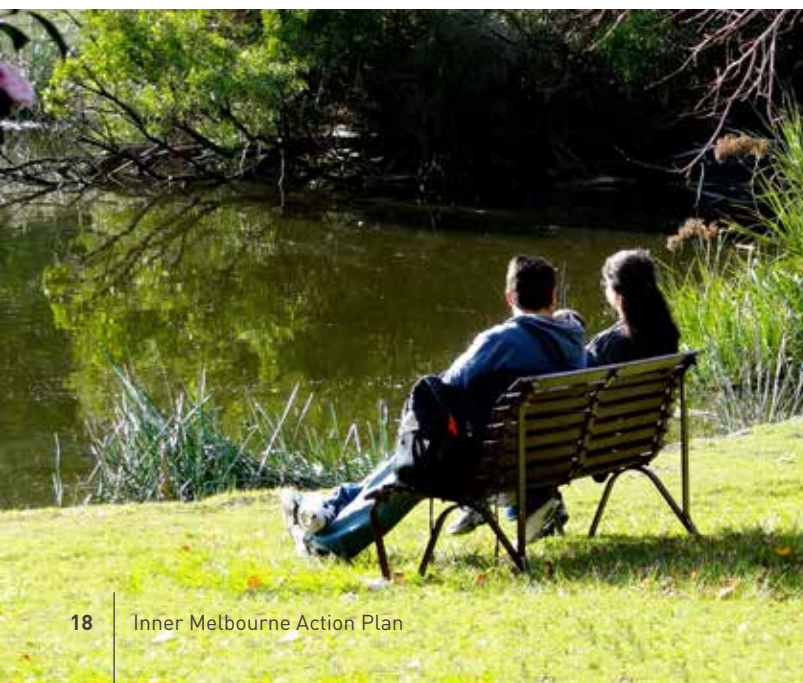
The Inner Melbourne Map remains the most popular publication for Melbourne visitors and the Tourism industry. Demand for the product continued to grow in the past year, reaching a 1 million print run. This unprecedented success has also meant high costs to IMAP of servicing increasing demand and associated printing and distribution costs. In response, the IMAP Tourism Working Group has entered into a two year agreement with Destination Melbourne (DML) that the Inner Melbourne Map form the basis of DML's Official Visitors Map (OVM) instead of continuing to be produced as a stand-alone product. DML's OVM also has excellent placement and distribution, and often duplicated that of the Inner Melbourne Map. The agreement ensures that the integrity of the Inner Melbourne Map is maintained in the OVM product. As such, the last

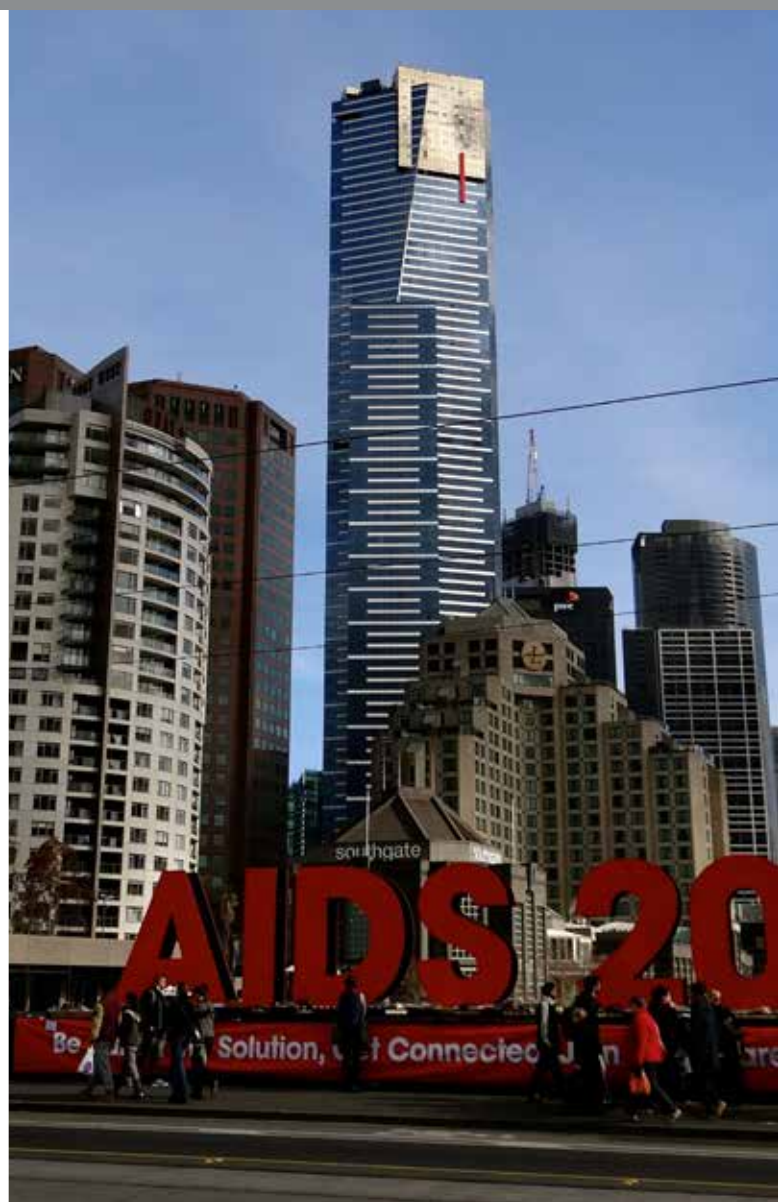
Inner Melbourne Map was produced as a separate product in a special edition for the International Aids Conference, which took place in July 2014.

Prior to entering into the agreement with DML, significant research was undertaken to compare the two products (Inner Melbourne Map and OVM) to ensure that a single map will meet the needs of most visitors to Melbourne.

In 2013-14, the City of Melbourne undertook research into the visitor journey, to better understand how visitors seek out and utilise information to plan their travel. The IMAP TWG are currently in the process of reviewing this research to better understand at what points along the visitor journey the group can have the greatest influence on encouraging visitors to spend time in inner Melbourne. Once the key points in the visitor journey are identified, the group will then scope the type of information that needs to be provided to visitors and how this can be best positioned through either existing or new channels/partnerships. This research includes initial work on how people use digital technology for wayfinding purposes such as QR code technology, near-field communication, augmented reality and fit-for-purpose digital maps.

The IMAP TWG also undertook a review of the SkyBus Television promotion on board in-bound buses, following a full four season inner-Melbourne marketing and promotion campaign.





The Melbourne City Sightseeing tourist bus service, initially established to operate within the City of Melbourne, has been seen by IMAP TWG as having potential to extend out into the major tourist and retail destinations within IMAP and form an inner Melbourne tourist bus service. While there are a number of challenges to achieving this, the work of Port Phillip Council in getting the service extended to St Kilda and Station Pier is proving beneficial and points to the possibility of developing an inner Melbourne tourist bus service in the future.

The IMAP TWG entered into a partnership agreement with the Victorian Tourism Industry Council (VTIC). Benefits included membership of peak committees, advocacy and policy development work, articles

in the VTIC Tourism Excellence magazine, and opportunities for IMAP committee members to attend forums and conferences. The outcome of the first year agreement is being reviewed prior to a decision about entering into another agreement.

The hosting of the International Aids Conference in Melbourne July 2014 was seen as a great opportunity to promote inner Melbourne to the 14,000 delegates, partners and media representatives attending the conference at MCEC. A special edition of the Inner Melbourne Map was produced and an IMAP information desk was provided at MCEC.

External Partners: Destination Melbourne Ltd, VTIC and Tourism Victoria

Governance

Membership of the IMAP Implementation Committee

The Cities of Melbourne, Yarra, Stonnington, Port Phillip and the Maribyrnong City Council have each established identically constituted section 86 Special Committees, in accordance with the Local Government Act 1989. These Committees meet as one, and provide a coordinated decision-making process to facilitate the implementation of the Inner Melbourne Action Plan (IMAP) dated January 2006, as adopted by member Councils in December 2005.

The Committee consists of members, being one councillor and the Chief Executive Officer (or specified Executive Director) from each of the municipalities.

In 2013, the IMAP Councils resolved to invite the Maribyrnong City Council to become a new, full member of the Inner Melbourne Action Plan Implementation Committee, following an 18 month period as an associate partner. Maribyrnong City Council established its Special Committee on 18 June 2013 to come into effect on 1 July 2013.

Committee Members: 1 July 2013 – 30 June 2014

Cr Ken Ong

Chair, Future Melbourne
(Planning) Committee,
City of Melbourne
(1 July 2013 – 30 June 2014)

Mr Geoff Lawler

Director City Planning
& Infrastructure, City of Melbourne
(1 July 2013 – 30 June 2014)

Cr Jackie Fristacky

Mayor, City of Yarra
(1 July 2013 – 30 June 2014)

Ms Vijaya Vaidyanath

Chief Executive Officer,
City of Yarra
(1 July 2013 – 30 June 2014)

Cr Matthew Koce

Mayor,
City of Stonnington
(1 July 2013 – November 2013)

Cr Adrian Stubbs

Mayor,
City of Stonnington
(November 2013 – 30 June 2014)

Mr Warren Roberts

Chief Executive Officer,
City of Stonnington
(1 July 2013 – 30 June 2014)

Cr Amanda Stevens

Mayor,
City of Port Phillip
(1 July 2013 – 30 June 2014)

Ms Tracey Slatter

Chief Executive Officer,
City of Port Phillip
(30 July 2013 – 30 June 2014)

Cr Catherine Cumming

Mayor,
Maribyrnong City Council
(1 July 2013 – November 2013)

Cr Grant Miles

Mayor,
Maribyrnong City Council
(November 2013 – 30 June 2014)

Mr Vince Haining

Chief Executive Officer,
Maribyrnong City Council
(1 July 2013 – 30 June 2014)

Associate Committee Members

The Terms of Reference provides that representatives from the following associate partner organisations are invited to attend the meetings of the IMAP Implementation Committee.

- › Department of Transport, Planning and Local Infrastructure (2 representatives)
- › Department of Environment and Primary Industries (1 representative)
- › Department of State Development, Business and Innovation (1 representative)
- › VicRoads (1 representative)
- › Metropolitan Planning Authority (1 representative)



Governance

IMAP Reporting

IMAP Implementation Committee Meetings

30 August 2013 (Host: City of Melbourne)

Key items on the agenda were:

- › **Action 2.2 Visitor Signage Project:** Update from the Coordinating Committee and final report from consultants on the signage audit undertaken across the 5 councils
- › **Action 6.3 Managing Conflicts in Activity Centres:** Support for the City of Port Phillip's 'Living with Live Music' guide for submission to the State Government's Live Music Round Table
- › **Action 9.4 Distributed Energy Project:** Presentation of the CSIRO energy modelling
- › **Action 9.4 Growing Green Guide Project:** Proposed application for VASP project funding; correspondence from University of Melbourne confirming successful Australian Research Council research linkage grant on 'Mimicking natural ecosystems to improve green roof performance'.
- › **Action 11 Regional Tourism:** Tourist map updated to include Footscray, and report on negotiations with Destination Melbourne Ltd to merge distribution of the tourist maps
- › Correspondence with the State Government's Interdepartmental Cycling Committee regarding membership and presentation on IMAP's work in this area
- › Draft IMAP Annual Report 2012-13 and summary
- › Update of governance documents and the logo to include the membership of the Maribyrnong City Council

Minutes were tabled and ratified at the 29 November 2013 IMAP Implementation Committee meeting

29 November 2013

(Host: City of Stonnington)

Key items on the agenda were:

- › **Action 5.2 Affordable Housing:** IMAP awarded a University of Western Sydney Partnership Award for the Community Land Trust Manual project.
- › **Action 9.4 Growing Green Guide project:** agreement to the out of committee approval process in time for the public launch in February; launch of the ARC linkage grant project with University of Melbourne
- › **Action 11 Regional tourism:** annual report on the year's activities and analysis of the Skybus promotion campaign
- › **IMAP Three Year Implementation Plan:** approval of the 3 year budget
- › Presentation: Integrated Water Cycle Management Project Manager, Office of Living Victoria regarding integrated water cycle management
- › Presentation: CEO, Linking Melbourne Authority with an update on the East-West Link project

Minutes were tabled and ratified at the 28 February 2014 IMAP Implementation Committee meeting

28 February 2014

(Host: Maribyrnong City Council)

Key items on the agenda were:

- › **Action 2.3 Bicycle Network Legibility:** Progress report received from the project working party and a presentation from the Senior Project Manager, Department of Transport and Local Infrastructure on the Central Subregion cycle network planning and implementation process
- › **Action 3.5: Reducing Through Traffic:** update on progress with final reviews of the report
- › **Action 5.2 Affordable Housing:** noting the scope of work for stage 2 of the Community Land Trust project.

- › **Action 9.4 Distributed Energy Project:** progress report on the modelling being undertaken by CSIRO
- › **Action 9.4 Growing Green Guide Project:** approval of the final documents for this project; noting the press release and broad publicity received on the project
- › **IMAP Review** project plan approved
- › Associate membership extended to a representative of the Metropolitan Planning Authority

Minutes were tabled and ratified at the 30 May 2014 IMAP Implementation Committee meeting

30 May 2014 (Host: City of Port Phillip)

Key items on the agenda were:

- › **Action 3.5: Reducing Through Traffic:** presentation on the final report for this project
- › **Action 9.2 Environmental Sustainable Design:** the progress report tabled the drafts of 4 additional Sustainable Design Factsheets and discussed the Factsheets becoming a Reference Document series administered by the Council Alliance for a Sustainable Built Environment (CASBE).
- › **Action 9.3 Water Sensitive Urban Design (WSUD):** a media release highlighted the State Government's approval of the WSUD local planning policies developed jointly by the IMAP Councils
- › **IMAP Review** update on progress
- › Presentation: Principal, SGS Economics regarding an Urban Manufacturing research proposal.

Minutes were tabled and ratified at the 29 August 2014 IMAP Implementation Committee meeting.

Executive's Forum

The Executive's Forum is a leadership meeting of IMAP's senior executives, aimed at determining and driving regional priorities and programs, identifying synergies and opportunities and providing support to the IMAP Executive Officer. Forums are held as the need arises. Outcomes of the IMAP Executive's Forums are reported back to the IMAP Implementation Committee in formal minutes as an agenda item for discussion and ratification.

18 November 2013

Key items on the agenda were:

- › **Action 3.5:** Presentation on the draft Reducing Through Traffic modelling and report
- › Metropolitan Planning Strategy and the IMAP Review process.

Minutes were tabled and ratified at the 29 November 2013 IMAP Implementation Committee meeting

24 February 2014

Key items on the agenda were:

- › IMAP Review process and draft Project Plan

Minutes were tabled and ratified at the 28 February 2014 IMAP Implementation Committee meeting



Governance

Promotion and communication of IMAP projects

The work of the Inner Melbourne Action Plan was publicised as follows during the year:

Governance

- › Circulated the IMAP Annual Report 2012-13 to federal, state and local government contacts, IMAP councillors and staff in November 2014.
- › Continued to update the IMAP Website and established the IMAP Geographic Information System
- › Briefed management teams at the Maribyrnong City Council and City of Stonnington on IMAP projects, and met with members of the Metropolitan Planning Authority
- › Surveyed all councillors, executives and staff involved with IMAP on their ideas and suggestions for the upcoming IMAP Review

Housing

- › Fund raising for Stage 2 of the Community Land Trust research was undertaken successfully to enable the remaining work to proceed in 2014-15 through a partnership between the University of Western Sydney, IMAP Councils and others.

Sustainability

- › Developed a media release regarding water sensitive urban design (WSUD) planning policies, developed across the IMAP Councils, approved by the State Government
- › Developed a media release, print media, website (www.growinggreenguide.org) and newsletter coverage of the outcomes of the Growing Green Guide project
- › The Growing Green Guide for Melbourne project was finalised on 20 February 2014 with a double launch; one for partners and stakeholders and one for industry as part of the 'Reach for the Stars' event. The project was also presented to public meetings at Canopy – the Melbourne green roof forum.

- › The Growing Green Guide project was presented at the Making Cities Liveable Conference in NSW in early July 2014.
- › The Ministerial Advisory Committee (MAC) and Panel Report for the proposed Environmentally Efficient Design (EED) policies which were exhibited by six local governments including Port Phillip, Stonnington and Yarra recommended:

'The Sustainable Design Assessment in the Planning Process Fact Sheets in existence at the time of Amendment exhibition be adopted in the local policies as reference documents.'

Item 3, Page 103/117 Advisory Committee and Panel Report, Environmentally Efficient Design Policies, 7 April 2014.

Regional development

- › Licensed the IMAP Tourist map for use in regional publications
- › Developed a joint cultural programme to coincide with the International AIDs conference and distributed the IMAP Regional Tourist map through the delegate packs; ran an enquiry desk at the AIDs conference
- › Liaised with the Wyndham Council on the Master Style Guide being developed through the Visitor Signage Coordinating Committee

Transport

- › The Reducing Through Traffic final report was noted in the print media and on the Cycling Network website
- › IMAP Council staff met with the Interdepartmental Cycling Committee on 13 November 2014 to provide an update on IMAP projects and planning



IMAP Governance

IMAP will work to implement the projects and actions contained in the rolling IMAP 3-year Implementation Plan and ensure systems are in place to engage staff, and meet budgets, grant funding requirements and timeframes to complete projects on time.

IMAP will continue to develop its effectiveness on behalf of the 5 member councils, to improve governance across the inner Melbourne region and nurture the relationships that underpin IMAP.

IMAP Communications & Advocacy

IMAP will continue to partner with key stakeholders to deliver on key issues affecting the liveability of the inner Melbourne region.

IMAP will continue to build on the IMAP website and Wiki as a communication tool and document repository.

IMAP will communicate the status of current Actions, partnerships and successes widely to promote the benefits of regional collaboration across the inner Melbourne region.

IMAP will progress the development and use of the IMAP GIS (Geographic Information System) to provide an Inner Melbourne region mapping base for the IMAP projects.

IMAP will consult widely across the five IMAP Councils on the IMAP Review project to develop a plan which reflects the priorities of the inner Melbourne region Councils.

Financial statement

Total income for the 2013-14 financial year to the Inner Melbourne Action Plan [IMAP], derived from IMAP partner Councils and IMAP map licensees was **\$281,206**.

This includes the IMAP partner Councils' annual contribution of \$175,000 plus a further \$100,000 paid towards regional tourism projects undertaken by IMAP.

No Victorian government grants were received directly by IMAP. Victorian Adaptation and Sustainability Partnership funding, awarded by the Department of Environment and Primary Industries in 2011-12 for Action 9.4, is paid directly to the City of Melbourne as lead council for the Growing Green Guide project.

The **total expenditure** for the 2013-14 financial year for professional services, website administration and sundry items relating to IMAP Actions was **\$401,035**.

This results in a negative balance to the IMAP account in the financial year of **(\$119,828)**. **Retained Earnings** carried forward from the previous financial year as at 1 July 2013 was **\$529,386**. Therefore the **Accumulated Surplus** for the year ending 30 June 2014 was **\$409,557**. These funds have been allocated to current and new projects approved in the 3-Year Implementation Plan in December 2013 and will be carried forward. The positive balance in the account is due to the timing in implementing these projects.

IMAP Financial Statement as at 30 June 2014

Actual to 30 June 2014

Income		\$
Annual IMAP Council Partner contributions		175,000
Other contributions		106,206
> Strategy 11 – IMAP Councils Tourism Contribution	100,000	
> Strategy 11 – IMAP Map Annual License fees (3)	1,206	
> Strategy 11 – City of Maribyrnong Map Contribution	5,000	
Victorian Government Grants		0
Total Income		281,206
Expenditure		
Professional Services		371,362
> Action 2.4 Wayfinding Signs: Visitor Signs project	28,560	
> Action 3.5 Reduced Through Traffic	38,658	
> Action 9.2 Sustainable Design factsheets	12,180	
> Action 9.4 Growing Green Guide	146,509	
> Action 9.4 Distributed Energy mapping	80,000	
> Actions 11.1 & 11.2 Regional Tourism	65,455	
IMAP Annual Report 2012-13		4,860
IMAP Website & GIS Administration		10,117
IMAP Review Contract staff costs		12,219
Sundry Expenditure		2,476
Total Expenditure		401,035
Net Loss for Year Ending 30 June 2014		(119,828)
Retained Earnings Carried Forward (2012-13)		529,386
Accumulated Surplus for Year Ending 30 June 2014		409,557

Notes: The IMAP Executive Officer position has been hosted by the City of Stonnington with the IMAP councils each contributing a quarter of the operational costs annually from 2010/11. This contribution is not indicated above.



Appendix

Statement of attendance

From 1 July 2013 to 30 June 2014

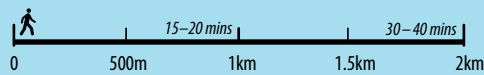
Committee Member	Position	IMAP Implementation Committee Membership dates to 30 June 2014	Meeting Attendance		
			Attended	Apology	Total Meetings
Cr Jackie Fristacky	Mayor, City of Yarra	Jul 2013 – Jun 2014	1	2	3
Cr Geoff Barbour	Acting Mayor, City of Yarra	Nov 2013	1	0	1
Cr Amanda Stevens	Mayor, City of Port Phillip	Jul 2013 – Jun 2014	3	1	4
Cr Matthew Koce	Mayor, City of Stonnington	Jul 2013 – Nov 2013	1	0	1
Cr Adrian Stubbs	Mayor, City of Stonnington	Nov 2013 – Jun 2014	3	0	3
Cr Ken Ong	Chair, Future Melbourne (Planning) Committee, City of Melbourne	Jul 2013 – Jun 2014	4	0	4
Cr Catherine Cumming	Mayor, Maribyrnong City Council	Jul 2013 – Nov 2013	1	0	1
Cr Grant Miles	Mayor, Maribyrnong City Council	Nov 2013 – Jun 2014	3	0	3
Ms Vijaya Vaidyanath	Chief Executive Officer, City of Yarra	Jul 2013 – Jun 2014	4	0	4
Ms Tracey Slatter	Chief Executive Officer, City of Port Phillip	Jul 2013 – Jun 2014	4	0	4
Mr Warren Roberts	Chief Executive Officer, City of Stonnington	Jul 2013 – Jun 2014	2	1	3
Mr Geoff Cockram	Acting Chief Executive Officer, City of Stonnington	Aug 2013	1	0	1
Mr Geoff Lawler	Director, City Planning & Infrastructure City of Melbourne	Jul 2013 – Jun 2014	4	0	4
Mr Vince Haining	Chief Executive Officer, Maribyrnong City Council	Jul 2014 – Jun 2014	4	0	4

Associate Partner Representatives

Associate Member	Representing	Meeting Attendance		
		Attended	Apology	Total Meetings
Mr Adrian Salmon	Department of Transport, Planning and Local Infrastructure	4	0	4
Mr Rod Anderson	Department of Environment and Primary Industries	3	1	4
Ms Claire Ferres-Miles	Department of Transport, Planning and Local Infrastructure	2	0	2
Ms Deborah Chemke	Department of Transport, Planning and Local Infrastructure	1	0	1
Mr Sasha Yarwood	Department of Transport, Planning and Local Infrastructure	1	0	1
Ms Patricia Liew	VicRoads	3	1	4
Mr Jay Meek	Department of State Development, Business and Innovation	2	1	3
Ms Elise Coughlin	Department of State Development, Business and Innovation	1	0	1
Ms Jane Monk	Metropolitan Planning Authority	1	0	1

Progress Summary






Strategy	Action	Status
Heritage	1.1 Heritage statement of significance	Completed
	1.2 Public realm infrastructure standards	
	1.3 Built form controls	
	1.4 Boulevards & major roads	Current
	1.5 Key urban squares	
Link Transport Routes	2.1 Regional physical infrastructure	
	2.2 Wayfinding signage	Completed/Current
	2.3 Bicycle network legibility	Completed/Current
	2.4 Pedestrian priority areas – Greenlight project	Completed
	2.5 Bicycle network	Current
	2.6 Tram & Rail network	Ongoing advocacy
Traffic Congestion	3.1 Commuter car use	Closed
	3.2 Roads as Places	Current
	3.3 Regional parking management	Completed
	3.4 40% by 2020	Closed
	3.5 Reduced through traffic	Completed
Public Transport	4.1 Travel Smart	Closed
	4.2 Street design standards	
	4.3 Think Tram	Ongoing advocacy
	4.4 Enhanced bus priority	Ongoing advocacy
	4.5 Improved public transport infrastructure	Ongoing advocacy
	4.6 Public transport pricing	Closed
	4.7 Improvements to public transport services	Current
Population Increase	5.1 Regional housing statement	Ongoing advocacy
	5.2 Affordable housing	Completed/Current
	5.3 Integrating public housing	Completed
	5.4 Social infrastructure & services	Current
	5.5 Infrastructure development	Current
Activity Centres	6.1 Activity centre local policy	
	6.2 Activity centre public environment	
	6.3 Managing conflicts	Completed
	6.4 New cultural facilities	
	6.5 Activity centre services	
Knowledge Rich Business Sectors	7.1 Government industry links	Closed
	7.2 Support creative businesses	Current
	7.3 Improved information	Closed
	7.4 Regional economic development statement	Completed
	7.5 Wireless broadband	Closed
	7.6 Exporting health services	Closed
	7.7 Universities & regional development	Completed
Freight	8.1 Priority for freight movement	Current
	8.2 Improved links to the port	
Environmental Sustainability	9.1 Regional sustainability targets	Completed
	9.2 Environmental sustainable design	Current
	9.3 Water sensitive urban design	Completed
	9.4 Green demonstration projects	Current
	9.5 Community capacity for sustainability	
	9.6 Recycled water for open space	Completed
Regional Open Space Network	10.1 Regional open space & trail network	Current
	10.2 Physical infrastructure needs	
	10.3 Open space links	Current
	10.4 Riparian open space project	
	10.5 Wild life links	
	10.6 Foreshore open space	
	10.7 Waterways planning & management	
Regional Tourism	11.1 Inner Melbourne map	Completed/Current
	11.2 Regional tourism programme	Completed /Current



Places of Interest

A6	Abbotsford Convent	A6	Melbourne Cricket Ground (MCG)	C5	Queen Victoria Market
C5	Arts Centre Melbourne	C5	Melbourne Convention Exhib. Ctr	C4	Royal Exhibition Building
D7	Como House	D7	Melbourne Museum	B5	Shrine of Remembrance
C4	Crown Entertainment Centre	C4	Melbourne Park	C5	Sidney Myer Music Bowl
C4	Etihad Stadium	C4	Melbourne Sports & Aquatic Ctr	D5	South Melbourne Market
C5	Federation Square	C5	Melbourne Star	C3	St Kilda Pier
C5	Government House	C5	Melbourne Zoo	A4	Station Pier (Cruise Ship Terminal)
C5	Jewish Museum of Australia	E6	National Gallery of Victoria (NGV)	C5	University of Melbourne
F6	Luna Park	F6	National Sports Museum	C5	Williamstown
C5	Malthouse Theatre	C5	Palais Theatre	F6	Yarra's Edge

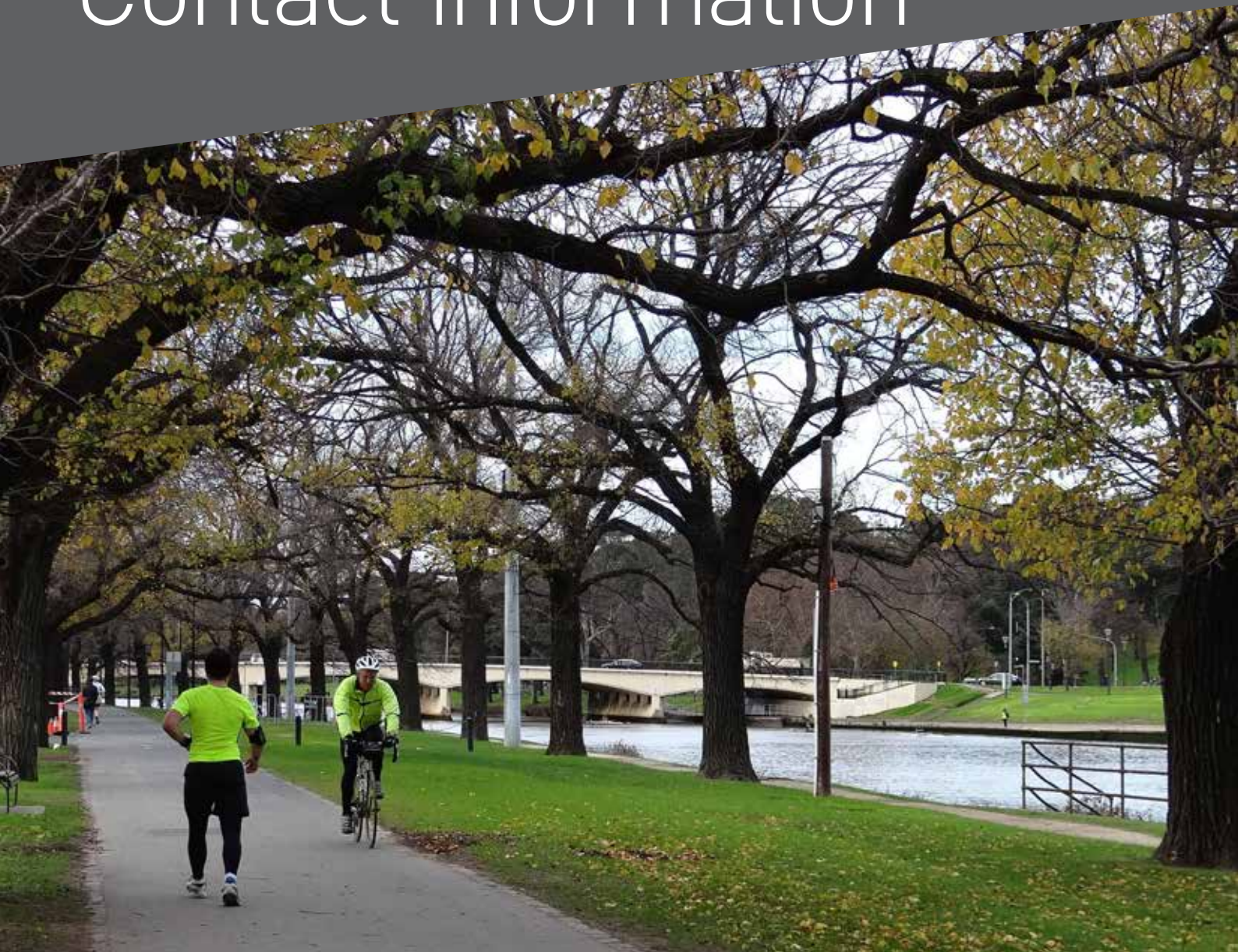
Legend

Shared Path 	Bike Share Station 	River Cruise Departure Point 	Shopping, Dining, Entertainment Precinct Pink names	Place of Interest  <i>Italic names</i>
Buses Route Number 200 Terminus 200 Route direction → 5				
Trains Train Line & Name Sandringham Line Station Name Richmond				
Trams Route Number 78 Stop & Number 8 Accessible Stop  Terminus 78 Balaclava	Free City Circle Tram Route (No. 35) 35			

Not all stops shown



Contact information



www.imap.vic.gov.au

For further information, please contact:

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IMAP Executive Officer

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Photos by Judith McMillan and
courtesy of the IMAP Councils.

Design by Johanna Villani Design.

Inner Melbourne Action Plan
‘Making Melbourne More Liveable’

