

Inner Melbourne Action Plan

Briefing Paper

Action G1.P5 IMAP Tourism: Activity Centre Proposal

1. REASON FOR REPORT

- This report considers the role of the IMAP Tourism Working Group (TWG).

2. BACKGROUND

- The IMAP Implementation Committee meeting on 31 August considered the IMAP Tourism: Three-year Strategic Plan and 2018-19 Action Plan.
- The Committee resolved to:
 - note the work of the IMAP Tourism Working Group
 - note the IMAP Tourism: Three-year Strategic Plan and 2018-19 Action Plan and refer to the Executive Forum to approve more detail on this Plan.
- \$119,000 has been allocated by IMAP to TWG initiatives in 2018-19 made up as follows:
 - provision for \$50K pa for the IMAP map publication and distribution (in conjunction with Destination Melbourne – this has now been discontinued); and
 - provision of \$20K pa for IMAP tourism projects
 - the 2018-19 budget also includes a carry forward of \$49,431.
- As at 12 November 2018, \$1,037 has been spent on the inner Melbourne map updates (digital/cruise guide/licenses) and \$15,125 on the Cultural Guide publication with Cultural Tourism Victoria, leaving a balance of \$103,270.
- Subsequently, Port Phillip coordinated a meeting of the TWG. The TWG noted that, since development of the Three-year Strategic Plan 2013 – 2016 each Council has developed their own tourism strategies and digital content and a joint 2018/19 Three Year Strategic Plan duplicating some of these activities was not necessary.

4. DISCUSSION – ISSUES & OPTIONS

- On 18 September, the TWG:
 - Considered an initiative involving the sharing of digital content (particularly video content) but agreed that it would be of limited benefit because of cost and the diverse range of issues across the five Councils.
 - agreed there was value in continuing with the IMAP Map for the next two years or so until “Wayfound” mapping component is in place
 - recognised commercial vacancies in activity centres as a common issue across all five Councils, which significantly impacts on tourism and visitor perceptions. See table 1.

- agreed that, one option, is to redirect IMAP TWG funding to work with business and other stakeholders to develop both tourism and economic strategies to address or minimise the impact of shop vacancies. Once completed, further ongoing projects of a similar nature could be considered by the Committee on their merits.

Table 1. Examples of selected current vacancy rates in key precincts:

Council	Precinct	Vacancy rate
Yarra	Bridge Rd	66 (16%)
Stonnington	Chapel St	81 (12%)
Port Phillip	Fitzroy St	22 (9%)

5. ORGANISATIONAL IMPACT

- Impact on IMAP is subject to IMAP consideration of options listed below.

6. OPTIONS

6.1 That the role and function of the IMAP Tourism Working Group remains unchanged

6.2 That IMAP ask the Tourism Working Group (TWG) to develop a proposal involving repurposing the TWG to focus on tourism and economic strategies to activate main streets and reduce commercial vacancies across all five Councils. The TWG to report to the next IMAP meeting on 22 February 2019.

6.3 That the TWG be wound up, save for the work on the IMAP Map for the next two years or so until Wayfound mapping component is in place (\$5,000 per annum) and all other allocated IMAP funding be reallocated to other IMAP projects.

7. RECOMMENDATION

That the IMAP Implementation Committee resolve:

- a. that the IMAP Tourism Working Group be wound up (Option 6.3 above); and
- b. that ongoing cooperation/funding continues between the IMAP Councils to ensure updates of the Inner Melbourne map are undertaken