MINUTES
Inner Melbourne Action Plan
Executive Forum
Meeting No. 30
8.00am – 10.00am Friday 3 May 2019
Cardinia Room, Level 8, CH2 Little Collins Street, MELBOURNE
City of Melbourne

IMAP Executive Forum Members
Ms Claire Ferres-Miles, Director City Strategy & Place, City of Melbourne
Mr Stephen Wall, Chief Executive Officer, Maribyrnong City Council
Mr Peter Smith, Chief Executive Officer, City of Port Phillip
Ms Vijaya Vaidyanath, Chief Executive Officer, City of Yarra
Mr Simon Thomas, Interim Chief Executive Officer, City of Stonnington

IMAP Members
Ms Elissa McElroy – IMAP Executive Officer

Guests
Mr Stuart Draffin, General Manager Planning & Amenity, City of Stonnington
Mr Dale Stewart, Senior Recreation Planner, City of Melbourne
Mr Nick Casey, Senior Research Analyst, City of Melbourne
Mr Damon Rao, Senior Transport Planner, City of Melbourne
Mr Martin Whittle, Wayfinding Signage Coordinator, City of Melbourne
Mr Gary Spivak, Housing Development Officer, City of Port Phillip
Mr Steven Lionakis, Manager City Places, Maribyrnong City Council
Mr Dean Griggs, Manager Business and Tourism, City of Melbourne

1. Appointment of Chair

1.1 Mr Stephen Wall, Chief Executive Officer, Maribyrnong City Council was appointed Chair of the meeting.

MOVED/SECONDED: MS VAIDYANATH/ Mr Smith

2. Apologies

2.1 The following apologies were noted:
- Ms Claire Ferres-Miles, Director City Strategy & Place, City of Melbourne
- Mr Barney Wilson, Acting Team Leader City People, City of Melbourne
- Mr Tim Booth, Economic Development Project Officer, City of Port Phillip

A welcome was extended to Simon Thomas.

ITEMS

3. Minutes of the Previous Meeting
Noted the actions were completed.

4. IMAP Three Year Implementation Program: Budget Activities review
The workshop was to address the resolution of the Committee made on 22 February 2019. Project expenditure (current and projected) was to be noted and confirmed:

4.1 Process for Budget Review:
- CoPP suggested that the Executive Forum should do an annual mid year budget review and allocate funds then – to avoid the process of putting in provisional budgets. Mark the potential spends for next year – to help work out contingency requirements for the next year. Then reallocate or reimburse.
- Elissa noted the IMAP Implementation Committee is required to do a 3 year Implementation Program under the Terms of Reference. In the past this took the form of tentative project provisions
over 3 years which were reviewed annually. Once the project came around, it was assessed to see if it was justified.

- Agreed EF prefer not to have indicative amounts in the budget when don’t know how it will be spent. Funding being carried through is a problem.
- Way forward is to give a detailed budget for 2019/20 which captures approved projects through this review process, and to provide a contingency fund for undefined projects in 2019/20 and future years.
- Noted that the Committee wants projects properly scoped and adequately resourced. Funding should not be allocated until the project brief is approved, and the project properly scoped, identified as a valuable IMAP project and agreed on.
- AGREED that:
  - This review will capture those projects that are clearly defined for 2019-20
  - The new approach would also provide for a project Reserve fund to be included in the 3 year plan, to be allocated to fund specific projects once IMAP gets a firm project proposal to consider.
  - Regular budget reviews during the year would be undertaken to catch those projects where the funding requirements have been carefully scoped in a report, and a decision on allocation of funding can be made

4.2 Budget Activities review

G3.P1 IMAP Active Sports and Recreation Facilities Project.
Dale Stewart attended for this item.

BUDGET
- Noted all project funds largely expended.
  - SRV funding of $50K (paid to CoM) has been spent.
  - IMAP funding was transferred to CoM for the balance of the SGS payments.
  - About $8k IMAP funding left in this years budget.
  - A provisional amount of $50K is indicated in the budget for a ‘follow on’ project.
    - Currently no funding is required in 2019/20 – awaits Final Report.
    - Might need future funding but too early to say. Legacy opportunity from the project is for the 5 councils to work together in some format to negotiate cross boundary solutions. Danger is that without a specific project imperative, Council’s won’t do this otherwise. There is the tendency to be parochial due to everyone’s shortage of land and POS.

DISCUSSION
- The final report is due from SGS end of June and will be considered by the Executive Forum and at the August IMAP Implementation Committee meeting.
- CoMar are excited by the report. Important to aid justification. If the project team can agree a future project that will deliver some of these requirements, that would be a really good outcome.
- CoY see value in the data and believe this will assist in funding requests to State Government.
- AGREED that;
  - any additional funding requirement for follow on work will require a further report with detailed scope/budget. This would be funded from project Reserve funds (contingency funding). No funding required now.
  - Mark the $50K as a potential spend next year from the Reserve fund.

G1.P4 IMAP Wayfinding and Signage Project.
Martin Whittle attended for this item.

BUDGET
- Huge project to initially put together standards for signs and now looking to provide a wayfinding standard for Victoria.
- 2019-20 budget will be spent on Way found v2.0. Updating our document to reflect changes from the review. Improvements will include design changes and additions to the public website that any council can go to.
- Clear brief for the next stages is in the GANT chart.
- Been developing actual signage signs.
- Want to alter Manual to separate out Strategy and Implementation sections.
- Doing accessibility review of designs. Can then update designs and graphic standards.
- Once these 2 sections are done, document will be complete except for mapping.
- Mapping not scoped.
  - Not looking for funds for this till fully scoped in August.
In 24 May ner Melbourne Action Plan

- Constraining consultants to a tight timeframe and budget would be spent over.
- Damon advised the Project brief was being circulated.
- Damon Rao attended for this item.

DISCUSSION

- BUDGET
  - Elissa provided her notes on expenditure for the 2018 StreetCount and a provisional timeline and some considerations from her recent discussion with Barney.
  - **BUDGET**
    - Noted $40K in the current year was a CFWD since the Count occurred in late June. All spent except for $8k.
    - Budget includes $50K every 2nd year for this project.
    - Elissa noted that once interest in the project is agreed, a request needs to be made to the Minister for a funding contribution.

- DISCUSSION
  - Support project but tactically should be talking to Minister Winn. Need a Provisional allocation subject to SG matching it. Suggestion that CoM CEO put request to the Minister.
    - Reconsider viability of doing this if SG don’t partner.
  - There was discussion around links between homelessness and the current work being undertaken on affordable housing through the Metro Partnerships. Want coordinated approach around funding requests re Affordable Housing.
  - **AGREED** that CoM and CoPP pull together a report which identifies the relationship between all the different threads in the current work around affordable housing. CoPP would take the lead. Consider how we best use StreetCount to tie into Affordable Housing provision.
  - **AGREED to:**
    - seek the State Government’s ongoing funding for StreetCount - and to initially request $50K for each of the 2020 and 2022 StreetCounts
    - leave the IMAP StreetCount costs out of the budget until the SG partner funding was confirmed. Needs a coordinated approach around funding requests re Affordable Housing
    - await a scoping report on the way forward once the SG response is known. If it proceeds, project to be funded from Reserve funds.


- Elissa noted Barney Wilson was on leave and was an apology.
- Elissa provided her notes on expenditure for the 2018 StreetCount and a provisional timeline and some considerations from her recent discussion with Barney.

<table>
<thead>
<tr>
<th>DISCUSSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Project easy to visualise and has tangible outcomes.</td>
</tr>
<tr>
<td>- Document critical to educate other agencies in this space.</td>
</tr>
<tr>
<td>- Need to include Yarra’s disability inclusion policy.</td>
</tr>
<tr>
<td>- Marty advised he has requested a quote for an access audit consultant to review signs in their current state. Paid 50% by CoM and IMAP each. Want signs to be as accessible as possible and important we can show these signs have been tested and reviewed. Expect quotes by 6 May 2019</td>
</tr>
<tr>
<td>- Could refer to disability guidelines that we all have. 6 months window to hone these aspects.</td>
</tr>
<tr>
<td>- Regarding additional $10K for this year - Marty will not ask for money if can’t spend it. Will ensure EF gets a heads up ASAP so project does not slip out to March 2020.</td>
</tr>
<tr>
<td>- <strong>NOTED</strong> the work currently underway and that the current year’s budget may be exceeded by $10K.</td>
</tr>
<tr>
<td>- <strong>AGREED</strong></td>
</tr>
<tr>
<td>- to the $80K budget already approved by the Committee for 2019/20 for the Project Manager contract and completion of the design work on the Manual</td>
</tr>
<tr>
<td>- that any further funding requirement for development of a regional map will require a further report with detailed scope/budget. This would be funded from Reserve funds.</td>
</tr>
</tbody>
</table>

G2.P1 IMAP Bicycle Network Project.

- Damon Rao attended for this item.
- Damon advised the Project brief was being circulated to 4 consultants for quotes and that it was likely the budget would be spent over the 2 financial years. This flexibility would ensure a better result by not constraining consultants to a tight timeframe.

- **AGREED** the budget would be split 30%/70% - inception payment and final payment
  - 2018/19 - $30,000
  - 2019/20 - $70,000
G1.P1 IMAP CLUE Project.
Nick Casey attended for this item.
- Nick noted the technology was now in place
- CoM had recently held a launch to update councils and demonstrate the new system.
- CoY had made 2019/20 budget provision for Cremorne to be included in the data gathering and were piloting the new system.

DISCUSSION
It was agreed an update to the IMAP Committee on how the new system is bedding in would be welcome at a later date.
- AGREED that
  - the IMAP CLUE project will be completed this financial year and that individual councils will work directly with CoM in future
  - the members of the project team will be the ongoing point of contact for future communications.

G5.P5 IMAP ESD Factsheets Project.
Elissa McElroy presented for this item and distributed notes from a staff meeting held the day before.

BUDGET
Elissa noted the Committee’s approval for 5 additional sheets approved in 2016 at a budget of $16,500 approximately. She noted:
- An estimate of graphic design costs and modelling exceeds this estimated budget. Additional expert input was also anticipated warranting a further report to the IMAP Committee.
- The project team had largely dispersed, and a recent meeting of current ESD staff identified limited resourcing and supported appointment of consultants to complete the work. In particular, staff recommended an approach to Aurecon (Johanna Trickett ex CoY) to complete the Factsheets for the team’s staff review, at an additional cost to the budget.

DISCUSSION
It was noted that the IMAP councils are driving the development of ESD standards through the Factsheets. The state government were showing initial interest in building this into the planning scheme but were not there yet. The IMAP councils were setting standards for better buildings in their municipalities.
- AGREED to
  - seek quote from Johanna Trickett at Aurecon to draft content to complete the series. Council staff to assist in reviewing the project scope.
  - Report back to the IMAP Implementation Committee in May/August on updated budget requirements (timeline dependent on receipt of quote)
- AGREED to:
  - Transfer the project lead council role from City of Port Phillip to City of Yarra and appoint Scott Willey as project lead to:
    - Oversee consultant quote
    - Manage project team input
    - Oversee peer review
  - Support Council staff to engage on this project as a priority noting it may require additional days salary for contractors/part timers to work on this.

G3.P2 IMAP Affordable Housing Projects.
Gary Spivak attended for this item.

BUDGET
- Noted that no further funding is required for the Community Land Trust Project Stage 2. The final report is due.
- Noted that the Project investigation by PwC into the private market affordable rental housing delivery model was being undertaken on a pro bono basis.
- As previously discussed, work on affordable housing delivery methods was now being undertaken by the Metro partnerships.
- AGREED that:
  - $30K be earmarked for a follow on contingency project from the Reserve fund in the event additional work was required once the PwC report was received.
  - All other funding be removed.

G4.P1 IMAP Urban Forest Project.
Steven Lionakis attended for this item.

BUDGET
Steven noted the delays to the project as a result of changes to the project team leader. He updated the Executive Forum on:
In the recent meeting with CoM staff on a joint approach to policy delivery for greening on private land, and
the recent Project team meeting seeking input on additional Case Studies to be undertaken to support COMs investigations via ARUP.

DISCUSSION
There was clarification provided on how this project complemented the work undertaken by Resilient Melbourne (ie it addresses the recommendation in Living Melbourne for the State Government to develop policies for trees on private land) and provides supporting technical notes and education material for statutory planners.

- AGREED that the project budget reflect the following:
  - 2018-19 - $0
  - 2019-20 – Total of $85,000 to fund:
    - $25,000 for 2 case studies
    - $50,000 consultant to develop tools and guidelines
    - $10,000 promotion, publication and launch
  - It was noted that any additional funding requirements for future implementation into planning schemes would be subject to a later report.

G1.P5 IMAP Map
Tim Booth was an apology. Dean Griggs noted that Destination Melbourne may not be viable for much longer. Noted that technology around maps had moved on. With changes in the industry there is the opportunity to come back and re-address this as required.

- AGREED to:
  - rescind the recommendation of 19 December to contribute $5K pa to update the map; and
  - terminate the Intellectual Property Agreement with Destination Melbourne (forgoing $400.)

IMAP Administration Expenses/Projects.
Elissa McElroy presented for this item.

BUDGET
Elissa noted that:
- this budget covers IMAP administrative items such as stationery, catering, courier, preparation of the Annual Report and various website costs. Some contract administration assistance had also been utilised in the past to catch up on archiving, website and distribution list updates, TRIM requirements etc.
- The upgrade of the IMAP website was to incorporate the new Plan and provide analytics data on users. The website provides a report library and enables the IMAP Councils to meet statutory requirements around advertising meeting dates and agenda items for public meetings.
- The Plan printing costs will enable copies to be printed of the IMAP plan. The plan has been updated to reflect changes to Plan Melbourne’s Central subregion, RMFs, and awaits any alterations as a result of this review. Printing can occur following the IMAP Committees’ approval of these amendments.
- AGREED to remove the IMAP website update costs until the project can be scoped and a quote provided.

4.3 Discussion on any ‘new’ projects or ‘follow on’ project expenditure prior to confirmation of the 2019-20 budget expenditure

Dean Griggs attended for this item.
The Executive Forum agreed this was a useful exercise but that it could be funded by individual councils rather than through IMAP, as the cost was minimal.

- AGREED to no IMAP funding for the Night Time Economy Survey project.

5. 5.1 Governance Review:
The Executive Forum proposed a wider review be undertaken of the IMAP governance structure during 2019-20 – for completion by December 2019.

- AGREED that the scope/Brief for the IMAP Governance Review be prepared for consideration at the next Executive Forum meeting.

6. Three Year Implementation Program: Recommendations on Other Matters
That the IMAP Executive Forum recommend:

6.1 Membership
- No immediate change to IMAP membership; and that this be reviewed following the next Local Government election or under the new Local Government Act.

**MOVED/SECONDED: MS VAIDYANATH / Mr Thomas**

### 6.2 Purpose, Title & Governance

- No change to the **purpose** of IMAP at this time; noting that this matter is required to be reviewed under the Local Government Act following the next Local Government election.

- No change to the **name** of IMAP noting that the ‘IMAP Councils’ have developed a ‘brand’ status in Melbourne

- That a wider review of IMAP **governance** structure be scoped and undertaken in the first 6 months of 2019/20, to be completed by December 2019.

**MOVED/SECONDED: MR SMITH / Ms Vaidyanath**

### 6.3 Future Projects - Process

- That the Executive Officer convene technical staff and Steering Groups to review and scope **existing projects not yet commenced**; and refer recommendations to the Executive Forum; and

- That any **new proposed projects** be referred to the Executive Forum; and

- That the methodology for determining future projects will be part of the broader IMAP Governance Review; and

- That agreed future projects be reported to the November meeting of the IMAP Implementation Committee for consideration as part of the rolling Three year Implementation Program review for 2020/21 onwards (subject to methodology agreed as part of the IMAP Governance Review).

**MOVED/SECONDED: MR THOMAS / Mr Smith**

### 7. Confirmation of IMAP Operational Budget

7.1 That the IMAP Executive Forum discuss the Operational Budget in Committee.

**MOVED/SECONDED: MR SMITH / Mr Thomas**

The Executive Officer left the meeting.

The Executive Forum agreed to increase the IMAP partner council contributions to the operational budget from $40K to $42Kpa per council to cover increases in overheads.

### 8. Other Business

- **Other Business: There was no other business.**

**Next Meeting – To be advised**
## SUMMARY OF RECOMMENDATIONS AND ACTIONS

<table>
<thead>
<tr>
<th></th>
<th>Chair</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Chair</td>
<td>1.1 Mr Stephen Wall, Chief Executive Officer, Maribyrnong City Council was appointed Chair of the meeting.</td>
</tr>
</tbody>
</table>
| 2 | Apologies | 2.1 The following apologies were noted:  
- Ms Claire Ferres-Miles, Director City Strategy & Place, City of Melbourne  
- Mr Barney Wilson, Acting Team Leader City People, City of Melbourne  
- Mr Tim Booth, Economic Development Project Officer, City of Port Phillip |
| 4 | 4.1 Process for Budget Review: | AGREED that:  
- This review will capture those projects that are clearly defined for 2019-20  
- The new approach would also provide for a project Reserve fund to be included in the 3 year plan, to be allocated to fund specific projects once IMAP gets a firm project proposal to consider.  
- Regular budget reviews during the year would be undertaken to catch those projects where the funding requirements have been carefully scoped in a report, and a decision on allocation of funding can be made |
|   | G3.P1 IMAP Active Sports and Recreation Facilities Project. | AGREED that:  
- any additional funding requirement for follow on work will require a further report with detailed scope/budget. This would be funded from project Reserve funds (contingency funding). No funding required now.  
- Mark the $50K as a potential spend next year from the Reserve fund. |
|   | G1.P4 IMAP Wayfinding and Signage Project. | NOTED the work currently underway and that the current year's budget may be exceeded by $10K.  
AGREED  
- to the $80k budget already approved by the Committee for 2019/20 for the Project Manager contract and completion of the design work on the Manual  
- that any further funding requirement for development of a regional map will require a further report with detailed scope/budget. This would be funded from Reserve funds. |
|   | G3.P4 2020 Joint Rough Sleeping Street Count. | AGREED that  
- CoM and CoPP pull together a report which identifies the relationship between all the different threads in the current work around affordable housing. CoPP would take the lead. Consider how we best use StreetCount to tie into Affordable Housing provision.  
AGREED to:  
- seek the State Government’s ongoing funding for StreetCount - and to initially request $50K for each of the 2020 and 2022 StreetCounts  
- leave the IMAP StreetCount costs out of the budget until the SG partner funding was confirmed. Needs a coordinated approach around funding requests re Affordable Housing  
- await a scoping report on the way forward once the SG response is known. If it proceeds, project to be funded from Reserve funds. |
|   | G2.P1 IMAP Bicycle Network Project. | AGREED the budget would be split 30%/70% - inception payment and final payment  
- 2018/19 - $30,000  
- 2019/20 - $70,000 |
|   | G1.P1 IMAP CLUE Project | AGREED that  
- the IMAP CLUE project will be completed this financial year and that individual councils will work directly with CoM in future  
- the members of the project team will be the ongoing point of contact for future communications. |
|   | G4.P1 IMAP Urban Forest Project. | AGREED that the project budget reflect the following:  
- 2018-19 - $0  
- 2019-20 – Total of $85,000 to fund:  
  - $25,000 for 2 case studies |
<table>
<thead>
<tr>
<th>24 May 2019</th>
<th>Attachment 3</th>
</tr>
</thead>
</table>

- **G1.P5 IMAP Map**
  - AGREED to:
    - rescind the recommendation of 19 December to contribute $5K pa to update the map; and
    - terminate the Intellectual Property Agreement with Destination Melbourne (forgoing $400.)

- **IMAP Administration Expenses/Projects.**
  - AGREED to remove the IMAP website update costs until the project can be scoped and a quote provided.

- **G1.P5 Night Time Economy Survey**
  - AGREED to no IMAP funding for the Night Time Economy Survey project.

- **5 Governance Review:**
  - AGREED that the scope/Brief for the IMAP Governance Review be prepared for consideration at the next Executive Forum meeting.

- **6 Recommendations on Other Matters**
  - **6.1 Membership**
    - No immediate change to IMAP membership; and that this be reviewed following the next Local Government election or under the new Local Government Act.

  - **6.2 Purpose, Title & Governance**
    - No change to the purpose of IMAP at this time; noting that this matter is required to be reviewed under the Local Government Act following the next Local Government election.

    - No change to the name of IMAP noting that the ‘IMAP Councils’ have developed a ‘brand’ status in Melbourne.

    - That a wider review of IMAP governance structure be scoped and undertaken in the first 6 months of 2019/20, to be completed by December 2019.

  - **6.3 Future Projects - Process**
    - That the Executive Officer convene technical staff and Steering Groups to review and scope existing projects not yet commenced; and refer recommendations to the Executive Forum; and

    - That any new proposed projects be referred to the Executive Forum; and

    - That the methodology for determining future projects will be part of the broader Governance review; and

    - That agreed future projects be reported to the November meeting of the IMAP Implementation Committee for consideration as part of the rolling Three year Implementation Program review for 2020/21 onwards (subject to methodology agreed as part of the Governance review).

- **7 Confirmation of IMAP Operational Budget**
  - 7.1 That the IMAP Executive Forum discuss the Operational Budget in Committee.