

# Agenda

## Inner Melbourne Action Plan Implementation Committee

Meeting No 18  
8.00 am – 10.00 am Friday 28 May 2010  
City of Yarra  
**Richmond Town Hall - Meeting Room 1**

<b>Committee Members</b>	<p>Cr Jane Garrett – Mayor, City of Yarra (Chair)</p> <p>Cr Frank O'Connor – Mayor, City of Port Phillip</p> <p>Cr Tim Smith - Mayor, City of Stonnington</p> <p>Cr Peter Clarke – Chair Planning Committee, City of Melbourne</p> <p>Dr Andi Diamond – Chief Executive Officer, City of Yarra</p> <p>Ms Kay Rundle – Chief Executive Officer, City of Port Phillip</p> <p>Mr Geoff Cockram – Acting Chief Executive Officer, City of Stonnington</p> <p>Mr Geoff Lawler – Director City Planning &amp; Infrastructure, City of Melbourne</p>
<b>Associate Partner Representatives</b>	<p>Clare McArdle - Executive Director Melbourne 2030 Implementation Unit, DPCD</p> <p>Sally Semmens – Manager Established Suburbs, Urban and Regional Planning, DoT</p> <p>Tony Pensabene – Director Policy &amp; Research, Policy &amp; Coordination, DIIRD</p>
<b>IMAP</b>	<p>Elissa McElroy – IMAP Executive Officer</p>
<b>Guests</b>	<p>Cr Claude Ullin, City of Stonnington</p> <p>Gary Spivak, Housing Development Officer, City of Port Phillip</p> <p>Katrina Terjung, Coordinator Strategic Planning, City of Port Phillip</p> <p>Mark Dornau, Manager Environmental Services, City of Yarra</p> <p>Haig Poulson, Principal Engineer Traffic Engineering, City of Melbourne</p> <p>Andrew Cron, Senior Coordinator Traffic Engineering, City of Melbourne</p> <p>Jan Jacklin, Manager Economic &amp; Cultural Development, City of Stonnington</p> <p>George Borg, Manager City Development, City of Port Phillip</p> <p>Bruce Phillips, Director City Development, City of Yarra</p> <p>Kelly Martini, Senior Corporate &amp; Social Planner, City of Stonnington</p> <p>Geoff Robinson, Manager Engineering Services, City of Melbourne</p>

### PRELIMINARIES

Item	Time Alloc.	Agenda Topic	Responsibility
1.	1 min	<b>Appointment of Chair</b>	Chair
2	1 min	<b>Apologies:</b>	Chair
3.	1 min	<p><b>Suspension of City of Melbourne's Local Law No. 1</b></p> <p><b>Conduct of Meetings (No 1 of 2001)</b></p> <p><u>Recommendation</u></p> <p>3.1 That pursuant to Division 6, clause 14 of the Melbourne City Council's Conduct of Meetings Local Law 2001, the provisions of the Local Law be suspended for the duration of the meeting of the Inner Melbourne Action Plan Implementation Committee.</p>	Chair

## ITEMS

4	1 min	<b>Confirmation of Minutes</b> ( <a href="#">Attachment 1</a> )  <u>Recommendation</u> 4.1 That the IMAP Implementation Committee resolves to <b>confirm</b> the minutes of the IMAP Implementation Committee held on 19 February 2010.	Chair
5	5 mins	<b>Confirmation of Minutes</b> ( <a href="#">Attachment 2</a> )  <u>Recommendation</u> 5.1 That the IMAP Implementation Committee resolves to <b>confirm</b> the minutes of the IMAP Executive Forum held on 9 April 2010.	Chair
6.	5 mins	<b>Business Arising</b> ( <a href="#">Attachment 3</a> )  <u>Recommendation</u> 6.1 That the IMAP Implementation Committee resolves to <b>note</b> the actions undertaken in response to business arising from previous minutes.  Correspondence: Letter to the Hon. Tanya Plibersek, Minister for Housing Letter to Mr Greg Wilson, Secretary, DSE Letter to Mr Gary Liddle, CEO, VicRoads	Executive Officer
7.	5 mins	<b>Financial Report</b> ( <a href="#">Attachment 4</a> )  <u>Recommendation</u> 7.1 That the IMAP Implementation Committee resolves to <b>receive</b> the IMAP 9 month Financial Report for the 2009-2010 financial year.	Executive Officer
8.	5 mins	<b>Progress Report</b> ( <a href="#">Attachment 5</a> )  <u>Recommendation</u> 8.1 That the IMAP Implementation Committee resolves to <b>note</b> the IMAP Progress Report for May 2010.	Executive Officer
9.	5 mins	<b>IMAP Communication and Governance</b> ( <a href="#">Attachment 6</a> )  <u>Recommendation</u> 9.1 That the IMAP Implementation Committee resolves to <b>note</b> this Communications and Governance Briefing Paper and to <b>acknowledge</b> the contribution of staff to the workshops conducted during this quarter.	Executive Officer
10.	5 mins	<b>VicRoads Community Road Transport Safety Plans</b> ( <a href="#">Attachment 7</a> )  <u>Recommendation</u> 10.1 That the IMAP Implementation Committee <b>notes</b> the comments contained in the discussion paper and <b>resolves to work with</b> the local road safety community groups to be established under this VicRoads initiative.	Executive Officer
11	10 mins	<b>VicRoads - Hoddle Street Study</b> ( <a href="#">Attachment 8</a> )  <u>Recommendation</u> 11.1 For Discussion.	Dr Diamond (CoY)

12.	15 mins	<b>Action 5.2 Affordable Housing- Overlay (Inclusionary Zoning) Proposal</b> ( <a href="#">Attachment 9</a> )  <u>Recommendation</u> 12.1 That the IMAP Implementation Committee resolves to support the proposed implementation actions as outlined: a) Further investigate suitable planning incentives including those outlined in section 11 that may assist with obtaining conditional support from one or more development industry peak bodies, including undertaking discussions / consultation with such groups. b) Report back to the IMAP Committee meeting in November 2010 with recommended incentives and a strategy for further engagement with the development industry and the State and Commonwealth Governments.	Gary Spivak (CoPP)
13.	15 mins	<b>Action 10.1 Regional Open Space &amp; Trail Network</b> ( <a href="#">Attachment 10</a> )  <u>Recommendation</u> 13.1 That the IMAP Implementation Committee resolves to <b>note</b> the development of IMAP Action 10.1.	Mark Dornau (CoY)
14.	15 mins	<b>Action 2.5 Bicycle Network</b> ( <a href="#">Attachment 11</a> )  <u>Recommendation</u> 14.1 For Noting	Haig Poulson (CoM)
15.	20 mins	<b>Strategy 11 Tourism – Strategic Review</b> ( <a href="#">Attachment 12</a> )  <u>Recommendation</u> 15.1 That the IMAP Implementation Committee approves the Strategic Plan for the Tourism Working Group. 15.2 That the IMAP Implementation Committee approves the proposed project budget allocation.	Jan Jacklin (CoS)

## CONFIDENTIAL ITEMS

Meeting to be closed in accordance with Sections 89 (2) (d, e, f, h) of the Local Government Act (1989)

16.	1 min		
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## OTHER BUSINESS

17.	2 min	<b>Close</b>  <b>Next Meeting</b> Friday 27 <sup>th</sup> August 2010 (8.00am) City of Melbourne	Chair
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## ATTACHMENTS

Item No	Attachment No	Attachment Topic
4	Attachment 1	DRAFT Minutes of IMAP Implementation Committee Meeting No. 17 (19 February 2010)
5	Attachment 2	DRAFT Minutes of Executive Forum Meeting No. 6 (9 April 2010)
6	Attachment 3 Attachment 3a Attachment 3b Attachment 3c	Business Arising + Correspondence <ul style="list-style-type: none"> <li>- Letter to the Hon. Tanya Plibersek, Minister of Housing</li> <li>- Letter to Mr Greg Wilson, Secretary, DSE</li> <li>- Letter to Mr Gary Liddle, CEO, VicRoads</li> </ul>
7	Attachment 4 Attachment 4a	Financial Report for the Period Ended 31 March 2010 <ul style="list-style-type: none"> <li>- Detailed Financial report</li> </ul>
8	Attachment 5	IMAP Progress Report May 2010
9	Attachment 6	IMAP Communications and Governance
10	Attachment 7	Community Road Transport Safety Plans – Discussion Paper
11	Attachment 8 Attachment 8a Attachment 8b	VicRoads Hoddle Street Study <ul style="list-style-type: none"> <li>- Copy of City of Yarra Council resolution</li> <li>- VicRoads Hoddle Street Study Project - Project Scope</li> </ul>
12	Attachment 9	Action 5.2 Affordable Housing – Briefing Paper
13	Attachment 10	Action 10.1 Regional Open Space and Trail Network – Update
14	Attachment 11 Attachment 11a Attachment 11b Attachment 11c	Action 2.5 Bicycle Network – Briefing Paper <ul style="list-style-type: none"> <li>- Final report: Action 2.3 Bicycle Network Legibility (28 February 2008)</li> <li>- Action 2.3 Report by Bicycle Victoria (28 February 2008)</li> <li>- News Article, Sydney Morning Herald 14 May 2010</li> </ul>
15	Attachment 12 Attachment 12a	Strategy 11 Tourism – Strategic Review Briefing Paper <ul style="list-style-type: none"> <li>- IMAP Tourism Group Draft Strategic Plan 2010-2013</li> </ul>

**Draft Minutes**  
**Inner Melbourne Action Plan**  
**Implementation Committee**  
**Meeting No 17 (19 February 2010)**  
**City of Port Phillip– St Kilda Town Hall**

<b>Attendees</b>	Cr Frank O'Connor – Mayor, City of Port Phillip (Chair) Cr Peter Clarke – Chair Planning Committee, City of Melbourne Cr Jane Garrett– Mayor, City of Yarra Cr Tim Smith – Mayor, City of Stonnington Dr Andi Diamond - Chief Executive Officer, City of Yarra Mr Warren Roberts – Chief Executive Officer, City of Stonnington Mr Geoff Lawler - Director Sustainability and Regulatory Services, City of Melbourne Ms Kay Rundle- Chief Executive Officer, City of Port Phillip
<b>Associate Partner Representatives</b>	Sally Semmens – Manager Established Suburbs, Urban and Regional Planning, DoT
<b>IMAP</b>	Elissa McElroy – IMAP Executive Officer
<b>Guests</b>	Cr Claude Ullin, Councillor, City of Stonnington Andrew Cron, Senior Coordinator Traffic Engineering, City of Melbourne Jan Jacklin, Manager Economic & Cultural Development, City of Stonnington Stuart Outhred, Transport Planner, City of Melbourne Meg Selman, Sustainable Transport Officer, City of Port Phillip Helen Steel, Office of Knowledge Capital, City of Melbourne

**PRELIMINARIES**

<b>1.</b>	<p><b>Appointment of Chair</b></p> <p>1.1 That the IMAP Implementation Committee resolves to <b>appoint</b> Cr O'Connor as the Chair of the meeting.</p> <p><b>MOVED Mr LAWLER / Mr Roberts</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
<b>2.</b>	<p><b>Apologies</b></p> <p>2.1 That the IMAP Implementation Committee resolve to <b>note</b> the following apologies:</p> <ul style="list-style-type: none"> <li>· Clare McArdle - Executive Director Melbourne 2030 Implementation Unit, DPCD</li> <li>· Tony Pensabene - Director Policy &amp; Research, Policy &amp; Coordination, DIIRD</li> <li>· Mark Dornau - Manager Environmental &amp; Recreation Services, City of Yarra</li> </ul> <p><b>MOVED Mr LAWLER / Ms Rundel</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
<b>3.</b>	<p><b>Suspension of City of Melbourne's Local Law No. 1 Conduct of Meetings (No 1 of 2001)</b></p> <p>3.1 That pursuant to Division 6, clause 14 of the Melbourne City Council's Conduct of Meetings Local Law 2001, the provisions of the Local Law be <b>suspended</b> for the duration of the meeting of the Inner Melbourne Action Plan Implementation Committee.</p> <p><b>MOVED Cr CLARKE / Mr Lawler</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>

## ITEMS

<p><b>4. Confirmation of Minutes</b></p> <p>4.1 That the IMAP Implementation Committee resolve to <b>confirm</b> the minutes of the IMAP Implementation Committee held on 27 November 2009.</p> <p><b>MOVED Cr CLARKE / Mr Roberts</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
<p><b>5. Business Arising</b></p> <p>Mr Roberts advised that he had not had the opportunity to discuss Community Road Safety Programmes [CRSP] with the CEO of VicRoads. The IMAP Executive Officer advised that the proposed research project for Action 3.2 may meet VicRoads criteria for CRSPs and officers would explore this possibility further with VicRoads contacts following presentation of this project to the Committee today.</p> <p>Mr Lawler noted that the meeting to be arranged with Ms Armytage was no longer necessary following the presentation from the Department of Justice representative at the last meeting.</p> <p>5.1 That the IMAP Implementation Committee resolves:</p> <ul style="list-style-type: none"> <li>a) that the item relating to Action 6.3 "<i>CoM to facilitate deputation to Penny Armytage</i>" be <b>deleted</b> from Business Arising.</li> <li>b) to <b>note</b> the actions undertaken in response to Business Arising from previous minutes.</li> </ul> <p><b>MOVED Cr GARRETT / Mr Roberts</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p>Action: IMAP Executive Officer to follow up with VicRoads on requirements for Community Road Safety Programmes</p>
<p><b>6. Financial Report</b></p> <p>The IMAP Executive Officer advised that VicRoads staff had contacted her to arrange invoicing for the implementation work undertaken by VicRoads on the Greenlight project [Action 2.4] for approximately \$70K. This payment excludes evaluation costs.</p> <p>6.1 That the IMAP Implementation Committee resolves to <b>receive</b> the IMAP 6 month Financial Report and Cash Flow for 2009-2010.</p> <p><b>MOVED Cr CLARKE / Cr Garrett</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
<p><b>7. IMAP Progress Report - February</b></p> <p>Dr Diamond expressed an interest in a further briefing on the value of parking research being undertaken. It was noted that this would be addressed later in the agenda.</p> <p>7.1 That the IMAP Implementation Committee resolves to <b>note</b> the IMAP Progress Report for February 2010.</p> <p><b>MOVED Cr GARRETT / Cr Clarke</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
<p><b>8. IMAP Communication and Governance</b></p> <p>The IMAP Executive Officer outlined what had been updated in the Operational Protocol.</p> <p>Cr Clarke requested clarification on the frequency of Executive Forums and suggested that it would be a useful forum for the IMAP Councils to meet with government and opposition ministers.</p> <p>Mr Lawler advised that all 4 Councils met in the first year of IMAP to discuss regional issues at the Annual Forum and that this had not been repeated.</p> <p>Ms Rundel thought it useful to bring the group together to enhance relationships and advise what IMAP had achieved across the Councils. It was suggested that there be a Leadership forum, the next one to brief Councils on the IMAP</p>

Review, and a separate meeting with ministers.

8.1 That the IMAP Implementation Committee resolves to:

- a) **note** the Communications and Governance briefing paper
- b) **adopt** the revised "Operational Protocol of the Inner Melbourne Action Plan Implementation Committee" dated February 2010.

**MOVED Cr CLARKE / Cr Garrett**

**A vote was taken and the MOTION was CARRIED**

Action: That the IMAP Executive Officer

- a) Arrange an Executive Forum of the IMAP Senior Executives to discuss IMAP actions
- b) Arrange an Annual Forum of IMAP Councils to present the IMAP Review;
- c) Arrange a meeting with Government and Opposition Ministers as required.

## 9. Action 3.2 Develop Design Responses to Improve Roads as "Places"

Stuart Outhred (Transport Planner, CoM) presented a Briefing Paper to the Committee outlining the proposed Project Plan and Working Party for implementation of Action 3.2.

With the aim of "improving the liveability of very active streets", Mr Outhred noted the redevelopment of a number of streets [redevelopment of Acland St., shutting off lunchtime traffic in Little Collins St., bike route benefits from redesign and management of Canning St] had improved liveability and economic viability of these streets. The project aims to identify these benefits to "liveability" and see how this can be adopted elsewhere through analysis in 4 areas:

- Topic 1: look at research on a number of completed projects
- Topic 2: undertake geospatial mathematical modeling of road space sharing and priorities
- Topic 3: examine research for slower speed limits in urban areas
- Topic 4: examine people movement rather than vehicles

Questions/Discussion:

- How do you equate space on the road "equitably" between vehicle types
- Footpath rating needs to be picked up in the Brief –relates to 'vitality' of an area
- Chapel Street and Bridge Road need to be included
- Need to work with staff at VicRoads on topics 1 and 2
- Suggestion that the project be divided into two – a) development in the public realm; and b) transport modes and types of uses in road spaces
- Urban design staff from CoS to be included on the project team
- The project is ambitious but critical. Interested in research that establishes 'principles' that Councils can apply. Need to expand/clarify the scope and the level of funding/resources
- Include motorcycles as a category - have unique rules on where they can go.

9.1 That the IMAP Implementation Committee resolves to:

- a) **note** the formation of the IMAP Action 3.2 working group
- b) **refer** the matter to the **Executive Forum** for further scoping and discussion

**MOVED Cr CLARKE / Mr Roberts**

**A vote was taken and the MOTION was CARRIED**

## 10. Action 3.3 Regional Approach to Parking Management

Stuart Outhred (Transport Planner, CoM) presented a Progress Report to the Committee advising on the makeup of the working party, the scope of the project [on-street car parking], the range of precincts being considered and the qualitative and quantitative research approach.

10.1 That the IMAP Implementation Committee resolves to **note** the progress comments provided on Action 3.3.

**MOVED Cr CLARKE/ Cr Garrett**

**A vote was taken and the MOTION was CARRIED**

## 11. Action 10.1 Regional Open Space and Trail Network

The IMAP Executive Officer noted that Mark Dornau (Manager Environmental & Recreation Services, CoY) had apologized for being unable to attend the Committee to speak to the Briefing Paper.

The Executive Officer noted that, due to other work commitments, staff may need more support on this project to progress it. More assistance was offered from the CoM.

- 11.1 That the IMAP Implementation Committee resolves to **note** progress on the Project Implementation Plan for Action 10.1.

**MOVED Ms RUNDEL/ Dr Diamond**

**A vote was taken and the MOTION was CARRIED**

## 12. Action 2.5 Bicycle Network

Andrew Cron (Senior Coordinator Traffic Engineering, CoM) attended for this item and reviewed the projects underway, the interest expressed in green pavement treatments at the Bike Futures conference, input into the state Cycling Strategy and the work CoM is doing with the state government on the state Bike Hire Scheme wrt bike pods and bike storage.

Questions/Discussion:

- CoS queried if the bike hire scheme was being rolled out in other Councils
- Noted VicRoads has been talking to all Councils about its program for bike projects
- Noted that VicRoads could discuss its program with IMAP Councils at the IMAP forum
- Query about who sets the priorities in the capital programme as the cycling network still has gaps and needs discussion regionally
- Noted that the IMAP Councils need to work together to put pressure on achieving direct cycling access through the Exhibition Building to cross into the CBD.

- 12.1 That the IMAP Implementation Committee resolves to

- a) **note** the update on Action 2.5
- b) **request** that the working party bring back a map showing the gaps in the bicycle network and the current priorities for addressing these.

**MOVED Dr DIAMOND/ Mr Roberts**

**A vote was taken and the MOTION was CARRIED**

Action: IMAP Executive Officer to follow up information requirements with Action 2.5 Working Party

## 13. Strategy 11 Tourism – Strategic Review

Jan Jacklin (Manager Economic & Cultural Development, CoS) presented to the IMAP Implementation Committee. Ms Jacklin noted that the group had substantially delivered on its strategies and, following a 3 month facilitated strategic review, they would present a 3 year plan at the May 2010 meeting. The working party had determined the need to continue to work collaboratively and has developed a new purpose now that Destination Melbourne under Tourism Victoria has greatly improved its promotion of Melbourne and Greater Melbourne.

The group has identified 4 projects which are currently back with individual Councils to ensure resources/staff work programmes etc can deliver these.

Questions/Discussion:

- Query whether Melbourne's waterways have been discussed as a project – (advised is a Destination Melbourne priority – or could be part of the 4<sup>th</sup> Tourism project)
- Noted Councils are individually making funding available for tourism promotion, and choosing to apply it collectively through IMAP.

- 13.1 That the IMAP Implementation Committee resolves to **note** the Briefing Paper on Strategy 11.

**MOVED Ms RUNDEL/ Dr Diamond**

**A vote was taken and the MOTION was CARRIED**

## 14. IMAP Review

Elissa McElroy, the IMAP Executive Officer, noted that her report should be read in conjunction with the presentation to the Committee on 27 November 2009 by Alison Fitzgerald. She briefly noted the process undertaken to review the Inner Melbourne Action Plan and directed the Committee to section 11 of the report and the recommendations contained therein for discussion.

Questions/Discussion:

- The Executive Officer noted the Transport Forum would be held in the next 2 months
- Dr Diamond noted that VicRoad's Hoddle Street study has no representation from IMAP on the stakeholder group [see IMAP Action 1.4]. She circulated a CoY Council resolution, invited the other IMAP Councils to look into this issue, and requested this item be noted for discussion on the next agenda.



- Mr Lawler advised that a workshop is to be held at the end of March regarding the use of IT to create measures/signals to change public behavior. He noted that IMAP members may be interested in attending and advised that he would forward details onto other members.
- Cr Clarke raised the broader long term governance issues of inner Melbourne IMAP Councils, Councils' interface and ways of dealing with issues at the boundaries eg St Kilda Road. The Committee agreed this was outside IMAPs terms of reference.

14.1 That the IMAP Implementation Committee resolves to:

a) **Note** the recommendations contained in the IMAP Review report, as amended:

- i) That extension of the IMAP boundary is referred to the **Executive Forum** to consider the pros and cons of inviting the Maribyrnong Council to join the IMAP Implementation Committee in 2011.
- ii) That DSE and VicRoads representatives be invited onto the IMAP Committee as Associates.
- iii) That IMAP's role is to develop and promote ideas, share information and intellectual property, run pilot projects, coordinate and advocate, not engage in on-going service delivery projects.
- iv) That the aim of IMAP retains the current wording "Making Melbourne more Liveable".
- v) That IMAP forums be established to update the actions and determine priorities contained under the existing strategies as outlined in the IMAP Review Report - February 2010 [Also, refer (c) below].
- vi) That amending Strategy 1 Heritage projects to include protection of quality buildings and urban spaces of the 20<sup>th</sup> and 21<sup>st</sup> centuries be referred to the **Executive Forum** for further discussion.
- vii) Action 11.3 is added to include implementation of agreed regional tourism strategy projects (subject to their approval in May 2010).
- viii) That the IMAP Implementation Committee develop a formal process in November each year to put forward new and completed projects to the partner Council's annual budget process e.g. capital works requirements [open space, cycling and signage projects], new assets in annual maintenance programmes, staff time in operational budgets etc
- ix) That IMAP member Council's reflect their commitment to the implementation of IMAP actions in their Business Plans by identifying IMAP outcomes in budget activities and capital programme reporting, staff costs, position descriptions and performance plans.
- x) That the following actions be **deferred** for action by other agencies:
  - o 7.1 Government industry links
  - o 7.3 Improved information
  - o 7.5 Wireless broadband
  - o 7.6 Exporting health services
- xi) That the following areas be **prioritised in 2010-2013**:
  - Strategic/Statutory Planning:**
    - o Activity Centre safety issues – continuation of the work being undertaken in Action 6.3
  - Transport**
    - o Projects subject to Forum recommendations
  - Community/Social Planning**
    - o Action 5.3 Integrating public housing estates – referred to the **Executive Forum** for scoping
    - o Action 5.4 Social Infrastructure and services – referred to the **Executive Forum** for scoping
  - Sustainable management**
    - o Projects subject to Forum recommendations

b) **Note** the attached *Status of Progress* table and support the recommendations for new actions to be progressed during the period 2010-2013

c) **Support** the establishment of joint staff forums to determine regional priorities and update Actions for:

- Transport linkages, traffic congestion, public transport and freight [Strategies 2, 3, 4 and 8]
- Environment/sustainable performance and climate change [Strategy 9]

**MOVED Ms RUNDEL/ Mr Roberts**

**A vote was taken and the MOTION was CARRIED**

[Cr Garrett and Dr Diamond left the meeting at 10.00am –discussion at report item 11.9 (item x above) ]

Action: That the IMAP Executive Officer refers the noted IMAP Review matters to the Executive Forum for consideration.  
Action: That the IMAP Executive Officer place the VicRoads Hoddle Street Study as an item on the next agenda for discussion.

## 15. Action 7.7 Universities and Regional Development

Helen Steel (Manager Office of Knowledge Capital, CoM) provided a verbal update to the Committee on the workshop held 17 February on Work Integrated Learning in the Local Government sector. She noted that Councils response to having internships was found to be generally ad hoc and that the workshop resolved to develop an IMAP Strategy for internship programmes which could be adopted by each Council to extend current HR strategies.

Ms Steel noted that a further one day workshop would be held in May and the strategy reported to the August meeting.

She requested the Committee's support to ensure one appropriate HR staff member and a manager with experience in internship programmes can attend this workshop from each Council.

15.1 That the IMAP Implementation Committee resolves to **note** the update on Work Integrated Learning [Action 7.7].

**MOVED Ms RUNDEL/ Cr O'Connor**

**A vote was taken and the MOTION was CARRIED**

Administration points for noting:

- a) A written report for each item is required (even if it is tabled )
- b) Every report to the IMAP Implementation Committee is to list the team leader and members of the working party.
- c) Parking information for Committee members required with the Agenda

## CONFIDENTIAL ITEMS

Meeting to be closed in accordance with Sections 89 (2) (d,e,f,h) of the Local Government Act (1989)

16. None listed

## OTHER BUSINESS

### 17. Close

The meeting closed at 10.20am

### Next Meeting

**Confirmed:** Next meeting is Friday 28<sup>th</sup> May (8.00am) City of Yarra – Richmond Town Hall

## IMAP Implementation Committee Meeting 28 May 2010 – Endorsement of Minutes

Chairperson: Cr O'Connor \_\_\_\_\_ Date: \_\_\_\_\_

**RESOLUTIONS**

- 1.1 That the IMAP Implementation Committee resolves to **appoint** Cr O'Connor as the Chair of the meeting.
- 2.1 That the IMAP Implementation Committee resolve to **note** the following apologies:  
 Clare McArdle - Executive Director Melbourne 2030 Implementation Unit, DPCD  
 Tony Pensabene - Director Policy & Research, Policy & Coordination, DIIRD  
 Mark Dornau - Manager Environmental & Recreation Services, City of Yarra
- 3.1 That pursuant to Division 6, clause 14 of the Melbourne City Council's Conduct of Meetings Local Law 2001, the provisions of the Local Law be **suspended** for the duration of the meeting of the Inner Melbourne Action Plan Implementation Committee.
- 4.1 That the IMAP Implementation Committee resolve to **confirm** the minutes of the IMAP Implementation Committee held on 27 November 2009.
- 5.1 That the IMAP Implementation Committee resolves:  
 a) that the item relating to Action 6.3 "*CoM to facilitate deputation to Penny Armytage*" be **deleted** from Business Arising.  
 b) to **note** the actions undertaken in response to Business Arising from previous minutes.
- 6.1 That the IMAP Implementation Committee resolves to **receive** the IMAP 6 month Financial Report and Cash Flow for 2009-2010.
- 7.1 That the IMAP Implementation Committee resolves to **note** the IMAP Progress Report for February 2010.
- 8.1 That the IMAP Implementation Committee resolves to:  
 a) **note** the Communications and Governance briefing paper  
 b) **adopt** the revised "Operational Protocol of the Inner Melbourne Action Plan Implementation Committee" dated February 2010.
- 9.1 That the IMAP Implementation Committee resolves to:  
 a) **note** the formation of the IMAP Action 3.2 working group  
 b) **refer** the matter to the **Executive Forum** for further scoping and discussion
- 10.1 That the IMAP Implementation Committee resolves to **note** the progress comments provided on Action 3.3.
- 11.1 That the IMAP Implementation Committee resolves to **note** progress on the Project Implementation Plan for Action 10.1.
- 12.1 That the IMAP Implementation Committee resolves to  
 a) **note** the update on Action 2.5  
 b) **request** that the working party bring back a map showing the gaps in the bicycle network and the current priorities for addressing these.
- 13.1 That the IMAP Implementation Committee resolves to **note** the Briefing Paper on Strategy 11.
- 14.1 That the IMAP Implementation Committee resolves to:  
 a) **Note** the recommendations contained in the IMAP Plan Review report, as amended:  
 i) That extension of the IMAP boundary is referred to the **Executive Forum** to consider the pros and cons of inviting the Maribyrnong Council to join the IMAP Implementation Committee in 2011.  
 ii) That DSE and VicRoads representatives be invited onto the IMAP Committee as Associates.  
 iii) That IMAP's role is to develop and promote ideas, share information and intellectual property, run pilot projects, coordinate and advocate, not engage in on-going service delivery projects.  
 iv) That the aim of IMAP retains the current wording "Making Melbourne more Liveable".  
 v) That IMAP forums be established to update the actions and determine priorities contained under the existing strategies as outlined in the IMAP Review Report - February 2010 [Also, refer (c) below].  
 vi) That amending Strategy 1 Heritage projects to include protection of quality buildings and urban spaces of the 20<sup>th</sup> and 21<sup>st</sup> centuries be referred to the **Executive Forum** for further discussion.  
 vii) Action 11.3 is added to include implementation of agreed regional tourism strategy projects (subject to their approval in May 2010).  
 viii) That the IMAP Implementation Committee develop a formal process in November each year to put forward new and completed projects to the partner Council's annual budget process e.g. capital works requirements [open space, cycling and signage projects], new assets in annual maintenance programmes, staff time in operational budgets etc  
 ix) That IMAP member Council's reflect their commitment to the implementation of IMAP actions in their Business Plans by identifying IMAP outcomes in budget activities and capital programme reporting, staff costs, position

- descriptions and performance plans.
- x) That the following actions be **deferred** for action by other agencies:
- o 7.1 Government industry links
  - o 7.3 Improved information
  - o 7.5 Wireless broadband
  - o 7.6 Exporting health services
- xi) That the following areas be **prioritised in 2010-2013**:
- o **Strategic/Statutory Planning**
  - o Activity Centre safety issues – continuation of the work being undertaken in Action 6.3
  - o **Transport**
  - o Projects subject to Forum recommendations
  - o **Community/Social Planning**
  - o Action 5.3 Integrating public housing estates – referred to the **Executive Forum** for scoping
  - o Action 5.4 Social Infrastructure and services – referred to the **Executive Forum** for scoping
  - o **Sustainable Management**
  - o Projects subject to Forum recommendations
- b) **Note** the attached *Status of Progress* table and support the recommendations for new actions to be progressed during the period 2010-2013
- c) **Support** the establishment of joint staff forums to determine regional priorities and update Actions for:
- o Transport linkages, traffic congestion, public transport and freight [Strategies 2, 3, 4 and 8]
  - o Environment/sustainable performance and climate change [Strategy 9]

15.1 That the IMAP Implementation Committee resolves to **note** the update on Work Integrated Learning [Action 7.7].

## ACTIONS PUBLIC RECORD

Item	Responsibility	Action	Due
5	IMAP Executive Officer	Action: IMAP Executive Officer to follow up with VicRoads on requirements for Community Road Safety Programmes	May 2010
8	IMAP Executive Officer	Action: That the IMAP Executive Officer a) Arrange an Executive Forum of the IMAP Senior Executives to discuss IMAP actions b) Arrange an Annual Forum of IMAP Councils to present the IMAP Review; c) Arrange a meeting with Government and Opposition Ministers as required.	May 2010  When review complete  On request of IMAP Committee
12	IMAP Executive Officer	Action: IMAP Executive Officer to follow up information requirements with Action 2.5 Working Party	May 2010
14	IMAP Executive Officer	Action: That the IMAP Executive Officer refers the noted IMAP Review matters to the Executive Forum for consideration.	May 2010
14	IMAP Executive Officer	Action: That the IMAP Executive Officer Place the VicRoads Hoddle Street Study as an item on the next agenda for discussion.	May 2010

## Draft MINUTES

### Inner Melbourne Action Plan Executive Forum

**Meeting No 6**  
**8.30 am – 10.00 am Friday 9 April 2010**  
**City of Stonnington**  
**Malvern Town Hall – Council Chamber**

<b>Attendees</b>	Warren Roberts – Acting Executive Officer, City of Stonnington [Chair]
<b>Forum Members</b>	Andi Diamond – Chief Executive Officer, City of Yarra Geoff Lawler – Director Sustainability and Regulatory Services, City of Melbourne Kay Rundle, Chief Executive Officer, City of Port Phillip
<b>Associate Partner Representatives</b>	
<b>IMAP</b>	Elissa McElroy– IMAP Executive Officer
<b>Guests</b>	George Borg, Manager City Development, City of Port Phillip [Left early] Stuart Outhred, Transport Planner, City of Melbourne Meg Selman, Transport Planner, City of Port Phillip

#### PRELIMINARIES

Item	Agenda Topic	Responsibility
1	<b>Appointment of Chair</b> – CEO, City of Stonnington	Chair
2	<b>Apologies</b> Sally Semmens, Manager Established Suburbs, Urban & Regional Planning, DoT Tony Pensabene, Director Policy & Research, DIIRD Clare McArdle - Executive Director Melbourne @ 5m Implementation Unit, DPCD Geoff Robinson, Manager Engineering Services, City of Melbourne David Morrison, Urban Designer, City of Stonnington Richard Smithers, Team Leader Transport Planning, City of Melbourne	Chair

#### ITEMS

3	<p><b>Business Arising</b> (<a href="#">Attachment 1</a>)</p> <p>The Executive Officer noted staff involvement in the two IMAP Review forums, and advised she was approaching representatives from VicRoads and DSE for the Implementation Committee.</p> <p>The Committee agreed to invite the CEO Yarra Trams to the next meeting of the Implementation Committee [subject to availability] and noted that IMAP could assist Yarra Trams in the coordination of projects as occurred at St Kilda Road.</p> <p>Mr Lawler noted that the Metro Rail line is the next big transport issue and consultation on the preferred route would commence soon. He suggested IMAP invite Eric Keyes, Project Manager from DoT to a meeting for a general discussion on the project.</p> <p><u>Recommendation</u> The IMAP Executive Forum <b>noted</b> the proposed actions in Business Arising.</p> <p><i>Note: Mr Lawler to provide DoT contact details to the Executive Officer to follow up.</i></p>	Executive Officer
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4	<p><b>2010-11 IMAP Budget</b> (<a href="#">Attachment 2</a>)</p> <p>The Executive Officer tabled the current financial report to 31 March and the staff costs/overheads budget for 2010-11. This outlined the shared costs for the Councils for 2010-11 and the invoicing timeframe.</p> <p>Mr Roberts advised that a more detailed budget would be prepared based on the information provided and surplus funding identified more clearly for allocation on IMAP projects.</p> <p>The Executive Officer is preparing a reconciliation of expenditure on projects and clarifying the carry forwards. Mr Roberts advised that some thought would need to be given to how Finance manages the Carry Forward on the Balance Sheet each year now that IMAP remains with one Council.</p> <p><u>Recommendation</u> The IMAP Executive Forum <b>noted</b> the 2010-11 IMAP Budget.</p> <p><i>Actions:</i></p> <ul style="list-style-type: none"> <li><i>Executive Officer to prepare a more detailed IMAP Budget 2010-11 and identify funds available to allocate to projects.</i></li> <li><i>CoS Finance Department is to advise how the carry forward of the balance of IMAP funds each year is to be managed.</i></li> </ul>	Executive Officer
5	<p><b>Action 2.4 - Greenlight Project: Expenditure Reconciliation</b> (<a href="#">Attachment 3</a>)</p> <p>The Executive Officer noted that the Evaluation of this project has commenced and is being managed by DoT. The Final Report is due 1 June 2010 which will need to account for the expenditure on the project. The final payment of the LAAP funding can then be received [\$61,363 excl GST]. She noted that the second Council contribution was not a condition of the LAAP grant and could be reallocated. Alternatively more Greenlight sites could be looked at depending on funds available as it appeared there may be a surplus.</p> <p>Meg Selman, Project Team Leader [CoPP] gave a review of the project. She advised that the 4 councils had determined the 20 sites initially and noted that the project has raised VicRoad's awareness of the potential for signals design to get more out of the transport system and as a way of managing road users. It is expected that the Evaluation Report will be available for the August meeting and will advise on the overall success of the project. Further actions can then be recommended.</p> <p>Mr Lawler noted that the Greenlight sites could be overlaid onto the Walking Framework Map in IMAP which would help determine any new sites.</p> <p>Dr Diamond noted her concern that the consultants were to some extent evaluating their own work, despite having a different client, as they had been involved in the preliminary stages identifying the greenlight sites. It was noted that the consultants have involved different operational personnel in this stage of the project from those who originally worked on the project.</p> <p>The Executive Forum was interested in seeing the project extended if there were funds available for this.</p> <p>The Executive Officer was asked to check that IMAP owned the IP associated with the project and whether this changed with the evaluation stage being paid for entirely by DoT.</p> <p>Mr Roberts requested that a full report come back to the IMAP Committee with the Evaluation Report which explained the aims and outcomes of the project, reconciled the final funding position and identified any work that could be done in the next stage.</p> <p><u>Recommendation</u> The IMAP Executive Forum <b>noted</b> the DRAFT Income/Expenditure Reconciliation report for Action 2.4 Greenlight Project.</p> <p><i>Action:</i></p> <ul style="list-style-type: none"> <li><i>Executive Officer to investigate IP ownership and use associated with the Greenlight LAAP grant funds and discuss further with DoT in relation to contributing to the Evaluation report as required.</i></li> <li><i>That the project team prepare a full report to the IMAP Committee with the Evaluation Report which explains the aims and outcomes of the Greenlight project, reconciles the final funding position and identifies any work that could be done in the next stage.</i></li> </ul>	Executive Officer Meg Selman [CoPP]



6	<p><b>IMAP Review – IMAP Boundary Extension (Attachment 4)</b></p> <p>The Executive Officer circulated a map of neighbouring municipalities to assist discussion. The discussion covered the following points</p> <ul style="list-style-type: none"> <li>• It was noted that Footscray was becoming a major destination and was likely to become a major centre in its own right. As IMAP largely covered the main commercial centres in the inner city, geographically, as a second CBD, Footscray would be a logical inclusion.</li> <li>• The downside of altering the IMAP boundary is having to start the formation of IMAP's committee structure and Plan again. While in favour of including Maribyrnong, a gentle approach was favoured.</li> <li>• Only a small part of Maribyrnong includes Footscray. Other parts of neighbouring municipalities around the IMAP boundary should be looked at as well if the Committee was going to consider changing IMAP's boundary and current partners from its present form. (There was some discussion about whether other areas embodied similar inner city commercial features as the current 4 partners.)</li> <li>• IMAP works well where the Councils share similarities, and where interests and policies coincide.</li> <li>• Of note is that only Maribyrnong has shown an interest in joining IMAP.</li> <li>• Consideration should be given to what benefits they would bring. Potentially it could open other issues which currently are not issues for IMAP.</li> <li>• If exploring changes to IMAP means that some members walk away, then IMAP should not go there.</li> <li>• Do we want the growth of a new city centre to be coordinated with the older city?</li> <li>• What is inner Melbourne? Is Footscray seen as 'separate'?</li> <li>• For a formal boundary change and all that that would entail, IMAP needs to develop the principles for inclusion through a full boundary review and strategic review to determine what parties should join.</li> <li>• The boundary review will again throw up the impediments of the Local Government Act as it will be awkward to manage this change. If Maribyrnong join IMAP, will we need a new plan? If so, it is likely that IMAP would lose 6-12 months of progress on the Actions while the plan was rewritten. The Executive Forum was reluctant to cause this delay.</li> </ul> <p>It was agreed that some of the IMAP actions are easily transferable or can be extended to other geographic areas without formal changes to the plan. Some IMAP initiatives have already been taken up elsewhere and ideas shared and promoted beyond the 4 partner councils.</p> <p>Maribyrnong could benefit from inclusion in these projects and join the Committee through the provisions for associate partners without structural change to the plan being undertaken. This would enable Maribyrnong's inclusion and allow the parties to evaluate the benefits and find the points of agreement without immediate amendments to the governance provisions.</p> <p>This was seen as a gentle way forward, would have mutual benefits to the parties, and enable a trial and evaluation before any formal governance decision was taken. It was acknowledged that future changes to governance and the plan would also be more straightforward if the additional party was already on board.</p> <p><u>Recommendation</u> The Executive Forum <b>agreed</b>:</p> <ul style="list-style-type: none"> <li>• that Mr Lawler and the Executive Officer meet with the CEO at Maribyrnong Council for an informal discussion and to brief her on IMAP.</li> <li>• the Maribyrnong Council be invited to evaluate the strategies and actions contained in the Inner Melbourne Action Plan to determine their support for this programme, and</li> <li>• the CEO is invited to make a proposal for representatives of Maribyrnong Council to join the Inner Melbourne Action Plan Implementation Committee as Associate members for a trial period should they wish to support and contribute to the IMAP Council partnership and strategies.</li> </ul> <p><i>Action:</i></p> <ul style="list-style-type: none"> <li>• <i>Mr Lawler and the IMAP Executive Officer to arrange an informal discussion with the CEO of Maribyrnong Council to brief her on IMAP.</i></li> </ul>	Executive Officer
7	<p><b>Action 3.2 Develop Design Responses to Improve Roads as 'Places'</b> (Attachment 5)</p> <ul style="list-style-type: none"> <li>- Further scoping and discussion.</li> </ul> <p>Mr Roberts noted that CoS was working on its draft Public Realm Strategy and noted that this project fits well into this context. CoS doesn't have a lot of open space therefore the public realm spaces are used for recreation and movement and many other uses. He felt this project brief</p>	Stuart Outhred

	<p>should be broadened from its transport focus to include use of the road as part of the public realm. This is an opportunity to link the two concepts and to extend the study from the carriageway to include all multi-functional spaces. I.e. consider:</p> <ul style="list-style-type: none"> <li>• Street and aesthetics of the space</li> <li>• Trees &amp; street infrastructure</li> <li>• Borrowed amenity from residential properties</li> </ul> <p>Suggested the project description state "roads and their contribution to public realm".</p> <p>Mr Lawler suggested Topic 4 could cover this. He felt that 'equitable' was not a good word to emphasise and was misleading [topic 4], and suggested the topic determine function, measure the uses, then determine if the space is servicing the function adequately. [Mr Outhred noted that "equitable" was the actual wording in IMAP.]</p> <p>There was discussion about borrowing the model from the Danish expert used by CoM (Jan Gehl). Also reference to the new generation Open Space strategy.</p> <p>Ms Rundle noted that CoPP would be very interested in the work on 40kph speed limits. However she felt the topic should refer to 'determining the right speeds' instead of referring to 40kph. There should not be a set position on speed limits in this project. [Also applies to Melbourne CBD]. VicRoads would be able to offer more support if the speed limit preferences were not predetermined.</p> <p>Mr Lawler advised the streets in the CBD had already been reviewed and could be excluded. He expected the research to indicate good economic and social reasons for managing transport in a certain way where there are benefits for the pedestrians.</p> <p>Mr Roberts noted that with increases in population being promoted along the transport routes, this project would be very useful if it could help determine some principles on how the roads will cope with the accommodation of people and requirements for open space on these routes.</p> <p>Stuart Outhred noted that:</p> <ul style="list-style-type: none"> <li>• He will make changes as suggested</li> <li>• Will speak with Rob Adams about the project and send copies of his reports around</li> <li>• Talk with Geoff Ovens, Manager of Environment and Public Space, CoS for help with rewording and rebadging the project to take into account the public realm concepts</li> </ul> <p>It was noted that the project doesn't need an exhaustive list of examples if a few will assist in drawing out the principles.</p> <p>Stuart noted that the first stage is a stock take of what has been done and the effect it has had. In the context of Melbourne @ 5 million and current policy changes on roads, we are going to have to learn from the examples.</p> <p>Other comments: Topic 1 – assess the benefits of landscaping and the public realm Topic 2 – Identify the circumstances where you would want vehicles at certain speeds Topic 4 – investigate what is there and the functional role of users</p> <p><u>Recommendation</u> The Executive Forum <b>recommended</b> that:</p> <ul style="list-style-type: none"> <li>• The Project Plan for Action 3.2 is <b>amended</b> as discussed and resubmitted to the IMAP Committee with a detailed schedule of actions and cost breakdown.</li> <li>• The revised project plan is circulated to the Executive Forum for feedback.</li> </ul>	
8	<p><b>IMAP Review - Heritage (Attachment 6)</b> - Discussion on including heritage beyond the 19<sup>th</sup> century</p> <p>Mr Lawler noted that this strategy related to capitalising on the foundation heritage of Inner Melbourne (eg. the importance of Melbourne world heritage listing of the Great Exhibition). He noted the importance of Chapel Street, Swan and Bridge Roads as the major shopping areas until Melbourne's CBD developed at a later stage.</p> <p>There was general agreement that there was still work to be done on celebrating the currently protected 19<sup>th</sup> century heritage of the city and that no change should be made to the current wording of the strategy. It was up to individual Councils to manage the development in their areas to protect those other features of note.</p> <p><u>Recommendation</u> The IMAP Executive Forum <b>noted</b> the report and advised that <b>no change</b> to the wording of Strategy 1 was recommended.</p>	Executive Officer



9	<p><b>IMAP Review – Actions 5.3 and 5.4 (Attachment 7)</b></p> <ul style="list-style-type: none"> <li>- Discussion on the scope of the two actions             <ul style="list-style-type: none"> <li>o Action 5.3 Integrating public housing estate</li> <li>o Action 5.4 Social infrastructure and services</li> </ul> </li> </ul> <p><u>Recommendation</u> The IMAP Executive Forum <b>noted</b> the comments in this report and <b>recommended</b> that a staff forum be convened to develop project ideas further under Actions 5.3 and 5.4 for reporting back to the Committee.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>• Executive Officer to convene a staff forum to determine those priority projects which would contribute regional benefits to the IMAP councils under Actions 5.3 and 5.4</li> </ul>	Executive Officer

**OTHER BUSINESS**

10	2 mins	<p><b>Close 10.10am</b></p> <p><b>Next Meeting</b> – As required</p>	Chair
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**Resolutions**

Topic	Item	Recommendation
Business Arising	3	The IMAP Executive Forum <b>noted</b> the proposed actions in Business Arising
2010-11 IMAP Budget	4	The IMAP Executive Forum <b>noted</b> the 2010-11 IMAP Budget.
Action 2.4 - Greenlight Project: Expenditure Reconciliation	5	The IMAP Executive Forum <b>noted</b> the DRAFT Income/Expenditure Reconciliation report for Action 2.4 Greenlight Project.
IMAP Review – IMAP Boundary Extension	6	The Executive Forum <b>agreed</b> : <ul style="list-style-type: none"> <li>that Mr Lawler and the IMAP Executive Officer meet with the CEO at Maribyrnong Council for an informal discussion and to brief her on IMAP.</li> <li>the Maribyrnong Council be invited to evaluate the strategies and actions contained in the Inner Melbourne Action Plan to determine their support for this programme, and</li> <li>the CEO is invited to make a proposal for representatives of Maribyrnong Council to join the Inner Melbourne Action Plan Implementation Committee as Associate members for a trial period should they wish to support and contribute to the IMAP Council partnership and strategies.</li> </ul>
Action 3.2 Develop Design Responses to Improve Roads as 'Places'	7	The Executive Forum <b>recommended</b> : <ul style="list-style-type: none"> <li>The Project Plan for Action 3.2 is amended as discussed and resubmitted to the IMAP Committee with a detailed schedule of actions and cost breakdown.</li> <li>The revised project plan is circulated to the Executive Forum for feedback.</li> </ul>
IMAP Review - Heritage	8	The IMAP Executive Forum <b>noted</b> the report and advised that <b>no change</b> to the wording of Strategy 1 was recommended.
IMAP Review – Actions 5.3 and 5.4	9	The IMAP Executive Forum <b>noted</b> the comments in this report and <b>recommended</b> that a staff forum be convened to develop project ideas further under Actions 5.3 and 5.4 for reporting back to the Committee.

**Actions**

Topic	Item	Responsibility	Action
2010-11 IMAP Budget	4	Executive Officer  Finance Dept	<i>Executive Officer to prepare a more detailed IMAP Budget 2010-11 and identify funds available to allocate to projects.  CoS Finance Department is to advise how the carry forward of the balance of IMAP funds each year is to be managed.</i>
Greenlight Project: Expenditure Reconciliation	5	Executive Officer  Project Team Leader [Meg Selman CoPP]	<i>Executive Officer to investigate IP ownership and use associated with the Greenlight LAAP grant funds and discuss further with DoT in relation to contributing to the Evaluation report as required.  That the project team prepare a full report to the IMAP Committee with the Evaluation Report which explains the aims and outcomes of the Greenlight project, reconciles the final funding position and identifies any work that could be done in the next stage</i>
IMAP Review – IMAP Boundary Extension	6	Mr G Lawler Executive Officer	<i>Mr Lawler and the IMAP Executive Officer to arrange an informal discussion with the CEO of Maribyrnong Council to brief her on IMAP.</i>
IMAP Review – Actions 5.3 and 5.4	9	Executive Officer	<i>Executive Officer to convene a staff forum to determine those priority projects which would contribute regional benefits to the IMAP councils under Actions 5.3 and 5.4</i>

**IMAP Implementation Committee  
Business Arising  
28 May 2010**

Senior Executive's Forum Action Items (26 March 2009)

Item	Responsibility	Action	Due	Progress
5 Update from DIIRD	IMAP Implementation Officer	Reconvene Action 7.4 working group, review and identify opportunities and communicate to DIIRD. [In response to changing environment & govt strategies, policies & priorities]	Sept 09	In Progress [Discuss further with Tony Pensabene?/OKC]
5 Update from DIIRD	IMAP Implementation Officer	Consider meeting with Australian Retailers Association to communicate the IMAP 'collaborative model'. [In response to high confidence in retail sales & employment]	Sept 09	In Progress [Delete- overtaken by events?]

IMAP Implementation Committee Action Items (29 May 2009)

Item	Responsibility	Action	Due	Progress
10GLawler briefing on CoM/CoS software trial	IMAP Implementation Officer City of Melbourne	Implementation Officer to organise a 'briefing' of Microsoft's 'public domain emissions tracker' in liaison with CoM staff [Software tool to communicate with public, benchmark & measure]	Oct 09	In Progress

IMAP Implementation Committee Action Items (28 August 2009)

Item	Responsibility	Action	Due	Progress
5 Business Arising	IMAP Implementation Officer	Follow-up with Office of Local Government re: IMAP Model	Sept 09	In Progress

IMAP Implementation Committee Action Items (29 November 2009)

Item	Responsibility	Action	Due	Progress
6 VicRoads-Community Road Safety programs	CEOs and the IMAP Executive Officer	Action: That the CEOs and the IMAP Executive Officer go back to Vic Roads with a series of questions for clarification and that a Discussion Paper be brought back to the Committee for consideration at the next meeting.	Feb 2010	Completed. Refer Item 10
12 Action 3.3	IMAP Executive Officer	Action: IMAP Executive Officer to forward item 12.1 c to member Councils for comment and reporting back [Parking Management: Council responses to not request Green Travel Plan conditions on Planning Permits]	Feb 2010	In Progress Awaiting comments

IMAP Implementation Committee Action Items (19 February 2010)

Item	Responsibility	Action	Due	Progress
5 Business Arising	IMAP Executive Officer	Action: IMAP Executive Officer to follow up with VicRoads on requirements for Community Road Safety Programmes	May 2010	Completed. Refer item 10
8 Review of Operational Protocol	IMAP Executive Officer	Action: That the IMAP Executive Officer a) Arrange an Executive Forum of the IMAP Senior Executives to discuss IMAP actions  b) Arrange an Annual Forum of IMAP Councils to present the IMAP Review;  c) Arrange a meeting with Government and Opposition Ministers as required.	May 2010  As required As required	a) <b>Completed</b>  b) Await completion of Review  c) As required
12 Bicycle Network	IMAP Executive Officer	Action: IMAP Executive Officer to follow up information requirements with Action 2.5 Working Party [Map of Bike network gaps & priorities]	May 2010	Completed Refer item 13
14 IMAP Review	IMAP Executive Officer	Action: That the IMAP Executive Officer refers the noted IMAP Review matters to the Executive Forum for consideration.	May 2010	Completed Refer item 5
14 IMAP Review	IMAP Executive Officer	Action: That the IMAP Executive Officer place the VicRoads Hoddle Street Study as an item on the next agenda for discussion.	May 2010	Completed Refer Item 11

Senior Executive's Forum Action Items (9 April 2010)

Item	Responsibility	Action	Due	Progress
4 2010-11 IMAP Budget	Executive Officer	Executive Officer to prepare a more detailed IMAP Budget 2010-11 and identify funds available to allocate to projects.	May 2010	In Progress
4 2010-11 IMAP Budget	Finance Dept	CoS Finance Department is to advise how the carry forward of the balance of IMAP funds each year is to be managed	May 2010	Completed
5 Greenlight Project: Expend. Reconcili- ation	Executive Officer	Executive Officer to investigate IP ownership and use associated with the Greenlight LAAP grant funds and discuss further with DoT in relation to contributing to the Evaluation report as required	May 2010	Completed
5 Greenlight Project: Expenditure Reconcilia tion	Project Team Leader [Meg Selman CoPP]	That the project team prepare a full report to the IMAP Committee with the Evaluation Report which explains the aims and outcomes of the Greenlight project, reconciles the final funding position and identifies any work that could be done in the next stage	August 2010	In Progress. Evaluation underway. Final Report in preparation.
6 IMAP Review – IMAP Boundary Extension	Mr G Lawler Executive Officer	Mr Lawler and the IMAP Executive Officer to arrange an informal discussion with the CEO of Maribyrnong Council to brief her on IMAP.	TBA	Deferred. Await appointment of CEO
9 IMAP Review – Actions 5.3 and 5.4	Executive Officer	Executive Officer to convene a staff forum to determine those priority projects which would contribute regional benefits to the IMAP councils under Actions 5.3 and 5.4	August 2010	In Progress

Correspondence

From	Regarding	Attachment
To	Regarding	Attachment
The Hon. Tanya Plibersek, Minister for Housing	In response to Canberra meeting on Planning mechanisms for Affordable Housing - 9 March 2010	3a
Mr Gary Liddle, CEO VicRoads	Associate Membership IMAP Implementation Committee	3b
Mr Greg Wilson, Secretary DSE	Associate Membership IMAP Implementation Committee	3c



Enquiries: Gary Spivak  
Telephone: (03) 9209 6752  
File Ref: 66/04/72-05

19 April 2010

The Hon Tanya Plibersek  
Minister for Housing  
Suite M.145  
Parliament House  
CANBERRA ACT 2600

Dear Minister,

*Tanya*

## PLANNING MECHANISMS FOR AFFORDABLE HOUSING

On behalf of the Inner Melbourne Action Plan [IMAP] Mayors of Stonnington, Yarra and Melbourne, I wish to thank you for meeting with us on 9 March 2010 and for your interest in planning mechanisms to achieve affordable housing in the context of the National Affordable Housing Agreement.

The IMAP partner Councils of Port Phillip, Stonnington, Yarra and Melbourne will continue to pursue their objective of attaining support for planning mechanisms for affordable housing. This is with the intent of ultimately establishing a regional affordable housing overlay or other planning mechanism to address the growing need for affordable rental housing in the inner city region.

In the course of considering how to advance this initiative, we will also progress the idea of more effective engagement with the development industry peak bodies which may include the potential of planning incentives and increasing development certainty.

We look forward to continuing working in partnership with the Commonwealth and State Governments on the means of addressing housing affordability.

Thank you again for meeting with us.

Yours sincerely

**CR FRANK O'CONNOR**  
Mayor  
City of Port Phillip





18 May 2010

Mr Greg Wilson  
Secretary  
Department of Sustainability & Environment  
DSE Head Office  
8 Nicholson Street  
East Melbourne VIC 3002

Dear Mr Wilson

I write on behalf of the Inner Melbourne Action Plan [IMAP] to invite a representative of the Department of Sustainability and Environment to become an Associate Member of the IMAP Implementation Committee at the quarterly meetings.

The Inner Melbourne Action Plan (IMAP), adopted in December 2005, is a collaborative project between the Cities of Melbourne, Port Phillip, Yarra and Stonnington.

IMAP sets out 11 regional strategies and 57 agreed actions to address one simple objective: "Making Melbourne More Liveable". IMAP examines and prioritises actions that councils within the Inner Region may need to undertake to meet the aims of *Melbourne 2030*. It concentrates primarily on actions that can be completed within a five to 10 year timeframe.

The members of the Committee comprise the Mayors and CEOs from the Cities of Yarra, Stonnington and Port Phillip, and the Planning Committee Chairman and Director of City Planning and Infrastructure from the City of Melbourne. The Associate Members include a representative from the Department of Transport, the Department of Planning and Community Development, and the Department of Innovation, Industry and Regional Development. In addition, over 50 staff from across all four councils are involved in the IMAP project teams.

IMAP has a number of projects aimed at improving the environmental performance of the inner Melbourne region, which works to compliment those additional actions being undertaken by individual Councils. The strength of the 4 inner Melbourne Council's partnership is its ability to explore new ideas, undertake innovative research and set up pilot projects which test new initiatives and promote those initiatives to a wider audience. The Inner Melbourne Action Plan Implementation Committee believes greater involvement of DSE on the Committee would enhance our response to climate change and the development of sustainable living environments, as well as positively contribute to communication and partnership on the IMAP projects.

If you would like a further briefing on the role and actions of the Committee, I would be happy to meet with you or a member of your staff at your offices. In addition, you may like to review the IMAP website for an overview – refer [www.imap.vic.gov.au](http://www.imap.vic.gov.au)

Please let me know if you would be interested in having a DSE representative attend the IMAP Committee or call me to discuss (Tel 8290 1110 or Mob 0404 248 450). I look forward to hearing from you.

Yours sincerely,

Elissa McElroy  
IMAP Executive Officer



18 May 2010

Mr Gary Liddle  
Chief Executive  
VicRoads  
60 Denmark Street  
KEW VIC 3101

Dear Mr Liddle,

I write on behalf of the Inner Melbourne Action Plan [IMAP] to invite you or your nominated representative to become VicRoad's representative and an Associate Member of the IMAP Implementation Committee at the quarterly meetings.

The Inner Melbourne Action Plan (IMAP), adopted in December 2005, is a collaborative project between the Cities of Melbourne, Port Phillip, Yarra and Stonnington.

IMAP sets out 11 regional strategies and 57 agreed actions to address one simple objective: "Making Melbourne More Liveable". IMAP examines and prioritises actions that councils within the Inner Region may need to undertake to meet the aims of *Melbourne 2030*. It concentrates primarily on actions that can be completed within a five to 10 year timeframe.

The members of the Committee comprise the Mayors and CEOs from the Cities of Yarra, Stonnington and Port Phillip, and the Planning Committee Chairman and Director of City Planning and Infrastructure from the City of Melbourne. The Associate Members include a representative from the Department of Transport, the Department of Planning and Community Development, and the Department of Innovation, Industry and Regional Development. In addition, over 50 staff from across all four councils are involved in the IMAP project teams.

IMAP has worked with VicRoads on its "greenlight" project. Increasingly the project teams are becoming involved in liaison with VicRoads to implement regional strategies which cover the linkages in cycling, pedestrian and public transport routes, traffic congestion, increasing public transport use, improving the quality and design of boulevards and major roads, and enhancing Melbourne's freight hub. The Inner Melbourne Action Plan Implementation Committee believes greater involvement of VicRoads on the Committee would positively contribute to communication and partnership on the IMAP projects, which would be widely beneficial.

If you would like a further briefing on the role and actions of the Committee, I would be happy to meet with you or a member of your staff at your offices. In addition, you may like to review the IMAP website for an overview – refer [www.imap.vic.gov.au](http://www.imap.vic.gov.au)

Please let me know if you would be interested in attending or give me a call to discuss (Tel 8290 1110 or Mob 0404 248 450). I look forward to hearing from you.

Yours sincerely,

Elissa McElroy  
IMAP Executive Officer

## IMAP Implementation Committee

### 9 Month Financial Report

1 July 2009 – 31 March 2010

## Background

1. The IMAP budget was last noted at the IMAP Implementation Committee meeting held 19 February 2010.
2. Retained Earnings carried forward from the 2008-2009 financial year totalling \$224,509.19 (excluding GST) were transferred from the City of Yarra to the City of Stonnington (host council 2009 – 2010) during July 2009. The IMAP account has a net surplus of \$329,196 at 31 March 2010.

## Income

3. **Total Income of \$384,903** was received for the 9 month period to 31 March 2010.

### *Sundry Income:*

Retained Earnings carried forward from the 2008-2009 Financial Year	\$224,509	
Destination Melbourne - contribution to Tourism Event	\$394	
Tourism Contributions from 4 partner IMAP Councils	\$80,000	\$304,904

### *Contract Income:*

Annual Contributions from 4 partner IMAP Councils		\$80,000
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### *Government grants:*

Nil contributions from Government Grants were received.

### *Income Forecast for 4th Quarter*

- Final payment from the Department of Transport LAAP funding for Action 2.2 Wayfinding [\$40,000 inc GST] is expected in the 4<sup>th</sup> quarter following the completion of Stage 3 Evaluation and a Final Report.
- Final payment from the Department of Transport LAAP funding for Action 2.4 Greenlight [\$67,500 inc GST] is expected in the 4<sup>th</sup> quarter following the completion of Stage 3 Evaluation and a Final Report.

## Expenditure

4. **Total Expenditure of \$55,707** was committed for the 9 month period to 31 March 2010.

### *Catering*

Catering for IMAP function	\$250	
Catering Reimbursement	\$154	\$404

### *Printing*

IMAP Annual Report graphic design & printing costs	\$5,370	
Strategy 11 Reprint Inner Melbourne Map	\$11,582	\$16,952

### *Stationery*

Stationery Reimbursement		\$117
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### *Consulting Fees*

<b>Website</b> - hosting to June 2010	\$1,800	
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### **Strategy 11:**

Strategic Planning workshops & facilitation [3]	\$8,000	
Tourist Map & Brochure update	\$450	
Tourism Map Distribution – 9 months	\$2,726	



Regional Tourism Program - IMAP Tourism Snapshot	\$720		
Editorial copy [3 seasons]	\$3,270		
IMAP Tourism Forum Event	\$4,939	\$37,020	
<b>Action 2.2 Wayfinding:</b>			
Directional Signs & Route Markers	\$1,487		
IMAP level signs, stickers & install	\$3,906		
IMAP Wayfinding signage	\$5,880		
IMAP Wayfinding Level 3 & 4 signs	\$3,840	\$15,113	\$37,020
<b>Training</b>			
IMAP Website administration			\$550
<b>Internal Catering</b>			
2 IMAP Committee meetings & Farewell function			\$663.00
<b>TOTAL EXPENDITURE YEAR TO DATE</b>			<b><u>\$55,707</u></b>

#### **Expenditure Forecast for 4th Quarter**

- Action 2.4 – Payment to VicRoads for works undertaken \$74,000 inc GST
- Action 11.1 – Tourism Map reprint – 3<sup>rd</sup> print run [invoice outstanding]: \$11,582
- Action 11.1 – Tourism Map Reprint – 5<sup>th</sup> reprint: \$22,000
- Action 11.1 - Brochure distribution - 4<sup>th</sup> quarter: \$1,050

#### **Recommendation**

5. That the IMAP Implementation Committee resolves to **receive** the 9 Month Financial Report for the 2009 – 2010 financial year.



## Reporting Scope - R0400 IMAP Reporting

*Operating & Capital Works Statement for period ended March 31, 2010*

<b>CURRENT MONTH</b>				<b>YEAR TO DATE</b>			<b>FULL YEAR</b>		
	<b>Total Committed</b>	<b>Budget</b>	<b>Variance</b>	<b>Total Committed</b>	<b>Budget</b>	<b>Variance</b>	<b>Forecast</b>	<b>Budget</b>	<b>Variance</b>
2800 - Sundry Income	0	0	0	304,903	0	304,903	0	0	0
2810 - Contract Income	0	0	0	80,000	0	80,000	0	0	0
Other Revenue	0	0	0	384,903	0	384,903	0	0	0
<b>Total Operating Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>384,903</b>	<b>0</b>	<b>384,903</b>	<b>0</b>	<b>0</b>	<b>0</b>
4102 - Catering	0	0	0	404	0	(404)	0	0	0
4105 - Printing	0	0	0	16,952	0	(16,952)	0	0	0
4108 - Stationery - General	0	0	0	117	0	(117)	0	0	0
4150 - Consulting Fees	422	0	(422)	37,020	0	(37,020)	0	0	0
4180 - Training/Conferences	0	0	0	550	0	(550)	0	0	0
5102 - Internal Catering Charges	0	0	0	663	0	(663)	0	0	0
Administration Expenditure	422	0	(422)	55,707	0	(55,707)	0	0	0
<b>Total Operating Expenditure</b>	<b>422</b>	<b>0</b>	<b>(422)</b>	<b>55,707</b>	<b>0</b>	<b>(55,707)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Operating Profit / (Loss)</b>	<b>(422)</b>	<b>0</b>	<b>(422)</b>	<b>329,196</b>	<b>0</b>	<b>329,196</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Surplus / (Deficit)</b>	<b>(422)</b>	<b>0</b>	<b>(422)</b>	<b>329,196</b>	<b>0</b>	<b>329,196</b>	<b>0</b>	<b>0</b>	<b>0</b>

# IMAP Progress Report May 2010

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The Inner Melbourne Action Plan (IMAP) identifies 57 actions within 11 regional strategies to help build the inner Melbourne region to embody creativity, liveability, prosperity and sustainability across a range of diverse neighbourhoods.

The following Actions have been **COMPLETED**:

Action 1.1 Inner Melbourne *Statement of Significance*  
 Action 2.2 Coordinated pedestrian and public transport Signage (Wayfinding)  
     Stage 1 – *Report* and Stage 2a – *Design & Implementation*  
 Action 2.3 Bicycle Network Legibility – *Priority Bicycle Network Report*  
 Action 2.4 Walking links and pedestrian priority areas (Greenlight)  
     Stage 1 – *Analysis Report* and Stage 2a – *Implementation*  
 Action 3.3 Regional Parking Management Stage 1 - *Report on Parking*  
 Action 5.2 Affordable Housing - *Needs Website (May 08)*  
 Action 6.3 Activity Centres Stage 1-*Cumulative Impact Assessment tools*  
 Action 7.4 Regional Economic Development *Statement*  
 Action 9.1 Regional Sustainability Targets – *Audit of IMAP Councils*  
 Action 9.3 Water Sensitive Urban Design - *Model Guidelines*  
 Action 9.6 Use of Recycled Water in Open Space – *Technical Notes*  
 Action 11.1 Inner Melbourne Map – inner Melbourne region *Visitor Map*  
 Action 11.2 Regional Tourism Program – *Research & Itineraries*

## Other Achievements

Merit Award for Regional Action in Water Sensitive Urban Design at the Stormwater Victoria Awards

IMAP Bicycle Network - Presentation at the Bike Futures 2009 Conference

Presentation to Planning Students at Melbourne University

IMAP Annual Report 2008-2009

### Governance

- Annual Reports 06-07 / 07-08 / 08-09
- Goods & Services Procurement Policy
- Governance & Relationships Report

### Communications

- IMAP Website
- National Conference presentation (March 09)
- Club IMAP
- Council Briefings (Cities of Yarra, Stonnington and Melbourne)

### Advocacy

- Ministerial Briefings – Ministers Wynne, Madden, Kosky and Plibersek
- Briefings to DIIRD & SGS consultants
- IMAP acknowledgements:
  - State Government's Cycling Strategy
  - Interdepartmental Committee (Department of Justice)
  - Melbourne Water (WSUD)

**Action 2.2 - Coordinated pedestrian and public transport signage system (Wayfinding)**

Stage 1 – COMPLETE

Stage 2 – COMPLETE

- Stage 2 saw the implementation of a 'family' of signs based on the way-finding signage hierarchy developed in Stage 1. This stage included the design, manufacture and installation of a number of way-finding signs along a demonstration route through the Cities of Melbourne, Yarra and Stonnington. The IMAP Visitor Tourism Map developed under another IMAP Action forms part of the design of the way-finding maps within the signs
- A Ministerial Launch was held 11 September 2009 attended by representatives from both Local and State Government.

Stage 3 – IN PROGRESS

- Evaluation is currently being undertaken in conjunction with the Department of Transport. The Final Report on this project is being prepared for submission by 1 June 2010.

**Action 2.4 – Regional Greenlight Project**

Stage 1 – COMPLETE

Stage 2 – COMPLETE

- Implementation of recommended changes to 20 signal crossing sites across the IMAP region is complete.
- Details of the changes have been provided to councils by VicRoads. The Final Review was conducted before an evaluation of the project commenced, led by the Department of Transport.
- These changes will provide model treatments for future works at key crossing points to provide safer more comfortable journeys for foot traffic. With increased interest in the role walking for transport will play in the climate change challenge, this project continues to deliver important practical outcomes for IMAP.

Stage 3 – IN PROGRESS

- Evaluation is due to be completed by late June 2010. The Final Report on this project is being prepared for submission by 1 June 2010.

**Action 2.5 Bicycle Network**

Implementation of Priority Routes - IN PROGRESS

- Action 2.3 delivered the Priority Bicycle Network for IMAP (January 2008) with recommendations from this report forming the basis for the implementation of Action 2.5.
- Focus is on the high bicycle usage routes or those routes which have the potential to carry significantly increased bicycle volumes and therefore require the most work to bring them up to a standard that could safely accommodate increasing bicycle volumes.
- These routes also provide the opportunity to implement some of the separation and delineation treatments being designed and installed in various municipalities. The

development of this hierarchy of treatments is considered 'best practice' and the opportunity to promote and share this knowledge more broadly is being considered by the working group.

- Following receipt of the working group's update in February 2010, the Group is preparing a gap analysis for the IMAP Implementation Committee to highlight progress to date and future priorities.

### Action 3.2 Roads as Places

#### IN PROGRESS

- A Briefing paper was prepared for consideration by the IMAP Implementation Committee on 19 February 2010. Further discussion by the Executive Forum in April has broadened the brief which will come back to the Committee for signoff in August.

### Action 3.3 Regional Approach to Parking Management

#### Stage 1 – COMPLETE

- An audit has been undertaken to identify current parking status and gaps. This information has assisted in the development of 6 'guiding principles' for the management of existing parking supply in Activity Centres.
- Given the broad scope of Action 3.3, the working group determined to limit itself to three essential areas of activity, these being:
  - Parking measures to mitigate car travel
  - Provision of parking in new developments
  - Management of existing parking supply
- Integrated Travel Plans and Green Travel Plans have been researched and direction will now be sought from the Department of Transport.

#### Stage 2 – IN PROGRESS

Proposed further research to identify the *Value of Parking to Activity Centres*. A brief for tenders is being considered. A report will be prepared for the August meeting.

### Action 5.2 Affordable Housing

#### IN PROGRESS

- The IMAP Committee 28 August 2009 resolved to support the proposed advocacy strategy in the Briefing Paper. This strategy comprised:
  - Sending 2 letters - one to the Premier and one to the Commonwealth Minister for Housing, Tanya Plibersek.
  - Arranging a meeting between individual developers and the Ministers for Planning & Housing.
- In addition, the IMAP Committee in March 2009 resolved to investigate site specific opportunities for inclusionary zoning (similar to that attempted by the City of Yarra for the AMCOR site).

This has been implemented as follows:

Correspondence

- A letter was sent to the Premier on 3 September 2009 seeking the capacity for planning mechanisms for affordable housing such as inclusionary zoning to be allowed for in the forthcoming Victorian Integrated Housing Strategy. The response to this was:
  - Three letters of response from the Office of Premier (October 2009), Department of Premier and Cabinet (12 November 2009), indicating that the topic was the responsibility of the Minister for Housing and was referred to Minister Wynne; and
  - A letter from the Minister for Housing on behalf of the Premier referring to the forthcoming Victorian Integrated Housing Strategy but with no commitment. The Strategy was subsequently released and contains no reference to planning mechanisms for affordable housing.
- A letter was sent to Minister Plibersek on 3 September 2009 seeking the capacity for planning mechanisms for affordable housing such as inclusionary zoning in the next version of the National Affordable Housing Agreement (NAHA). The response was:
  - The Minister's office invited the City of Port Phillip representatives on behalf of IMAP to a meeting on 9 March 2010. This was attended by the Mayor and two staff from Port Phillip and provided an opportunity to discuss the Overlay proposal and planning mechanisms generally. While it was not expected that the Minister would specifically respond in the context of the NAHA, as a result of other discussions at the time the idea of further engagement with the development industry peak bodies was suggested. This engagement would be in addition to the successful consultation held largely with individual developers in 2007.
  - A report to the May 2010 IMAP Committee meeting has responded to that idea and recommends further, targeted engagement after investigation of suitable planning incentives that may be attractive to the development industry. Such incentives have been a feature of the original Overlay proposal modelled by SGS Economics and Planning.

Developers meeting

The action of holding the meeting was initially put on hold pending the release of the Victorian Integrated Housing Strategy. Following the meeting with the Commonwealth Minister, it is recommended that further consultation initially target one or more peak bodies as discussed in 2. above.

Site specific opportunities

A 2<sup>nd</sup> site specific approach (following the attempt on the AMCOR site) was tested at 400 City Rd, South Melbourne. This also did not receive support from the State Government.

**Action 6.3 Managing Conflict in Activity Centres****Stage 1 – COMPLETE**

- Key 'tools' have been developed to aid in the assessment of Cumulative Impact:
  - A Precinct Approach to include baseline data (key indicators) to assist the applicant in preparing the application.
  - A Pre-Application Approach that includes a checklist for applicants outlining the information to be provided.
  - A Cumulative Impact Assessment form that provides a tool to assist council's planners and decision makers to reflect on the proposal against issues, constraints and opportunities.
- In addition to the work undertaken by the IMAP working group, the State Government has established an Interdepartmental Committee (IDC) to consider Cumulative Impact and Outlet Density. Representatives from DPCD reported to the IMAP Implementation Committee on the IDC in November 2009.
- A review of definitions has identified inconsistency with definitions in the Planning Scheme and those used in the Liquor Licensing system. A Discussion Paper has influenced further communication within councils and State Government.

**Stage 2 – IN PROGRESS**

- The Cumulative Impact 'tools' are being tested and reviewed by individual councils and will be refined.

**Action 7.7 Universities and Regional Development****IN PROGRESS**

- Initiated by IMAP's Regional Economic Development Statement (May 2008), the Office of Knowledge Capital & IMAP have partnered to progress the Councils for Hosting Universities (CHUM) program. A workshop held December 2008 increased awareness and information sharing across Universities and Councils within the inner Melbourne region and identified 2 Initiatives.
- One of these initiatives, *Integrated Workplace Learning Program* is now being scoped to identify the potential of this program for all stakeholders. A workshop held in February 2010 with participation from Human Resources and other areas of IMAP councils considered the issues and opportunities for Councils and the establishment of a pilot project.
- A further workshop in May 2010 identified current IMAP Councils' experience with internships and knowledge gaps about how the programs operate. From this workshop a working group has been formed to develop a checklist and identify responses to

Frequently Asked Questions as a resource for councils and their managers to access the internship programs. The working group will report back to IMAP in August 2010.

### Action 9.3 Water Sensitive Urban Design

#### Stage 1 – COMPLETE

- *Model WSUD Guidelines* completed and endorsed.

#### Stage 2 – IN PROGRESS

- *Draft Stormwater Management local planning policy* has been refined following feedback from DPCD and is consistent with the recently gazetted City of Bayside Clause 44 WSUD amendment.
- Feedback received from Melbourne Water and the Department of Sustainability Office of Water has been positive and supportive of the policy.
- In October 2009, all four councils requested permission from the Minister to prepare and exhibit the amendment. In December 2009, conditional permission was granted. These conditions have been reviewed and councils have jointly commenced preliminary discussions with the Department of Planning and Community Development to negotiate on certain conditions. Once this discussion has concluded, it will be possible for all councils to proceed with the process of joint exhibition.
- In April 2010 councils received approval from DPCD to jointly exhibit the amendment. This will commence July 1 and will be undertaken in a coordinated manner.

### Action 10.1 Regional Open Space and Trail Network

#### IN PROGRESS

A working group has formed and presented a draft Project Plan to the IMAP Committee 28 August 2009 for endorsement. Implementation will include:

- Discussion and agreement on the;
  - detailed role and function of open space in the network
  - balance between local and regional use,
  - balance between managing spaces for recreational and ecological values.
- Audit identifying;
  - ownership identification
  - management responsibility
  - risk management issues and overview
  - collation of existing information and identification of gaps
  - agreed function and gaps in open space and trails
  - development of information to fill gaps
  - development of case studies

The working group reported in February 2010 detailing timeframe of the stages, desktop audit, engagement of partners and the development of an Implementation Plan commencing May to cover priorities, location, cost, funding sources and timeframe of works.



**Strategy 11 – Regional Tourism**

Stage 1 - Visitors Map - **COMPLETE**

Stage 2 - Regional Tourism Program & Experiential Packages – **COMPLETE**

Stage 3 - Visitor Profile and Satisfaction Study – **COMPLETE**

- This research profiles visitors to the inner Melbourne region including demographics, motivations for visitors and visitor's satisfaction with information, products and services. This information will assist the IMAP councils to more effectively respond to visitor's needs and guide future tourism planning.

Stage 4 – **IN PROGRESS**

- A three year Strategic Plan for Regional Tourism has being developed through a series of facilitated workshops. A detailed Action Plan for Year 1 to guide regional tourism collaboration and ongoing research has been completed. The Strategy will be reported to the May IMAP Implementation Committee meeting for approval.

A number of actions commenced in the 2008-2009 year have recently been completed or are nearing **completion**. Following the review of the Inner Melbourne Action Plan, a 3 year Implementation Plan will be developed to prioritise actions that will continue to **add value, deliver stronger relationships, practical solutions and strategic directions and influence the liveability and sustainability of the inner Melbourne region.**

**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.

## **Governance**

2. The IMAP Executive Officer presented the draft IMAP budget for 2010-11 to the Executive Forum at their meeting on 9 April 2010. Following the Executive's request to identify the nature of the surplus funds in the IMAP account, the Executive Officer is currently reviewing IMAP finances over the past 4 years. The IMAP account has been domiciled at all 4 Councils during this time and the historical accounts are still being accessed.
3. In addition, the Final Reports for the Greenlight Project [Action 2.4] and the Wayfinding Signs Project [Action 2.2] are due 1 June 2010 so that the final LAAP grant payments can be claimed for both these projects. The financial statements require sign off by the CFO or CEO. As both of these projects have been undertaken over 4 years, the reconciliation of the IMAP account being undertaken will assist in meeting the financial reporting requirements for the government funding.
4. IMAP Review:
  - The IMAP Executive Forum met on 9 April 2010 to discuss items referred from the IMAP Implementation Committee regarding recommendations on the IMAP Review – refer Item 5 Minutes [Attachment 2].
  - The IMAP Transport workshop was held on 22 April 2010 to review Strategies 2, 3, 4, and 8; and Action 1.4 as it relates to Hoddle Street. Attendees were Jane Waldock CoY, Ian McLauchlan CoS, Meg Selman CoPP, Richard Smithers and Nick Petrovski CoM and Elissa McElroy [facilitator] IMAP.
  - The IMAP Environment workshop held on 3 May 2010 to review Strategy 9 was attended by Silvana Predebon CoY, Krista Milne CoM, Caroline Chandler CoPP, Geoff Ovens, Karen Watson and David Morrison CoS, and Elissa McElroy [facilitator] IMAP.
  - A further Community Planning workshop is being planned to look at projects to be undertaken under Action 5.3 and 5.4.

The outcome from these workshops will be referred to the IMAP Executive Forum for review so that priorities and timeframes can be determined for approval by the next IMAP Implementation Committee. It is expected that a full report will be available for the next Committee meeting in August.

## **Communications**

5. The IMAP website has been updated to include the meeting dates for the IMAP Committee for 2010. A pdf. file of the Committee agendas will be added as well, so the public can access the information from the IMAP website as well as from the 4 partner Councils. A review has been undertaken of the Council websites for references to IMAP 'Special Committee' meetings and advice provided for updating as required.
6. Action 7.7 University and Regional Development: a workshop was held on 11 May 2010 to advance the Work Integrated Learning program [Internships] that is being progressed as part of this action. The workshop was run by David Campbell of the Office of Knowledge Capital [OKC] based at CoM and included HR staff and managers from the 4 IMAP Councils who contributed their knowledge and experience. Attendees included: Michele Leonard and Elaine Hall CoPP. Fiona Monagle CoY, Austin Ley and Tanya Athans CoM, Stephen Hempel and Katherine Sinclair CoS. Judie Kay, Associate Director - Portfolio of Learning for Work and Community Service [based at Victoria University]

assisted with the workshop. The Working Party has now been established to advance this project to produce a resource kit for use by the 4 councils.

7. **Action 5.2 Affordable Housing:** a deputation from the City of Port Phillip represented IMAP at a meeting with Minister for Housing, the Hon. Tanya Plibersek in Canberra on 9 March 2010. IMAP had been seeking the capacity for planning mechanisms for affordable housing such as inclusionary zoning to be included in the next version of the National Affordable Housing Agreement (NAHA). The meeting provided an opportunity for Mayor Frank O'Connor, Sue Wilkinson and Housing Officer, Gary Spivak, to discuss the Affordable Housing Overlay proposal and planning mechanisms generally. Refer to the Progress Report and Item 12 [Attachment 9] for further information on the outcome of this meeting.
8. The Executive Officer has represented IMAP in 3 meetings with VicRoads during the quarter:
  - VicRoads Search Conference regarding Pedestrians and Alcohol held on 25 February 2010 which looked at scoping ideas for legislative policy reform, infrastructure improvements, behavioural change and education options, policy frameworks and intervention to reduce alcohol-related accidents to pedestrians
  - VicRoads workshop held on 25 March 2010 on the process for establishment of the Community Road Safety Partnership Program. Refer item 10 [Attachment 7].
  - Briefing with Yarra Trams, VicRoads and City of Stonnington on proposed changes to Route 6 trams on High Street as part of the ThinkTram proposals to improve public transport usage.
9. Letters inviting representatives to join the IMAP Implementation Committee as Associate members have been sent to the Secretary at DSE and the CEO at VicRoads. Refer Correspondence – item 6 [Attachment 3]

## Recommendation

10. That the IMAP Implementation Committee resolves to **note** this Communications and Governance Briefing Paper and to acknowledge the contribution of staff to the workshops conducted during this quarter.

**IMAP Implementation Committee****Discussion Paper****VicRoads Community Road Transport Safety Plans**

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**Purpose**

1. To provide a position paper for discussion on IMAP's involvement in VicRoad's Community Road Transport Safety Plans.

**Background**

2. At the November 2009 meeting of the IMAP Implementation Committee Peter Schofield, Manager Road Safety Strategy & Community Programs, and Vince Punaro, Program Development Manager of VicRoads provided an update on "Future Development and Delivery of Community Road Safety Programs in Victoria."
3. Vic Roads proposed funding the development of an Action Plan between an alliance of municipalities, such as was formed through IMAP, to address issues of road safety and reducing the severity of road trauma through local community action focussed on changing behaviours.
4. It was agreed that more information was required to clarify whether this project fits into IMAP's existing actions. The Committee resolved that the CEOs and the IMAP Executive Officer go back to Vic Roads with a series of questions for clarification and that a Discussion Paper be brought back to the Committee for consideration at the next meeting.
5. With the recent Clearways issue, the meeting with VicRoads over this matter has not transpired. However the IMAP Executive Officer has had 3 discussions which assist in clarifying IMAP's position. This paper reports on those findings.

**Discussion**

6. Exploring options for funding Action 3.2: Roads as Places
  - a) Stuart Outhred, CoM and Elissa McElroy met with Sharon Wishart from VicRoads in February 2010 to determine whether aspects of the project would be eligible for VicRoads funding under the Community Road Transport Safety program as much of the research involved in Action 3.2 was aimed at increasing safety on roads in and around Activity Centres. Sharon noted that VicRoads were interested in having a Regional Road Safety Strategy devised for the inner Melbourne area, covering the IMAP area, which could include projects such as Action 3.2.
  - b) The IMAP councils are members of the Road Safe Inner Melbourne [CoY, CoPP, CoM] and Road Safe Inner South-East [CoS] committees. The City of Stonnington Road Safety Officer has held preliminary discussions exploring the possibilities of Stonnington joining the Road Safe Inner Melbourne committee due to the greater communities of interest the exist between those municipalities.
  - c) Following discussion, it was felt that the Road Safe Inner Melbourne committee was the more appropriate vehicle to establish a Regional Road Safety Strategy for the IMAP region than IMAP itself and current discussions could bring this about without IMAPs involvement.
  - d) It was noted that IMAP could approach Road Safe Inner Melbourne for funds for this project.
7. VicRoads Workshop on establishing the Community Road Safety Partnership Program.
  - a) The IMAP Executive Officer was asked to participate in VicRoad's workshop in March 2010 on the process for establishing the Community Road Safety Partnership Program. The workshop was facilitated by Sharon Wishart of VicRoads and others. A number of observations can be taken from the discussion [which it must be noted were still in the preliminary stages]:
    - (i) Local community road safety groups have to have their EOI approved in the first instance by the Victorian Community Road Safety Alliance in order to become registered.

- (ii) They can include a “municipal cluster” such as the IMAP councils – it was suggested that IMAP could add Community Road Safety to its existing relationship.
  - (iii) The Alliance will assess and recommend allocations of funding based on the registered group developing a 3 year Road Safety Plan and costed annual program.
  - (iv) Features of local community road safety groups will include geographic coverage, organisational synergies or provide operational efficiencies.
  - (v) The local community road safety group could be the same as the established Road Safe Committees – set up solely to do road safety, or be an organisation that does a range of things of which road safety could be one of them.
  - (vi) The local community road safety group had to be incorporated to be eligible. IMAP is not a legal entity in this way.
- b) It was clear from the discussion that:
- (i) IMAP was not the right sort of entity to be eligible.
  - (ii) Other groups exist in the IMAP area which would meet the appointment criteria more easily.
  - (iii) IMAP has a broader focus than road safety.
8. IMAP Transport Forum: There was no support from those present to duplicate the efforts of the Road Safe Committees, however it was recognised that the Road Safe Committees need to be more proactive and effective. It was suggested that clarification of the IMAP Implementation Committee’s views on road safety would be useful for staff undertaking IMAP projects, as it would assist in determining priorities.

## Recommendation

9. That the IMAP Implementation Committee notes the comments contained in the discussion paper and resolves to **work with** the local road safety community groups to be established under this VicRoads initiative.

**Inner Melbourne Action Plan**  
**Briefing Paper**  
**Vic Roads - Hoddle Street Study**

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**Purpose**

1. To discuss the VicRoads Hoddle Street Study. The CEO City of Yarra to introduce this item.

**Background**

2. At the IMAP Implementation Committee meeting on 19 February 2010 the Chief Executive Officer from the City of Yarra tabled a recent resolution of the Yarra Council relating to this project and requested that the matter be raised at the next meeting. *Refer Attachment 8a.*
3. On 22 April the IMAP transport forum group briefly discussed the VicRoads Hoddle Street project and suggested some actions which may be a useful start point should the IMAP Committee be interested in considering implementing the part of Strategy 1 Action 1.4 [Boulevards and Major Roads] which relates to Hoddle Street over the IMAP Review period i.e. next 3 years.

**Discussion**

4. IMAP Action 1.4 is as follows:

***Boulevards and major roads***

*Work with VicRoads to improve the character of boulevards and major roads identified on Map 2: Boulevards, streets and links framework, in particular:*

- *improve the quality and design of Kings Way and the urban spaces at the intersection of Kings Way and City Road*
- *work with the Port of Melbourne to develop plans for Footscray Road and Dynon Road as new western boulevard entrances to the CAD*
- *improve the quality and design of Alexandra Parade and Hoddle Street.*

*Work with Yarra Trams to improve the quality and design of Queens Way and Dandenong Road and the urban spaces, especially at the intersection of Chapel Street.*

5. With reference to the Hoddle Street part of this action [dot point 3], the Transport Forum suggested the following possible courses of action:
  - Improve the quality and design of Hoddle Street
  - Establish a joint view on Hoddle Street development, particularly between CoM and CoY
  - Develop an IMAP view on the whole North-South transport route
  - What does the route need to achieve? Consider significant upgrading of Public transport usage on Hoddle Street.
  - Develop an IMAP 'corridor' strategy
  - Have Rob Adams and Rob Moore [CoM] present the Principal Streets Strategy to IMAP

*[Refer CoM Principal Streets Strategy – currently under development]*

**Recommendation**

For Discussion

*Attachments:      8a Resolution City of Yarra  
                         8b VicRoads Hoddle Street Study Project Scope*

ACTION MEMO 379-09	DATE:	17 December 2009
	MEETING DATE	15 December 2009

Director:	Director City Development
Branch Manager:	Manager Strategic Transport

### 13.1 Hoddle Street – Joint Vision for Transport Planning

#### COUNCIL RESOLUTION

**Moved:** Councillor Fristacky

**Seconded:** Councillor Stone

1. Following Council's resolution at its meeting on 16 December 2008, to request the Government to work with the City of Yarra on terms of reference for a broader examination of dealing with congestion on Hoddle Street in lieu of its proposed engineering study of grade separations, and the lack of progress on Council's request, Council further resolves to write to the City of Melbourne seeking discussions on:
  - (a) developing a joint vision for Hoddle Street based on principles of integrated land use and transport planning, liveability and sustainability; the vision to incorporate appropriate land use development and density;
  - (b) engagement with the community, planning and transport professionals on development of this vision;
  - (c) re-enforcing Inner Melbourne Action Plan, **IMAP Action 1.4, Boulevards and Major Roads: improving the quality and design of Hoddle Street;**
  - (d) proposals for extension of tram route 86 along Hoddle Street from Clifton Hill to Richmond; and
  - (e) the capacity of the proposed bus Doncaster Area Rapid Transit (DART) to impact on mode share on the corridor so as to alleviate congestion on Hoddle Street and inner Melbourne and the need for a metro rail service linking the Melbourne, Doncaster and Ringwood activity centres and the proposed new metro station at Carlton/Parkville.

**CARRIED**



# Hoddle Street Study

(it's part of the plan)

## Project Scope

### Contents

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## 1. Purpose

The purpose of this document is to outline the broad scope of the Hoddle Street Study and provide a clear understanding of the objectives, funding, extent of the study, timing, consultation and communications methodology, project deliverables and project governance arrangements.

## 2. Background

In December 2008, the Government released its \$38 billion Victorian Transport Plan (VTP). Under Priority Action 4. Moving Around Melbourne it was announced that an investigation study into Hoddle Street would be undertaken as described below:

### Project description

Hoddle Street is critical to north-south traffic movements in inner Melbourne and to the flow of Eastern Freeway traffic to and from the CBD.

Grade separating some of these junctions has the potential to improve the operation of Melbourne's central road system for cars, trams, buses and commercial vehicles.

The Government will allocate \$5 million to commence engineering investigations to determine the feasibility of grade separating key junctions on Hoddle Street. A key element in those investigations will be to assess how disruption to traffic could best be minimised during any construction works.

### Project benefits

The detailed planning investigations will enable the Government to understand the feasibility of improvements including grade separations and public transport operation along Hoddle Street.

## 3. Project objectives

The aim of the Hoddle Street Study is to investigate integrated options to improve the operation of this critical inner Melbourne transport corridor.

The Hoddle Street Study objectives outlined below are consistent with the broad social, environmental and economic objectives for the transport system as outlined in the Government's July 2009 policy statement *Towards an integrated and sustainable transport future: A new legislative framework for transport in Victoria*.

The specific objectives of the Hoddle Street Study are to:

- Identify key issues for this critical north south transport corridor relating to traffic and transport efficiency and reliability; safety; land use planning; environmental, social and economic sustainability.
- Develop a feasibility report that provides recommendations to Government for integrated transport solutions, including an assessment of how best to minimise implementation impacts.

The study will investigate integrated transport solutions, consistent with the Victorian Transport Plan that:

- improve the efficiency of Hoddle Street by optimising the movement of people and goods, reducing congestion and increasing the benefits for identified priority modes;
- improve the operation and efficiency of public transport that travels along and intersects this corridor;
- improve safety;
- include the opportunity to provide a high quality north south transport link (including the provision of grade separations) to facilitate efficient and safe access while supporting future land use plans for this area;
- include sustainable travel options that are inclusive of all modes;
- maintain or improve local amenity with a high quality urban design and minimise the impact of the transport system on adjacent land use; and
- maximise the efficient use of resources including infrastructure, land and energy over a long term horizon.

The study will also undertake comprehensive and inclusive consultation with key stakeholders and the local community that:

- considers the local needs and interests of stakeholders;
- considers the needs and interests of stakeholders who are users of the wider transport network, including business;
- provides timely, relevant and accurate information about the study; and
- gives the community the opportunity to provide input and feedback throughout the study.

## 4. Study cost and duration

**COST: \$5 Million**

**Duration: Mid 2009 to mid 2011**

## 5. Extent of study

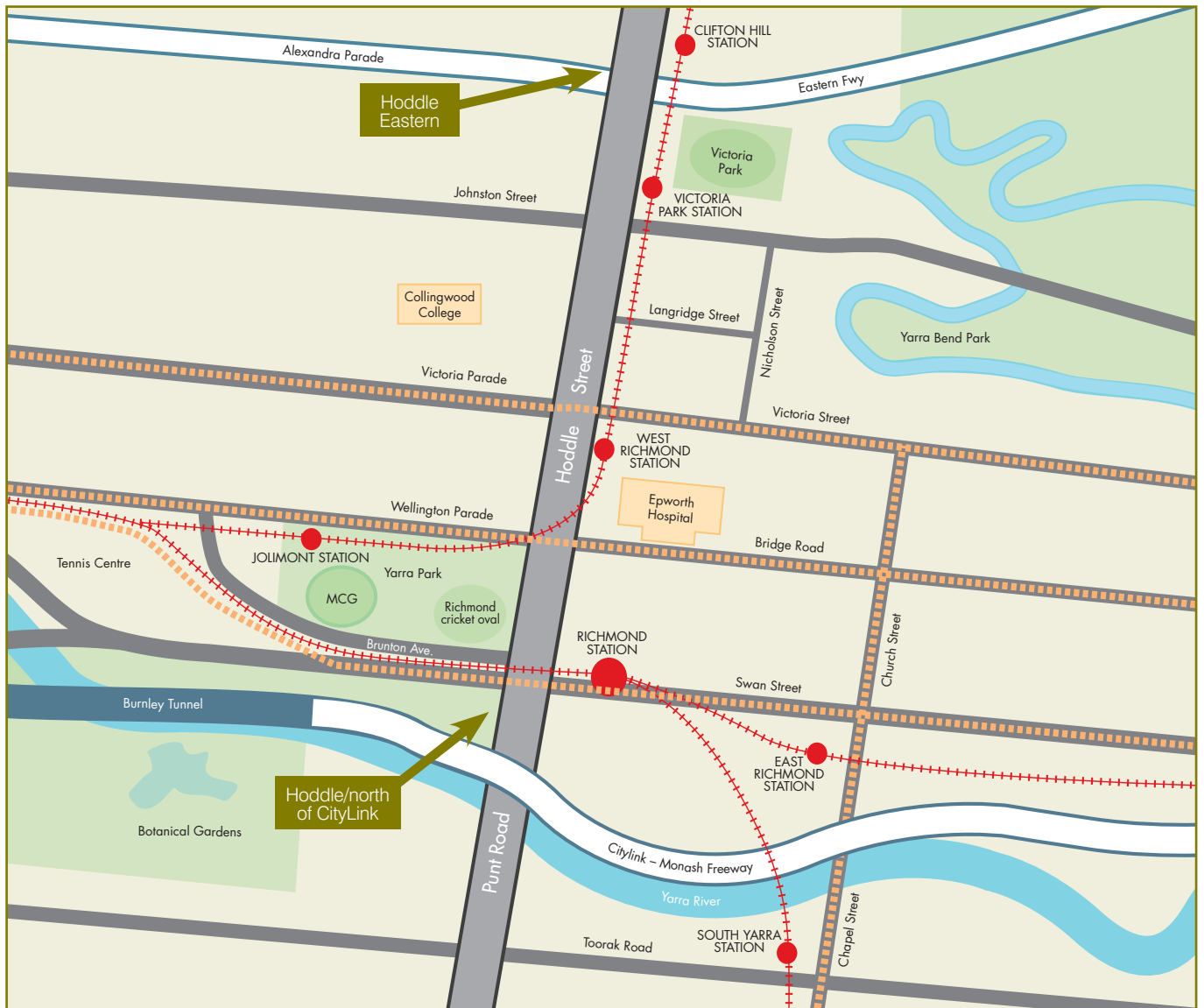
It is proposed that the extent of the study is as outlined below:

### Detailed investigation

It is proposed that the detailed investigation of this study, as outlined on the attached map, be undertaken from just north of CityLink up to and including the Eastern Freeway.

### Broad extent (transport model)

It is proposed that the broad extent of the study examine the role of Hoddle Street within the context of the wider transport network from a transport model viewpoint.



## 6. Study phases

The project is proposed to be delivered in **3 broad phases**:

### Phase 1: Study definition and issues identification

- Define the role of Hoddle Street in the network
- Define study objectives and study area.
- Commence key stakeholder engagement.
- Identify major issues.

### Phase 2: Option development

- Undertake informative studies on key issues.
- Identify and develop broad options.
- Engage with stakeholders and seek community input.
- Preliminary high level assessment of options.
- Develop and refine specific options.
- Develop concept alignments and undertake detailed investigation.
- Evaluate specific options taking into account expert advice and community / stakeholder feedback.
- Finalise expert reports on the range of issues.

### Phase 3: Feasibility report development

- Prepare a feasibility report outlining a range of recommendations.

## 7. Consultation & communication

The consultation and communication framework for the study incorporates early and inclusive stakeholder engagement, as well as wider community participation so that the interests of stakeholders, transport users and the local community are taken into account during the investigation.

Key stakeholders will include representatives for the City of Yarra, City of Melbourne, community representatives, public transport operator and user groups, RACV and the Victorian Transport Association (VTA).

The study will involve the use of existing communication structures as well as the formation of new structures and processes to be used to engage key stakeholders, including the following:

- Stakeholder Advisory Group
- Study Thinktank

## The Stakeholder Advisory Group

The *Stakeholder Advisory Group* will be formed by invitation and will comprise people selected for their knowledge of the community, the project and its potential issues. This group will advise on their representative interest in the project, current and emerging issues, options under consideration and any public consultation issues.

It is intended that the stakeholder advisory group is formed following preliminary stakeholder engagement and will be comprised of the following stakeholders:

- City of Yarra
- City of Melbourne
- Local community representatives
- Public Transport Operator (tram)
- Bus Association of Victoria
- Public Transport Users Association
- Victorian Transport Association / TWU
- VECCI
- RACV
- Victorian Taxi Association
- Bicycle Victoria
- Victoria Walks

An independent chairperson is proposed to be appointed to chair the Stakeholder Advisory Group.

## Study Thinktank

It is proposed that a Hoddle Street Study *Thinktank* is formed during Phase 2. The group would include innovative thinkers, key stakeholders and experts from industry and educational institutions to review the study's progress and provide advice on the strategic options for more detailed investigation.

## Individual Agency Consultation

Interaction with other key projects in this area (eg DART, service authorities and other agencies) will be undertaken on an individual basis to identify shared project objectives and timeframes so as to better coordinate planning and study activities.

## Local Government Consultation

In addition to the *Stakeholder Advisory Group*, it is proposed to have regular discussions and input from local government on technical and operational matters in relation to the study.

## Consultation and Communication Methodology

### Phase 1:

- Conduct individual interviews and meetings with key stakeholder groups to identify key issues and establish mutually accepted communication frameworks.
- Form a Hoddle Street Study Stakeholder Advisory Group made up of key stakeholders and community members.
- Provide the general community with timely, accurate information about the study by:
  - updating the VTP and VicRoads websites to include the Advisory Group's formation and objectives;
  - providing community feedback opportunities both online and via 'drop-in' boxes at key community locations; and
  - respond to all queries as they arise.

### Phase 2:

- Conduct a well-planned Hoddle Street Study *Thinktank* attended by previously identified internal and external stakeholders, facilitated by a neutral, qualified facilitator to consider issues and options.
- Conduct a series of public information sessions on the issues and options.
- Collate a study information kit to provide to key media and post on the VicRoads/Hoddle Street and VTP websites.
- Prepare appropriate responses to the media and community.
- Update website content.
- Manage ongoing Stakeholder Advisory Group meetings.
- Integrate consultation and community information into detailed options development.

### Phase 3:

- Collate information and feedback from stakeholders, the community and advisory group meetings.
- Integrate consultation and community information into the feasibility report development.

## 8. Project deliverables

The key project deliverable is the development of a feasibility report that provides recommendations to Government for integrated transport solutions, including an assessment of how best to minimise implementation impacts.

## 9. Governance

### Responsibility for the Project lies with VicRoads.

A Government Agency and Liaison Group will be set up to facilitate resolution of cross portfolio issues, and will include representatives from VicRoads, Department of Transport (Integrated Transport Planning and Public Transport Division), and Department of Planning and Community Development.

## Inner Melbourne Action Plan

### Briefing Paper

#### Action 5.2 Affordable Housing - Overlay (Inclusionary Zoning) Proposal

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#### Purpose

1. To update the Committee and agree a strategy to further progress the proposal for an Affordable Housing Overlay with the State Government.

#### Background

2. The development of a model Affordable Housing Overlay for application through the Victorian planning system is a key IMAP initiative which seeks to identify new funding sources and build the capacity of housing associations to increase the supply of affordable housing across the region.
3. This initiative, led by City of Port Phillip, has been progressed through three working groups (Housing Needs and Targets, Planning Mechanisms and Delivery Mechanisms) with representation across the 4 IMAP Councils, Department of Planning and Community Development (DPCD), Department Human Services (DHS) and Office of Housing (OoH).
4. **Key outcomes** of the project to date are:
  - a) The development of a Model Planning Overlay, informed by work undertaken by SGS Economics and Planning.
  - b) A report by Biruu Australia providing a peer review of the SGS modelling and investigating the economic impact of an Affordable Housing Overlay on development activity. The findings confirmed the fundamentals of the modelling, fine tuned it and suggested no material economic/market impact.
  - c) Establishment of the Housing In Victoria website in February 2008, funded by a \$100,000 Department of Victorian Communities grant, which provides an interactive database to inform the identification of housing needs and targets.
5. The IMAP Committee (during 2008/9) adopted 10 Principles as a basis for negotiations, advocacy strategies to progress the Overlay with the State and Commonwealth Governments, and supported the pursuit of site specific initiatives to achieve affordable housing contributions on large sites.
6. Advocacy to the State Government has included:
  - Correspondence to Ministers Madden and Wynne outlining the proposal and seeking further, joint investigation with the State Government under a Business Case or other arrangement (July 2008).
  - A subsequent deputation, which briefed Ministers Madden and Wynne on the proposal at Parliament House (September 2008) followed by a letter responding to issues raised (Nov.2008).
  - Correspondence to the Premier seeking the capacity for planning mechanisms such as inclusionary zoning to be incorporated into the forthcoming Victorian Integrated Housing Strategy (September 2009).
7. Advocacy to the Commonwealth Government has included:
  - Correspondence to the Commonwealth Minister for Housing, Tanya Plibersek, seeking the capacity for planning mechanisms such as inclusionary zoning to be incorporated into the next version of the National Affordable Housing Agreement (NAHA) and requesting a meeting (September 2009).
  - Meeting with Minister Plibersek (9 March 2010) to present a case for planning mechanisms and the proposed Overlay, attended by The Mayor, General Manager Environment & Planning and Housing Development Officer from the City of Port Phillip on behalf of IMAP.

**Project Team:** Gary Spivak CoPP, Katrina Terjung CoPP, Karen Watson CoS, Lisa Stafford CoS, Belinda Dale CoS, Nadine Robinson CoM, Nanette Mitchell CoM, Robyn Hellman CoM, Anne Emery CoY, Bruce Phillips CoY, Sherry Hopkins CoY, John Timmer Housing Choices Aust.

**Report prepared by:** Gary Spivak, Team Leader

8. Two attempts to introduce site specific requirements have been made but not supported by the State Government (AMCOR site in City of Yarra - sought 4% units to be affordable; City Road site in City of Port Phillip - sought cash contribution based on 5.9% of floor space).

#### **Current status**

9. The State Government has not indicated support for the proposed overlay or other planning mechanisms, either through a direct response to IMAP or through the Victorian Integrated Housing Strategy (released in March 2010).
10. The Commonwealth Housing Minister has expressed interest in (but not yet committed to) the capacity for planning mechanisms for affordable housing under the next National Affordable Housing Agreement (due in 2013). However, other discussions at the time endorsed the value of engagement with development industry peak bodies to find a means to encourage them as conditional supporters. This would be further to the previous IMAP consultation held with a forum of individual developers.

#### **Proposed future strategy**

11. Additional engagement with the development industry is recommended as a basis to then further advocate to the State and Commonwealth Governments. This should focus on expanded investigation of planning incentives (an element already reflected in the IMAP model based on the SGS Economics and Planning studies in 2004 and 2007). These incentives would be aimed at giving developers greater development certainty without compromising other planning objectives. Incentives could include:
  - Fast tracking development applications through the allocation of dedicated statutory planning resources.
  - Car parking dispensations for affordable housing.
  - Clear identification of sites suitable for affordable housing and higher density residential development, eg. as currently being undertaken through activity centre structure plans.
12. The following actions are proposed:
  - a) Further investigate suitable planning incentives including those outlined in section 11 that may assist with obtaining conditional support from one or more development industry peak bodies, including undertaking discussions / consultation with such groups.
  - b) Report back to the IMAP Committee meeting in November 2010 with recommended incentives and a strategy for further engagement with the development industry and the State and Commonwealth Governments.

#### **Recommendation**

13. That the IMAP Implementation Committee resolve to:
  - (a) Support the proposed implementation actions as outlined in section 12 above.

**IMAP Implementation Committee****Briefing Paper****Action 10.1 Regional Open Space and Trail Network**

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**Purpose**

1. To update the IMAP implementation Committee on the progress of Action 10.1

**Background**

2. The open space framework for the Inner Melbourne Region identified potential opportunities for improved linkages between existing open space, identified gaps in the existing open space network and barriers to future expansion of the network.
3. Each Council has developed or is in the process of developing an open space or public realm strategy that details the attributes and current uses of existing open space and the network of streets and trails that connect them. These documents also identify potential sources of additional open space which may be freehold land or land managed on behalf of the Crown by other agencies.
4. Improvements to the open space network are not limited to parks, but will include pedestrian and cycle links along road reserves and better use of linear trails along railway reserves, waterways and Port Phillip Bay.

**Key Issues**

5. Improvements to the regional open space network will require collaboration between the IMAP Councils, the Department of Transport (DoT) and Department of Sustainability and Environment (DSE) at a State Government level and statutory bodies such as Parks Victoria, Melbourne Water and VicTrack.
6. Since the last report to the Committee, all Councils have engaged with Parks Victoria as part of its review of the Linking People and Spaces strategy. First prepared in 2002, this document identified gaps in Melbourne's open space network and is to be updated and presented to the Minister for the Environment and Climate Change, Gavin Jennings MLC, in late 2010. A draft document is expected for release and comment in July 2010.
7. The Victorian Environmental Assessment Council (VEAC) is currently undertaking an investigation in metropolitan Melbourne to identify and assess the uses, resources and conditions, values and management of Crown land and public authority land. The investigation will also report on the contribution of both Crown land and public authority land to Melbourne's liveability. Councils have been asked to contribute to the investigation before VEAC releases a discussion paper for public comment in 2010. A final report is due in May 2011.
8. Future use of land managed by VicTrack has been identified as a significant opportunity to improve the movement of pedestrians and cyclists between existing open spaces in addition to improving underutilised railway land for use as open space. The VicTrack IMAP Rail Corridor Strategic Plan states that it is desirable for surplus land be "used to deliver relevant and realistic local, state and federal planning and community initiatives" - including open space linkages and parklands. Investigation into the use of railway reserves as linear corridors for open space and new trails should continue with the involvement of VicTrack.
9. Previous experience by IMAP Councils with officers at VicTrack has not resulted in any strategic partnerships and progress on this level has been limited to those initiatives that have had Ministerial involvement or leadership by senior bureaucrats from within the Department of

Transport. This is in direct contrast to the experiences with Melbourne Water, DSE and Parks Victoria, where these organisations actively offer leadership, engagement and participation in open space planning and strategic initiatives.

10. Purchase of land affected by a Public Acquisition Overlay by the Crown remains limited to purchase via negotiation with the vendor if and when a parcel of land is put up for sale. As such, acquisition of land for benefit of public open space, linear trail networks or environmental purposes remains a rarity.
11. Where the development of new, smaller public open spaces have been identified, the competition between parks and car parking spaces has been identified as one of the key challenges in an inner urban environment.
12. Water Sensitive Urban Design and Stormwater Harvesting opportunities enable the “greening” of urban spaces without consuming large footprints. With financial support available from Melbourne Water, such projects offer an additional funding source linked to the improvement of public open spaces.

### Discussion

13. The review of the Linking People and Spaces strategy by Parks Victoria offers a significant opportunity to provide a single, coherent document to the Minister that accurately reflects the recommendations of each Council’s Open Space/Public Realm Strategies. While still in development, the document will consider alternative land acquisition processes – including compulsory acquisition – and funding opportunities.
14. Management of shared pathways remains a challenge and an opportunity. Capital improvements to the trail network has encouraged new users onto these trails but has brought on a potential conflict among users. The opportunity to distinguish between “greenways” for recreational cyclists and “speedways” for commuter cyclists needs to be considered further particularly along the Bay Trail and the Main Yarra Trail.
15. Earlier planning around pathways and the open space network has resulted in the establishment of a new pathway link across the Merri Creek through a partnership between the City of Yarra, Melbourne Water, the DoT and the City of Darebin.
16. The Draft City of Stonnington Public Realm Strategy has been displayed for public comment and will be put to Council for endorsement in 2010.
17. The State Government recently announced funding of \$2.5M to construct a new pathway crossing of the Yarra River in Abbotsford. Parks Victoria has indicated that it will manage and fund the project directly.
18. Parks Victoria has commenced detailed project planning for the proposed Darebin Creek Trail and will be establishing a project team in May/June 2010.

### Recommendation

19. That the IMAP Implementation Committee resolves to:
  - (a) note the development of the IMAP Action 10.1

## Inner Melbourne Action Plan

### Briefing Paper

#### Action 2.5 Bicycle Network

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##### Purpose

1. To respond to the Committee's request to clarify the gaps remaining in the Bicycle Network and to advise how Capital Works priorities are established.

##### Background

2. At the IMAP Implementation Committee meeting on 19 February 2010 the Committee resolved:

*That the IMAP Implementation Committee resolves to:*

- a. **note** the update on Action 2.5
  - b. **request** that the working party bring back a map showing the gaps in the bicycle network and the current priorities for addressing these.
3. This paper is in response to *part b.* and provides the background on how the capital works priorities for the bicycle network have been established.

##### Discussion

4. IMAP Action 2.3 Bike Network Legibility set up the initial programme of works through its recommendations on the bicycle network through the work commissioned from Bicycle Victoria. As few of the current IMAP Implementation Committee were members at that time, the final report of the Action 2.3 Working Group [reported to IMAP on 28 February 2008] is attached for background information.
5. IMAP Action 2.5 Bicycle Network is now implementing this programme through individual Council's annual capital works programmes. The update on progress with these works was provided at the last meeting.
6. The Action 2.5 Working party members will be present at the IMAP Implementation Committee meeting on 28 May to provide a further update and to respond to questions on the priorities set in this paper.
7. See also the attached news article from Sydney regarding economic benefits associated with inner-city bike networks – for information.

##### Recommendation

8. For Noting.

*Attachments:*     11a Action 2.3 Bicycle Network Legibility – Final report, 28 February 2008  
                         11b Bicycle Victoria's Review of the Priority Bike Route Network for IMAP  
                         11c News Article: "Benefits of bike network far outweigh cost, says study"  
                         Sydney Morning Herald May 14<sup>th</sup>, 2010



**Inner Melbourne Action Plan**  
**IMAP Action 2.3 – Bicycle Network Legibility**  
**Final Report**

## **Background**

The initial aim of Action 2.3 was to improve the legibility of the IMAP bicycle network through the adoption of uniform techniques for marking bicycle lanes and paths and the completion of gaps in the existing bicycle network in the IMAP area. However, during the project it became clear that much of this work was done or in existing capital works programs. It was determined that the more important thing to do, to improve the bicycle network and stimulate more cycling in Inner Melbourne, is to improve the quality of bicycle routes so that the network becomes much more like the separated, on-road bicycle networks of leading European cities. In some cases improvements to existing routes will make a greater contribution to encouraging more cycling than completing gaps.

During the completion of this Action, the project team addressed the questions of what will the future IMAP bicycle network look like, how will we decide which routes will be the highest priorities to improve, what sort of improvements will we seek and what other things will we need to do to support this process.

## **Key outcomes**

This section details the key outcomes of Action 2.3.

### **A. Agreement on IMAP bicycle network**

A key outcome has been the development of a plan for an IMAP bicycle network. In the IMAP area, this network effectively replaces Melbourne's Principal Bicycle Network (PBN) which was drawn up in the early 1990s. It also changes our understanding of what a bicycle network for Melbourne should be. The Principal Bicycle Network (PBN) was envisaged to be a network largely made up of white lines on main roads marking bicycle lanes and wide kerbside lanes. These mostly low-cost facilities which can be installed without much impact on other road users have helped stimulate bicycle use to the current level. These types of facilities will continue to be widely used by cyclists.

However, in order to achieve the cycling goals of IMAP and those of its member Councils, a separated, on-road bicycle network similar to that of leading European cities is required. The IMAP Bicycle Network is the 'first cut' at describing this network and selecting the routes that will be on it. Much work remains in developing the designs that will build it and gaining the support to make it happen.

The IMAP Bicycle Network is a hierarchy of Priority Routes, Support Routes, Local Routes and Quiet Local Streets. This hierarchy is similar to the hierarchy used to plan road networks with freeways, main roads, collector roads and local streets.

The plan suggests that Priority Routes are expected to shoulder the task of transporting the largest number of cyclists and thus are expected to offer the highest level of service to cyclists. Hence they would attract the lion's share of investment. High levels of service would be provided by wider lanes, separated lanes, coloured lanes, priority at signals and other engineering treatments common to priority routes in European cities.

The attached network report, "Bicycle Victoria's Review of the Priority Bike Route Network for IMAP" (January 2008), details how decisions were made regarding which routes should be Priority Routes. Some of the key criteria were that the routes should cross Council boundaries (and be viable main cycling routes once they have left IMAP boundaries), should have the potential to become main cycling corridors and generally have attracted enough users today to indicate future potential.

Like the road network, the IMAP bicycle network will remain a living document which can be changed and improved based on changes to life in Melbourne. For example, some bicycle routes may not attract as many riders as currently predicted and may lose their status as Priority Routes. Some Support Routes may be promoted to Priority Route status. Changes to land uses, new developments or new technologies may open up new opportunities for bicycle routes.

The development of the IMAP Bicycle Network will have a significant impact on the direction of IMAP Action 2.5 (Bicycle Network). Currently this Action is about completing the PBN in the IMAP area. The clear findings of Action 2.3 are that completing the PBN will not be enough to stimulate the level of cycling growth that the IMAP councils are seeking. The project finds that the IMAP Councils would be better served by investing in a coordinated way in the priority routes described in the IMAP bicycle network. Some of these are on the PBN.

It is also proposed for Action 2.5 that, for the reasons outlined above, the concept of “completing” the network is discarded. The IMAP bicycle network will remain a work in progress for many years to come just like the existing road, rail, tram and pedestrian networks.

#### B. Super Tuesday count program begun

During the project, the IMAP Councils, in cooperation with Bicycle Victoria, organised a bicycle count at more than 100 locations throughout the IMAP area from 7am to 9am on Tuesday 6 March 2007. This was the first time such a large count had been coordinated across so many sites in Australia. It allows sites to be compared against each other to see how each is performing in attracting riders.

The success of this count has attracted other councils. The 2008 Super Tuesday count will include more than 250 sites and more than 12 participating councils.

The completion of the 2007 Super Tuesday count has helped the project team to realise that the construction of a high quality, sophisticated cycling network will need to be based on significantly more data than is currently available.

This data could include information, such as:

- where cyclists want to travel,
- how comfortable they feel using various different types of facilities,
- how satisfied they are with different facilities,
- which facilities make the greatest contribution to improving safety

As the IMAP Bicycle Network develops, there is likely to be increased competition for roads space among a variety of users including the different modes and especially related to the use of roads space for parking. There will need to be more data and information gathered on the economic value of parking spaces and the circumstances under which parking spaces can be removed or relocated.

It is also clear that the expected significantly greater investment that will be required to construct Priority Routes will be subject to greater scrutiny and based much more on evidence. Improvements to a specific route will need to be cost-effective investments that provide the greatest possible return in terms of attracting cyclists and stimulating cycling. There is currently relatively little information on the cost-effectiveness of different types of bicycle treatments in different locations.

#### C. Discussions with stakeholders and partners

The project team held a meeting on 6 December 2007 to present the IMAP Bicycle Network to key stakeholders who will play a significant role in its implementation. Those invited included staff from VicRoads, Parks Victoria, Department of Infrastructure, traffic design consultants, IMAP Councils, IMAP Action 2.3 project team and staff from neighbouring councils.

This meeting began the process of disseminating information about the IMAP Bicycle Network to stakeholders to ensure that the network is taken into account when other development occurs and to take advantage of various opportunities to develop the network.

This process of dissemination will need to be significantly enhanced to ensure the IMAP Bicycle Network is embedded in the future plans and policies of various stakeholders.

#### D. Capacity building

The 6 December 2007 stakeholders' meeting was a watershed in understanding that the delivery of the IMAP Bicycle Network will require significant changes in current practice for most stakeholders. For example, currently available engineering design standards and guidelines for bicycle facilities in Australia do not meet the requirements of a separated bicycle network. New engineering guidelines will need to be developed and IMAP Councils will need to take the lead on this issue.

Examples of current innovative bicycle lane design in the IMAP region include:

- the separated bicycle lanes on Swanston Street in the City of Melbourne are an example of developing a facility which could become the basis for a new design guideline. However, given its very high cost and applicability only on wide roads, the Swanston Street model is only one of many types of facilities that will be needed to build the IMAP Bicycle Network.
- the use of "vibra-line" to separate lanes in the City of Melbourne. Vibra-line has previously been used on high-speed country roads including freeways to alert drivers when they stray from their lane by creating a vibration in the vehicle by using raised bars of road-marking material.
- the VicRoads proposal for cycle-only traffic signals at the intersection of Napier and Johnston Streets in Fitzroy,
- the narrow central vehicle lane design shared by vehicles going in both directions with bicycle lanes on Napier Street Fitzroy,
- the new separated bicycle lane on Cecil Street outside the South Melbourne market; and
- the proposal for full-length green bicycle lanes with advance signals for cyclists on Langridge Street in Collingwood.

Bicycle Victoria has recently begun a study into the different types of separation devices that could be used to enhance bicycle lanes in cases where there is limited roads space available (unlike Swanston Street). The results of this work will be shared among the IMAP councils and others.

There needs to be a significantly greater level of information sharing among IMAP and neighbouring Councils on techniques and facilities that are successful in constructing the IMAP Bicycle Network. Previously the level of information sharing has been sporadic. Many of those present at the 6 December 2007 meeting agreed to continue to participate in future similar meetings to share ideas and concepts for improving bicycle infrastructure.

It became clear during the 6 December meeting that the IMAP Councils and other organisations will need to take the lead on developing new specifications and designs for treatments to improve bicycle separation. City of Melbourne has already done this with the Swanston Street separation treatment and the use of vibra-line for separation. However the Swanston treatment is only one way to deliver separation and was relatively expensive.

#### E. Immediate cycle network improvements

The attached report "Bicycle Victoria's Review of the Priority Bike Route Network for IMAP" outlines some sections of the IMAP Bicycle Network that can be completed relatively quickly in each of the IMAP municipalities in section 4.3. IMAP councils should consider these improvements during capital works planning for 2008 - 2009.

#### F. Completed cycle network improvements

During the work of Action 2.3, the IMAP Councils continued to expand their bicycle networks. The following facilities were constructed during the last year.

#### **Melbourne**

- Wellington Parade South - Bicycle Lane - between Jolimont Road and Clarendon Street- providing a continuous link between Spring Street/Flinders Street and Hoddle Street (Municipal boundary to east ) and Victoria Parade/Powlett Street ( Municipal boundary to the north)
- Oak Street -shared path and Manningham Street- bicycle lane connecting City Link/ Moonee Ponds Creek path to Park Street (Municipal Boundary) and the City Trail.

- Macaulay Road -bicycle lanes -between Epsom Road and Boundary Road providing a continuous link from Macaulay Road , North Melbourne and Epsom Road (Municipal boundary)
- Elgin Street - reduce wide bluestone channel - west of Lygon Street- improving link from Nicholson Street ( Municipal boundary ) to the University of Melbourne.
- Swanston Street - Copenhagen Treatment- between Victoria Street and Faraday Street.
- Swanston Street - bicycle lanes between Elgin Street and Cemetery Road East
- Spring Street -bicycle lanes - between Wellington Parade and Albert Street
- Faraday Street/Swanston Street/University of Melbourne - bicycle/pedestrian separation footpath extension
- Franklin/Queen Street Roundabout - Green annulus bicycle lane
- Gisborne Street green bicycle lane
- City Streets past platform tram stops - green bicycle lanes
- Capital city Trail -\$20,000 of linemarking and directional signage
- 100 bicycle hoops installed

### **City of Port Phillip**

- Improvements to Beach Road Stage 3
- Upgrade of Foreshore Promenade (Bay Trail)

### **City of Stonnington**

- City of Stonnington allocated \$70,000 for 2007/08 for on-road improvements to its bicycle network. Locations for these improvements are to be resolved.

### **City of Yarra**

- Design completed for Napier Street bicycle only signals for VicRoads bid for 2008/09 construction
- Design begun for Langridge Street bicycle lane upgrade for VicRoads bid for 2008/09 construction
- Design options completed for removal of Gipps Street steps on Main Yarra Trail in Collingwood
- Design options completed for upgrade of Merri Creek trail in North Fitzroy
- New bicycle lanes on Langridge Street, Collingwood on the approach and departure of Hoddle Street both east and west sides
- New bicycle lanes on St Georges Road, Edinburgh Gardens to Nicholson Street North Fitzroy
- New bicycle lanes on Highett Street Richmond, Church Street to Muir Street, including bicycle right hand turn lane to Lennox Street
- New bicycle lanes on Rushall Crescent North Fitzroy from Queens Parade to Park Street.
- New bicycle lanes on Napier Street Fitzroy, Moor Street to Johnston Street using new narrow central vehicle lane design shared by vehicles going in both directions with bicycle lanes
- New contra flow bicycle lanes on Lee Street North Carlton
- New contra flow bicycle lanes on Church Street, North Fitzroy
- New contra flow bicycle lanes on Moor Street, Fitzroy
- New ramps cut through tram barrier on Nicholson Street Fitzroy and North Fitzroy to facilitate cyclists crossing this main road
- New ramp on Curtain Street through the Canning Street road closure

### **Conclusion**

In conclusion, five key areas of action were undertaken or identified by the IMAP Action 2.3 Bicycle Network Legibility working group.

1. The identification and agreement of a new priority bike route network for the inner region as described in the attached paper: "Bicycle Victoria's Review of the Priority Bike Route Network for IMAP" and identified network gaps that can be rapidly addressed.
2. That the new project team which will deliver Action 2.5 should re-evaluate the Action in the light of the results of Action 2.3. The focus of Action 2.5 should be on making the IMAP Bicycle Network a reality and boosting the level of cycling in inner Melbourne as quickly as possible. Key sub-tasks are likely to be prioritising the routes to be constructed, coordinating these across council boundaries and deciding on appropriate design treatments.
3. That the IMAP Councils should continue the Super Tuesday bicycle counts as an annual project, expand and develop the concept with neighbouring Councils, disseminate the concept widely and pursue other opportunities to gather more empirical evidence about cyclist numbers.

4. That the IMAP Councils should consider setting up a formal structure to guide the development of the IMAP Bicycle Network, including processes for reporting on progress, highlighting achievements and building local capacity. This structure could include senior staff representatives of IMAP Councils and provide for regular, formal interactions with senior staff from VicRoads, Department of Infrastructure, Parks Victoria and Bicycle Victoria.
5. That the IMAP Councils should commit to a program of improving the quality and amount of data and research on cycling in Melbourne as well as designs for bicycle facilities and sharing that information as widely as possible throughout IMAP Councils, the wider transport community and the general community.

### Recommendations

That the IMAP Implementation Committee resolves to:

- (a) **Adopt** the IMAP Bicycle Network as described in "Bicycle Victoria's Review of the Priority Bike Route Network for IMAP" (January 2008);
- (b) **Agree** that the Action 2.5 working group re-evaluate the scope of Action 2.5 to reflect the needs identified in Action 2.3;
- (c) **Agree** to continue to support the 'Super Tuesday' bicycle counts;
- (d) **Support** the development a formal structure to guide the development of the IMAP Bicycle Network, including processes for reporting on progress, highlighting achievements and building local capacity;
- (e) **Support** the development of a program of improving the quality and amount of data and research on cycling in Melbourne, including bicycle facilities design and information sharing.

## Benefits of bike network far outweigh cost, says study

Matthew Moore URBAN AFFAIRS EDITOR

May 14, 2010 - 9:15AM

AN INNER-CITY network of bike paths would deliver economic benefits more than triple the cost of building it, according to the first full economic appraisal of cycleways in Australia.

The report, commissioned by the City of Sydney and to be released today, says the 293-kilometre network proposed by 15 councils would deliver \$506 million in economic benefits to the community over 30 years, \$3.88 for every dollar spent.

The report, produced by the economic research firm AECOM, seeks to quantify the cost and likely benefits of building 160 kilometres of cycleways separated from general traffic and a further 70 kilometres of shared paths running from Kogarah to Chatswood and from Watsons Bay to Rhodes.

Even if building costs were higher than expected, the benefits of the network would far outweigh the costs, with quicker trips delivering savings of \$211 million, or 30.9 per cent of the total, health benefits after deductions for injuries estimated at \$147 million and decongestion benefits at \$98 million, the report says.

It says one of the biggest economic benefits would come from improved "journey ambience", or cycling free from the fear of being hit by cars, a pleasure it says is worth \$139 million, or nearly 20 per cent of all savings.

AECOM's principal economist, Katie Feeney, who is one of the report's authors, said the "journey ambience" benefit was an attempt to put a value on an economic benefit that was hard to quantify and was calculated by working out what people would be prepared to pay for the improved experience.

"It's best practice internationally to assign a value to the improved travelling experience of separated cycleways," Ms Feeney said.

Even if the benefits of improved ambience were removed, there were still substantial economic advantages to building the network, the study says. It estimates there would be a 52 per cent increase in bike trips by 2016 and a 71 per cent rise by 2026.

While substantial, this would still fall well short of the NSW government's State Plan target of 5 per cent of all trips to be made by bike by 2016. To meet that target, further improvements on top of the network would be needed, such as a bike-hire scheme and bike-storage facilities at destinations, the study says.

The lord mayor of Sydney, Clover Moore, commissioned the study in an attempt to convince the federal government of the economic benefits of funding the network.

Its \$179 million estimated cost is on top of the \$76 million the council is spending building 200 kilometres of cycleways in the CBD and surrounding areas, money that Cr Moore said would be well spent.

"For the first time we have an evidence-based report that puts a real value on the health and lifestyle benefits of cycling," she said. "We are talking about people living longer, having less chronic diseases and having a better quality of life, just by getting on a bike."

*This story was found at: <http://www.smh.com.au/national/benefits-of-bike-network-far-outweigh-cost-says-study-20100513-v1u2.html>*

## **Inner Melbourne Action Plan**

### **Briefing Paper**

#### **Strategy 11 – Promote the Inner Melbourne Region as a tourism destination**

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##### **Purpose**

1. To present the IMAP Implementation Committee with the Strategic Plan developed by the IMAPTourism Working Group. A copy of the plan is attached outlining the three year strategic goals and outcomes, as well as actions for year one.

##### **Background**

2. The Tourism Working Group undertook the review after substantially completing actions 11.1 and 11.2 of the IMAP. The intention of the review was to clarify the purpose of the Working Group going forward, identify strategic goals and key projects and to develop an action plan.

##### **Discussion**

3. Based on the group's new purpose –To work collaboratively to strategically develop and position Inner Melbourne as a vibrant and welcoming destination – two strategic goals have been identified which relate to destination marketing and destination development. The goals are:
  - To showcase the personality of Inner Melbourne to maximise the benefits to the local community and economy
    - The desired outcome is that decision makers are fully aware and regularly updated with information which supports their campaigns and strategies
  - To identify and influence ways to make it easy for visitors to explore Inner Melbourne
    - The desired outcome is to clearly articulate travel corridors and ensure that tourism is represented on Inner Melbourne transport and planning agendas
4. Four specific projects have been identified, with a proposed budget allocated against each as well as key considerations, potential partners, time lines and measureable outcomes. The four projects are:
  - Ensure the long term sustainability of the Inner Melbourne map, including preserving the integrity of the map and investment considerations (budget \$10,000)
  - Review the current research program and investigate a new model to support Inner Melbourne tourism knowledge (budget \$10,000)
  - Increase the profile of Inner Melbourne by working to increase the level of Inner Melbourne tourism product regularly featured in marketing campaigns (budget \$20,000)
  - Develop a Tourism Infrastructure and Amenity plan to encourage targeted visitor dispersal making it easy for visitors to move around Inner Melbourne (budget \$40,000)
5. The strategic plan will be reviewed annually and the IMAP Implementation Committee will be provided with an annual progress report.
6. Through each Council's budget process the group has applied for funds totalling \$80,000. The allocation will be confirmed once the budget has been adopted by individual councils.

##### **Recommendation**

7. That the IMAP Implementation Committee approves the Strategic Plan for the Tourism Working Group
8. That the IMAP Implementation Committee approves the proposed project budget allocation.



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

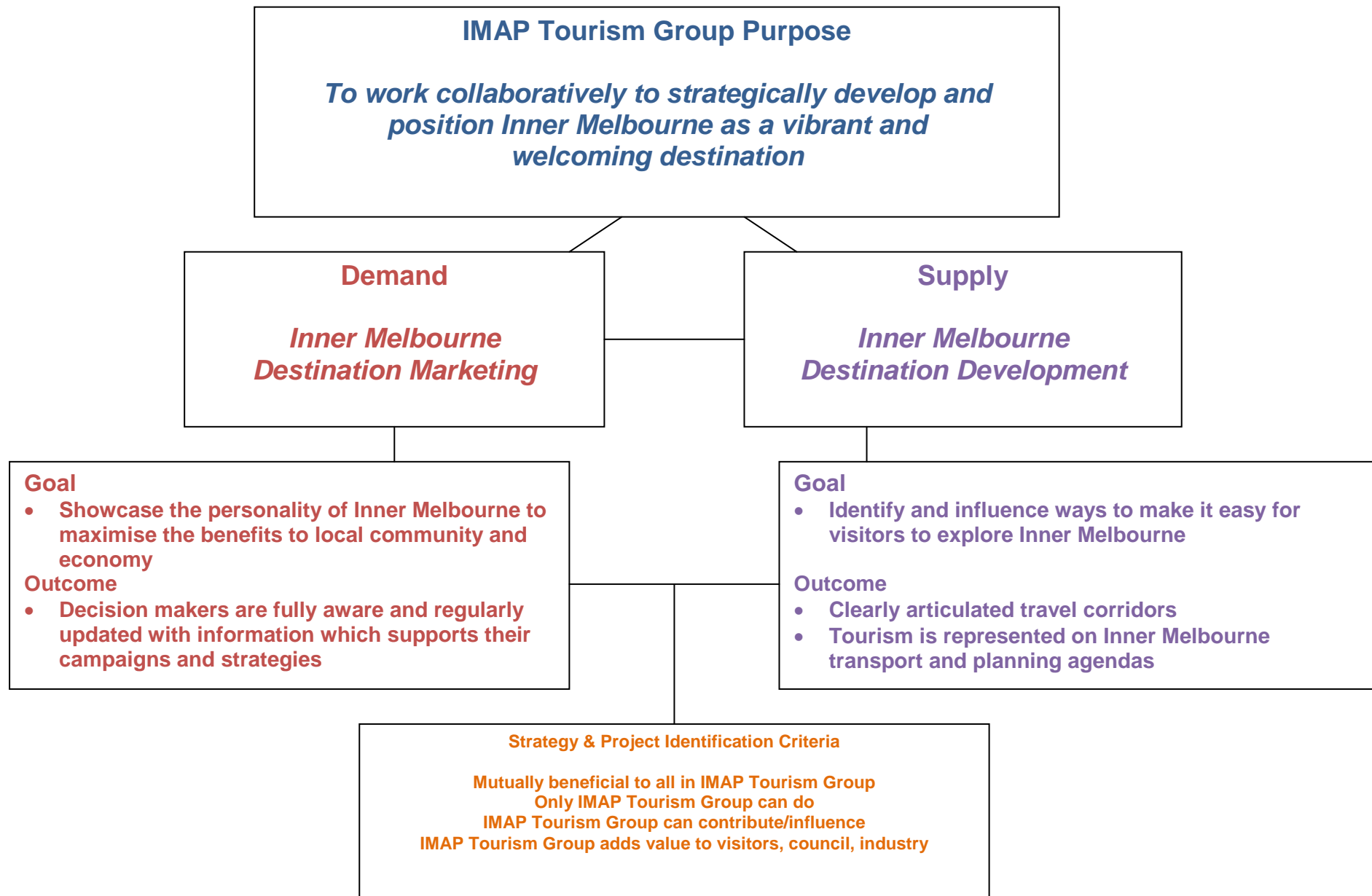


# **Inner Melbourne Action Plan (IMAP) Tourism Group**

## **Draft Strategic Plan 2010-2013**

### **Actions 2010-2011**





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## **Guiding Principles:**

The implementation of the strategic plan will be guided by:

- Ethical, responsible, sustainable tourism
- Aligning with national/state and community agendas
- Seeking to balance community needs with visitor expectations

## **Critical Factors for Success:**

Success in implementation of the strategic plan will be contingent upon the following:

- Working collaboratively as a group and in partnership with the Melbourne tourism industry
- IMAP Tourism Group members commit to attending regular meetings to share information, progress projects and receive updates on key projects from Melbourne tourism industry stakeholders
- IMAP tourism projects form part of individual group member's work plans
- Annual action plan and progress reports to be reviewed annually by the IMAP Implementation committee for approval and funding support

INNER MELBOURNE DESTINATION MARKETING							
<b>Goal</b> <ul style="list-style-type: none"> <li>• Showcase the personality of Inner Melbourne to maximise the benefits to local community and economy</li> </ul>				<b>3 Year Desired Outcomes</b> Decision makers are fully aware and regularly updated with information which supports their campaigns and strategies			
Strategy	Strategic Intent	Key Considerations	Lead Council	Resources	Timeline 2010/2011	Potential Partners	Measure
Inner Melbourne Map Brochure	Ensure the long term sustainability of the map, including preserving the integrity of the map and investment considerations	<ul style="list-style-type: none"> <li>• Review current licensing agreements and resolve ownership rights</li> <li>• Investigate potential partners</li> <li>• Transition map to partner/s</li> </ul>	CoPP	\$10,000	August 2010	Destination Melbourne  Yarra Trams  Other transport providers and industry stakeholders	Documented position and partnership agreements in place
Research Program	Review current research program and investigate new model to support Inner Melbourne tourism knowledge	<ul style="list-style-type: none"> <li>• Document research needs for Councils</li> <li>• Undertake a review of available, reliable data and identify gaps/opportunities</li> </ul>	CoY	\$10,000	December 2010	Tourism Victoria  Destination Melbourne  VECCI	A new research program that delivers reliable visitor and economic data for LGAs
Increase Inner Melbourne Profile	Inner Melbourne product is regularly featured in marketing campaigns	<ul style="list-style-type: none"> <li>• Review and document available opportunities</li> <li>• Develop a plan for leveraging from marketing opportunities</li> </ul>	CoPP	\$5000 (copywriting for Official Visitor Guides) \$15,000 for marketing initiatives	January 2011	Tourism Victoria  Destination Melbourne  Business Associations	Marketing Plan that outlines key markets, tactics and distribution

INNER MELBOURNE DESTINATION DEVELOPMENT							
<b>Goal</b> <ul style="list-style-type: none"> <li>Identify and influence ways to make it easy for visitors to explore Inner Melbourne</li> </ul>				<b>3 Year Desired Outcomes</b> <ul style="list-style-type: none"> <li>Clearly articulated travel corridors</li> <li>Tourism is represented on Inner Melbourne transport and planning agendas</li> </ul>			
Strategy	Strategic Intent	Key Considerations	Lead Council	Resources	Timeline 2010/2011	Potential Partners	Measure
Tourism Infrastructure & Amenity Plan	Encourage targeted visitor dispersal to make it easy for visitors to move around Inner Melbourne  Align with IMAP action 11.2	<ul style="list-style-type: none"> <li>Undertake desktop research</li> <li>Project brief developed and agreed</li> <li>Develop project plan and seek external funding</li> </ul>	CoM	\$40,000	June 2011	IMAP Executive Officer  IMAP Councils – urban designers, strategic and transport planners	Project brief developed for IMAP Committee Approval