



Inner Melbourne Action Plan
 'Making Melbourne More Liveable'



Minutes

Inner Melbourne Action Plan Implementation Committee

Meeting No 26

8.00 am – 10.00 am Friday 25 May 2012

City of Yarra

Meeting Room 1, Richmond Town Hall

Committee Members	Cr Geoff Barbour, Mayor, City of Yarra (Chair) Cr John Chandler, Mayor, City of Stonnington Cr Ken Ong, Chair Future Melbourne (Planning) Committee, City of Melbourne Mr Ivan Gilbert, Acting Chief Executive Officer, City of Yarra Ms Kay Rundle, Chief Executive Officer, City of Port Phillip Mr Warren Roberts, Chief Executive Officer, City of Stonnington Mr Geoff Lawler, Director City Planning & Infrastructure, City of Melbourne
Associate Partner Representatives	Mr Adrian Salmon, Assistant Director Statutory Approvals State Planning Services DPCD Ms Rebecca Collins, Director Transport Strategies, Department of Transport Mr Steve Booth, Director Melbourne Central VGBO, Dept of Business & Innovation Ms Patricia Liew, Regional Director, Metropolitan NW Region, VicRoads Cr John Cumming, Mayor, City of Maribyrnong Mr Vince Haining, Chief Executive Officer, City of Maribyrnong
IMAP	Ms Elissa McElroy, IMAP Executive Officer Ms Alexandra Moloney, IMAP Student Placement Officer
Guests	Mr Andrew Korr, Manager Tram & Bus Programs, Public Transport Victoria Mr Austin Ley, Manager City Research, City of Melbourne Ms Shireen Huda, Knowledge Melbourne Coordinator, City of Melbourne Ms Jan Jacklin, Manager Economic & Cultural Development, City of Stonnington Ms Debra Howe Coordinator Economic Development, City of Port Phillip Ms Jacqui Susan, Tourism Melbourne, City of Melbourne Ms Kirsten Nuez-Hombroek, Tourism Project Coordinator, Tourism Melbourne, CoM Mr Martin Ginnane, Melbourne Central VGBO, DBI (CoS contact) Mr Ian Woods, Melbourne Central VGBO, DBI (CoPP contact) Ms Libby O'Connor, Melbourne Central VGBO, DBI (CoM contact) Mr Robert Wolff, Economic Development Officer, City of Stonnington Mr Malcolm McCall, Community Planning Coordinator, City of Yarra Ms Tanya Athans, Senior Organisation Development Consultant, City of Melbourne Ms Sandra Wade, Manager City Strategy, City of Port Phillip

PRELIMINARIES

1.	Appointment of Chair 1.1 That the IMAP Implementation Committee resolves to appoint Cr Barbour as the Chair of the meeting. MOVED Ms RUNDLE / Mr Roberts A vote was taken and the MOTION was CARRIED
-----------	---

2	<p>Apologies and Introductions</p> <p>2.1 That the IMAP Implementation Committee resolve to note the following apologies:</p> <ul style="list-style-type: none"> Cr Rachel Powning, Mayor, City of Port Phillip Mr Rod Anderson, Group Manager Climate Change & Sustainability Services, DSE <p>MOVED Ms RUNDLE/ Cr Chandler A vote was taken and the MOTION was CARRIED</p> <p>The Chair welcomed the new members of the Committee: Ms Patricia Liew, Ms Rebecca Collins, Mr Steve Booth, & Mr Ivan Gilbert</p>
3.	<p>Suspension of City of Melbourne's Local Law No. 1 Conduct of Meetings (No 1 of 2001)</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> <p>MOVED Cr CHANDLER / Cr Ong A vote was taken and the MOTION was CARRIED</p>
4.	<p>Members Interest</p> <p>Disclosure by members of any conflict of interest in accordance with s.79 of the Act.</p> <ul style="list-style-type: none"> Ms Rundle noted her involvement on the DML Board (DML noted in Strategy 11 report- item 13.)

ITEMS

5.	<p>Confirmation of Minutes</p> <p>5.1 That the IMAP Implementation Committee resolves to confirm the minutes of the IMAP Implementation Committee No 25 held on 25 February 2012.</p> <p>MOVED Mr ROBERTS/ Mr Lawler A vote was taken and the MOTION was CARRIED</p>
6.	<p>Business Arising</p> <p>The Executive Officer advised that:</p> <ul style="list-style-type: none"> CoM's Cool Roofs Research paper and Urban Forest Strategy had been copied to IMAP Council executives and DSE for consideration. Following the VCGLR - IMAP meeting on 3 May, the Executive Officer was arranging a further staff meeting in 6 weeks at the Commission. Action 6.3 Working Party report on Definitions is to be forwarded for additional planning information. Melbourne Water reps confirmed to attend the next IMAP meeting Letter to Planning Minister due for sign off by IMAP elected reps. Melbourne Water approval received. IMAP ESD Factsheets were circulated for information <p>6.1 That the IMAP Implementation Committee resolves to note the actions undertaken in response to business arising from previous minutes.</p> <p>MOVED Cr ONG / Ms Rundle A vote was taken and the MOTION was CARRIED</p> <p><u>Correspondence: - Outwards</u> Media release – Green Growing Guide Launch(Action 9.4) Letter to Commissioner K Hamond – VCGLR</p> <p><i>Action: Executive Officer to arrange staff meeting with VCGLR Executive Officer to finalise and circulate letter to Planning Minister for signature</i></p>
7.	<p>IMAP Communication and Governance</p> <p>7.1 That the IMAP Implementation Committee resolve to note this Communications and Governance Briefing Paper</p> <p>MOVED Mr ROBERTS / Ms Rundle A vote was taken and the MOTION was CARRIED</p>

8.	<p>Financial Report</p> <p>Cr Ong queried the operating statement and lack of budget numbers to report against. The Executive Officer advised she will follow up with Finance Dept and report on project expenditure against budget to the next meeting.</p> <p>8.1 That the IMAP Implementation Committee resolves to receive the IMAP Financial Report for the period ending 31 March 2012.</p> <p>MOVED Cr ONG/ Ms Rundle A vote was taken and the MOTION was CARRIED</p> <p><i>Action: Executive Officer to bring forward a report on project expenditure against budget</i></p>
9.	<p>Progress Report</p> <p>The Executive Officer noted the report from Port Phillip on Action 2.5 was received but not included in the report in error and would be amended before publishing on the website. The brief for Action 3.5 has received 2 quotes and is due to be finalised.</p> <p>9.1 That the IMAP Implementation Committee resolves to note the IMAP Progress Report for May 2012.</p> <p>MOVED Mr ROBERTS / Ms Rundle A vote was taken and the MOTION was CARRIED</p> <p><i>Action: Executive Officer to update the progress report on the IMAP website.</i></p>
10.	<p>Presentation on Knowledge Melbourne Project</p> <p>Ms Shireen Huda, Knowledge Melbourne Coordinator (CoM) and Mr Austin Ley, Manager City Research (CoM) attended for this item. The promotion of Melbourne as a Knowledge City is one of the Councils key goals and a number of strategies are being developed:</p> <ul style="list-style-type: none"> - Melbourne Knowledge Week will occur in October 2012. The EOI has been released, closing in July. - A Reference Group has been established – ambassadors and others are available for advice - Establishing guidelines for a research program – trying to determine the key research activities the CoM want to undertake, focussed on the Council's agenda; not based on Universities approaching Council. <p><u>Discussion/Comments</u></p> <p>Mr Lawler noted the Student Placement Showcase went well last year as part of Melbourne Knowledge Week. He suggested IMAP should:</p> <ul style="list-style-type: none"> • continue to run this as a practical way that Councils can work with the universities, • this event can become a lynchpin around which the relationship with universities can develop, • the Showcase event continues to build on the IMAP brand. <p>10.1 That the IMAP Implementation Committee resolves to:</p> <ol style="list-style-type: none"> Note the work of the Knowledge Melbourne Project and Support the continuation of the Student Placement Showcase being run by IMAP as part of Melbourne Knowledge Week in October. <p>MOVED Cr ONG / Mr Gilbert A vote was taken and the MOTION was CARRIED</p> <p><i>Action: The Executive Officer to follow up with the Knowledge Melbourne Coordinator to schedule the Student Placement Showcase in October.</i></p>
11.	<p>Presentation on Tram Route 96</p> <p>Mr Andrew Korr, Manager Tram and Bus Programs (PTV) attended for this item and provided a power point update on the planned upgrades and replacement of tram stock along this route.</p> <ul style="list-style-type: none"> - Tram track replacement of 10km pa requires a 70 year cycle to cover all the network - Tram Route 96 will receive the new tram fleet because it is the busiest, covers areas of dwellings, businesses and stations which can leverage off the upgrade, will become a fully accessible route and is able to demonstrate the benefits of any improvements. <p><u>Discussion/Comments</u></p> <p>Regarding rationalisation of the network, Mr Korr noted PTV will consult on changes to stops. PTV may remove some kerbside stops where they can get a better replacement design.</p> <p>Regarding traffic U turns, Mr Korr noted the need to prioritise work on the network, new kerb treatments in Nicolson street and the lifted track in Spenser Street work well, and further improved designs are under consideration by transport engineers.</p> <p>The report was noted. The Chairman thanked Mr Korr for his attendance.</p>

12. Action 7.7 Universities and regional development

Ms Alex Moloney, IMAP Student Placement Officer attended for this item. She advised that :

- This is the final report for this initiative. The report details the actions taken under the 3 identified areas of work – Promote, Strengthen and Facilitate WIL. It has been a successful project and developed a number of deliverables.
- Work Integrated Learning (WIL) is termed “Student Placement” in the material developed for Councils.
- Each of the 4 IMAP Councils has developed a new Student Placement policy
- Student Placement material is now on websites, communicated to MAV and the Universities advised.
- There appears to be a greater awareness across Councils – more placements have occurred which are generally of a better quality. Councils have partnered on research activities and the Showcase is proposed to continue as part of Melbourne Knowledge Week.
- Key message is the advantage of aligning student recruitment with workforce planning to gain the greatest mutual benefit.
- A catalogue of 121 student placement opportunities has been developed focussed on Council work areas – this can be accessed on Council websites and the IMAP website.

Discussion/Comments

Regarding increases in student placements, Ms Moloney advised she had assisted about 10 placements during the year - the quality and benefit value of those placements had increased. An abstract has been accepted for the ACEN conference in October which explains to Universities how difficult they make the process.

Ms Rundle suggested the councils take on 2 universities each to maintain the information and networks. Mr Lawler noted there is no IMAP budget to continue this work; however staff could continue the student showcase, and advocate a consistent approach by universities. He requested that the Executive Officer report back with suggestions on how IMAP can keep the project moving.

Mr Ley endorsed Action 7.7's next steps through:

- regular updating of university student placement information on websites,
- running an annual Showcase and
- building on collaborative research where possible through involving university and student researchers.

The Committee thanked Ms Moloney for her work on the project.

12.1 That the IMAP Implementation Committee resolves to:

- a. **Accept** the final report for the Action 7.7 Work Integrated Learning Project and close out the project.
- b. **Maintain** the information base and annual showcase to continue the university networks/relationships.

MOVED Mr LAWLER / Cr Ong

A vote was taken and the MOTION was CARRIED

Action: The Executive Officer to come back to the Committee with suggestions on how to resource the Action 7.7 activities to keep this project current.

13. Strategy 11 Regional Tourism

Ms Rundle advised the Committee of her involvement with DML as a Board member. As no decisions were required relating to DML, Ms Rundle stayed in the meeting.

Ms Jan Jacklin, Manager Economic and Cultural Development (CoS) and Ms Debra Howe, Coordinator Economic Development (CoPP) attended for this item and provided an update on the work undertaken in year 2 of the 3-year Strategic Plan.

Ms Jacklin circulated copies of the updated Tourism map (which now includes PTV and Yarra Tram livery, bus and MYKI information), updating the Committee on the move to map licensing and digital applications, the recent Famil tour with Geelong Volunteers and advertising through Melbourne Style magazine/getaway package for promoting inner Melbourne.

Ms Howe noted IMAP's strategic positioning through the Cauthe conference, and sponsorship of the Tourism Excellence and Events (TEE) Conference (16 July), its watching brief on the CoM's Visitor Signage & Wayfinding project and MYKI Visitor Pass launch and planning for the final year of the Strategic plan.

Discussion/Comments

The Committee discussed the recent publicity arising from a comment on Page 16 of the report and agreed to remove the reference to MYKI for now, as it is premature to consider future applications of the card.

- 13.1 That the IMAP Implementation Committee resolves to
- Receive** the Progress Report (Year 2 2011/12) of the IMAP Tourism Work Group Strategic Plan 2010-2013;
 - Endorse** the project outcomes and expenditure as at May 2012; and
 - Delete** the 3rd dot point (page 16) under the visitor goal of the Strategic Plan relating to integration of MYKI with Council systems.

MOVED Cr CHANDLER / Mr Lawler

A vote was taken and the MOTION was CARRIED

14. Presentation: Update on the Melbourne Central VGBO, Department of Business & Innovation

Mr Steve Booth, Director and Mr Martin Ginnane, Senior Business Development Manager (Melbourne Central VGBO, DBI) attended for this item. Mr Booth introduced Ms Libby O'Connor and Mr Ian Woods who were also present at the meeting. Mr Booth gave a PowerPoint presentation on the Melbourne Central VGBO's role and noted:

- The Department's intent to engage with all businesses over 20 employees in the inner Melbourne region, focussed on looking at their particular needs e.g. locating office space, business planning, engaging internationally through trade missions, advising on the Victorian training guarantee.
- A number of sectors have not been dealt with before through DBI's business engagement.
- 6-9% of companies are responsible for 80% of jobs growth - these businesses need encouragement to grow.
- DBI is interested in working together /partnering with councils, sharing information on business needs
- Victoria is growing at the expense of the rest of the region, with businesses gravitating to the inner city
- Exponential business growth of inner Melbourne is not a well understood story.
- Interested in the Knowledge Melbourne project being run by CoM and in partnering in this effort as international education is an important area (Libby's area).
- Regional tourism – see the importance of selling inner Melbourne, and packaging the “Melbourne Experience” for overseas missions – highlighting tourism, the food and wine experience, international education, events etc – this has not been done by his department at this stage.

Martin Ginnane spoke of the retail sector:

- Interested in seeing how the IMAP Tourism Map promotes the retail centres
- Noted studies on the economic value of activity centres and the need for benchmarking – finding out what you have in your area. Important information in order to attract other investors, create hubs.
- Individual stores are coming into areas, tailored for the area, chains taking a local approach. Key is finding out what is here first.

Discussion/Comments

There was discussion on setting up an IMAP retail strategy, with reference to the work being undertaken by CoM on a Victoria Market Strategy and the current updating of the Melbourne Retail Strategy 2006:2012. Mr Booth noted the need for the IMAP Councils to negotiate with the City of Melbourne if the Inner Melbourne Region were to be included in the update of the Melbourne Retail Strategy.

It was agreed that further discussion between the Melbourne Central VGBO team and the IMAP Tourism group would be a useful way forward.

The Chairman thanked the team for their presentation.

Action: Executive Officer to arrange a meeting between the IMAP Tourism Group and the Melbourne Central VGBO team from DBI. Discussion to include a possible IMAP retail strategy.

15. Action 6.3 Conflict in Activity Centres

The Committee considered the report from the Executive Officer which provided an update on the meeting with the VCGLR. Mr Roberts noted that the discussion with VCGLR reinforced the need for Social Impact Assessments and partnerships with police. Cr Ong noted that more conflict is arising as residential developments get closer to existing live venues.

- 15.1 That the IMAP Implementation Committee resolves to
- Note** the outcome of the recent meeting with the VCGLR.
 - Engage** further with the VCGLR through key IMAP Council staff involved in liquor and gaming regulation meeting with key members of the Commission
 - Prepare** a submission to the Department of Justice on extending the freeze and addressing the variation in definitions.
 - Seek** VCGLR's support for IMAP's submission to the Department of Justice.

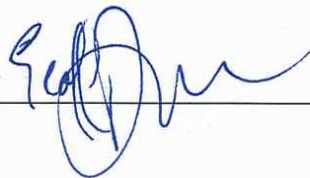
	<p>MOVED Ms RUNDLE / Cr Ong A vote was taken and the MOTION was CARRIED</p> <p><i>Action: Executive Officer to arrange meeting with VCGLR for Council staff to attend and to forward IMAP reports to VCGLR for information</i> <i>Executive Officer to arrange preparation of a submission to the Department of Justice on the freeze and seek changes to the definitions</i></p>
16.	<p>Action 5.3 Integrating Public Housing Estates</p> <p>Mr Malcolm McCall, Community Planning Coordinator (CoY) attended for this item. He noted the project was timely as the OoH had advised CoY they were releasing their social impact assessments to the public which will assist the consultant on this project. The Executive Officer advised there were sufficient funds available to accommodate the request for an increased budget.</p> <p>Cr Ong requested up to \$30K be approved with a consultant required to provide a detailed report on what the project is getting for this funding.</p> <p>Mr McCall noted more consultants are interested at this price, itemised quotes are required and the project will be restricted to \$30K. He advised the project will be reported back at the 31 August meeting.</p> <p>16.1 That the IMAP Implementation Committee resolves to</p> <ol style="list-style-type: none"> Approve an increase in the budget for Action 5.3 from \$15,000 up to \$30,000 to enable completion of this project, and Require a detailed report on expenditure items. <p>MOVED Cr CHANDLER / Cr Ong A vote was taken and the MOTION was CARRIED</p>
17.	<p>CONFIDENTIAL ITEMS</p> <p>Procedural Motion:</p> <p>17.1 That the IMAP Implementation Committee resolves to proceed into Confidential Business and the meeting be closed to the public as the matter to be considered falls within the ambit of Section 89 (2) (d) Contractual Matters of the Local Government Act 1989 (9.58am)</p> <p>MOVED Mr ROBERTS / Cr Chandler A vote was taken and the MOTION was CARRIED</p> <p>The Public were excluded for this part of the meeting.</p> <p>17.2 That the IMAP Implementation Committee resolves to confirm the Confidential minutes of the IMAP Implementation Committee meeting No. 25 held on 24 February 2012.</p> <p>MOVED Cr ONG / Mr Roberts A vote was taken and the MOTION was CARRIED</p> <p>There was no further business.</p> <p>Procedural Motion:</p> <p>17.3 That the IMAP Implementation Committee resolves that the meeting be re-opened to the public (10.03am)</p> <p>MOVED Cr ONG / Mr Roberts A vote was taken and the MOTION was CARRIED</p>

OTHER BUSINESS

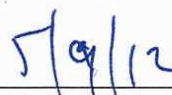
18.	<p>Other Business There was no other business</p> <p>Next Meeting Friday 31 August 2012 (8.00am) City of Melbourne</p> <p>The Meeting closed at 10.04am</p>
-----	--

IMAP Implementation Committee Meeting 25 May 2012 – Endorsement of Minutes

Chairperson: Cr Geoff Barbour



Date



RESOLUTIONS

- 1.1 That the IMAP Implementation Committee resolves to **appoint** Cr Barbour as the Chair of the meeting.
- 2.1 That the IMAP Implementation Committee resolve to **note** the following apologies:
 - Cr Rachel Powning, Mayor, City of Port Phillip
 - Mr Rod Anderson, Group Manager Climate Change & Sustainability Services, DSE
- 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
- 5.1 That the IMAP Implementation Committee resolves to **confirm** the minutes of the IMAP Implementation Committee No 25 held on 25 February 2012.
- 6.1 That the IMAP Implementation Committee resolves to **note** the actions undertaken in response to business arising from previous minutes.
- 7.1 That the IMAP Implementation Committee resolve to **note** this Communications and Governance Briefing Paper
- 8.1 That the IMAP Implementation Committee resolves to **receive** the IMAP Financial Report for the period ending 31 March 2012.
- 9.1 That the IMAP Implementation Committee resolves to **note** the IMAP Progress Report for May 2012.
- 10.1 That the IMAP Implementation Committee resolves to:
 - a. **Note** the work of the Knowledge Melbourne Project and
 - b. **Support** the continuation of the Student Placement Showcase being run by IMAP as part of Melbourne Knowledge Week in October.
- 12.1 That the IMAP Implementation Committee resolves to:
 - a. **Accept** the final report for the Action 7.7 Work Integrated Learning Project and close out the project.
 - b. **Maintain** the information base and annual showcase to continue the university networks/relationships.
- 13.1 That the IMAP Implementation Committee resolves to
 - a. **Receive** the Progress Report (Year 2 2011/12) of the IMAP Tourism Work Group Strategic Plan 2010-2013;
 - b. **Endorse** the project outcomes and expenditure as at May 2012; and
 - c. **Delete** the 3rd dot point (page 16) under the visitor goal of the Strategic Plan relating to integration of MYKI with Council systems.
- 15.1 That the IMAP Implementation Committee resolves to
 - a. **Note** the outcome of the recent meeting with the VCGLR.
 - b. **Engage** further with the VCGLR through key IMAP Council staff involved in liquor and gaming regulation meeting with key members of the Commission
 - c. **Prepare** a submission to the Department of Justice on extending the freeze and addressing the variation in definitions.
 - d. **Seek** VCGLR's support for IMAP's submission to the Department of Justice.
- 16.1 That the IMAP Implementation Committee resolves to
 - a. **Approve** an increase in the budget for Action 5.3 from \$15,000 up to \$30,000 to enable completion of this project, and
 - b. **Require** a detailed report on expenditure items.

Procedural Motion:

- 17.1 That the IMAP Implementation Committee resolves to proceed into Confidential Business and the meeting be **closed to the public** as the matter to be considered falls within the ambit of Section 89 (2) (d) Contractual Matters of the Local Government Act 1989 (9.58am)
- 17.2 That the IMAP Implementation Committee resolves to **confirm** the Confidential minutes of the IMAP Implementation Committee meeting No. 25 held on 24 February 2012.

Procedural Motion:

- 17.3 That the IMAP Implementation Committee resolves that the meeting be **re-opened to the public (10.03am)**

ACTIONS PUBLIC RECORD

Item	Responsibility	Action	Due
6	IMAP Executive Officer	Executive Officer to arrange staff meeting with VCGLR Executive Officer to finalise and circulate letter to Planning Minister for signature	July 2012
8	IMAP Executive Officer	Executive Officer to bring forward a report on project expenditure against budget	August 2012
9	IMAP Executive Officer	Executive Officer to update the progress report on the IMAP website.	June 2012
10	IMAP Executive Officer	Executive Officer to follow up with the Knowledge Melbourne Coordinator to schedule the Student Placement Showcase in October.	June 2012
12	IMAP Executive Officer	Executive Officer to come back to the Committee with suggestions on how to resource the Action 7.7 activities to keep this project current.	August 2012
14	IMAP Executive Officer	Executive Officer to arrange a meeting between the IMAP Tourism Group and the Melbourne Central VGBO team from DBI. Discussion to include a possible IMAP retail strategy.	June 2012
15	IMAP Executive Officer	Executive Officer to arrange meeting with VCGLR for Council staff to attend and to forward IMAP reports to VCGLR for information Executive Officer to arrange preparation of a submission to the Department of Justice on the freeze and seek changes to the definitions	July 2012 July 2012