



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



## Minutes

### Inner Melbourne Action Plan Implementation Committee

Meeting No 30

8.00 am – 10.00 am Friday 31 May 2013

City of Yarra

**Meeting Room 1, Richmond Town Hall**

#### Attendance Committee Members

Cr Ken Ong, Chair Future Melbourne (Planning) Committee, City of Melbourne (Chair)  
Cr Amanda Stevens, Mayor, City of Port Phillip  
Cr Matthew Koce, Mayor, City of Stonnington  
Mr Warren Roberts, Chief Executive Officer, City of Stonnington  
Ms Vijaya Vaidyanath, Chief Executive Officer, City of Yarra  
Ms Tracey Slatter, Chief Executive Officer, City of Port Phillip  
Mr Geoff Lawler, Director City Planning & Infrastructure, City of Melbourne

#### Associate Partner Representatives

Cr Catherine Cumming, Mayor, City of Maribyrnong  
Mr Vince Haining, Chief Executive Officer, City of Maribyrnong  
Mr Adrian Salmon, Assistant Director Statutory Approvals State Planning Services DTPLI  
Mr Rod Anderson, Strategy & Partnerships Regional Manager, DEPI  
Ms Patricia Liew, Regional Director, Metropolitan NW Region, VicRoads  
Ms Deborah Chemke, Manager Central City Transport DTPLI – *for Rebecca Collins*

#### IMAP

Elissa McElroy, IMAP Executive Officer  
Sebastian Santana Ballesteros, Student Intern, University of Melbourne

#### Guests

Cr Jamie Klisaris, City of Stonnington  
Cr John McMorrow, City of Stonnington  
Cr Sam Hibbins, City of Stonnington  
Mr Paul Petridis, Manager Melbourne Bike Share, VicRoads  
Ms Gail Hall, Project Coordinator, Urban Landscapes CoM  
Ms Julie Francis, Project Officer - Growing Green Guide, CoM  
Mr Barry McGuren, Manager Tourism Melbourne CoM  
Ms Helen Hardwick, Program Manager Tourism Policy CoM  
Ms Michelle Dawson, Tourism and Marketing Officer CoY  
Mr Steven McKellar, Sustainable Design Officer CoPP  
Mr Tom Haysom, Sustainable Transport Planner CoS  
Ms Virginia Miller, Economic Development CoPP

#### **IMAP Champions**

Mr Bruce Phillips, Director City Development, CoY  
Ms Sandra Wade, Manager City Strategy, CoPP  
Mr Morris Bellamy, Manager Strategic Marketing, Communications & Advocacy, CoMar

## PRELIMINARIES

1.	<p><b>Appointment of Chair</b></p> <p>1.1 That the IMAP Implementation Committee resolves to <b>appoint</b> Cr Ong as the Chair of the meeting in the absence of Cr Fristacky.</p> <p><b>MOVED CR STEVENS / Mr Lawler</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
2	<p><b>Apologies and Introductions</b></p> <p>The Chair welcomed Tracey Slatter and visitors to the Committee. Cr Ong noted the recent bereavement of Cr Fristacky and her family. A condolence card was circulated for those present to sign.</p> <p>2.1 That the IMAP Implementation Committee resolves to <b>note</b> the following apologies:</p> <ul style="list-style-type: none"> <li>- Cr Jackie Fristacky, Mayor, City of Yarra</li> <li>- Ms Rebecca Collins, Director Transport Strategies, DTPLI</li> <li>- Mr Steve Booth, Director Melbourne Central VGBO, DSDBI</li> </ul> <p><b>MOVED Cr ONG/ Cr Koce</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
3.	<p><b>Members Interest</b></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"> <li>- None noted.</li> </ul>

## ITEMS

4.	<p><b>Confirmation of Minutes</b></p> <p>4.1 That the IMAP Implementation Committee resolves to <b>confirm</b> the minutes of the IMAP Implementation Committee No 29 held on 1 March 2013.</p> <p><b>MOVED MR ROBERTS/ Cr Stevens</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
5.	<p><b>Business Arising</b></p> <p>The Executive Officer reviewed the matters raised in the correspondence. She noted the WSUD amendment Panel Hearing for Moonee Valley Council had been held the previous week and she would circulate any feedback resulting from that hearing.</p> <p>5.1 That the IMAP Implementation Committee resolves to <b>note</b> the actions undertaken in response to Business Arising from the previous minutes.</p> <p><b>MOVED CR STEVENS / Cr Koce</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><u>Correspondence:</u>  <b>Outwards</b>          Letter N Smith, CEO Moonee Valley City Council - supporting WSUD amendment          Letter V Haining CEO Maribyrnong City Council- invitation to become full IMAP members          Email G Blackwood Parliamentary Secretary for Transport- Invitation to attend IMAP  <b>Inwards</b>          Email M Deckker for F Williams DHS re continuing discussions on inner metropolitan development          Email E Sanders Manager Regulatory Policy VCGLR re Discussion Paper consultation on underage events          Letter C Kenny Director Community Programs City of Yarra - "Planning for our Night-time Economy"          Email G Pratt, Senior Strategic Planner, City of Melbourne re ESD policy approval          Letter S Price Acting Manager City Strategy, City of Stonnington re EED planning amendment consultation</p> <p><i>Action: Executive Officer to check that documents for consultation have been received by the IMAP Councils</i></p>



<p>6.</p>	<p><b>IMAP Communication and Governance</b></p> <p>The Executive Officer advised that she has prepared draft reports for all Councils to approve the Special Committee delegations following the Maribyrnong City Council meeting on 18 June.</p> <p>The Executive Officer clarified the Annual Report format and 2014 quarterly meeting format.</p> <p>The Executive Officer requested clarification on clauses in IMAP's Terms of Reference and Operational Protocol relating to "regional decision-making", regarding the extent that IMAP policies were binding on the partner Councils. The query had arisen in relation to the adoption of the IMAP Sustainable Design Factsheets as reference documents for Councils' ESD planning policies. The Executive Officer noted that the full set of completed Factsheets had not yet been before the IMAP Committee for final approval (despite some already being in use), therefore, individual Councils' needed to have their own process of approval if they wished to reference the performance criteria included in the factsheets prior to final IMAP sign off.</p> <p><u>Comments and discussion</u></p> <ul style="list-style-type: none"> <li>- Cr Cumming thought that each council can choose whether it takes up the IMAP documents or not.</li> <li>- Ms Vaidyanath saw the work as a guideline that can be taken back to each council.</li> <li>- Mr Lawler commented that, regarding the ESD Factsheets, CoM already has its own policies in its planning scheme approved by the Minister which follow national guidelines relating to commercial high rise. He advised that it is important for the CoM to have a common operating platform for residents and developers that is the same as other large centres nationally. That said, he acknowledged that local guidelines are also useful and the factsheets are a useful tool to help inform people.</li> <li>- Mr Roberts supported the view that the factsheets are a useful way to disseminate general information.</li> </ul> <p>6.1 That the IMAP Implementation Committee resolves to <b>note</b> the Communications and Governance Briefing Paper</p> <p><b>MOVED CR STEVENS / Mr Roberts</b>  <b>A vote was taken and the MOTION was CARRIED.</b></p>
<p>7.</p>	<p><b>Financial Report</b></p> <p>Ms Slatter sought clarification as to why the budget was not detailed in the operating and capital works statement. The Executive Officer advised that IMAP's project-based budget was not broken down into detailed cost codes. It was noted that Attachment 4b provided a report by project against the project budget.</p> <p>7.1 That the IMAP Implementation Committee resolves to <b>receive</b> the IMAP Financial Report for the 9 months ending 31 March 2013.</p> <p><b>MOVED CR ONG / Ms Vaidyanath</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
<p>8.</p>	<p><b>Progress Report</b></p> <p><u>Comments and discussion</u></p> <p>Action 3.5 Reducing through traffic</p> <ul style="list-style-type: none"> <li>- The Committee asked if the project team have consulted with the Linking Melbourne Authority (LMA).</li> <li>- Ms Liew suggested that IMAP invite LMA representatives to meet with the IMAP Committee as there was a lot of planning work currently being undertaken that would be of interest from the IMAP perspective.</li> <li>- Mr Lawler expressed interest in the linkage between this project and the Freight Movement project. He noted the recent decision by state government not to support the Truck Action Plan and suggested the draft report for Action 3.5 be escalated to the Executive Forum for discussion on strategic issues before it comes back to the IMAP Implementation Committee.</li> <li>- Mr Haining noted that discussion on technically based reports needs the technical experts there as well to assist discussion.</li> </ul> <p>8.1 That the IMAP Implementation Committee resolves to <b>note</b> the IMAP Progress Report for May 2013.</p> <p><b>MOVED MS SLATTER / Ms Vaidyanath</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Actions:</i></p> <ul style="list-style-type: none"> <li>- <i>Action 3.5 Project Team to:</i></li> </ul>



	<ul style="list-style-type: none"> <li><i>note comments by the Committee in relation to consultation with the LMA;</i></li> <li><i>include Mr Geoff Lawler in discussions on strategic issues, and</i></li> <li><i>discuss the draft report with the IMAP Executive Forum before reporting back to the IMAP Implementation Committee.</i></li> </ul> <p><i>- The IMAP Executive Officer to arrange for representatives of the LMA to meet with the IMAP Implementation Committee.</i></p>
9.	<p><b>Action 11 Tourism – Strategic Plan 2013 - 16 (Attachment 6)</b></p> <p>Barry McGuren CoM attended for this item and provided a summary of the strategic plan and action plan:</p> <ul style="list-style-type: none"> <li>- The inner Melbourne map consumes significant funds and continues to present a challenge for the group. Discussions have started on the development of a digital version as part of the 3 year strategy.</li> <li>- Research into the best points of contact to connect with visitors on the visitor journey has commenced</li> <li>- Work on a new version of the map with Footscray included has commenced</li> <li>- New Tourist sightseeing bus service has been introduced on a CBD trial basis which has benefits if extended to the wider IMAP area. Current transport services across the 5 destinations are designed for commuters not visitors. The private operator needs to establish its point of difference – currently limited to its open top bus and longer tour hours (easier to promote in summer).</li> </ul> <p>Copies of the bus brochure and photos were circulated for information.</p> <p><u>Comments and Discussion</u></p> <p>Regarding evaluation of the sightseeing bus trial, Mr McGuren noted CoM have requested detailed information on the trial, logging issues and information to review at the end of the 3 months period. After that period, the buses are required to use state government bus spaces. He noted the open air, double-decker bus had a canopy retrofitted for inclement weather.</p> <p>Cr Ong said that while the buses prove a challenge for parking, they are supported on a tourism basis. He noted that the free tourist shuttle gets used by tourists and locals alike.</p> <p>There was interest from committee members in continuing to explore the sightseeing bus proposal.</p> <p>9.1 That the IMAP Implementation Committee resolves to:</p> <ul style="list-style-type: none"> <li>• <b>approve</b> the revised 3 year IMAP Tourism Strategy; and</li> <li>• <b>approve</b> the Action Plan proposed for 2013-14.</li> </ul> <p><b>MOVED CR ONG / Cr Stevens</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
10.	<p><b>Action 2.2/11 Visitor Signage Project</b></p> <p>Helen Hardwick, CoM attended for this item. She noted the Visitor Signage Project priority is to establish a Master Style Guide which will determine agreement on a range of aspects of signage across the IMAP area, for example: names on signs, standardised symbols, agreed language for referring to certain attractions - "city centre" or "activity centre" or "CBD" etc.</p> <p>10.1 That the IMAP Implementation Committee resolves to:</p> <ul style="list-style-type: none"> <li>• <b>approve</b> the proposal; and</li> <li>• <b>confirm</b> the budget of \$40,000 from the \$100,000 allocated to the visitor signage project for work on the Master Style Guide in the 2013/14 financial year. This approval is subject to detailed consultancy and design costs being submitted to the Implementation Committee in August 2013.</li> </ul> <p><b>MOVED CR ONG / Mr Lawler</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
11.	<p><b>Action 9.4 Green Demonstration Projects – Growing Green Guide</b></p> <p>Julie Francis and Gail Hall, CoM attended for this item.</p> <p>Ms Francis advised that the project team were hitting all milestones. In looking forward, she noted a lot of industry interest nationally in the project, leading the project team to consider how the manual and policy information would be stored and accessed.</p> <p>The Budget allows for pdf. files to be held on each council website, or e-book provision to access the information. The Project Team felt the information would be more easily managed and accessible if it had its own website, domain and external hosting– creating one up to date version which all councils could link to. The project team is scoping the options and looking at how the IMAP councils or industry could on-fund a website after project completion.</p>



Comments and discussion.

Cr Ong asked who would take ownership of the website. It was noted that IMAP is still the ideal place unless a particular council was prepared to put some officer time in to maintain it.

Ms Vaidyanath suggested the feasibility study sites developed could determine which council looks after this. However, subject to IMAP approval, it could sit with IMAP.

Cr Cumming suggested the project needed renaming to make it clearer what it was trying to achieve. It was left to the project team to consider alternatives.

Mr Roberts suggested the wording of the second part of the recommendation "to consider whether IMAP can provide monetary and staff commitment" to ensure the GGG future, could not be a resolution. It was agreed to delete this.

- 11.1 That the IMAP Implementation Committee resolves to **note** the progress of the Growing Green Guide for Melbourne project.

**MOVED CR ONG/ Mr Roberts**

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

**12. Action 9.2 Environmental Sustainable Design**

Steven McKellar, CoPP attended for this item to update the Committee on current progress..

He noted that Stage 1 of the project had created 10 Factsheets for assessing sustainable design in the planning system. A licence agreement had been created to enable other Councils to brand and use the series.

The project team were now developing content for 5 additional sheets, using the same consultant to maintain the look and methodology.

He noted the project was running close to budget and his report foreshadowed a slight overspend for printing and a delay in developing the green roofs, wall and facade factsheet until that project was further advanced.

Comments & Discussion

Regarding the target audience, Mr McKellar advised the factsheets were specific to the planning scheme applicants, providing guidance when councils ask applicants to provide a sustainable design response in their developments. The Factsheets are a guide to best practice, providing information on what Councils are looking to see provided and aim to get some commitment from developers. The target audience varies from developers to homeowners; the Factsheets are able to be modified to suit different council policies and best practice standards, and have so far proved to be a good communication tool and reference document on what standards Councils are looking for in this area.

Mr Anderson asked if there was an opportunity to integrate the Factsheets with the Growing Green Guide. Cr Stevens was interested in providing a link to the website. It was noted that the GGG team are not ready to write a Factsheet for the series yet.

Mr McKellar noted that they may need to be formally endorsed by each council to be used as a reference document. (Refer to discussion under item 6).

Mr Lawler updated the Committee on the approach taken by the City of Melbourne:

- The CoM planning policy points to the star rating scheme and nominates that buildings above a certain size have to prove they meet the star rating threshold. This system works for Melbourne as it has a formal system and assessors sitting behind the requirements.
- The other scheme is the NABERS rating scheme set up by government and mandated by COAG for the sale and lease of certain buildings of a certain size. Recognition of this scheme is built into CoM policy as the way this group of buildings should be determined.
- Precinct level sustainable design does not yet have a specification but these schemes have developed an opening. It is great that these other documents are being produced and helping to create a repository of knowledge. The property sector is a national industry and we want sustainable design to become common knowledge.

Ms Liew asked if every council will have different standards and guidelines.

Mr Salmon noted that DPCD, over time, have struggled with a lack of uniformity in standards and guidelines. He noted minimum standards exist in the BCA; that there is some flexibility and specialist buildings are catered for. The Minister was comfortable with approving the CoM ESD policy as it brings in an industry accepted process. At lower levels this is difficult to do. Providing guidelines which are understandable to the average person is a good approach.

He acknowledged tensions still exist between building control and planning control in this area.



	<p>12.1 That the IMAP Implementation Committee resolves to</p> <ul style="list-style-type: none"> <li>• <b>note</b> the Progress Report on the development of ESD Factsheets,</li> <li>• <b>approve</b> the proposed budget for the work on ESD policy</li> </ul> <p><b>MOVED MR ROBERTS / Mr Lawler</b>  <b>A vote was taken and the MOTION was CARRIED</b></p>
<p>13.</p>	<p><b>Review of bike share scheme</b></p> <p>Paul Petridis, Manager Bike Share Scheme, VicRoads attended for this item and provided a PowerPoint presentation on the current review of the scheme being undertaken by VicRoads.</p> <p>The Bike Share scheme has 545 bikes (out of 600) on average available on the street at 51 stations. Average usage is at 0.8 per bike per day with currently 400-500 people trips daily for an average of 25 minutes. The scheme is aimed at short trips; if a dock is unavailable the iphone app (Spotcycle) and the station map on the kiosk indicate the location of other docks.</p> <p><u>Comments &amp; Discussion</u></p> <p>Ms Liew commented on the purpose of the evaluation, the catchment area covered by the scheme, and noted that, compared with the rest of the world, usage is not high here. Locations are being re-evaluated, station numbers reviewed; changes can affect the dynamics of the whole system. Our helmet requirement appears to also influence use compared with international bike share schemes elsewhere. The compulsory helmet law is based on strong research evidence which shows that helmet wearing has contributed to reducing the severity of head related injuries. There are no plans to remove the law.</p> <p><u>Revenue:</u></p> <ul style="list-style-type: none"> <li>- It was noted that all revenue goes to the RACV for what is a service, not a revenue raising exercise.</li> <li>- The Government's operational cost is \$2 million per annum.</li> </ul> <p><u>Expansion:</u></p> <p>The feasibility study is looking at continuation and/or expansion whereby patronage can be increased by a number of factors e.g.</p> <ul style="list-style-type: none"> <li>- by reviewing stations,</li> <li>- expanding the network,</li> <li>- providing free helmets (already increased patronage having them available on bikes),</li> <li>- promotion and advertising space,</li> <li>- working with councils on locations,etc</li> </ul> <p><u>Advertising:</u></p> <ul style="list-style-type: none"> <li>- Looking at New York City's private Citibike scheme launched 27 May 2013 by CitiBank with 10,500 bikes in phase 1, high density stations, advertising on infrastructure for comparison.</li> <li>- RACV haven't been able to attract advertising possibly due to their length of contract.</li> <li>- CoM officers don't support advertising on stations. Don't oppose advertising on the bike itself.</li> <li>- Councils outside the CBD could consider permitting advertising to help with expansion of the scheme</li> </ul> <p>Mr Petridis noted that their consultant SKM is holding a workshop to engage with stakeholders on these questions.</p> <p>The Chairman thanked Mr Petridis for his attendance and presentation.</p>

## CONFIDENTIAL BUSINESS

The public and associate members were excluded for this item.

	<p><b>Procedural Motion:</b></p> <p>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:</p> <ul style="list-style-type: none"> <li>• Section 89 (2) (d) Contractual matters</li> <li>• Section 89 (2) (h) Any other matter which the Council or Special Committee considers would prejudice the Councils or any person.</li> </ul> <p><b>MOVED CR ONG / Mr Roberts</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p>Time 9.51am</p>
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14.	<b>Confirmation of Minutes</b>  14.1 That the IMAP Implementation Committee resolves to <b>confirm</b> the Confidential minutes of the IMAP Implementation Committee meeting No. 29 held on 1 March 2013.  <b>MOVED MR LAWLER / Mr Roberts</b> <b>A vote was taken and the MOTION was CARRIED</b>
	<b>Procedural Motion:</b> That the IMAP Implementation Committee resolves that the meeting be re-opened to the public.  <b>MOVED CR ONG / Cr Koce</b> <b>A vote was taken and the MOTION was CARRIED</b>  Time 9.53am

#### OTHER BUSINESS

15.	<b>Other Business</b>  <b>Next Meeting</b> Friday 30 August 2013 (8.00am) City of Melbourne  The Meeting closed at 9.54am
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#### IMAP Implementation Committee Meeting 31 May 2013 – Endorsement of Minutes

Chairperson: Cr Ken Ong



Date 4<sup>th</sup> October 2013



**RESOLUTIONS**

- 1.1 That the IMAP Implementation Committee resolves to **appoint** Cr Ong as the Chair of the meeting in the absence of Cr Fristacky.
- 2.1 That the IMAP Implementation Committee resolves to **note** the following apologies:
- Cr Jackie Fristacky, Mayor, City of Yarra
  - Ms Rebecca Collins, Director Transport Strategies, DTPLI
  - Mr Steve Booth, Director Melbourne Central VGBO, DSDBI
- 4.1 That the IMAP Implementation Committee resolves to **confirm** the minutes of the IMAP Implementation Committee No 29 held on 1 March 2013.
- 5.1 That the IMAP Implementation Committee resolves to **note** the actions undertaken in response to Business Arising from the previous minutes.
- 6.1 That the IMAP Implementation Committee resolves to **note** the Communications and Governance Briefing Paper
- 7.1 That the IMAP Implementation Committee resolves to **receive** the IMAP Financial Report for the 9 months ending 31 March 2013
- 8.1 That the IMAP Implementation Committee resolves to **note** the IMAP Progress Report for May 2013.
- 9.1 That the IMAP Implementation Committee resolves to:
- **approve** the revised 3 year IMAP Tourism Strategy; and
  - **approve** the Action Plan proposed for 2013-14.
- 10.1 That the IMAP Implementation Committee resolves to:
- **approve** the proposal; and
  - **confirm** the budget of \$40,000 from the \$100,000 allocated to the visitor signage project for work on the master style guide in the 2013/14 financial year. This approval is subject to detailed consultancy and design costs being submitted to the Implementation Committee in August 2013.
- 11.1 That the IMAP Implementation Committee resolves to **note** the progress of the Growing Green Guide for Melbourne project
- 12.1 That the IMAP Implementation Committee resolves to
- **note** the Progress Report on the development of ESD Factsheets,
  - **approve** the proposed budget for the work on ESD policy

**Procedural Motion:**

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
- Section 89 (2) (h) Any other matter which the Council or Special Committee considers would prejudice the Councils or any person. (9.51am)

- 14.1 That the IMAP Implementation Committee resolves to **confirm** the Confidential minutes of the IMAP Implementation Committee meeting No. 29 held on 1 March 2013.

**Procedural Motion:**

That the IMAP Implementation Committee resolves that the meeting be re-opened to the public. (9.53am)

**ACTIONS PUBLIC RECORD**

Item	Responsibility	Action	Due
5 Bus Arising	Executive Officer	Executive Officer to check that documents for consultation have been received by the IMAP Councils	July 2013
8 Progress Report	Executive Officer	<p>Action 3.5 Project Team to:</p> <ul style="list-style-type: none"> <li>- note comments by the Committee in relation to consultation with the LMA;</li> <li>- include Mr Geoff Lawler in discussions on strategic issues and</li> <li>- discuss the draft report with the IMAP Executive Forum before reporting back to the IMAP Implementation Committee.</li> </ul> <p>The IMAP Executive Officer to arrange for representatives of the LMA to meet with the IMAP Implementation Committee</p>	<p>June 2013</p> <p>21 OCT 2013</p> <p>PERMANENT</p> <p>1 - 10 YEARS</p> <p>August 2013</p>

CITY OF STONNINGTON

21 OCT 2013

PERMANENT

1 - 10 YEARS

August 2013

FILE No.

ATTN. To

KEY WOP