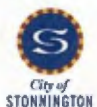


Inner Melbourne Action Plan

'Making Melbourne More Liveable'



Minutes

Inner Melbourne Action Plan Implementation Committee

Meeting No 36

8.00 am – 10.00 am Friday 28 November 2014

City of Melbourne

Council Meeting Room, Melbourne Administration Building

Attendance Committee Members	<p>Cr Ken Ong, Chair Future Melbourne (Planning) Committee, City of Melbourne (Chair)</p> <p>Cr Phillip Vlahogiannis, Mayor, City of Yarra</p> <p>Cr Amanda Stevens, Mayor, City of Port Phillip</p> <p>Cr Melina Sehr, Mayor, City of Stonnington</p> <p>Mr Warren Roberts, Chief Executive Officer, City of Stonnington</p> <p>Mr Geoff Lawler, Director City Planning & Infrastructure, City of Melbourne</p> <p>Ms Vijaya Vaidyanath, Chief Executive Officer, City of Yarra</p> <p>Ms Tracey Slatter, Chief Executive Officer, City of Port Phillip</p> <p>Mr Stephen Wall, Chief Executive Officer, Maribyrnong City Council</p>
Associate Partner Representatives	<p>Mr Adrian Salmon, Assistant Director Statutory Approvals, State Planning Services, DTPLI</p> <p>Mr Rod Anderson, Strategy and Partnerships Regional Manager- Port Phillip, DEPI</p> <p>Mr Adam Maguire, Regional Director, Metropolitan NW Region, VicRoads DTPLI</p> <p>Ms Jane Monk, Director Inner City, Metropolitan Planning Authority – <i>from 8.25am</i></p>
IMAP	<p>Elissa McElroy, IMAP Executive Officer</p>
Guests	<p>Mr Cameron Brenton, Coordinator City Business, City of Port Phillip</p> <p>Mr Austin Ley, Manager City Research, City of Melbourne</p> <p>Ms Virginia Miller, Economic Development Officer, City of Port Phillip</p>
	<p>IMAP Champions</p> <p>Mr Morris Bellamy, Manager Strategic Marketing, Communications & Advocacy, Maribyrnong CC</p>

PRELIMINARIES

1.	<p>Appointment of Chair</p> <p>1.1 That the IMAP Implementation Committee resolves to appoint Cr Ken Ong as the Chair of the Meeting.</p> <p>MOVED CR SEHR / Cr Stevens</p> <p>A vote was taken and the MOTION was CARRIED</p>
2.	<p>Apologies and Introductions</p> <p>2.1 That the IMAP Implementation Committee resolves to note the following apologies:</p> <ul style="list-style-type: none"> - Cr Nam Quach, Mayor, Maribyrnong City Council - Ms Rebecca Collins, Director Transport Strategies, Transport Integration Div, DTPLI - Mr Jay Meek, Director Melbourne Central VGBO, DSDBI

	<p>MOVED CR ONG / Cr Stevens A vote was taken and the MOTION was CARRIED</p> <p>Cr Ong welcomed the new members of the committee.</p>
3.	<p>Members Interest Disclosure by members of any conflict of interest in accordance with s.79 of the Act. - None declared</p>

ITEMS

4.	<p>Confirmation of Minutes</p> <p>4.1 That the IMAP Implementation Committee resolves to confirm the minutes of the IMAP Implementation Committee No. 35 held on 29 August 2014.</p> <p>MOVED CR ONG / Cr Stevens A vote was taken and the MOTION was CARRIED</p>
5.	<p>Confirmation of Minutes</p> <p>5.1 That the IMAP Implementation Committee resolves to confirm the minutes of the IMAP Executive Forum No 15 held on 10 September 2014</p> <p>MOVED MS VAIDYANATH / Mr Roberts A vote was taken and the MOTION was CARRIED</p>
6.	<p>Confirmation of Minutes</p> <p>6.1 That the IMAP Implementation Committee resolves to confirm the minutes of the IMAP Executive Forum No 16 held on 14 November 2014</p> <p>MOVED MR ROBERTS / Mr Wall A vote was taken and the MOTION was CARRIED</p>
7.	<p>Business Arising</p> <p>Discussion/Questions A: CLT briefing: The Executive Officer advised Phase 2 of this project was commencing and arrangements can now be advanced to brief Maribyrnong on progress. B: Liquor/Planning Definitions submission: The Executive Officer advised this related to the variations between the legislation governing liquor licensing and planning. It was noted the VCGLR was new at the time this was raised, and in working to improve operational issues with Council officers this matter had lapsed. It is primarily an inner city issue affecting the IMAP councils rather than MAV. <i>Action: The Committee agreed to get the relevant council officers together to decide if this is still a problem issue. If so, a letter can be written to the State Government's planning policy department (DTPLI – Dean Yates) advising of the problem and suggesting the department work on it.</i> D: VicRoads Operating Plans: <i>Action: Adam Maguire advised he will follow up on this matter to create an operating plan map for the IMAP area.</i> E: Freight Origin and Destination Study: <i>Action: Adam Maguire advised the report is in draft format and that he will bring a summary back to the committee at the February meeting</i> F: Through Traffic project: <i>Action: The Executive Officer advised she had requested the project team follow up with SKM to complete these actions.</i> F: IMAP CLUE: The Executive Officer noted this matter was being addressed through the IMAP Review and the Urban Manufacturing project. G: Annual report: The Executive Officer noted the report had been finalised and will be distributed in December. G: Distributed Energy project: The Executive Officer noted this matter will be reported back in February. I: IMAP Review: These were current matters still being progressed. Refer to the IMAP Review report on the agenda.</p>

	<p><i>Ms Monk arrived at 8.25am.</i></p> <p>In relation to the correspondence:</p> <ul style="list-style-type: none"> • New policy notifications from Melbourne and Moreland were noted. • Correspondence from D Burgess was noted. • Dot Melbourne domains: there was general support for the Executive Officer to secure the domain names. • Procurement Australia: It was noted that: <ul style="list-style-type: none"> - All the IMAP Councils were shareholders and the CEO of Yarra was on the board. - Member councils decide what they want to purchase – generally not through IMAP itself. - Administration staff of the Councils are in a better position to advise. - IMAP is based around shared projects rather than shared services and has its own procurement policy – not sure Procurement Australia will work in this area. - Suggested it be referred to the Executive Forum to put in context. - Suggested the IMAP Councils could look at what purchasing is done and decide. - The Executive Officer noted that joint purchasing and efficiencies between the IMAP councils was identified as a possible project in the IMAP Review. - <i>Action: to refer the matter to the next Executive Forum</i> <p>Renewable Energy Purchasing group: Mr Lawler updated the Committee on the proposal to assemble parties to purchase energy via a renewable energy agent, not yet established. He invited other councils to get involved if interested.</p> <p>7.1 That the IMAP Implementation Committee resolves to note the actions undertaken in response to business arising from the previous minutes.</p> <p>MOVED CR ONG / Cr Stevens A vote was taken and the MOTION was CARRIED</p> <p>Correspondence: <u>Inwards</u> U Meier, City Research, City of Melbourne - Knowledge City Strategy K Coster, Moreland City Council - Review of Moreland's Industrial land D Burgess, Arborist - "Contract tree growing for Councils is a Win-Win" C Hardy, DSDBI - Registering for dot Melbourne domain names J Arena, CEO Procurement Australia - Member services A Zaborszczyk, City of Melbourne – Renewable Energy Purchasing Group</p> <p><i>Action: Executive Officer to follow up Actions noted in Business Arising for completion/further work</i> <i>-brief Maribyrnong on CLT project</i> <i>-follow up Liquor/Planning definitions submission</i> <i>-liaise with Adam Maguire VicRoads re Operating Plan map for the IMAP region</i> <i>- place update from VicRoads on Freight study on next agenda</i> <i>-follow up Through traffic project team for completion of outstanding actions</i> <i>-refer Procurement Australia enquiry to next Executive Forum</i></p>
8.	<p>Financial Report</p> <p>The Executive Officer noted that CSIRO had withdrawn their invoice and would resubmit it once the work was completed. She noted invoicing the Councils had occurred in October.</p> <p>8.1 That the IMAP Implementation Committee resolves to receive the IMAP Financial Report for the three months ending 30 September 2014.</p> <p>MOVED CR ONG / Mr Roberts A vote was taken and the MOTION was CARRIED</p>
9.	<p>IMAP Communication and Governance</p> <p><i>Copies of the latest Official Visitor Map were distributed to all committee members.</i></p> <p><u>Discussion/Questions</u> The Committee noted the Growing Green Guide picked up an award in the 'research and communication' category in the Victorian branch AILA awards last week. Cr Stevens asked if there was any way of tracking implementation of green infrastructure projects in the</p>

	<p>city. The ability to do more greening in future is undermined if we can't demonstrate behaviour change. It would be useful to highlight progress on any demonstration projects</p> <p>Cr Ong noted the extensive greening of Singapore and aeroponics – growing plants in air without water. It has established itself strategically over a significant time period as a tropical city of excellence.</p> <p>Mr Roberts noted the need to reprioritise activities that come from the project so that we continue to encourage the community and build on the project.</p> <p>The Executive Officer noted the Policy Option project team was still looking at possible policies for planning schemes and that progress could be reported back to the Committee in the new year.</p> <p>9.1 That the IMAP Implementation Committee resolves to:</p> <ol style="list-style-type: none"> Note the Communications and Governance Briefing Paper. Approve the change of date for the IMAP Implementation Committee February 2015 meeting to the earlier date of Friday 13 February 2015. <p>MOVED CR ONG / Cr Stevens A vote was taken and the MOTION was CARRIED</p> <p><u>Attachments:</u> AILA awards Victoria, Growing Green Guide for Melbourne Project Media article – Rooftop gardens Email – JFrancis – Enquiries and publications relating to green roofs Official Visitors Map Media release from DML 9.1</p> <p><i>Action: Growing Green Guide project team to report back on policy option progress and data on uptake of green infrastructure in the inner Melbourne region</i> <i>Executive Officer to advise Councils of change in meeting date for February 2015</i></p>
10.	<p>Progress Report</p> <p>10.1 That the IMAP Implementation Committee resolves to note the IMAP Progress Report for November 2014.</p> <p>MOVED CR ONG / Cr Vlahogiannis A vote was taken and the MOTION was CARRIED</p>
11.	<p>IMAP Plan Review</p> <p>The Executive Officer reviewed current progress and the addition of consultation with senior staff in the development of the plan, prior to scheduling the next workshop with councillors. She explained the amended timeline for the project.</p> <p><u>Comments/Questions</u></p> <p>Cr Ong noted the importance of affordable and social housing. Ms Vaidyanath agreed that issues around housing, densification and affordability needed to be recognised and that input from the General Managers Community Services was to be included in the process.</p> <p>11.1 That the IMAP Implementation Committee:</p> <ol style="list-style-type: none"> note the current progress on the IMAP Review project; approve the amended timeline for the development of the plan; note that the changes to undertake additional consultation and review will incur additional costs to the contract. <p>MOVED CR ONG / Cr Vlahogiannis A vote was taken and the MOTION was CARRIED</p>
12.	<p>Urban Manufacturing</p> <p><i>A late report on this item was tabled.</i></p> <p>Mr Austin Ley, Manager City Research, CoM and Mr Cameron Brenton, Coordinator City Business, CoPP attended for this item. Mr Ley reviewed the SGS presentation, the debate on the large scale nature of the project and how to approach it, and the preference to take a staged approach to determine a number of elements before progressing further. In addition, he noted that we would gain an understanding of the nature of IMAP Councils information which is of value in itself.</p> <p>Mr Brenton reviewed the report, noting the key issues, identified through an Investment Logic Mapping</p>

exercise, revealed:

- Competition for space threatens small business development; and
- A decline in the diversity of economic activities

These 2 problems are areas to test and do something about. The benefits we would aim to achieve through this project are:

- A growing economy
- Create and retain local identity – part of our culture
- Create a more resilient local economy

The report outlined three phases, the first being to understand the sector, analyse existing data, and survey firms. He noted there is a lot of data that we don't have. We currently don't understand:

- the pressure businesses are under from increased residential development and increased land and business prices;
- the impact of this sector on the economy; and
- whether there is a need for intervention.

The report requested funding for Stage 1 from the IMAP councils of \$18K per council. Carlton Connect doesn't have a funding round until February but will put up \$20K as out-of-round funding; then match the Council funding for stage 2.

Discussion/Questions

The committee discussed the risk involved in funding stage 1 without Funding Partners on board.

State government funding contributions are not yet confirmed. Clarification was sought as to whether Carlton Connect would give \$90K or \$150K.

- Mr Brenton clarified that the proposal was \$90K from Councils now and up to \$150K from Carlton Connect. The Carlton Connect contribution will match the total contribution of State and Local Government up to \$150K. \$20K of this will be provided straight away as part of their out-of-round fund. The council contribution would be capped at \$18K each.

It was noted this is a critical part of the inner Melbourne economy.

Cr Stevens noted it was an exciting project and that it was critical to test the hypothesis to get the scale of the problem. She noted the proposal suggested it could be 18 -24 months before we get recommendations, and asked if Actions could be identified out of stage 1 - something we could start doing earlier. The project needed to be action orientated.

Cr Ong asked if private industry can wait that long before we report back. Can we look at what other cities are doing? We don't get much information from this until we have completed stage 2.

- Mr Ley advised stage 1 gives an understanding of the information requirements, what information we have and what needs to be added to it and will contribute to the business case for the IMAP CLUE.
- Mr Brenton noted that when we partner with academic institutions the timeframes are longer, but that the project team have been very clear with Carlton Connect that we need policy rather than academic findings-out-of-this-project; that the policies have implications for Plan Melbourne in terms of giving land over to residential development.

Cr Vlahogiannis noted we need a proposition to test rather than just go and look. In non-residential areas, cannibalisation of one use by another is of concern – pushing out businesses is of concern.

Ms Monk advised the MPA are interested in inner city employment and are keen to progress this. It is assumed urban manufacturing is innately incompatible in urban renewal mixed use scenarios, which are envisaged in urban renewal areas. Interested in engaging regarding the difficulties seen of a tsunami of residential development pushing manufacturing out. MPA could assist with the data review on this. We need a tool – for example; 'as of right' residential on the first floors could be modified to keep space for business use. If we find out urban manufacturing need special places to locate, that would be useful knowledge as currently consider them in mixed uses.

Cr Ong requested good information on what sort of businesses are in the sector, what type of buildings they need, and whether we can reuse existing building for other uses.

Ms Vaidyanath asked for the report to be referred to the Executive Forum to review financial implications on IMAP and the Councils; and that some other projects may require reprioritisation to fund this.

The Committee agreed the 1st recommendation in the report be amended to refer the proposal to the IMAP Executive Forum to consider funding this project and reprioritising other items; and the other recommendations would stand. The amendment to the first point of the recommendation was put:

That the IMAP Implementation Committee review the attached proposal and resolve:

- to approve a contribution of \$90K from the IMAP Councils in the current financial year and that the matter be referred to the Executive Forum to re-prioritise other projects to free up funds for the Urban Manufacturing project.

MOVED MS VAIDYANATH / Mr Roberts

A vote was taken and the MOTION was CARRIED

The full recommendation was then put:

12.1 That the IMAP Implementation Committee review the attached proposal and resolve:

- To approve a contribution of \$90K from the IMAP Councils in the current financial year and that the matter be referred to the Executive Forum to re-prioritise other projects to free up funds for the Urban Manufacturing project;
- Approval to seek a partnership with and matching funds from the University of Melbourne's Carlton Connect initiative; and
- To endorse the following Governance Structure to oversee the project –
 - I. **Project Champion**
Tracey Slatter, CEO - City of Port Phillip
 - II. **Project Manager**
Cameron Brenton, Coordinator City Business – City of Port Phillip
Virginia Miller, Industry, Investment & Research – City of Port Phillip
 - III. **Project Management Team**
Austin Ley, Manager City Research – City of Melbourne
Liz Mackevicius, Research and Policy Coordinator – City of Yarra
 - IV. **Steering Committee**
Nigel Higgins, General Manager Sustainable Development – Maribyrnong City Council
Karen Watson, General Manager Sustainable Futures – City of Stonnington
Jane Monk, Director Inner City – MPA
Emily Mottram, Structure Planning Manager – MPA
Elise Coughlin, Senior Business Development Manager – DSDBI
Peter Dearsley, Business Development Manager – DSDBI
Fiona Delahunt, Executive Director, Policy & Business Strategy – DTPLI
Elissa McElroy, IMAP Executive Officer

MOVED MR ROBERTS / Cr Ong

A vote was taken and the MOTION was CARRIED

Action: Executive Officer to arrange for Executive Forum members to identify how the Urban Manufacturing project will be funded in relation to other IMAP projects;

13.

IMAP Three Year Implementation Plan

The Executive Officer explained that the Implementation Plan was based on the current IMAP projects and could not be reviewed until a new plan was approved. The Implementation Plan was based on no increase in current funding levels in 2015-16. Additional items to the budget included:

- New revenue and expenditure for the RMF projects in the current year
- Additional (estimated) funding for the IMAP Review – although shown over 2 years, it was likely to be incurred in the current year
- Allowance for ongoing costs for the IMAP map (being produced by DML) and an estimate for updating the IMAP website.

As the Urban Manufacturing project was not approved at the time of preparation, the project was shown below the line.

There was some discussion on the limitations of the current website and whether the allowance for its review was sufficient.

13.1 That the IMAP Implementation Committee resolves to:

- a. **Note** this update on progress on the Inner Melbourne Action Plan, and

- b. **Approve** the updated IMAP Three Year Implementation Plan, and changes to the current year's budget
- c. **Approve** the payment of \$20,000 per IMAP Council in the 2014-15 financial year for the RMF projects.
- d. **Approve** the request for each of the IMAP Partner Councils to make provision for funding in the 2015-16 budget as follows:
 - IMAP Annual Contribution \$35,000 per Council - in line with the current year
 - IMAP Annual Tourism Contribution \$20,000 per Council - in line with the current year
 - IMAP Share of Operational Costs \$35,000 per Council (Estimate – to be confirmed)
 - Total \$90,000 per IMAP Council

MOVED CR ONG / Mr Roberts

A vote was taken and the MOTION was CARRIED

*Action: Executive Officer to invoice IMAP councils for RMF projects and forward to DTPLI
Executive Officer to advise IMAP council staff of funding requirements for 2015-16*

OTHER BUSINESS

Cr Ong wished everyone a safe, happy and restful Christmas and New Year.

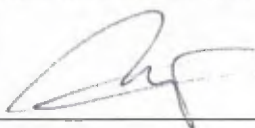
The meeting closed at 9.30am

Next Meeting

Friday 13 February 2015 (8.00am) City of Stonnington

IMAP Implementation Committee Meeting 28 November 2014 – Endorsement of Minutes

Chairperson: Cr Ken Ong



Date

20/2/15

RESOLUTIONS

1.1	That the IMAP Implementation Committee resolves to appoint Cr Ken Ong as the Chair of the Meeting.
2.1	That the IMAP Implementation Committee resolves to note the following apologies: <ul style="list-style-type: none"> • Cr Nam Quach, Mayor, Maribyrnong City Council • Ms Rebecca Collins, Director Transport Strategies, Transport Integration Div, DTPLI • Mr Jay Meek, Director Melbourne Central VGBO, DSDBI
4.1	That the IMAP Implementation Committee resolves to confirm the minutes of the IMAP Implementation Committee No. 35 held on 29 August 2014.
5.1	That the IMAP Implementation Committee resolves to confirm the minutes of the IMAP Executive Forum No 15 held on 10 September 2014
6.1	That the IMAP Implementation Committee resolves to confirm the minutes of the IMAP Executive Forum No 16 held on 14 November 2014
7.1	That the IMAP Implementation Committee resolves to note the actions undertaken in response to business arising from the previous minutes
8.1	That the IMAP Implementation Committee resolves to receive the IMAP Financial Report for the three months ending 30 September 2014.
9.1	That the IMAP Implementation Committee resolves to: <ul style="list-style-type: none"> a. Note the Communications and Governance Briefing Paper. b. Approve the change of date for the IMAP Implementation Committee February 2015 meeting to the earlier date of Friday 13 February 2015.
10.1	That the IMAP Implementation Committee resolves to note the IMAP Progress Report for November 2014.

11.1	That the IMAP Implementation Committee:
	<ul style="list-style-type: none"> a. note the current progress on the IMAP Review project; b. approve the amended timeline for the development of the plan; c. note that the changes to undertake additional consultation and review will incur additional costs to the contract.
12.1	That the IMAP Implementation Committee review the attached proposal and resolve:
	<ul style="list-style-type: none"> • To approve a contribution of \$90K from the IMAP Councils in the current financial year and that the matter be referred to the Executive Forum to re-prioritise other projects to free up funds for the Urban Manufacturing project; • Approval to seek a partnership with and matching funds from the University of Melbourne's Carlton Connect initiative; and • To endorse the following Governance Structure to oversee the project – <ul style="list-style-type: none"> I. Project Champion <ul style="list-style-type: none"> 1. Tracey Slatter, CEO - City of Port Phillip - II. Project Manager <ul style="list-style-type: none"> 1. Cameron Brenton, Coordinator City Business – City of Port Phillip 2. Virginia Miller, Industry, Investment & Research – City of Port Phillip III. Project Management Team <ul style="list-style-type: none"> 1. Austin Ley, Manager City Research – City of Melbourne 2. Liz Mackevicius, Research and Policy Coordinator – City of Yarra IV. Steering Committee <ul style="list-style-type: none"> Nigel Higgins, General Manager Sustainable Development – Maribyrnong City Council Karen Watson, General Manager Sustainable Futures – City of Stonnington Jane Monk, Director Inner City – MPA Emily Mottram, Structure Planning Manager – MPA Elise Coughlin, Senior Business Development Manager – DSDBI Peter Dearsley, Business Development Manager – DSDBI Fiona Delahunt, Executive Director, Policy & Business Strategy – DTPLI Elissa McElroy, IMAP Executive Officer
13.1	That the IMAP Implementation Committee resolves to:
	<ul style="list-style-type: none"> a. Note this update on progress on the Inner Melbourne Action Plan, and b. Approve the updated IMAP Three Year Implementation Plan, and changes to the current year's budget c. Approve the payment of \$20,000 per IMAP Council in the 2014-15 financial year for the RMF projects. d. Approve the request for each of the IMAP Partner Councils to make provision for funding in the 2015-16 budget as follows: <ul style="list-style-type: none"> ○ IMAP Annual Contribution \$35,000 per Council - in line with the current year ○ IMAP Annual Tourism Contribution \$20,000 per Council - in line with the current year ○ IMAP Share of Operational Costs \$35,000 per Council (Estimate – to be confirmed) ○ Total \$90,000 per IMAP Council

ACTIONS PUBLIC RECORD

Item	Responsibility	Action	Due
7 Bus Arising	Executive Officer	Executive Officer to follow up Actions noted in Business Arising for completion/further work <ul style="list-style-type: none"> • brief Maribyrnong on CLT project • follow up Liquor/Planning definitions submission • liaise with Adam Maguire VicRoads re Operating Plan map for the IMAP region • place update from VicRoads on Freight study on next agenda • follow up Through traffic project team for completion of outstanding actions • refer Procurement Australia enquiry to next Executive Forum 	Feb 2015
9. Comms & Gov	Growing Green Guide team Executive Officer	<ul style="list-style-type: none"> • Growing Green Guide project team to report back on policy option progress and data on uptake of green infrastructure in the inner Melbourne region • Executive Officer to advise Councils of change in meeting date for February 2015 	Feb 2015 Dec 2014
12 Urban Manufacturing	Executive Officer	Executive Officer to arrange for Executive Forum members to identify how the Urban Manufacturing project will be funded in relation to other IMAP projects;	Dec 2014
12. 3-Yr Imp Plan	Executive Officer	<ul style="list-style-type: none"> • Executive Officer to invoice IMAP councils for RMF projects and forward to DTPLI • Executive Officer to advise IMAP council staff of funding requirements for 2015-16 	Dec 2014 Dec 2014