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# Minutes

## Inner Melbourne Action Plan Implementation Committee

### Meeting No 15 (28 August 2009)

#### City of Stonnington – *Malvern Town Hall*

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<b>Attendees</b>	<p>Cr Claude Ullin – Mayor, City of Stonnington (Chair)</p> <p>Cr Amanda Stone – Mayor, City of Yarra</p> <p>Cr Frank O'Connor – Mayor, City of Port Phillip</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 Warren Roberts – Chief Executive Officer, City of Stonnington</p> <p>Mr Geoff Robinson – A/Director Sustainability and Regulatory Services, City of Melbourne</p>
<b>IMAP</b>	<p>Alison Fitzgerald – IMAP Implementation Officer</p>
<b>Guests</b>	<p>Geoff Lawler, A/ Chief Executive Officer, City of Melbourne</p> <p>Robert Guerin, Senior Policy Advisor, DIIRD</p> <p>Shannon Coughlin, NWC Research Opinion</p> <p>Billy Redmond, Economic Development Officer, City of Stonnington</p> <p>Jan Jacklin, Manager Venues, Events &amp; Community Relations, City of Stonnington</p> <p>Adriana Frescura, Tourism Coordinator, City of Port Phillip</p> <p>Michelle Dawson, Marketing &amp; Promotions Officer, City of Yarra</p> <p>Gary Spivak, Housing Development Officer, City of Port Phillip</p> <p>Bruce Phillips, Director City Development, City of Yarra</p> <p>Kelly Martini, Corporate and Community Planner, City of Stonnington</p> <p>Debbie Payne, Strategic Planner, City of Melbourne</p> <p>Caroline Chandler, Senior Sustainable Environment 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>

#### PRELIMINARIES

1.	<p><b>Appointment of Chair</b></p> <p>1.1 That the IMAP Implementation Committee resolve to appoint Cr Ullin as the Chair of the meeting.</p> <p><b>MOVED Cr O'CONNOR / Cr Stone</b></p> <p><b>A vote was taken and the MOTION was CARRIED</b></p>
2.	<p><b>Apologies</b></p> <p>2.1 That the IMAP Implementation Committee resolve to note the following apologies:</p> <p>Cr Peter Clarke – Chair Planning Committee, City of Melbourne</p> <p>Sally Semmens - DoT</p> <p>Clare McArdle – DPCD</p> <p>Dean Wickenton – DIIRD (replaced by Robert Guerin)</p> <p>George Borg - City of Port Phillip</p> <p><b>MOVED Cr STONE / Cr O'Connor</b></p> <p><b>A vote was taken and the MOTION was CARRIED</b></p>
3.	<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 suspended for the duration of the meeting of the Inner Melbourne Action Plan Implementation Committee.</p> <p><b>MOVED Cr O'CONNOR / Cr Stone</b></p>

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

**ITEMS**

<b>4.</b>	<b>Confirmation of Minutes</b> (Attachment 1) 4.1 That the IMAP Implementation Committee resolve to confirm the minutes of the IMAP Implementation Committee held on 29 May 2009.  <b>MOVED Cr O'CONNOR / Cr Stone</b> <b>A vote was taken and the MOTION was CARRIED</b>
<b>5.</b>	<b>Business Arising</b> (Attachment 2) Introduce Robert Guerin – Senior Policy Advisor (DIIRD)  5.1 That the IMAP Implementation Committee resolves to note the actions undertaken in response to business arising from previous minutes.  Correspondence: From: Minister for Planning / To: CEO, City of Port Phillip From: Minister for Planning / To: CEO, City of Port Phillip From: Department of Justice / To IMAP Implementation Officer (Cumulative Impact IDC)  <b>MOVED Mr ROBINSON / Cr Stone</b> <b>A vote was taken and the MOTION was CARRIED</b>  <i>Action: Implementation Officer to follow-up with Office of Local Government re: IMAP Model</i>
<b>6.</b>	<b>Financial Report</b> (Attachment 3)  6.1 That the IMAP Implementation Committee resolves to receive the IMAP Financial Report and Cash Flow for the 4th quarter 08-09.  <b>MOVED Cr O'CONNOR / Cr Stone</b> <b>A vote was taken and the MOTION was CARRIED</b>
<b>7.</b>	<b>IMAP Progress Report (Aug 09)</b> (Attachment 4)  7.1 That the IMAP Implementation Committee resolves to note the IMAP Progress Report for August 2009.  <b>MOVED Cr O'CONNOR / Cr Stone</b> <b>A vote was taken and the MOTION was CARRIED</b>
<b>8.</b>	<b>IMAP Governance &amp; Communications</b> (Attachment 5)  Discussion on <b>Recommendation d)</b> Change of Title from Implementation Officer to Executive Officer - supported Recruitment Process undertaken by 'Panel' – supported Position Description to be reviewed and assessed by the City of Stonnington – supported Position to be advertised – supported Contractual Arrangement for a period of 3 years (Nov 2009 – Nov 2012) - supported Executive Officer to be located at the City of Stonnington for term of 3 years - supported Introduction of new IMAP Executive Officer 27 November IMAP Committee meeting – supported  Discussion on <b>Recommendation e)</b> Submission to be information style highlighting work that has been done  8.1 That the IMAP Implementation Committee resolves to: a) <b>Support</b> the Launch of the Wayfinding demonstration project. b) <b>Approve</b> the new IMAP Logo c) <b>Approve</b> the approach to developing the 2008-2009 Annual Report. d) <b>Approve</b> the recommended 'model' and process for the replacement of IMAP Implementation Officer e) <b>Support</b> the development of a Submission to the State Government's Climate Change Green Paper  <b>MOVED Cr STONE / Cr O'Connor</b>

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

- 9. Strategy 11 – Tourism** (Attachment 6)  
Presentation of Research – Shannon Coughlin of NWC Research Opinion provided a brief overview of study and findings and key recommendations for individual IMAP councils.
- CoPP – opportunity to focus on diversity & local atmosphere / more signage (benefit for tourists) / attraction of overnight visitors / car parking facilities / safety & security / public amenities  
CoY – opportunity to focus on foodie culture / wider promotion of key attractions / increased promotion of retail mix & local markets / more signage in Bridge Rd  
CoS – opportunity to focus on friendliness, service & shopping / improving perceptions of personal safety and security / encourage variety of retail mix / promote value for money offering / signage around Prahran market.  
CoM – opportunity to focus on signage (due to high no of international visitors) / public amenities / personal safety & security / perceptions of value for money / 'clean up' China Town
- Questions / Discussion  
Inner Melbourne Website Portal – unique feel / different experiences / could include - maps, travel routes, shopping, parking, public transport info, accommodation, niche tours etc  
Need to balance 'tourism attraction' with 'needs of local community'  
Many links to current and potential IMAP Actions – signage, car parking, public transport, public amenities
- 9.1 That the IMAP Implementation Committee resolves to:
- Note** the Inner Melbourne Region Visitor Profile and Satisfaction research report and **approve** its public release and general use by IMAP councils.
  - Recommend** another Inner Melbourne Region Visitor Profile and Satisfaction research report be carried out in 2011.
- MOVED Cr STONE / Cr O'Connor**  
**A vote was taken and the MOTION was CARRIED**

- 10. Action 5.2 Affordable Housing** (Attachment 7)  
Discussion:  
Advocacy Strategy over 4 year period  
Overlay is only one of the means to address Affordable Housing  
Victorian Strategy provides a "window of opportunity"  
Augmenting role of social housing not 'replacing'
- 10.1 That the IMAP Implementation Committee resolves to:
- Support** the proposed Advocacy Strategy of suggested correspondence and key messages.
  - Support** the initiation of the proposed meeting of developers and Ministers
- MOVED Cr STONE / Cr O'Connor**  
**A vote was taken and the MOTION was CARRIED**

- 11. Action 6.3 Managing conflicts in Activity Centres** (Attachment 8)  
Bruce Phillips presented to IMAP Committee on 'pulling all threads together' from previous work undertaken by working party and provided an overview of the Discussion Paper (attached). Presentation included; Cumulative Impact work by the group, IDC (reporting to Premier end of 2009), VAAP, Moratorium (extended to 2012) and work done on definitions.
- Discussion:  
Definitions  
– a disconnect exists between the definitions in the Planning Scheme and Liquor License  
Increased Media  
– concerns are high, potential effect on tourism  
Local Government's role  
– level of influence – minimise likelihood of problem by not allowing clustering (community are expecting council to act)  
– IMAP should continue to play an advocacy role by supporting moratorium and through regional groups e.g. ISMMF (CoPP has been facilitating discussion between Police, Liquor Licensing, Residents and Council)  
Opportunities

- need to identify 'issues' happening now and agree on a 'course of action'
- 'Workshop' stakeholders to identify various directions of prevention / management and understand where action is being repeated ('issues' might be the same but treatment may be different).
- build stronger relationships with LLV, VicPol, Councils at enforcement level

11.1 That the IMAP Implementation Committee resolves to:

- a) Reaffirm its **support** for the Cumulative Impact Assessment tools and approach outlined in the attachments to the Discussion Paper.
- b) Continue to **support** the individual councils to test and review the Cumulative Impact Assessment Tools outlined.
- c) **Request** the Action 6.3 working group report back to the Implementation Committee with an update on testing and refinement of the Cumulative Impact Assessment Tools in November 2009.
- d) **Note** the initial analysis regarding the issue of 'definitions' and **note** the possible definitions' brought forward for discussion.
- e) **Support** the circulation of the 'possible definitions' to the wider Action 6.3 working group to provide the Councils and State Government with an opportunity to comment.
- f) **Request** the Action 6.3 working group collate the comments and report back to the Implementation Committee with a suggested position on definitions in November 2009.

**MOVED Cr STONE / Cr O'Connor**

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

*Action: CoM to facilitate deputation to Penny Armytage*

*Action: CoM to lead facilitation of workshop to 'flush out' issues*

*Action: Action 6.3 working group to report back to IMAP Committee 27 November*

## **12. Action 9.1 Regional Sustainability Targets (Attachment 9)**

12.1 That the IMAP Implementation Committee resolves to:

- a) **Note** the completion of Action 9.1
- b) **Support** the working group's recommendation of progressing Option B.

**MOVED Mr ROBINSON / Cr O'Connor**

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

## **13. Action 9.3 Water Sensitive Urban Design (WSUD) (Attachment 10)**

Caroline Chandler (CoPP) presented to the IMAP Committee:

- Action 9.3 was completed in May 2009.
- Progress since May
  - Conversations have been progressed with DPCD
  - Feedback has been considered and the policy is now more consistent with Bayside.
  - Melbourne Water and the Office of Water have provided significant support, resulting in a much strengthened policy.
- Next Steps
  - Individual IMAP councils to seek independent endorsement at Council of WSUD Guidelines
  - Exhibition to be managed in a co-ordinated manner – notification and consultation
  - Statutory notification – joint coordinated communications strategy (acknowledge DPCD, MW & Office of Water)

13.1 That the IMAP Implementation Committee resolves to; following the approval of completion of Action 9.3 in May 09, **support** the agreed process for progressing the integration of the Stormwater Management (Water Sensitive Urban Design) draft local planning policy into the Planning Schemes of the Cities of Melbourne, Stonnington, Yarra and Port Phillip.

**MOVED Cr Ullin / Cr O'Connor**

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

*Action: Implementation Officer to facilitate Media Release*

<p><b>14. Action 10.1 Regional Open Space &amp; Trail Network</b> (<a href="#">Attachment 11</a>)</p> <p>Mark Dornau (CoY) presented to the IMAP Committee:</p> <p>The regional open space &amp; trail network is relatively easy to map with a lot of the work already being completed. The challenge exists to understand the different levels of technology across the 4 IMAP councils. The working group aims to produce a regional map combining the information from the 4 IMAP councils. This map can then be used to assist capital works planning for 10 – 15 year timeframe. It will be important to engage with stakeholders at this early stage and obtain ownership agreement.</p> <p>Consider opportunities for Federal funding</p> <p>14.1 That the IMAP Implementation Committee resolves to <b>adopt</b> the Draft Project Brief and support the progression of Action 10.1.</p> <p><b>MOVED Cr STONE / Cr O'Connor</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: Working group to present cost of consultant and project plan at next IMAP meeting 27 November</i></p>
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## CONFIDENTIAL ITEMS

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

Non listed
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## OTHER BUSINESS

<p><b>15. Housing Growth Requirements</b></p> <p>Kay Rundle initiated discussion on the State Government Housing Growth Requirements Project by recommending correspondence be forwarded to MAV from IMAP advocating for the inner Melbourne region (draft letter circulated for discussion – author Katrina Terjung (CoPP))</p> <p>As City of Melbourne has withdrawn their membership to MAV, the following recommendation was agreed.</p> <p>15.1 That the IMAP Implementation Committee resolves to <b>support</b> formal correspondence being sent to DPCD on behalf of IMAP.</p> <p>Note: Other 3 IMAP councils may choose to forward letter independently to MAV</p> <p><b>MOVED Ms RUNDLE / Cr Stone</b>  <b>A vote was taken and the MOTION was CARRIED</b></p> <p><i>Action: Implementation Officer to facilitate advocacy Letter to DPCD on behalf of IMAP (IMAP elected representatives to sign).</i></p>
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As there was no further business, the meeting was closed at 10.10 am

Confirmed: Next meeting Friday 27 November 2009 (8.00am) City of Stonnington

## IMAP Implementation Committee Meeting 28 August 2009 – Endorsement of Minutes

Chairperson: Cr Claude Ullin \_\_\_\_\_ Date: \_\_\_\_\_

## RESOLUTIONS

- 1.1 That the IMAP Implementation Committee resolves to appoint Cr Ullin as the Chair of the meeting.
- 2.1 That the IMAP Implementation Committee resolves to note the following apologies:  
Cr Peter Clarke – Chair Planning Committee, City of Melbourne  
Sally Semmens - DoT  
Clare McArdle – DPCD  
Dean Wickenton – DIIRD (replaced by Robert Guerin)  
George Borg - City of Port Phillip
- 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 resolves to confirm the minutes of the IMAP Implementation Committee held on 28 August 2009.
- 5.1 That the IMAP Implementation Committee resolves 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 Financial Report and Cash Flow for the 4th quarter 08-09.
- 7.1 That the IMAP Implementation Committee resolves to note the IMAP Progress Report for August 2009.
- 8.1 That the IMAP Implementation Committee resolves to:
  - a) Support the Launch of the Wayfinding demonstration project.
  - b) Approve the new IMAP Logo
  - c) Approve the approach to developing the 2008-2009 Annual Report.
  - d) Approve the recommended 'model' and process for the replacement of IMAP Implementation Officer
  - e) Support the development of a Submission to the State Government's Climate Change Green Paper
- 9.1 That the IMAP Implementation Committee resolves to:
  - a) Note the Inner Melbourne Region Visitor Profile and Satisfaction research report and approve its public release and general use by IMAP councils.
  - b) Recommend another Inner Melbourne Region Visitor Profile and Satisfaction research report be carried out in 2011.
- 10.1 That the IMAP Implementation Committee resolves to:
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  - a) Reaffirm its support for the Cumulative Impact Assessment tools and approach outlined in the attachments to the Discussion Paper.
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  - e) Support the circulation of the 'possible definitions' to the wider Action 6.3 working group to provide the Councils and State Government with an opportunity to comment.
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- 12.1 That the IMAP Implementation Committee resolves to:
  - a) Note the completion of Action 9.1
  - b) Support the working group's recommendation of progressing Option B.
- 13.1 That the IMAP Implementation Committee resolves to; following the approval of completion of Action 9.3 in May 09, **support** the agreed process for progressing the integration of the Stormwater Management (Water Sensitive Urban Design) draft local planning policy into the Planning Schemes of the Cities of Melbourne, Stonnington, Yarra and Port Phillip.
- 14.1 That the IMAP Implementation Committee resolves to adopt the Draft Project Brief and support the progression of Action.

15.1 That the IMAP Implementation Committee resolves to support formal correspondence being sent to DPCD on behalf of IMAP.

## ACTIONS PUBLIC RECORD

	Responsibility	Action	Due
5	IMAP Implementation Officer	<i>Follow-up with Office of Local Government re: IMAP Model</i>	Sept 09
11	IMAP Implementation Officer	<i>Action 6.3 - CoM to facilitate deputation to Penny Armytage</i>	Nov 09
11	IMAP Implementation Officer	<i>Action 6.3 - CoM to lead facilitation of workshop to 'flush out' issues in respect to Cumulative Impact in entertainment precincts</i>	Oct 09
11	IMAP Implementation Officer	<i>Action 6.3 - Working group to report back to IMAP Committee 27 November</i>	Nov 09
13	IMAP Implementation Officer	<i>Action 9.3 - Implementation Officer to facilitate Media Release</i>	Oct 09
14	IMAP Action 10.1 Working group	<i>Action 10.1 - Working group to present cost of consultant and project plan at next IMAP meeting 27 November</i>	Nov 09
15	IMAP Implementation Officer	<i>Action 5.2 - Implementation Officer to facilitate advocacy Letter to DPCD on behalf of IMAP (IMAP elected representatives to sign).</i>	Oct 09