



IMAP

Inner Melbourne Action Plan

Inner Melbourne Action Plan Progress Report 29 May 2009

IMAP Implementation Officer
Alison Fitzgerald



Inner Melbourne Action Plan
'Making Melbourne More Liveable'



The top of the slide features a collage of four images: a colorful festival scene with people and streamers, a classical building facade, an outdoor cafe with red umbrellas, and a modern building with a red architectural feature. The IMAP logo is overlaid on the left side of this collage.

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Inner Melbourne Action Plan

5 new members in 5 months

IMAP Implementation Committee

Cr Amanda Stone

Cr Peter Clarke

Cr Frank O'Connor

Kay Rundle

Warren Roberts

+ Associate Partners new members



Approaching end of Year 3

Our Achievements

Action 1.1	Inner Melbourne Statement of Significance
Action 5.2	Affordable Housing - Needs Website (May 08)
Action 2.2	Regional Wayfinding Signage Stage 1 - Report
Action 2.3	Bicycle Network Legibility – Priority Bike Network
Action 2.4	Greenlight Pedestrian Stage 1 – Analysis Report
Action 7.4	Regional Economic Development Statement
Action 9.3	Model Water Sensitive Urban Design Guidelines
Action 9.6	Recycled Water for Open Space -Technical Notes
Action 11.1	Inner Melbourne Map – Visitor Map
Action 11.2	Regional Tourism Program- Research + Itineraries

The top of the slide features a dark grey banner on the left containing the 'IMAP' logo in large white letters, with 'Inner Melbourne Action Plan' written below it in smaller white text. To the right of the banner is a collage of three images: a busy street scene with people walking, a row of historic-style buildings with balconies, and a group of people sitting at an outdoor cafe table with palm trees in the background.

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More Achievements

Annual Report 06-07 / Annual Report 07-08

IMAP Website

Goods & Services Procurement Policy

Governance & Relationships Report

Ministerial Briefings

Recognition by State Government

National Conference presentation

Improved Communications – Briefings / Club IMAP

Quarterly Council Reports

Strong support from partners

Advocacy – St Kilda Rd Tram / TravelSmart / Links to Ports



Current Progress

Action 2.2	Regional Wayfinding Signage Stage 2
Action 2.4	Greenlight Pedestrian Project Stage 2
Action 2.5	Bicycle Network
Action 3.3	Regional Approach to Parking Management
Action 5.2	Affordable Housing
Action 6.3	Managing conflicts in Activity Centres
Action 7.7	Universities & Regional Development
Action 9.1	Regional Sustainability Targets
Action 9.3	Water Sensitive Urban Design
Action 10.1	Regional Open Space & Trail Network
Strategy 11	Inner Melbourne as a Tourism destination
Ongoing Advocacy	– St Kilda Road Masterplan / Public Transport

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Whether you are cycling, walking or arriving by public transport

Regional Wayfinding Signage

Lead - City of Melbourne

Stage 1 – Inner Melbourne Wayfinding

Signage Report (December 2007)

Stage 2 – Design Signage, Develop

Hierarchy of Maps, Manufacture and Install



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Time to walk

Greenlight Pedestrian Project

Lead - City of Port Phillip

Stage 1 – Investigation

Stage 2 – Implementation of pedestrian light changes at 20 demonstration sites across region

Stage 3 – Evaluation



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On your Bike

Bicycle Network

Lead - City of Melbourne

*Implementation of Priority Routes
as per 'Review of the Priority Bike
Route Network for IMAP' (Jan 2008).*

Development of hierarchy of treatments





Parking

Regional Approach to Parking Management

Lead - City of Stonnington

Audit undertaken to identify current parking status and gaps

Development of conceptual 'tools'

Draft 'guiding principles' and ultimately a 'work program'.

Gap Analysis completed – 3 areas prioritised

- *Parking measures to mitigate car travel (Sustainable transport framework & integrated travel plans)*
- *Provision of Parking in new developments (waiting on Review of Clause 52:06)*
- *Management of Existing Parking Supply*

Affordable Housing

Lead – City of Port Phillip

Affordable Housing Website

Inner Regional Housing Statement

Briefing session to Ministers Wynne & Madden (Sept 08)

Major issues raised by Ministers – response from IMAP (Nov 08)

Next Steps

Continue to pursue the regional Affordable Housing Overlay initiative

Pursue the idea of site specific overlays



Cumulative Impact

Managing Conflict in Activity Centers

Lead – City of Yarra

Response to ICEP – recommendations 5 & 6

Development of Planning ‘Tools’

- *Precinct Profile*
- *Information sheet for Applicants*
- *Cumulative Impacts Assessment Tool – indicators*

The top of the slide features a collage of four images: a red parachute over water, a classical building with arches, purple flowers, and a yellow tram. The IMAP logo is overlaid on the left side of the collage.

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Universities, the Community, Council

Universities and Regional Development

Lead - City of Melbourne

IMAP Regional Economic Development Statement (May 08)

Aligned closely with the strategies of the OKC

OKC & IMAP partner on the CHUM program

CHUM Workshop (Dec 08) increased awareness & information sharing

2 Initiatives presented (Feb 09)

-Town Gown Initiative

-Integrated Workplace Learning Program



Sustainability

Regional Sustainability Targets

Lead - City of Melbourne

Audit of all councils' water, waste, and greenhouse emissions targets and baseline years.

Audit of all programs available to residents and small to medium businesses (council and non-council programs).

Audit identified gaps and opportunities to reduce duplication.

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Open Space

Regional Open Space & Trail Network

Lead - City of Yarra

Audit of the region will include:

- ownership identification*
- management responsibility*
- agreed function and gaps
in open space and trails*



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Making it easier for our tourists

Inner Melbourne Map & Regional Tourism Program

Lead – Rotating across IMAP Councils

Visitor Map

Research

Experiential Packages

What the Public said

“We would like to re-order more of the Inner Melbourne Maps (the one with the pink on the cover). These are the best local maps going around and the guests love them as they are easy to follow. Please let us know when they can be delivered.” Lyall Hotel, South Yarra

Taking it to the Streets.....

Distribution – 30,000 in the first 6 weeks

***Federation Square Visitor Centre
Melbourne Visitor Booth in Bourke St Mall
Hotels and iHubs
Tourism Victoria website
Destinations Melbourne publications***

Inner Melbourne Map

Precincts to visit & how to get there



New and Improved.....

***New Cover
New Look
New Colours
Broader Distribution***

Inner Melbourne Map

Precincts to visit & how to get there



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The IMAP Model Works

Strong support from Partners and Committee members.

IMAP is being recognised (and congratulated) for its regional collaborative approach.

Benefits include: co-ordination, collaboration, strengthening relationships, changing mindset and broadening outlooks, regional advocacy, raising the region's profile, expressing the commonality of interests, creating regional interdependence and cost efficiencies.



Onwards to Year 4

Continue to support the 50+ staff involved

Review of the Inner Melbourne Action Plan

Development of 3 Year Implementation Plan

Continued Advocacy

in response to the Transport Plan, Freight Strategy, Cycling Strategy, Melbourne@5M

Build relationships with new Partners

Annual Report 08-09

Actions from Governance & Relationships Report

Identify Funding Opportunities

Communicate and promote IMAP to a broader audience



What the ‘implementers’ are saying

“The Inner Melbourne Action Plan presents a useful mechanism to enable our ideas to further develop. It would be useful to familiarise yourselves with this document to fully realise other potential opportunities.”