



**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 structure. The IMAP logo is overlaid on the left side of this collage.

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**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

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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 .....

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

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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*

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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***

**The Journey.....**

***We had the Team.....***

***We had the Backing.....***

***We had the Research.....***

***We brought in the Experts...***

***We Tested.....***

***We had a Map.....***

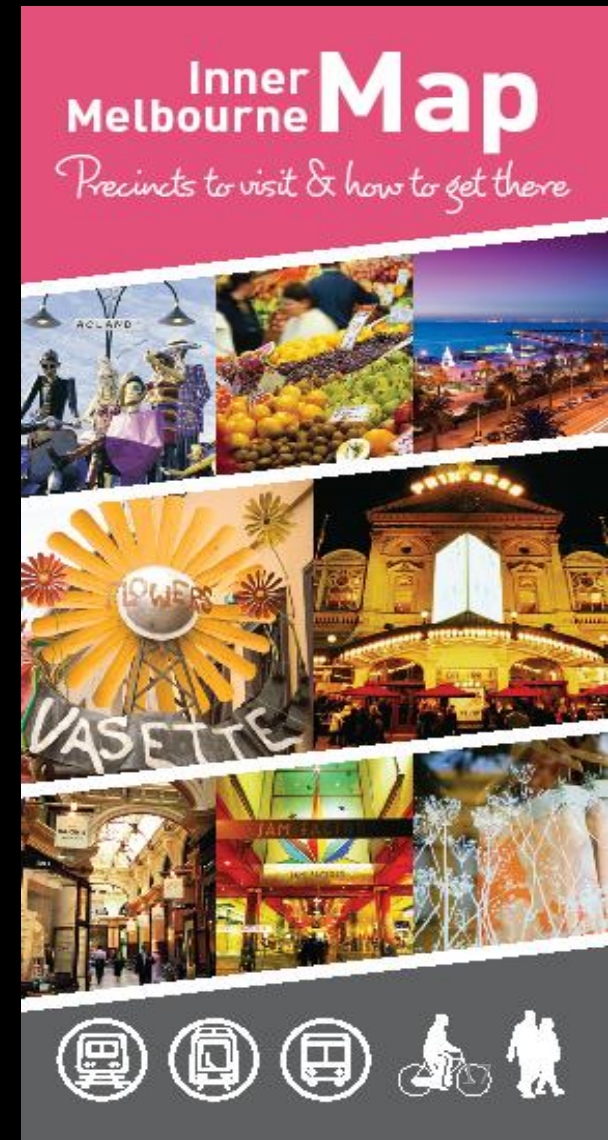




## Taking it to the Streets.....

**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***



## New and Improved.....

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

## Inner Melbourne Map

Precincts to visit & how to get there



The top of the slide features a collage of four images: a red parachute over a blue body of water with sailboats, a classical stone building with arches, purple flowers on a tree, and the front of a yellow bus. On the left, a dark grey box contains the text 'IMAP' in large white letters and 'Inner Melbourne Action Plan' in smaller white letters below it.

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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.**

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## **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.”*