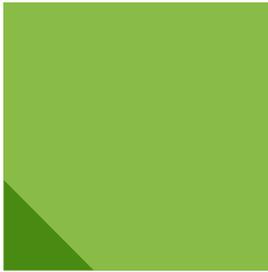


# IMAP

INNER MELBOURNE ACTION PLAN

Making  
Melbourne  
more  
liveable



Annual Report  
Summary  
2019-2020



# Message from the Chairs

The Inner Melbourne Action Plan (IMAP) is the successful collaboration between the cities of Melbourne, Port Phillip, Stonnington, Yarra and the Maribyrnong City Council working together on inner city regional issues to **help make Melbourne one of the world's most liveable cities.**

Economy, transport and connectedness, liveable communities and housing affordability, and environmental sustainability remain the key strategic directions of IMAP, with partner Councils committed to sharing information and resources and implementing regional projects to progress these priorities.

During 2019–20 the IMAP Implementation Committee commenced a Governance Review of IMAP's structure for implementation in 2021 and noted the completion of six major projects. Another six ongoing projects continue into 2020–21. This publication summarises progress on these initiatives.



- 1 **Cr Sarah Carter** Mayor, Maribyrnong City Council
- 2 **Cr Misha Coleman** Mayor, City of Yarra
- 3 **Cr Bernadene Voss** Mayor, City of Port Phillip
- 4 **Cr Steve Stefanopoulos** Mayor, City of Stonnington
- 5 **Cr Nicholas Reece** Chair, Future Melbourne (Planning) Committee, City of Melbourne

# Introduction

## The Inner Melbourne Action Plan

The Inner Melbourne Action Plan 2016–2026's identifies where we would like Inner Melbourne to be in ten years time.

The Vision Statement notes:

**Inner Melbourne will continue to improve its internationally-renowned liveability whilst responding to rapid growth.**

This will be achieved by promoting the following Goals:

-  **Goal 1** A globally significant, strong and diverse **economy**
-  **Goal 2** A connected **transport** network that provides real travel choices
-  **Goal 3** Diverse, vibrant, healthy and inclusive **communities**
-  **Goal 4** Distinctive, high quality **neighbourhoods** and **places**
-  **Goal 5** **Leadership** in achieving **environmental sustainability** and climate change adaptation.

The IMAP region hosts the capital city of Victoria, incorporating the major financial, administrative, retail, cultural, and entertainment functions of the State.

Melbourne's inner Metropolitan Councils have worked together since 2006 to implement IMAP strategies and projects, identified as key areas for regional cooperation within the central city.

The IMAP projects are unique in bringing key government stakeholders together to develop and deliver regionally based actions within an effective governance framework.

# 2019-20 Completed Projects

## Visitor Map Strategy 1.3

During 2019-20 the IMAP Implementation Committee completed the establishment of a new formal Agreement with Visit Victoria (via the Melbourne Convention Bureau) for part funding the printing and distribution of the Official Visitor Map.

The IMAP Councils supply the Inner Melbourne map for inclusion in this and other visitor publications.

## Wayfinding & Signage

### Strategies 1.4 and 2.4

The *Wayfound Victoria: Wayfinding Guidelines V2.0* manual has been completed. As a result of feedback and review, the document contains substantial new content and is now in 2 parts:

**Part A - Strategy:** includes signing principles + guidelines.

**Part B - Implementation:** includes the pedestrian signage system (product range) + technical information.

Development of a website is ongoing, as is the Committee's engagement with the State Government to implement consistent wayfinding signage across the infrastructure projects.



## Bike Network Model

### Strategy 2.3

Completion of the Bicycle Network Model allows the IMAP Councils to assess future growth and benefits associated with improvements to the bicycle network.

The model is an operational tool that is expected to be widely used by IMAP Councils to plan and prioritise future bicycle infrastructure projects and choose between designs offering different levels of protection.

The model is constructed so that it is accessible, and can be built on and replicated across the 32 metropolitan Councils.

## Recreation Facilities

### Strategy 3.4

The completed *IMAP Regional Sport & Recreation Facility Planning Study – Jan 2020* and *Technical Background Report – Feb 2020* assess the future provision of active outdoor sport and recreation facilities and aquatic centres for the IMAP area.

The Final Report notes Inner Melbourne sporting facilities are at capacity and, with demand set to double over the next 20 years, significant investment, innovation and a fundamentally different approach is essential to avoid a critical shortfall.

The report identifies ten regional priorities for the IMAP Councils and provided a strong evidence base to inform future planning and provision.



# CLT Manual

## Strategy 3.1

Publication of the manual *Enabling Community Land Trusts (CLT) in Australia*, prepared by the University of Western Sydney and others, completes this research partnership on the establishment of a new shared equity housing model that provides perpetually affordable home ownership for moderate income earners and key workers.

The research was supported by 11 research funding partners and documents how to establish a new CLT sector in Australia.

This publication, along with its companion document, *The Australian Community Land Trust Manual* are publically available.

# Analysis – PRADS model

## Strategy 3.1

In 2019, the IMAP Councils engaged PwC to analyse the PRADS Model.

The PRADS Model is being promoted and developed by the not-for-profit organisation, Housing All Australians (HAA), established by Rob Pradolin.

The PRADS model comprises the creation of affordable, long-term private rental housing negotiated with developers under voluntary planning agreements.

PwC found that the Model has the potential to substantially increase the scale of affordable housing under voluntary planning agreements and recommended further investigation.



# Ongoing Projects

## Economic Data Strategy 1.4

The new **Social and Economic Indicators Dashboard project** will bring together data to measure and track the economic and social impact of COVID19 on our community over time.

It will be used to improve Council services and policies and (as appropriate) to advocate to the State and Federal Government for funding, service delivery and policy changes.

The **Inner Melbourne Commercial Vacancies research project** will use Dashboard data to explore commercial vacancies, the reasons for these and possible solutions at a policy level.

## Wayfinding Website

### Strategies 1.4 and 2.4

This website will provide public access to the latest version of *Wayfinding Victoria: Wayfinding Guidelines V2.0*.

It will be the definitive point of reference, providing version control for consistent signage design.

Ongoing management of State, local and private requests for technical drawings, symbols, fonts, checklists and general questions are currently directed to [wayfinding@melbourne.vic.gov.au](mailto:wayfinding@melbourne.vic.gov.au).

A dedicated website will assist as a one-stop-shop for some of these enquiries. Due for completion in 2020.



## StreetCount 2020

### Strategy 3.6

In November 2019, the IMAP Implementation Committee endorsed the delivery of the Joint StreetCount 2020 with confirmed funding from DHHS, IMAP and City of Melbourne.

Moreland and Darebin municipalities joined the project in January, contributing additional funds towards implementing the joint survey.

A revised methodology was approved based on international best practice.

In June 2020, the Committee noted the project has been postponed because of the pandemic and will be rescheduled later in 2020-21.

## Urban Forest

### Strategy 4.2

IMAP's Urban Forest Plan seeks new ways of protecting and increasing tree planting and green infrastructure. It focusses on development of planning policies and mechanisms to retain urban landscapes and trees on private land.

During 2019-20, the IMAP Councils joined with City of Melbourne to develop an evidence base and assessment to support a local Planning Scheme amendment.

The IMAP Councils contributed to an economic feasibility study testing proposed standards on eight different development typologies; ensuring the typologies tested are typical of the range of developments across inner Melbourne.



# Sustainable Design

## Strategy 5.4

Since 2012 the IMAP Councils have been jointly developing a suite of Sustainable Design fact sheets.

The fact sheets provide advice on sustainable building design requirements to address at the early design stage and when lodging a planning permit application.

Five additional fact sheets are now in development for completion in 2020, to add to the 15 currently in use. Through licencing, the fact sheets are available on 25 Council websites, helping to deliver a consistent framework for sustainable design assessment across municipalities.



# Governance Review

During 2020, the IMAP Councils engaged a consultant to review the current IMAP structure and purpose.

The consultant report, considered by the Committee in June 2020, outlined the consultation undertaken, and brought together an assessment of the current status of IMAP and the establishment of new principles moving forward.

The report sets out a new advocacy focus for the Inner Melbourne Councils and the advantages of a wider membership base. A stepped plan over the next 6-12 months will develop and implement a new structure and focus.



# Strategic Partnerships

The external partners assisting with the IMAP projects are:

## **Visitor Map**

Melbourne Convention Bureau,  
Visit Victoria

## **Wayfinding & Signage/ Wayfinding Website**

Department of Transport entities  
(Public Transport Victoria, VicRoads)

## **Bike Network Model**

Department of Transport,  
Resilient Melbourne

## **Recreation Facilities**

Victorian Planning Authority;  
Sport and Recreation Victoria

## **CLT Manual**

University of Western Sydney;  
University of Sydney; St Kilda  
Community Housing Ltd;  
Mount Alexander Community  
Land Ltd; Hobart Ecovillage;  
SEMZ Property Group; Tasman  
Ecovillage; the Committee for  
Lorne; Marrickville Council; and  
Servants Community Housing

## **Analysis – PRADS model**

PwC

## **StreetCount 2020**

Victorian State Government, Launch  
Housing, Darebin City Council  
and Moreland City Council

## **Sustainable Design Fact Sheets**

The factsheets have been  
licensed for use by the following  
Victorian Councils and others:  
Banyule, Bayside, Darebin, Greater  
Dandenong, Greater Geelong,  
Greater Bendigo, Hobson's Bay,  
Hume, Knox, Kingston, Manningham,  
Monash, Moreland, Nillumbik,  
Whitehorse, Whittlesea, Wyndham  
City, Yarra Ranges, Wodonga  
City, CASBE (Council Alliance for a  
Sustainable Built Environment - MAV)  
and the Bendigo Kangan Institute.  
Council enquiries are welcome.

**Further details of all IMAP actions  
and copies of project reports can  
be found on the IMAP website.**

**For a copy of the full  
IMAP Annual Report visit  
[www.imap.vic.gov.au](http://www.imap.vic.gov.au)**

For further information please contact:  
**Elissa McElroy, IMAP Executive Officer**  
E [emcelroy@stonnington.vic.gov.au](mailto:emcelroy@stonnington.vic.gov.au)

Photos courtesy of the IMAP Councils  
Design by Johanna Villani Design

Making Melbourne more liveable  
INNER MELBOURNE ACTION PLAN

