
STRATEGY AND POLICY REVIEW COMMITTEE
5 MAY 2008 **POLICY AND PLANNING**

A2	INNER MELBOURNE ACTION PLAN - ANNUAL REPORT 2006/07
LOCATION/ADDRESS:	CITY WIDE
RESPONSIBLE EXECUTIVE DIRECTOR:	GEOFF OULTON, DIRECTOR COMMUNITY DEVELOPMENT AND PLANNING
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FILE NO.:	66/09/12
ATTACHMENTS:	1. IMAP ANNUAL REPORT

1. EXECUTIVE SUMMARY

- 1.1 The Inner Melbourne Action Plan (IMAP) Annual Report for 2006/07 is presented for Council's consideration, with the recommendation that Council confirms its on-going participation and commitment to the IMAP Implementation Committee, in partnership with the Cities of Melbourne, Stonnington and Yarra.

2. BACKGROUND AND CONTEXT

- 2.1 The Inner Melbourne Action Plan (IMAP) is a regional strategy and action plan, which provides a framework for directing and managing urban change (in the context of Melbourne 2030) to ensure the region's liveability and economic prosperity into the future.
- 2.2 The plan is the result of collaboration between the four inner region Councils (Cities of Port Phillip, Melbourne, Yarra and Stonnington) and represents 'agreement' as to regional priorities and the need for regionally based action.
- 2.3 The IMAP Implementation Committee, with representation from each of the four partner Councils, was established in April 2006 (pursuant to section 86 of the Local Government Act 1989) to enable coordinated and collaborative decision making to facilitate the implementation of IMAP.
- 2.4 The Terms of Reference established for the IMAP Implementation Committee require the preparation of an Annual Report to document the progress on priority regional initiatives.
- 2.5 The Inner Melbourne Action Plan - Annual Report 2006/07 is included as Attachment I.
- 2.6 The Report was presented to and adopted by the IMAP Implementation Committee at its meeting in February 2008.

3. IMAP ANNUAL REPORT 06/07

- 3.1** The 2006/07 Annual Report includes:
- a. A background to the development of the IMAP document and the Governance Arrangements that support its implementation.
 - b. Details of membership and meetings of the IMAP Implementation Committee throughout 2006/07.
 - c. A summary of key 'successes' with respect to the implementation of IMAP and detail of progress on priority demonstration projects and other IMAP actions.
 - d. A Financial Statement for 2007/08.
- 3.2** In summary, the IMAP Annual Report highlights key successes during 2006/07 including:
- a. State Government support for IMAP overall (and for specific projects), and
 - b. Progress on priority IMAP actions.

State Government support for IMAP:

- 3.4** The Minister for Planning and senior officers of the (former) Department of Sustainability and Environment have expressed support for IMAP. The Minister has advised of his 'willingness to champion IMAP in Cabinet and to provide advocacy and assistance to IMAP actions and directions'.
- 3.5** In addition, State Government funding has been received for a number of IMAP initiatives including:
- a. Seeding funding for the Regional Greenlight Project and Inner Melbourne Wayfinding Signage projects – supporting Action 2.2 (co-ordinated pedestrian and public transport signage) and Action 2.4 (walking links and pedestrian priority areas).
 - b. \$25,000 of an overall \$100,000 DVC grant (obtained through the Local Area Planning Support Program) to fund the development of an Affordable Housing Needs Web-Site (supporting Action 5.2 - Affordable Housing).

Progress of IMAP Priority Actions:

- 3.6** The following Actions have been successful completed:

Action 1.1 – Inner Melbourne Statement of Significance:

Completion of 'Liveable, Walkable Melbourne – The Structure, Character and Significance of Inner Melbourne'. This document will inform future decision making and planning policy development.

Action 8.2 – Improved links to the Port:

Announcement of the State Government funding (\$19.2 million) for the Plummer Street Bypass (of Williamstown Road).

3.7 The Annual Report highlights progress on following IMAP Actions:

- a. The St Kilda Road 'Flagship' Project – which has involved the development of the draft St Kilda Road Masterplan and the St Kilda Road Tram Project to facilitate consistent, functional and sustainable outcomes for this principle boulevard (Action 1.4 Boulevards and Major Roads).
- b. Priority Demonstration Projects. These provide opportunities to extend the application of projects to other areas and include:
 - Action 2.2: Establishment of a program to implement consistent 'wayfinding' signage in key locations across inner Melbourne.
 - Action 2.3: Investigation of 'best practice' approaches to upgrading the Regional Bicycle Network.
 - Action 9.1: Development of Regional Sustainability Targets.
 - Action 9.6: Developing approaches to minimising potable water use in Open Space.
- c. Other Priority Actions:
 - Action 2.4: Improving walking links in pedestrian priority areas through the 'greenlight project'.
 - Action 5.2: Developing a Model for increasing affordable housing supply – including measuring and monitoring Housing Needs and establishment of a Planning Mechanism for affordable housing contributions.
 - Action 6.3: Implementing recommendations of the Inner City Entertainment Taskforce Report (ICEPT) to better manage land use conflicts and improve the safety and amenity of activity centres.
 - Action 7.4: Development of a Regional Economic Development Statement.
 - Action 9.3: Development of a regional strategy for advocating and the development of guidelines for Water Sensitive Design.
 - Action 11.1: Preparation of an Inner Melbourne Tourism Map.
 - Action 11.2: Development of a Regional Tourism Itinerary and Inner Region Experience Packages – linked to Tourism Victoria programs.

4. CONCLUSION

- 4.1 The IMAP Annual Report demonstrates the value of regional collaboration with respect to:
- a. Raising the profile and strengthening the basis for advocacy of inner region priorities with the State Government and its agencies.
 - b. Successfully attaining State Government funding for a range of projects.
 - c. Achieving efficiencies in individual Council programs, through the sharing information and approaches, and through each Council taking the 'lead role' responsibility in implementing specific actions.

5. RECOMMENDATION

That the Strategy and Policy Review Committee recommend that Council resolve to:

- 5.1 Receive and note the Inner Melbourne Action Plan - Annual Report 2006/07.
- 5.2 Acknowledge the progress achieved on key IMAP actions as outlined in the Annual Report, and the demonstrated benefits of on-going regional collaboration between the IMAP Councils.
- 5.3 Confirm its on-going participation on the IMAP Implementation Committee and its commitment to the progressive implementation of IMAP actions throughout 2007/07 and 008/09.