

Presentation of Reports – 14.3 Inner Melbourne Action Plan – Annual Report 2017-18 and Financial Report 2017-2018

Councillor Pearl asked if officers have a view on the value for ratepayers and our local businesses of the \$300,000 in consulting fees which were spent in the last financial year, and the tourist map which came to \$45,000 in printing and \$45,000 in development costs. Councillor Pearl asked if any work had been done which determines the cost benefit to rate payers and local businesses, on those amounts?

Peter Smith CEO, advised that IMAP is one of the strategic partnerships which Council is reviewing and it is planned to bring the results of that review to a Councillor briefing in November. Mr Smith advised that the other aspects of the question would be taken on notice.

Response

The Inner Melbourne Action Plan (IMAP), set-up in 2006, is a section 86 committee that comprises of members (Mayors and CEOs) of the Cities of Melbourne, Port Phillip, Stonnington, Yarra and Maribyrnong.

In 2016, a new ten-year plan was endorsed by IMAP which contains five Goals and 27 Strategies. Activities undertaken to achieve these five goals are overseen by the IMAP committee consisting of Mayors and CEOs.

Consulting fees - In 2017/18, \$300,304 was spent on consulting fees. The highest consultancy spend (\$78,371) in 2017/18 was on an Urban Manufacturing project under Goal 4: Increasing Employment Opportunities. This was completed by IMAP councils, University of Melbourne and City of Moreland over a three-year period with a total cost of \$110,000. IMAP received funding contributions from the City of Moreland and the Metropolitan Planning Authority of \$10,000 each.

The second highest consultancy spend (\$77,273) was on phase two of a Regional Active Sport & Recreation Facilities Planning Study, under Goal 3: Diverse, vibrant, healthy and inclusive communities. Sports and Rec Victoria provided a \$50,000 grant for this project. The project assesses the need for sport and recreation facilities, with a focus on active outdoor sport and recreation facilities and aquatic centres. The study will inform future planning decisions across the municipality, including Fishermans Bend, advocacy and integration between councils. SGS Consulting were engaged to complete this work, their final report is due at the next IMAP Implementation Committee meeting on Friday 30 November.

The third highest consultancy spend (\$71,406) was on the IMAP Joint Street Count. Launch Housing coordinated the project. State Government provided a \$50,000 grant. This was the first time the bi-annual count was undertaken across the 5 municipalities. Significant media attention and a call for greater responsiveness by Government are initial outcomes. A working group was established to progress other outcomes, including improving service coordination and provision.

Consultants were also engaged to progress the following IMAP initiatives, Wayfinding and Signage (\$28,050), Census for Landuse & Employment (\$24,500), IMAP Annual Report (\$13,830) and Tourism (\$6,874).

Tourism - In 2017/2018 IMAP undertook 'a comprehensive review and update of the IMAP regional tourism map', which is included the Melbourne Official Visitors Map, a brochure produced with Destination Melbourne. It is the most widely distributed map in Melbourne, with one million copies printed each year. Printing of the Map costs \$45,000, in 2017/18 IMAP paid for both the 2017 and 2018 print. The cost of updating the map was \$6,874. IMAP intend to review the production of the Visitor Map in two-three years once the IMAP Wayfinding project is complete.