

Overview

- A strong Vision has been established
- The Foundation Phase is nearing completion
- 2014/2015 Work Program is building on this foundation phase

APPENDIX A

2014/2015 NURP Priorities

1. *Advocacy and Promotion*

- Council needs to promote the NURP project more widely to lift its profile.
- A substantial amount of work has been happening behind the scenes and now we need to let people know about changes on the horizon.
- Need to look for opportunities to promote the good work of Darebin in forums with diverse audiences.
- Examples of this already occurring in a small way include the joint briefing scheduled with Banyule Councillors.



BENEFITS: A higher profile for this project will result in:

- Greater potential for attracting private sector investment
- More support from State Government
- Build momentum and community and stakeholder support

2. *Sound Design Concept Foundation*

- Successful delivery of the Vision relies on a well-developed Design Concept and its translation into the Darebin Planning Scheme via a Structure Plan.
- We are testing and refining the current Concept Plan to ensure it is deliverable by the private sector.
- Importantly we are also identifying the right set of tools, including principles as well as controls to make sure the Vision and Council's strategic goals are achieved.

3. *Working in Partnerships*

- Darebin does not have the resources to deliver this significant project on its own.
- The best outcomes for the project will come from working in partnership with other key stakeholders.

- The Metro Planning Authority has a focus on the La Trobe Employment Cluster at a regional level.
- Banyule shares a mutual municipal border and communities on both sides use each other's services.
- Partnering with La Trobe (a major employer within the city) opens up exciting new opportunities including tapping into their substantial academic knowledge and resources.

4. Engagement

- Although NURP is a long term project it is important to bring our communities of interest and stakeholders on the journey with us.
- This year we are exploring new avenues of communications to ensure that the community can easily access information about the project and be provided with opportunities to participate in shaping the outcomes.

5. New Delivery Models

- Approaches previously used to deliver infrastructure and change by individual providers is providing to be inefficient in times of scarce resources, we need to look to do things differently.
- NURP is a new concept and requires new and innovative approaches to break through barriers to deliver the council's desired outcomes.

Steering Committee recommendation to Council

That Council:

Endorse these 2014/2015 NURP Priorities to guide the strategic work program for the coming financial year.

