

W A R R N A M B O O L 2 0 4 0

W2040

The community vision for the future

What is W2040?

Warrnambool 2040 (W2040) is a community vision for Warrnambool. Through an extensive community-led process, long term visions and goals for Warrnambool's environment, economy, place and people have been developed.

How was the plan developed?

W2040 was developed through an extensive community engagement process. Thousands of residents and hundreds of clubs, groups and organisations shared their 'Wishes for Warrnambool' and their aspirations for the future of the City during the plan's development. More information about the process to develop this plan and the engagement learnings can be found at www.w2040.com.au/about



W2040

Phase 1:
"Wish for Warrnambool" Community Conversation
April - June 2017
2000+ people involved

Phase 2:
W2040 Visions, Goals & Outcomes Drafted
Community Panel Planning Day- Oct 2017
W2040 Partner Sessions- Sept 2017 & Feb 2018

Phase 3:
PARTNER SIGN UP
Oct 2018
COMMUNITY ACTION
2019

W2040 - Our Visions and Goals:

OUR PEOPLE:

Warrnambool will be a city where all people thrive

Our Goals:

1. a welcoming and inclusive city
2. a safe and connected community
3. Warrnambool's people are healthy
4. value local Aboriginal identity and culture
5. a learning community

OUR PLACE:

Warrnambool will be Australia's most liveable regional city

Our Goals:

1. an affordable and accessible place to live for everyone
2. encourages and prioritises sustainable transport
3. well-connected outside the city
4. has accessible, high-quality public spaces and facilities

OUR ECONOMY:

Warrnambool will be Australia's most resilient & thriving regional economy

Our Goals:

1. embrace digital innovation and technological change
2. grow a resilient and diverse economy
3. foster a creative and collaborative culture
4. think globally

OUR ENVIRONMENT:

Warrnambool will be Australia's most sustainable city.

Our Goals:

1. ZERO WARRNAMBOOL - innovative, solutions for zero net emissions
2. ADAPTABLE WARRNAMBOOL - adapt to the impacts of climate change
3. WISE WARRNAMBOOL – a wise city, that wastes not
4. NATURAL WARRNAMBOOL - enjoy, love, respect and care for the natural environment
5. BLUE WARRNAMBOOL - water for life
6. GREEN WARRNAMBOOL - a city in nature

W2040: Action Plan

VISION 1: Warrnambool will be a place where all people thrive

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES What can your organisation/workplace do to support this goal?
<p>OUR PEOPLE</p> <p>An inclusive community that embraces all residents and visitors, Warrnambool welcomes people from diverse backgrounds and ensures people of all ages, abilities and cultural backgrounds are respected and can participate fully in the community.</p> <p>Warrnambool acknowledges respects and celebrates the diverse cultures, beliefs and history which makes up our community.</p>	<p>1: Warrnambool is a welcoming and inclusive city</p>	<p>All residents are respectful, accepting and welcoming to people of all ages, abilities, cultures, races, ethnicities, sexual orientation and faiths or religions.</p>	<ul style="list-style-type: none">The majority of W2040 Partners have developed and implemented workplace diversity, disability access and inclusion policies.Warrnambool is recognised as an established member of the Welcoming Cities Network.Warrnambool hosts regular events to welcome new residents and celebrate diversity.Proportion of residents born overseas has increased since 2016 (Census).More residents say that multiculturalism definitely makes life better (44%, 2017)More residents say that people in Warrnambool are accepting of people of different ethnic cultures; religious backgrounds and sexual orientation (51%, 2017)*Residents who identify as culturally and linguistically diverse (CALD) say that people in Warrnambool accept and welcome them.Number of cultures represented in local cafes/ restaurants has increased.Warrnambool has implemented action plans to progress under the World Health Organisation's Age-Friendly Cities and Unicef's Child-Friendly Cities FrameworksResidents with a disability say that Warrnambool is more accessible than in 2017.	<ul style="list-style-type: none">Take and support action to make Warrnambool a more Child Friendly, Age Friendly, Welcoming and Compassionate City (using accepted standards and frameworks).Develop, endorse and implement diversity, disability access, gender equity and inclusion policies, plans and strategies to increase inclusion across the City's facilities and services.Offer regular workplace learning opportunities & training to raise awareness of diversity, inclusion, disability access issues to build cultural competency of staff/members/etc.Publish information and conduct community /stakeholder engagement activities in languages other than English.Ensure interpreter and translation services are accessible to ensure non-English speaking residents and residents with a disability can access services and participate in community life.Support/attend/host 'Welcome to Warrnambool' events for new residents, new staff and community members to celebrate differences in our community.Support LGBTIQA+ people and communities by building understanding in your workplace, including celebrating the 'International Day Against Homophobia, Biphobia, Inter-sexism & Transphobia'. (IDAHOBIT)Actively seek to employ people of different cultures, ages and abilities.Implement strategies to improve employment and participation opportunities for people with disabilities.Council will implement its Disability Action Plan 2017-2026. <p>PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS</p>

W2040: Action Plan

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2: Warrnambool is a safe and connected community



An inclusive and safe place to live and visit, Warrnambool is a community which makes decisions to maximise opportunities for every resident to be socially connected to others.

All residents participate in cultural and recreational activities and events and enjoy socially active lives

All residents know their neighbours, feel safe walking on the street at night, volunteer and have attended a community event or activity in the past month.

Family violence and all violent crime rates have dropped to be the lowest in Victoria

- Warrnambool is rated the highest in Victoria for safety and sense of community (IPSOS Life in Australia Index).
- More residents know their neighbours (57%, 2017)
- Proportion of people who volunteer (24.6%, 2016).
- The proportion of residents who say their mental health or loneliness is the thing that worries them most has reduced since 2017.
- W2040 Partners have developed and implemented gender equity, disability access & inclusion and diversity policies.
- Proportion of children walking and/or riding independently to school has increased.
- Family violence incidents reported to police have reduced (20 per 1000 people, 2016/17).
- Rate of crimes against the person have reduced (14.26 per 1000, Year ending March 2018).

- Develop/support campaigns and host events to encourage residents to get to know their neighbours and meet new people (refer Goal 1 – Welcome to Warrnambool events).
- Develop, endorse and implement diversity, disability access, gender equity and inclusion policies and strategies.
- Offer regular workplace learning opportunities & training to raise awareness of diversity, inclusion, disability access issues to build cultural competency of staff/members/etc.
- Adopt organisational policies which support good mental health, gender equity, work/life balance, etc.
- Acknowledge gender equity as a cause of family violence by developing and implementing workplace gender equality action plan. This may include development of new policies, staff training, conducting attitudes to gender equity surveys and participating in community campaigns such as International Women's Day and 16 Days of Action.
- Support the establishment of a system which helps to "induct" and support new residents and better connect them to their new community's networks, activities and local information.
- Encourage and support employees to volunteer in the community.

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<p>OUR PEOPLE</p> <p>Improving health and wellbeing is a high priority for individuals and Plan Partners across the City.</p> <p>Services to support physical and mental health are accessible to all residents.</p> <p>Community, cultural and recreational facilities, services and activities which support and encourage healthy lifestyles are accessible and available to all residents – particularly people who are vulnerable or disadvantaged.</p>	<p>3: Warrnambool's people are healthy</p>	<p>Health and wellbeing is a fundamental priority for all workplaces, community Plan Partners, clubs, groups, families and individuals.</p> <p>All residents have a healthy diet, are sufficiently physically active and make informed and healthy choices about alcohol and drug use.</p> <p>High quality and wide-ranging healthcare (physical and mental) and community services are more accessible to Warrnambool's residents than they were in 2017.</p>	<ul style="list-style-type: none">W2040 Partners share and/or publish their data to increase awareness of local health and wellbeing trends and needs.W2040 Partners include improved health and wellbeing for staff and/or the community as key performance indicators in their business plans.Population health data (including rates of healthy eating, sufficient physical activity, and harm from alcohol and smoking) all improve from 2017 levels.All residents are more active more often.The proportion of residents who say their health is poor has reduced from 2017 levels.The proportion of residents who say that their access to: facilities to play sport and be active; arts, cultural activities and groups; walking and cycling infrastructure , health services is excellent or very good, improves from 2017 levels.Stage 2 of the South West Healthcare's Warrnambool hospital redevelopment is complete.Warrnambool has a Residential Drug and Alcohol Rehabilitation Centre.Reid Oval Sporting Facility Redevelopment is complete.Implementation of the Active Warrnambool Strategy 2018-2028 is on track.Immunisation rates have improved for both children and adults for all recommended vaccines.	<ul style="list-style-type: none">Work together to achieve the objectives of the Health and Wellbeing Plan "Warrnambool – A Healthy City 2017-2021" and subsequent plans.Develop and implement workplace health and wellbeing policies and health promotion programs, and monitor staff wellbeing.Include improved employee and/or community health and wellbeing outcomes as measures in corporate/business plans.Encourage and support employees to prioritise their health by increasing awareness of healthy lifestyles and supporting healthier choices.Partner to identify gaps in facilities and services and advocate for improvements which would support improved health and wellbeing of residents.Council will adopt and implements the first action plan for the Active Warrnambool Strategy.Council will implement its Disability Action Plan 2017-2026. <p>PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS</p>

W2040: Action Plan

VISION 1: Warrnambool will be a place where all people thrive

2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
	What can your organisation, workplace, do to support this goal?		
4: Warrnambool values local Aboriginal identity and culture	<p>Warrnambool's community acknowledges local Aboriginal history and respects and celebrates Aboriginal culture.</p> <ul style="list-style-type: none">• Aboriginal culture is respected and proudly celebrated by the local community and shared with visitors to the City.• Health, educational, economic and social disadvantage no longer exists for Aboriginal people.• Traditional Owners lead the City's environmental and cultural heritage management and have direct involvement in whole of community decision making and governance.• Learning about Indigenous culture, history and local language is commonplace in schools and workplaces.• Most natural attractions and significant places are known by their Aboriginal names (where deemed appropriate by Traditional Owners).• All W2040 Partners are actively engaged in partnerships with the Aboriginal community and support a treaty.• Acknowledgement of Country is made at all community events, forums and functions including government and council/committee meetings, conferences and training, school assemblies, public performances and shows, committee and board meetings and official openings.• Where supported by Traditional Owners, new and existing places in Warrnambool will incorporate Aboriginal names and acknowledge Aboriginal cultural heritage in appropriate ways to increase community cultural awareness.• Warrnambool City Council will allocate a permanent place at the Council table for an Aboriginal representative.• Warrnambool has an Aboriginal Employment Strategy.• Warrnambool's community services and public facilities are regularly audited and implement continuous improvement to ensure cultural safety and inclusion.• More young Aboriginal people will complete year 12 or equivalent than in 2017.• More Aboriginal people will achieve post-school vocational or tertiary qualifications than in 2017.		

OUR PEOPLE

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				What can your organisation, workplace, do to support this goal?

5: Warrnambool is a learning community



Warrnambool's people value and encourage learning at all ages and stages of life.

The city has local learning opportunities available to increase knowledge, provide qualifications, increase workforce capacity, grow skills, enable re-skilling and strengthen local resilience.

There are strong links between local business and industry and learning institutions of all types.

University and TAFE courses available in the city attract students from within and outside Warrnambool and offer recognised qualifications and training outcomes which meet the needs of the region's industries.

Warrnambool's rate of school completion (Year 12 or equivalent) is the highest in regional Victoria.

All children are developmentally on track in all five domains of the Australian Early Years Census.

All children attend early years' education and kindergarten before starting school.

Lifelong learning opportunities are accessible to all residents.

- The proportion of people over 15 years who have completed Year 12 or equivalent has increased (41%, 2016)
- The proportion of people over 15 years who have a post school qualification has increased (56.7%, 2016)
- The proportion of children who are developmentally on track in the Australian Early Years Census has increased (81.7%, 2015)
- The proportion of young people 15-19 years who are engaged in full time education and/or work has increased (77.1%, 2016)
- The proportion of people over the age of 25 years who are currently enrolled to study has doubled (3.4%, 2016)
- W2040 PARTNERS MIGHT SUPPORT local learning by offering mentoring, internships and work placements for local students.
- Warrnambool has a new, 21st century library and knowledge hub (LINK) which provides opportunities for lifelong learning, equitable access to information, resources and technology.
- South West TAFE's Tech (technology) School is operational.
- Deakin University's Warrnambool Campus has significantly increased enrolments and has increased investment in research and industry partnerships.

- Support local programs which improve outcomes for young people- e.g. local career, work placement and experience opportunities, and program like Standing Tall, A Big Life and Future Leaders of Industry, etc.
- Advocate for funding for the new shared library and the 'Tech' (technology) school at SW TAFE
- Support the goals of the Beyond the Bell initiative.
- Partners will work with local educational institutions to offer mentoring and increased workplace opportunities for our young people (more work experience placements, internships, project and graduate positions, etc)
- Support and/or deliver programs which encourage and better educational outcomes (eg family capacity building, homework clubs, tutoring, mentoring, arts education, etc).
- Encourage staff to volunteer for programs that support young people's educational attainment outcomes and aspiration.
- Council, with partners, will develop and implement a Municipal Early Years Plan.

**PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL
SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS**

W2040: Action Plan

VISION 2: Warrnambool will be Australias most liveable regional city

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
1: Warrnambool is an affordable and accessible place to live for all people				
<p>OUR PLACE</p> <p>Warrnambool is a great place to live for all residents, in every neighbourhood and at every stage of life.</p> <p>With unsurpassed access to the natural environment, affordable and appropriate housing, access to high quality services and a safe community, Warrnambool offers the highest standards of liveability.</p>	<p>Warrnambool is the most liveable regional city in Australia (according to the IPSOS Life in Australia Survey). Warrnambool's liveability is a key feature of the city's identity across Victoria.</p> <p>Affordable, decent and appropriate housing is available for all. No one is homeless.</p> <p>Utility costs are negligible and affordable for all as all properties are self-sufficient for their energy and water needs.</p> <p>Warrnambool is an accessible place for people of all ages, genders and abilities.</p> <p>Warrnambool is known as a leading World Health Organisation Age-Friendly City and continues to plan and invest to retain this reputation.</p> <p>Warrnambool is recognised as an excelling member of the Welcoming Cities Network.</p>	<ul style="list-style-type: none">• Warrnambool retains the title of Victoria's most liveable regional city (IPSOS Life in Australia survey) and improves its overall score from 2017 (72.1%, 2017).• More residential properties are within 400m of quality public open space than in 2017.• As a proportion of all housing, more affordable and social housing is available than in 2017.• Housing types and sizes are more diverse than in 2017.• Rates of homelessness has halved from 2017 levels.• Local policies require all new housing to have renewable energy infrastructure to significantly reduce living costs.• Warrnambool has implemented its first 5 year plan to be a World Health Organisation Age-Friendly City and has developed a second, 5 year plan.• Warrnambool has implemented an action plan to progress Unicef's Child-Friendly Cities Framework.• Warrnambool is recognised as an established member of the Welcoming Cities Network.• Warrnambool City Council's Disability Action Plan 2017-2026 has been implemented.	<p>What can your organisation, workplace, do to support this goal?</p>	

W2040: Action Plan

VISION 2: Warrnambool will be Australia's most liveable regional city

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
What can your organisation, workplace, do to support this goal?				
<p>Destinations across the city are easily accessible by active or public transport. Warrnambool is a great place to walk and cycle, with a compact, attractive and safe built environment.</p> <p>The road network safely accommodates all users and footpaths and shared paths along all waterways and the coast, provide off road options for active transport users.</p> <p>Destinations across the city are accessible, with trips in any mode taking less than 20 minutes.</p>	<p>Warrnambool is a compact city whose population is accommodated within the growth boundary that existed in 2017. 10,000 residents will live in Central Warrnambool by 2040 (3800 in 2016). No neighbourhoods are car-dependent. All have alternative, sustainable transport options, to daily destinations. All daily destinations (work, school, shopping, recreation, health services) are all accessible in less than 20 minutes by sustainable travel. Warrnambool has continuous loops of off-road walking and cycling trails along all waterways and the coast. Most children walk or cycle to school daily. Most adults walk or cycle for transport daily. No road accidents in the City result in serious injury or death for drivers, cyclists or pedestrians. Shared, autonomous, electric vehicles (SAEVs) are operating effectively in the City.</p>	<ul style="list-style-type: none">• 5000 residents will live in Central Warrnambool by 2026 (3800 in 2016).• All daily destinations (work, school, shopping, recreation, health services) are accessible within 15 minutes using active/sustainable travel modes.• Principle Pedestrian and Principle Cycling Network Plans (including off road trails) have been developed and recommendations are being implemented to improve sustainable transport infrastructure.• More residential properties are within 400m of public transport than in 2017.• The proportion of residents walking, cycling or taking public transport to school and work has significantly increased (doubled) since 2017.• All residents feel safer walking in their neighbourhoods than they did in 2017.• There are less road accidents/crashes and injuries than there were in 2017.• Warrnambool has developed a plan to provide for autonomous electric vehicles (AEVs).	<ul style="list-style-type: none">• Council will maintain a Planning Scheme that aims to protect and strengthen a compact, non-car dependent, city form.• Implement and support Council's Road Users Plan.• Implement and support the Active Warrnambool Strategy.• Implement and support the Warrnambool Open Space Strategy.• Develop and support an Integrated Transport Plan to increase utilisation of sustainable transport modes.• Ensure all major destinations and community facilities have direct and safe access to public transport (bus stops), foot paths and bike infrastructure.• Prioritise investment in public transport, walking and cycling infrastructure ahead of new car parking, and encourage employees and customers/clients to choose sustainable transport modes.	<p>PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS</p>

OUR
PLACE

W2040: Action Plan

VISION 2: Warrnambool will be Australias most liveable regional city

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES What can your organisation, workplace, do to support this goal?
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3: Warrnambool is well connected outside the city.



The region's transport infrastructure is the best in regional Victoria and contributes to the city's liveability and prosperity.

Travelling by train from Warrnambool to Melbourne takes around two hours. The frequent rail services to Melbourne and the roads across the region are safe, efficient and maintained to a high standard.

Travelling time by train between Melbourne and Warrnambool has been reduced to 2 hours.

No road accidents in South West Victoria result in serious injury or death for drivers, cyclists or pedestrians.

Road design and quality safely accommodates autonomous vehicles.

Warrnambool's Regional Airport meets the needs of business & industry, tourism and local residents.

- Princes Highway West Upgrade (from Colac to the South Australian border) is funded and works are under way.
- Warrnambool Railway Line Upgrade is completed providing increased reliability and frequency of services and enable modern V/Locity trains to run on the line.
- Warrnambool Regional Airport Runway Upgrade and other priority projects are completed.

- Advocate for funding and construction of regional transport infrastructure priority projects.
- Encourage use of the train service by staff for regional trips to maximise demand for the service and apply pressure for increased service provision and upgrades.
- Encourage use of the regional airport service by staff for regional trips to maximise demand for the service and apply pressure for increased service provision and upgrades.

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W2040: Action Plan

VISION 2: Warrnambool will be Australias most liveable regional city

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
What can your organisation, workplace, do to support this goal?				

4: Warrnambool has accessible, high-quality public spaces and facilities

<p>OUR PLACE</p> <p>Warrnambool has well-designed commercial, residential, cultural and recreational precincts that are attractive, activated, accessible, sustainable, multi-use, safe and well maintained.</p> <p>Public spaces, infrastructure and facilities are always designed to be accessible for everyone and encourage social connection by providing activities to suit all ages and abilities.</p> <p>Warrnambool is memorable for its unique places, public art and sense of identity.</p>	<p>Warrnambool has well-designed commercial, residential, cultural and recreational precincts that are attractive, activated, accessible, sustainable, multi-use, safe and well maintained.</p> <p>Public spaces, infrastructure and facilities are always designed to be accessible for everyone and encourage social connection by providing activities to suit all ages and abilities.</p> <p>Warrnambool is memorable for its unique places, public art and sense of identity.</p>	<p>Warrnambool's population is accommodated within a compact city which has high quality commercial and public places and regional-level community facilities which are accessible to all residents. Warrnambool has high-quality, regional-level arts, cultural and recreational facilities which are activated and programmed to meet the needs of the whole community and to attract visitors.</p> <p>Warrnambool's vast network of open space is valued, protected and enhanced and is recognised as vitally important for Warrnambool's residents and visitors.</p> <p>Warrnambool's public spaces are thriving with activity and investment by the public and private sectors and the community.</p> <p>Warrnambool's high community facilities and assets are well maintained and there is an agreed strategy for renewal which is and funded to ensure their sustainability.</p>	<ul style="list-style-type: none">• Warrnambool's City Centre Renewal Project is complete.• All residents have high-quality, public places/facilities/infrastructure within their local areas (800m).• The assets renewal gap for community/recreational/social facilities and infrastructure has been addressed and all assets are maintained to maximise the benefits for the community.• Masterplans for Lake Pertobe, Brierly and Botanic Gardens have been implemented and new plans have been developed.• Warrnambool recommendations in the Great South Coast Regional AFL, Cricket and Netball Strategy have been implemented.• All Council Strategies to improve Warrnambool's public places have been funded and implemented.• Warrnambool has a network of integrated community facilities as recommended in the Warrnambool Community Services Infrastructure Policy and Plan 2014.• The Warrnambool community is planning for a new art gallery that meets expected museum and gallery standards.• Government, local businesses, philanthropic trusts and residents invest resources to create high quality public spaces, new street art and sculpture, and attractive, usable spaces across the city.	<p>SHORT TERM INITIATIVES</p> <p>What can your organisation, workplace, do to support this goal?</p> <ul style="list-style-type: none">• Take and support action to make Warrnambool a more Child Friendly, Age Friendly, and Welcoming City (using accepted standards and frameworks).• Facilitate development plans and legislated financial contributions to enable sufficient funding/provision for open space, infrastructure, construction of recreation and social spaces and essential community facilities.• Council will secure funding and implement the following:<ul style="list-style-type: none">• Playspace Strategy• Asset Renewal Strategy• Open Space Strategy• Active Warrnambool Strategy• Community Services & Infrastructure Plan• Lake Pertobe, Brierly and Botanic Gardens Masterplans• Coastal Management Plan• The Neighbourhood Project /Community led Place-making Initiatives• Disability Action Plan 2017-2026.• Advocate for timely funding and delivery of community and social infrastructure projects.• Encourage and support clubs, groups and individuals to undertake place-making and other community projects which enhance the sense of place, ownership and identity.
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PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL
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W2040: Action Plan

VISION 3: Warrnambool will be Australias most resillent and thriving regional economy

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
What can your organisation, workplace, do to support this goal?				

1: Warrnambool will embrace digital innovation and technological change.



People living in and around Warrnambool have flexible work and enjoy the option to work globally from the City.

People who work for Plan Partners based in Melbourne and other places are able to work from home or from suitable shared work spaces in the city.

There is a vibrant digital technology sector that employs an increasing range of professional, creative and technical staff.

New and existing services are available that help the community and business build their digital capacity including public libraries, and community and adult education providers.

- Local Business and Industry groups, the IT sector, and tiers of government have partnered to source funding and programs that meet the changing digital economy knowledge needs of business.
- Use of internet to conduct business continues to increase (Source: Biennial Business Confidence Survey).
- Residents (and especially young people) have increased awareness of the opportunities to work in the digital economy locally.
- Warrnambool's Economic Development Strategy 2015-2020 has been implemented, reviewed and updated.

- Work together to develop a Digital/Smart City Strategy.
- Advocate for funding deliver digital infrastructure needs.
- Develop a business case for a new business incubator/accelerator to support existing companies and new start-ups.
- Build digital capability in the community to increase uptake of new technology into the city's existing products and services.
- Partner to deliver programs and partnerships that attracts business and community to embrace and leverage new technology.
- Council and Partners will implement and support:
 - Economic Development Strategy 2015-2020.
 - Warrnambool Destination Action Plan
 - Great South Coast Food and Fibre Action Plan
 - Great Ocean Road Regional Tourism Strategic Plan.

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W2040: Action Plan

VISION 3: Warrnambool will be Australias most resilient and thriving regional economy

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
				What can your organisation, workplace, do to support this goal?

2: Warrnambool grows its resilient and diverse economy



Grow economic resilience and diversity so new and existing industries continue to succeed in local, national and global markets

Achieve Gross Regional Product growth in line with Victoria state average.

- Residents (and especially young people) have increased awareness of the critical skills and workforce shortages in the local economy.

Warrnambool attracts and trains enough skilled workers to meet the needs of local industry.

- Warrnambool's employment continues to grow across industry sectors.

Regional programs that help supply the skill needs of regional employers are provided and promoted.

- Unemployment rate in Warrnambool continues to be one of the lowest of any Regional City in Victoria and below the State average.

Achieve a minimum 15 years supply of undeveloped land (commercial, industrial and residential).

- Economic participation for those groups who have traditionally had low workforce participation rates (people with a disability, ATSI people, etc) has significantly increased.
- The Warrnambool Aboriginal Employment Strategy will have been developed and implemented.
- Warrnambool's Economic Development Strategy 2015-2020 has been implemented, reviewed and updated.

- Council and Partners will implement and support:
 - Economic Development Strategy 2015-2020.
 - Warrnambool Destination Action Plan
 - Great South Coast Food and Fibre Action Plan
 - Great Ocean Road Regional Tourism Strategic Plan.
- Work with education providers, industry and government to train and attract workers to deliver the existing and future skills needed to grow our City's economy
- implement the Warrnambool China Strategy to advance Warrnambool as a China ready city
- Deliver a business case for a business incubator/accelerator to support growth for existing companies/start-ups in Warrnambool
- continue to support and strengthen the Changchun, China and Miura, Japan 'Sister-City' Relationships
- Partners will actively support grassroots, start-up and scale-up businesses that show innovation and entrepreneurial behaviours.
- Partners will actively seek to employ people of different cultures, ages and abilities.
- Partners will work together to identify and develop business cases to attract new industries to the City.

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W2040: Action Plan

VISION 3: Warrnambool will be Australias most resilient and thriving regional economy

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				What can your organisation, workplace, do to support this goal?

3: Warrnambool fosters a creative and collaborative culture



**Warrnambool's
economic success
is strengthened
by local research,
innovation,
collaboration and
continuous learning.**

An active and sustainable peak body that provides a united voice for Warrnambool business and industry.

Maintain and grow collaborative arrangements between cross border, and regional councils and interest groups.

- Increase in enrolments in higher education institutions that align with local workforce shortages.
- Nationally significant Indigenous tourism projects at Tower Hill, Moyjil and Budj Bim are funded and underway.
- Great South Coast Food and Fibre Action Plan has been implemented and reviewed.
- Great Ocean Road Regional Tourism Strategic and Warrnambool Destination Action Plans have been implemented.
- Warrnambool's Economic Development Strategy 2015-2020 has been implemented, reviewed and updated.
- Funding and investment in research at local educational institutions has increased.
- Industry partnerships and collaboration have increased.

- Council and Partners will implement and support:
 - Economic Development Strategy 2015-2020.
 - Warrnambool Destination Action Plan
 - Great South Coast Food and Fibre Action Plan
 - Great Ocean Road Regional Tourism Strategic Plan.
- Work with education providers, industry and government to train and attract workers to deliver the existing and future skills needed to grow our City's economy
- implement the Warrnambool China Strategy to advance Warrnambool as a China ready city
- Deliver a business case for a business incubator/accelerator to support growth for existing companies/start-ups in Warrnambool
- continue to support and strengthen the Changchun, China and Miura, Japan 'Sister-City' Relationships
- Partners will actively support grassroots, start-up and scale-up businesses that show innovation and entrepreneurial behaviours.
- Partners will actively seek to employ people of different cultures, ages and abilities.
- Partners will work together to identify and develop business cases to attract new industries to the City.

PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL
SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS

W2040: Action Plan

VISION 3: Warrnambool will be Australias most resilient and thriving regional economy

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
				What can your organisation, workplace, do to support this goal?

4: Warrnambool thinks globally



Work together to increase local understanding and capability to trade in global markets and derive economic benefit from international tourism growth.

Maintain upward trend in relation to Domestic and International Overnight Visitors to Warrnambool

Great South Coast region generates the largest value (\$) of agricultural output (\$) by region in Australia

Warrnambool is recognised as an excelling member of the Welcoming Cities Network.

- Great Ocean Road Regional Tourism Strategic and Warrnambool Destination Action Plans have been implemented.
- Shipwreck Coast Masterplan has been implemented.
- Maintain upward trend in relation to Domestic and International Overnight Visitors to Warrnambool
- Warrnambool's Economic Development Strategy 2015-2020 has been implemented, reviewed and updated.
- Warrnambool is recognised as an established member of the Welcoming Cities Network.

- Take and support action to make Warrnambool a Welcoming City (using accepted standards and frameworks).
- Council and Partners will implement and support:
 - Economic Development Strategy 2015-2020.
 - Warrnambool Destination Action Plan
 - Great South Coast Food and Fibre Action Plan
 - Great Ocean Road Regional Tourism Strategic Plan.
 - Deliver the Warrnambool 'Certified Host' China Program to build the capacity of the tourism industry
 - Implement the Warrnambool China Strategy to advance Warrnambool as a China ready city
 - Continue to support and strengthen the Changchun, China and Miura, Japan 'Sister-City' Relationships

PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL
SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS

W2040: Action Plan

VISION 3: Warrnambool will be Australias most resillent and thriving regional economy

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
				What can your organisation, workplace, do to support this goal?

5: Warrnambool invests in its liveability to grow the economy



Warrnambool is nationally recognised as a highly desirable place to live, work and visit. The city's renowned liveability encourages population and workforce attraction, which in turns supports the economy

Warrnambool is the most liveable regional city in Australia (according to the IPSOS Life in Australia Survey). Warrnambool's liveability is a key element of the city's identity and brand nationally. Due to its high quality lifestyle, Warrnambool is recognised as the ideal regional location for flexible and remote workers who work globally.

- Warrnambool retains the title of Victoria's most liveable regional city (according to the IPSOS Life in Australia survey)
- Net inward migration has increased and workforce shortages have reduced.
- Warrnambool's Economic Development Strategy 2015-2020 has been implemented, reviewed and updated.

- Implement actions to make Warrnambool a more Child Friendly, Age Friendly and Welcoming City (using accepted standards and frameworks).
- Council and Partners will implement and support:
 - The Economic Development Strategy 2015-2020.
 - The Warrnambool Destination Action Plan to grow our visitor economy.
 - The Great South Coast Food and Fibre Action Plan and
 - The Great Ocean Road Regional Tourism Strategic Plan.
- Advocate for infrastructure projects that support Warrnambool's liveability and economy

PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL
SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS

W2040: Action Plan

VISION 4: Warrnambool will be Australias most resilient regional city

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
1: ZERO WARRNAMBOOL Demonstrate innovative, solutions to achieve zero net emissions for a renewable future.				What can your organisation, workplace, do to support this goal?
OUR ENVIRONMENT <p>Using contemporary ideas and technologies, we will be innovative and bold, working collaboratively on smart solutions. We will build our city and its transport systems for a sustainable future.</p> <p>By 2040 we will have zero net greenhouse gas emissions and our energy needs will be met from renewable sources.</p>	<p>The City of Warrnambool will have zero net greenhouse gas emissions.</p> <p>Warrnambool's energy is sourced from renewable sources.</p> <p>Warrnambool is a "20-minute city" with a fully connected and comprehensive pedestrian and bicycle path system through the municipality.</p> <p>Vehicular transport is approaching 100% fuelled by renewables</p> <p>No neighbourhoods are car-dependent. All have alternative transport options to daily destinations. Warrnambool has continuous loops of off-road walking and cycling trails along all waterways and the coast.</p> <p>Most children walk or cycle to school most days. Most adults walk or cycle for transport daily.</p>	<ul style="list-style-type: none">• Warrnambool will reduce its citywide emissions by 20%• Warrnambool will pave the way for a Zero Net Carbon Housing Development.• Warrnambool will source 20% of its citywide energy from renewable resources.• Warrnambool have at least 1 micro-grid set up and operating.• 25% of residential properties will have solar PV systems.• Community Energy Program implemented.• Principal pedestrian and principal cycling network plans (including off-road trails) have been developed and recommendations are being implemented.• The proportion of residents walking or cycling to school and work has significantly increased (doubled) since 2017.	<ul style="list-style-type: none">• Develop and implement the Warrnambool Zero 2040 Plan outlining costed targets and transition pathways.• Green Futures Program implementation: Support for households and businesses to facilitate improved energy efficiency, use of renewable energy and reduce costs.• Investigate opportunities for loan finance to accelerate uptake of solar PV, battery storage and Electric Vehicles.• Develop Warrnambool Renewable Futures Project with key industry partners to investigate large scale renewable energy investment opportunities.	<p>PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL</p> <p>SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS</p>

W2040: Action Plan

VISION 4: Warrnambool will be Australias most resilient regional city

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
What can your organisation, workplace, do to support this goal?				
OUR ENVIRONMENT	<p>Working together, we will be prepared, adept and resilient in the face of climate change challenges. Our institutions, agencies, universities, industries, businesses and community leaders will partner to develop the world's best responses.</p> <p>Our infrastructure and open space will be designed effectively and our community will have the knowledge to mitigate climate change impacts and thrive in a changing climate.</p>	<p>Environmentally Sustainable Design (ESD) principles used for all new developments and upgrades.</p> <p>All new infrastructure designed for the changed and changing climate.</p> <p>New Council buildings have greater than a 5 Greenstar rating.</p> <p>Zero Carbon Neighbourhood</p> <p>High level of community awareness about how to avoid and decrease the personal impacts of severe weather events and a changed climate.</p> <p>There are several 'Climate Resilient' playgrounds in Warrnambool</p>	<ul style="list-style-type: none">Sustainable Building Design Policy and Guide developed and in use.Council will have at least one 5 Star Green-Rated building.All Council buildings constructed after 2026 will operate as zero net emission buildings.Precinct Structure Planning complete for a Zero Carbon Neighbourhood.A Climate Capable City information program has been rolled out to support residents and business to successfully respond to a changed and changing climate.There is at least one 'Climate Resilient' playground in Warrnambool.	<ul style="list-style-type: none">Develop and implement a leading practice Sustainable Building Design Policy and Guide.Review and update Climate Change Action Plan to include Infrastructure and Open Space Climate Change Response Guidelines.Warrnambool will pave the way for a Zero Carbon Housing DevelopmentSign up to the Climate Capable City program <p>PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS</p>

W2040: Action Plan

VISION 4: Warrnambool will be Australias most resilient regional city

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
3. WISE WARRNAMBOOL Warrnambool citizens will be environmentally informed, ethically motivated consumers of goods and services. We will minimise waste by conserving, avoiding, reducing, recycling and reusing resources at every opportunity. We will significantly reduce land, water and air pollution, including littering and we will no longer be a source of plastics entering the marine environment.	a wise city that wastes not	Zero recoverable waste to landfill. No littering or pollution to our environment No single use, unrecyclable plastic items are used in Warrnambool. Warrnambool has developed a framework for a closed loop economy.	<ul style="list-style-type: none">Reduce resource consumption from 8.2 kg to 3 kg per person by 2038 (based on 2015 levels).Increase diversion from landfill to 80%Single-use plastic bags phased outEvents in the city are plastic free.40% Reduction in plastic waste on our beaches.Community and business Zero Waste campaign is developed and implemented.Business models are developed for local businesses to utilise circular economy framework.	What can your organisation, workplace, do to support this goal?

OUR ENVIRONMENT

W2040: Action Plan

VISION 4: Warrnambool will be Australias most resilient regional city

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
4. NATURAL WARRNAMBOOL enjoy, love, respect and care for the natural environment				What can your organisation, workplace, do to support this goal?
<p>OUR ENVIRONMENT</p> <p>Warrnambool will restore, maintain and enhance its natural environment, drawing on the best scientific and Traditional Owner knowledge.</p> <p>We will build our knowledge, skills and involvement in protecting biodiversity, waterways and the coast for the benefit of current and future generations of people, flora and fauna. We will reduce the impacts of pest plants and animals and decrease damaging land uses and practices.</p>	<p>Warrnambool will restore, maintain and enhance its natural environment, drawing on the best scientific and Traditional Owner knowledge.</p> <p>We will build our knowledge, skills and involvement in protecting biodiversity, waterways and the coast for the benefit of current and future generations of people, flora and fauna. We will reduce the impacts of pest plants and animals and decrease damaging land uses and practices.</p>	<p>Over 330,000 trees planted</p> <p>90% of Warrnambool's biodiversity corridors planted</p> <p>Increased flora & fauna biodiversity</p> <p>No new pest or weed species introduced</p> <p>No indigenous flora or fauna species have become extinct</p> <p>Traditional Owner Partnership in management of key cultural sites.</p>	<ul style="list-style-type: none">120,000 trees planted30% of Warrnambool's biodiversity corridors commencedMapping of ecological communities and baseline data compiled5 biodiversity hot spots are identified for long term monitoringWarrnambool's biodiversity values and natural environment is embedded within and protected by the Planning Scheme and Local PolicyNo Weeds of National Significance (WONS) within the municipality.Strategic and coordinated approach to pest plant and animal control within the municipalityNo new weed or pest animal species introducedImplementation of Cultural Landscapes and Heritage Strategy	<ul style="list-style-type: none">Develop and support Warrnambool's Biodiversity Plan including the collation of baseline data, establish monitoring programs and management plans for biodiversity hot spots.Develop and promote educational tools to support community awareness and knowledge of Warrnambool's biodiversity.Develop Pest Plant & Animal Management Framework. And Undertake pest plant and animal eradication programsWith Traditional Owners develop a Warrnambool Cultural Landscapes and Heritage Strategy which integrates and reflects Traditional Owner knowledge and land management practices <p>PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL</p> <p>SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS</p>

W2040: Action Plan

VISION 4: Warrnambool will be Australias most resilient regional city

OUR ENVIRONMENT	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES
	<p>We will care for and regenerate our waterways, our coast and marine environment and support a natural water cycle. We will carefully use rainwater to contribute to the amenity of the city by bringing water management and green infrastructure together. Water conservation and water sensitive urban design, including improved stormwater systems, will improve our waterway and marine health. We will capture rainwater and reuse stormwater to reduce our reliance on depleting water sources.</p>	<p>Urban Water Sensitive Design principles are used in all infrastructure and open space developments and upgrades.</p> <p>All new developments incorporate roof water harvesting infrastructure.</p> <p>The Index of Stream Condition for the Hopkins River and Merri River is Excellent.</p> <p>Wetlands and riparian areas are graze free zones.</p> <p>Warrnambool's use of potable water is 20% less than 2019 levels.</p> <p>The Merri River corridor is a connected series of parklands that support active transport, nature-based recreation and wildlife movement</p>	<ul style="list-style-type: none">Neighbourhood Level Green-Blue Pilot Project developed.The Index of Stream Condition for the Hopkins River and Merri River is GoodNo net increase in potable water consumption based on 2019 levels.Connectivity between parklands on the Merri River has improved on 2018 levelsWoodend Road Reserve is being restored for environmental and recreation purposesThe significance of the Merri River as an open space corridor is recognised in the Planning Scheme and Council policies.	<p>What can your organisation, workplace, do to support this goal?</p> <p>• Always use water sensitive design principles in the construction projects and management of land.</p> <p>• Support neighbourhood-scale solutions for stormwater treatment and reuse.</p> <p>• Improve open space access and connectivity along the southern bank of the Merri River in west Warrnambool and along the Hopkins River in east Warrnambool.</p> <p>• In partnership, develop a framework for integrated water management which incorporates Water Sensitive Urban Design (WSUD) into residential and commercial developments</p> <p>• Develop, promote and implement community education programs.</p> <p>• Partner to increase riverbank protection activities, reducing agricultural run-off and ensuring coordinated management and design of infrastructure and uses in the Hopkins and Merri catchments.</p> <p>PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL</p> <p>SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS</p>

W2040: Action Plan

VISION 4: Warrnambool will be Australias most resilient regional city

	2040 GOALS	2040 OUTCOME	2026 PROGRESS MEASURES	SHORT TERM INITIATIVES What can your organisation, workplace, do to support this goal?
6. GREEN WARRNAMBOOL	<p>We will be connected by green infrastructure and corridors of urban forest to support resilient and connected biodiversity. An increase in tree canopy cover in our urban areas will provide shade and carbon sinks, and decrease the number and severity of heat islands, while supporting biodiversity.</p> <p>The city will be abundant with green spaces, green roofs, vertical gardens and we will grow our own food in community gardens, market gardens, backyards and nature strips.</p>	<p>We will become a city in nature.</p> <p>Warrnambool urban areas will have 30% canopy cover from vegetation.</p> <p>Over 50% of fresh produce, consumed in Warrnambool is sourced locally, from backyards, community gardens, farmers' markets and local businesses.</p>	<ul style="list-style-type: none">• Warrnambool urban areas will have 10% canopy cover from vegetation• At least 1 Green Streets initiative under way.• City Centre and has 3 greener built spaces• The community has knowledge and connection to local producers, growers, manufacturers and businesses.• Local Fresh Food Plan is developed and implemented.• Neighbour Food Assets increase with two vegetable patch nature strips supported.	<p>PARTNERS AND COMMUNITY MEMBERS ARE TAKING ACTION ON THIS GOAL SEE MORE AT WWW.W2040.COM.AU/PARTNERSHIPS</p>

A big thanks to those who have been involved in the development of the W2040 Plan so far. They are:

PHASE 1: WISH FOR WARRNAMBOOL

Thousands of people across Warrnambool and the South West shared their Wishes for Warrnambool the following involvement:

- Active Hubs across 13 locations - 1941 attendees
 - Long survey – 1283 completed
 - Short survey – 496 completed
 - Conversation toolkits – 42 completed
 - W2040 website – 4474 page views
- Facebook – reached an audience over 100,000
- Fun4Kids ‘Future Lab’ & Vacation Care Program workshops

PHASE 2: DRAFTING THE VISION

100+ people from across Warrnambool and the South West who formed the W2040 Planning Panel:



Thanks to the people who spent the day on Saturday 21st October planning for our City in 2040

They are:

Adrian Calderwood	Anne Vickery	David Kelson	Greg Twitt	Kate Slater	Lyn Baulch	Rajasegaran	Toby Webb
Ailiche Goddard-Clegg	Ben Witham	David McIntyre	Helen Arundel	Kellie Jansen	Meg Ruel	Richard Zerbe	Travis Greening
Ami Thies	Ben Pohlner	David McKenzie	Helen Copland	Kellie King	Madeleine Peters	Robert Nichol	Troy Tampion
Andre Barr	Brett Gasper	Delna Plathottam	Helen Sheedy	Kerrie Donlon	Margaret Smart	Roger Cussen	Tricia Blakeslee
Andrea Sampson	Brianna Kavanagh	Donna Monaghan	Jacinta Lenehan	Kristy Plozza	Mark Brennan	Ross Martin	Vikki King
Andrew Jeffers	Bronwyn Horton	Dr John Sherwood	Jennie Miller	Kristyn McCaskill	Megan Nicolson	Russ Goodear	Wayne Robertson
Andrew Paton	Brooke Lathwell	Ellen Troitzsch	Jennifer Chapman	Laura Prentice	Mike Toone	Shane Stenhouse	William Hicks
Andrew Suggett	Bruce Campbell	Gavin Prentice	Jenny Auckland	Lauren Schneider	Myles Grey Neil Bridge	Sharlene Holmes	Willy Benter
Anne Mellonie	Carolyn Moore	Geoff Rollinson	Jenny Emeny	Leanne Atkinson	Nicole Wood	Shaun Miller	
	Cath Woodard	Geraldine Ralph	Jodie McNamara	Les Dwyer	Patricia Nesbitt	Shelly Murrell	
	Clare Vaughan	Gillian Blair	Julie Eagles	Lisa Petherick	Penny Walsh	Sinéad Murphy	
	David Ferguson	Grant Sutherland	Karinjeet Singh-Mahil	Lucy Cameron	Piper Hinkley	Tamara Sharp	

PHASE 3: W2040 SUPPORTERS

- A.L. Lane Foundation
- ANZ Bank
- Basalt to Bay Landcare Network
- Brauer College
- Aboriginal Victoria
- Community South West
- Deakin University, Warrnambool
- Deep Blue Hotel & Hot Springs
- Department of Environment, Land, Water & Planning
- Dept Education & Training
- Dept Health & Human Services
- Eastern Maar
- Glenelg Hopkins Catchment Management Authority
- Great Ocean Road Tourism
- GSC Regional Partnership
- Gunditjmara Co-operative
- Lady Bay Resort
- Lyndoch Living
- MAD for the Merri
- Midfield Meat
- MPower
- Nature Glenelg Trust
- National Australia Bank
- Pausewang Group
- Regional Development Victoria
- SED Advisory
- South West Champions of the Bush
- South West Healthcare
- South West Primary Care Partnership
- South West Sport
- South West TAFE
- The F Project
- Gwen & Edna Jones Foundation
- The Pavilion Bar & Cafe
- Wannon Water
- Warrnambool Art Gallery
- Warrnambool City Council
- Warrnambool City Youth Council
- Warrnambool Coastcare Landcare Network
- Warrnambool College
- Warrnambool Community Garden
- Warrnambool East Primary School
- Warrnambool Neighbourhood Community House (East)
- Warrnambool Neighbourhood House (West)
- Wellways - Western Victorian Region
- Western Victoria Primary Health Network (PHN)
- Westvic Staffing Solutions
- Women's Health and Wellbeing Barwon South West
- Western Regional Drug and Alcohol Centre (WRAD)

For more information on how your organisation can be part of W2040 please contact the project team:

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