



Wyndham West District Plan 2015-2019

Locally-Focused - Strengths-Based - Community-Driven

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Planning for the future is not easy.
The world can change fast.

Wyndham 2040 provides a direction for what we want Wyndham to be like in the future. It provides a guide for working together on what's important.

We had lots of conversations with the community at a host of different community events, festivals and functions over the first six months in 2015. Those conversations helped shape a 2040 vision.

This district plan represents the first steps in the journey towards that vision. It outlines what will be done in Wyndham West over the next four years.



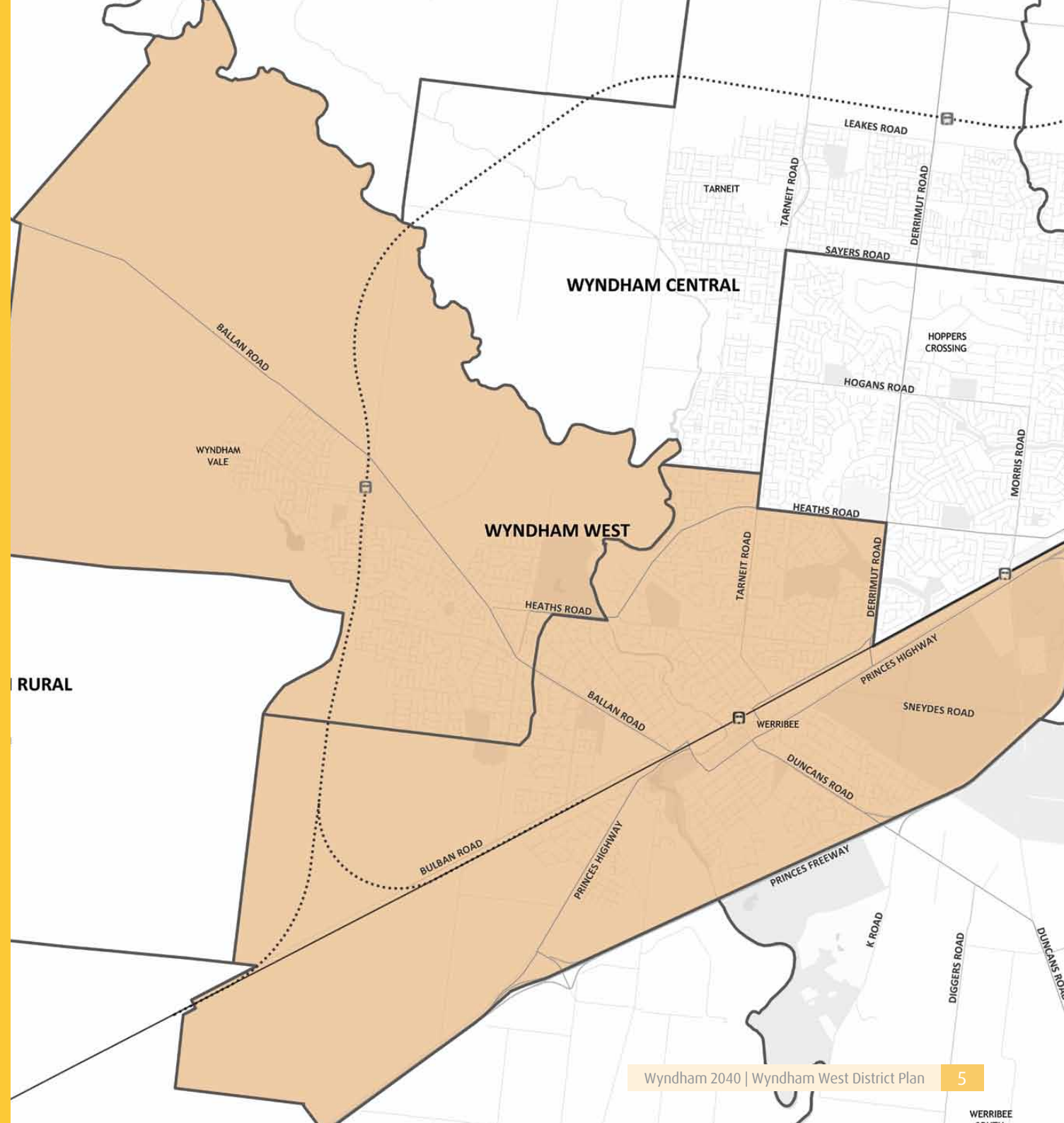
Locally-Focused:
An Introduction to Districts

Wyndham is moving towards a more locally-focused approach to planning by working at a district level. Districts are one way of thinking about Wyndham as a whole which will change how Council and community work together to realise the future of the city.

By grouping neighbouring suburbs together and planning for smaller areas, Council is better placed to partner with residents in identifying the needs of individual communities. Partnerships across districts help to address common issues.

District partnerships are valuable as they empower communities to support each other by sharing their skills, knowledge and strengths. This creates opportunities to work together in achieving shared goals and builds confident and independent neighbourhoods in the process.

Wyndham West is made up of the suburbs of Werribee, Wyndham Vale and Manor Lakes.



Who Lives in Wyndham West: Demographic Profile

About Wyndham West

Wyndham West is made up of Werribee, Wyndham Vale and Manor Lakes. In 2011 nearly 55,000 people lived in Wyndham West, which represented one third of the Wyndham population and made it the second largest district area in Wyndham.



Wyndham West residents employed as community and personal service workers had the largest rate of increase

In 2011 **21%** of Wyndham West's population were born in non-English speaking countries, which was the largest in Wyndham

14% of people in Wyndham West were living overseas in 2006, which was the largest in Wyndham

5 fastest growing languages other than English
Punjabi, Karen, Gujarati, Telugu, Bengali

19% of Wyndham West residents had obtained a VCE or VCAL in 2011, the highest in Wyndham.

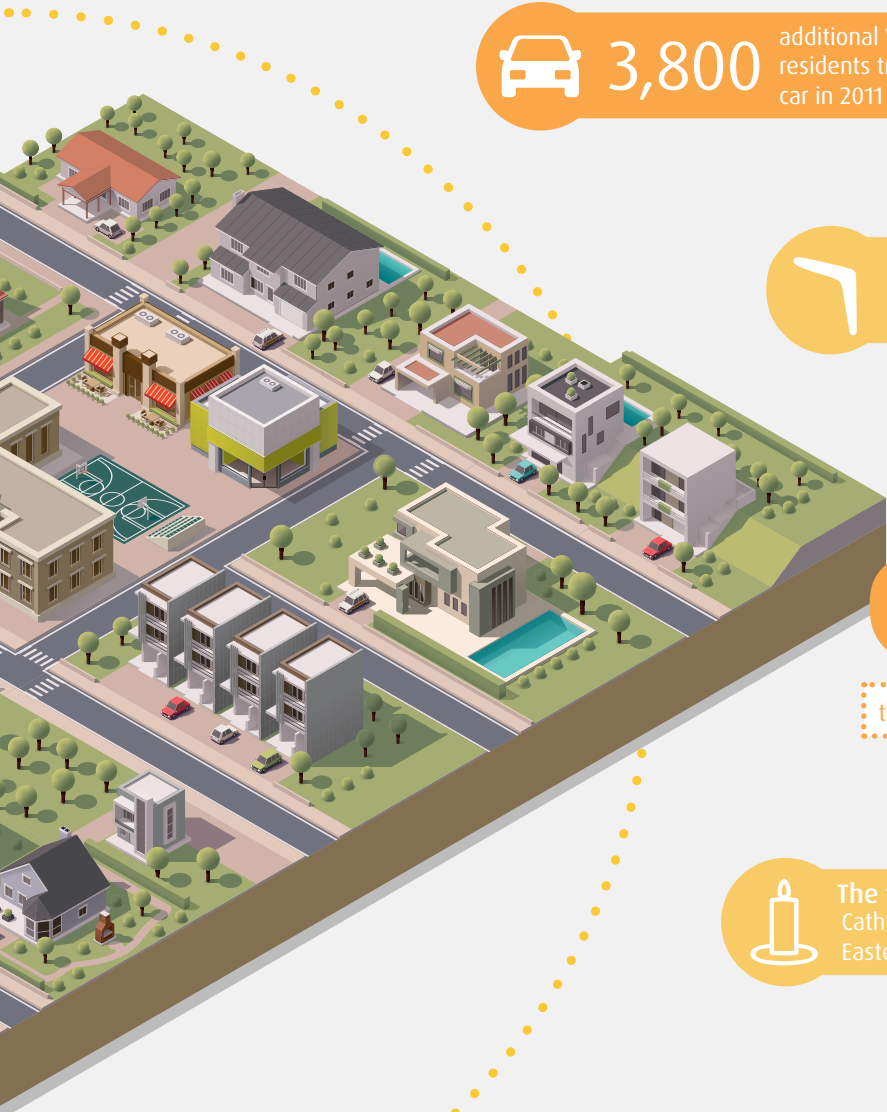
Over **11%** of residents held a degree qualification in 2011

The number of people holding a postgraduate qualification increased by over **140%** between 2006 and 2011

An additional 800 Wyndham West households owned their home between 2006 and 2011

In 2011 **24%** households rented their home, the highest in Wyndham


• Australian Bureau of Statistics, Census of Population & Housing 2006 and 2011.
• ID Consulting, 2014 Based Wyndham Population and Household Forecasts.



 **3,800** additional Wyndham West residents travelled to work by car in 2011 compared to 2006


 **1%** of the Wyndham West population are Indigenous


Between 2006 & 2011 the Wyndham West population increased by **32%**



+

there was an additional **1,600** families with children

 **The top five faith groups in 2011 were:** Catholic, Anglican, Uniting Church, Islam, Eastern Presbyterian and Reformed

 Wyndham West had the largest % of the population aged 75 years plus **45%**

+

people living in households as couples with no children (**32%**) in 2011

The future of Wyndham West

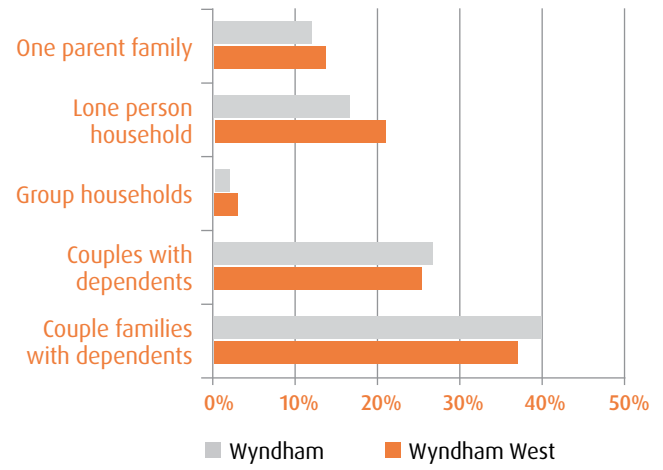
By 2036 0-4 years is projected to be the largest age group in Wyndham West (**9%**)

+

By 2036, **37%** will be under age of 24 years.

+

Between 2011 and 2036 Wyndham West is projected to have an additional **80,700 people**



Strengths-Based: Community Assets





Strengths-Based

In preparing this district plan, the Wyndham 2040 project team worked to build a better understanding of community strengths by finding out:

- What people liked about Wyndham;
- What community members were good at; and
- The strengths of the people and places in the community.

Community builder and academic John McKnight (2013) wrote, “If you and the other neighbors know of each other’s gifts, new community possibilities emerge.”

He went on to say, “By recognizing our individual gifts capacities and skills, we can see that the neighborhood is a treasure chest. By putting the gifts together in many different ways, we open the chest and use its riches.”

This thinking is behind an approach to planning that makes best use of what everyone in the community can do and provides a place for individuals, groups, organisations, institutions and government to make a contribution.



A Place for Heritage and Culture

Wyndham West has a long and interesting past. The people have fond memories of the beginning of Werribee as a country town and recognise the importance of the rich Aboriginal history of the area. Sharing stories about the history of the area is important, especially as the area continues to grow and change. People in Wyndham West are looking for places for arts and cultural development opportunities.

“I have lived in Werribee for over 50 years when Wyndham was the Shire of Werribee, Synnott Street was a dirt road and the current McDonalds used to be the Werribee Hospital. The township's swimming pool was Bungies Hole.”

“My favourite story about Werribee is growing up in what was a country town.”

“The area of Wyndham was an important meeting place for the 3 Kulin Nation tribes, the Wadawurrung, Boonwurrung and Wurundjeri.”

Engaged and Connected People

People in Wyndham West are good-natured and have long-term connections to the area. They have friendly neighbours and good relationships with people they meet as a part of community activities. The diversity of the people in Wyndham West contributes to vibrancy and supports the creation of a progressive society. People volunteer with a wide variety of organisations and make contributions to important causes.

“I have lived in Wyndham for most of my life. Where possible I contribute to the community by volunteering as part of local committees or initiatives. I love living in Werribee and I like helping to make the community an even better place for families and future.”

“We moved here to see what it was like before building and we liked it so we stayed. We've had nothing but good experiences. My favourite thing is the multiculturalism.”

“Since moving to Werribee I have met some wonderful people. After I retired I joined the Country Women's Association. This group of ladies are among the best. They are community focused and friendly.”

Connected to the River

The Werribee River is a place to connect with nature and the environment. For residents the river represents an opportunity to be active. It is also a place to play, connect with friends and family and reflect. The Werribee River provides many environmental benefits and there is a need to protect and preserve it.

“The Werribee River Association has supported environmental flows released from the diversion weir down the Werribee River since the 1980s. Some flows are aimed at scouring overgrown reed banks, assisting fish with breeding or migration and some for replenishing water in deep pools. All of these flows have the potential to help platypus.”

“The K Road cliffs and Werribee River are such beautiful places to relax and think about life. One day, I was sitting along the bank and a couple of canoeists came along and it made me realise how important this natural asset is to Werribee.”

“Swimming as a child, trying to catch tadpoles, building cubby houses and walking along the river. I like how they have made the walking trails along the river.”

A Developing Local Economy

People in Wyndham West particularly enjoy the Watton Street precinct and the Werribee Plaza. Window shopping, walking, eating at restaurants and cafes and enjoying local theatre are activities that people take part in. There is a hope that the Werribee City Centre would continue to grow to provide a vibrant night life, choice of shops and parking. The East Werribee Employment Precinct is an exciting development that will create more opportunity for people to work locally.

“I hope by 2040 Wyndham East will have work opportunities for the current younger generation. The Werribee Employment Precinct host a number of government departments and that it would attract employers from service industries.”

“Hopefully the local economy is improved by inviting artisans, creative types, professionals and generally a diverse range of people to stay.”

“I like the Werribee Plaza and Watton Street. Werribee Plaza gives you opportunities to socialise with people, see the changes in the way of living through the shops and changes in food shops.”





Community-Driven: Working Together

Community-Driven

This plan was put together by stories which were collected as a part of the Wyndham 2040 project. The main themes were reinforced at district workshops where residents and Council worked together to develop the priorities for the next 4 years.

Council's role is to plan for the future by reaching agreements with external organisations and State and Federal Government that ensure we have the funding and resources required to continue to develop local infrastructure and services.

However, Council cannot do this work alone. Many of the challenges ahead will require Council and community to work together to build stronger neighbourhoods and developing local responses.

John McKnight, often referenced as the founder of the asset based community development approach, outlined some key characteristics of successful community-led action (Russell, 2009). These include:

- A long term vision;
- Always widening who is involved in helping to plan;
- Developing new ways to connect people; and
- Having small grants for individuals to do things in their neighbourhood.

Wyndham 2040 has aimed to develop or emphasise these types of opportunities as a part of implementing a strengths based approach to planning.

Reporting on actions in this plan will be supported by the establishment of District Advisory Committees. Going forward there will be more ways for members of the community to shape and influence local actions.





District Priorities

The following pages detail the actions that we will take over the next 4 years to work towards making the 2040 vision a reality.

Like most planning documents this district plan does not capture the complete work of Council or the community. Its purpose is to make more visible some of what is happening and invite more people to the cause of building great neighbourhoods.



Transport

Wyndham's transport system will be efficient. People will be able to move around Wyndham easily. There will be more ways to connect to greater Melbourne.

Our Goal

Improve the ability of residents to move within and outside Wyndham using a variety of transport modes.

Who We Work With

- State Government
- Federal Government
- VIC Roads
- Public Transport Victoria
- Local Developers
- Local Schools
- Local Residents and Resident's Groups
- Local Community Centres

What Council Will Do

1. Advocate for infrastructure developments to improve rail and bus services and ease road congestion.
2. Advocate for ongoing connectivity to Geelong corridor via Duncan's Road plus direct public transport.
3. Increase access to the Werribee CBD by supporting walking and cycling and the provision of car parks.
4. Construct Armstrong Road south of Greens Road to provide an important north south link.
5. Implement the Active Travel around Schools project.
6. Develop, review and implement the Wyndham Integrated Transport Strategy.

Examples of Community-Led Action

- Design a community campaign to advocate for transport priorities in your area.
- Develop partnerships between Wyndham resident's groups to advocate for whole of Wyndham issues.
- Develop campaigns to promote safety for vulnerable road users such as pedestrians, cyclists and motorbike riders.
- Develop groups to promote active travel and advocate for the needs of bike users.
- Grow participation in school active travel programs.

What it Will Look Like

- New funding for transport infrastructure.
- New services or infrastructure for transport.
- More people walking and cycling.
- New strategies for improving transport.
- Ongoing conversations about our transport needs.





Events

Wyndham will celebrate culture and art. We will share stories that challenge and inspire. Local events and attractions will build Wyndham's reputation as a place to visit and be a source of community pride.



Our Goal

Greater diversity of local events that contribute to cultural, community and economic development.

Who We Work With

- Parks Victoria
- Local Businesses
- Local Residents
- Community Groups and Organisations
- Wyndham Business and Tourism Association

What Council Will Do

1. Deliver high profile events including Children's Week Picnic, Fromage a Trois and Australia Day.
2. Deliver local events as a part of the Midsumma arts and culture festival.
3. Support the development of community led events.
4. Provide sponsorship for high profile events that attract visitors to Wyndham.
5. Develop, review and implement the Wyndham Tourism and Events Strategy.

Examples of Community-Led Action

- Run local events to create a sense of activation in the Werribee City Centre.
- Host an annual Clean Up Australia Day event to build connections and pride in local areas.
- Establish parkrun events to provide a place for people to meet and get fit.
- Support the development of local festivals and events.
- Further establish and promote school fetes and festivals as opportunities for local communities to meet together.
- Establish new festivals that celebrate local identity.

What it Looks Like

- New major events established in Wyndham.
- Growing reputation of events held in Wyndham.
- Growth in arts and cultural events held in Wyndham.
- Local events that attract attendance from people living outside of Wyndham.

Employment



Our city will offer varied and plentiful local employment options. It will be a place of choice for businesses of all sizes and have a thriving network of small business operators.



Our Goal

New and established businesses are supported to grow and develop.

Who We Work With

- State Government
- Local Businesses
- Lead West
- Western Melbourne Regional Development Authority
- National Growth Areas Alliance
- Local Learning and Employment Network
- Wyndham Business and Tourism Association

What Council Will Do

1. Promote Wyndham business prospectus “Your Business Destination”.
2. Promote the Werribee City Centre and the new East Werribee precinct through the “Grow Werribee” campaign and prospectus.
3. Implement the Werribee City Centre Strategy.
4. Deliver a wide range of workshops and seminars to assist small and medium-sized business.
5. Develop, review and implement the Wyndham Tourism and Events Strategy.
6. Support the development of the Mambourin East and Wyndham Junction Precinct Structure Plans to establish a new employment zone.

Examples of Community-Led Action

- Provide input to Council and other local authorities to support business conditions locally.
- Advocate for change on issues relevant to local businesses.
- Support the development of a culture of innovation and entrepreneurship.
- Identify opportunities for idea incubation hubs.
- Explore and report on how other communities have developed new industries.
- Engage new businesses and industry partners in working to develop new workplace learning and employment opportunities.

What it Will Look Like

- More local jobs.
- New developments in the Werribee City Centre and East Werribee.
- A wide range of workshops and seminars for small business.
- Increased networking opportunities.
- A greater diversity of job opportunities.



Education and Training

Wyndham will be known for great schools and universities. There will be lots of ways for people to learn and gain employment. Wyndham libraries will support learning for everyone. Residents will be able to share skills and build knowledge at community centres.



Our Goal

Widen the availability of quality education and training opportunities

Who We Work With

- Local Education and Training Providers
- Community Groups and Organisations
- State Government
- Federal Government
- Local Service Providers
- Local Businesses
- Local Residents

What Council Will Do

1. Undertake detailed planning and design for the Wyndham Integrated Learning Hub.
2. Advocate for Early Years Education and Early Intervention funding and local service delivery.
3. Deliver informal learning programs through Wyndham West community centres and libraries.
4. Maintain a physical and digital resource collection to support lifelong learning goals at Wyndham Vale and Werribee libraries.
5. Develop, review and implement the Wyndham Learning Strategy.

Examples of Community-Led Action

- Broker new partnerships to support young people in transitioning from education to employment.
- Revise and review the education and training strategies to support integration and alignment of services.

What it Will Look Like

- New facilities for learning.
- Funding to enhance and improve current services.
- A wide range of learning opportunities available at Wyndham Vale and Werribee libraries and local community centres.
- New strategies for supporting learning.



Natural Environment

Our natural environment will be respected, preserved and protected.



Our Goal

Safeguard natural assets and plan for new parks and open spaces that build on Wyndham’s strengths.

Who We Work With

- State Government
- Local Residents
- Local Environmental Groups such as Beach Patrol 3030, NatureWest and the Werribee River Association.
- Community Groups and Organisations
- Local Businesses.

What Council Will Do

1. Create a greater focus on the health of our waterways in particular the Werribee River, specifically for environmental flows, litter prevention and monitoring.
2. Implement the Habitat Heroes program to create a network of wildlife friendly habitats adjacent to the Werribee River.
3. Develop, review and implement the Environment and Sustainability Strategy.
4. Develop Wyndham Park to feature the benefits of the Werribee River and provide an inviting place for community to gather.
5. Support local environment groups to look after local waterways and other natural assets.

Examples of Community-Led Action

- Promote local environment groups as an avenue for local residents to improve the natural environment.
- Support the ecological life and biodiversity of the river.
- Organise environmentally focused community activities on topics like energy efficiency, recycling, organic gardening.
- Promote community garden, workshops and volunteer opportunities.
- Develop local habitats for native birds and wildlife.
- Support the expansion of tree cover and other vegetation on riverbanks and broad acreage adjoining the river.

What it Will Look Like

- Healthy waterways and coastlines.
- Reduced litter and rubbish dumping.
- Greater diversity of native wildlife.
- Strong and active environmental groups.
- New strategies to reduce waste and support sustainable living.

Culture and Heritage



Wyndham will celebrate culture and art. We will share stories that challenge and inspire. We will acknowledge the Aboriginal heritage of the land. The country beginnings of our towns and shire will be remembered.



Our Goals

Deliver community arts experiences in partnership with local artists and industry partners.

Who We Work With

- Local Artists
- Local Businesses
- Local Residents
- Community Groups and Organisations
- Local Historians and Groups like the Werribee Historical Society

What Council Will Do

1. Explore options to upgrade the Wyndham Cultural Centre to enable a wider range of cultural development activities.
2. Curate the Wyndham Vale Arts Space as a part of the Wyndham Arts Spaces program to highlight local artists.
3. Establish an arts project space at Werribee Old Shire Offices to support Werribee City Centre arts activation and local participation in the arts.
4. Deliver local events as a part of the Midsumma arts and culture festival.
5. Develop the online history portal to promote the work of local historians and historical groups in sharing stories about Wyndham's past.

Examples of Community-Led Action

- Share and develop your artistic skills through participatory arts projects.
- Explore options to develop heritage signage to mark places of historical interest.
- Research, preserve and make available stories of Wyndham's history.
- Promote locally produced publications and reference guides of Wyndham's history.
- Provide educational lectures to local schools on local history.

What it Will Look Like

- Infrastructure that support arts and cultural development.
- Growing reputation of local artists.
- Local opportunities to participate in arts projects.
- Increased number of arts and cultural events.



Community Engagement

Our city will be home to passionate residents who are always having conversations about how to build a better community. Residents will seek out ways to use their skills, knowledge and passion to build the community we have envisioned.



Our Goal

New tools and structures enhance communication between Council and community.

Who We Work With

- Local Residents
- Local Schools
- Local Community Groups and Organisations
- Local Residents and Residents' Groups such as the Manor Lakes Residents' Association

What Council Will Do

1. Establish a placed based governance group to advise Council on Wyndham West issues and report on Wyndham West priorities and activities.
2. Conduct Neighbourhood Listening Posts in Wyndham West to update residents on local plans and hear about local issues.
3. Establish the Wyndham Vale Community Learning Centre as a mini town hall, enhancing direct customer services and engagement opportunities.
4. Develop an online engagement tool to compliment information provided on Council's website regarding public consultations

Examples of Community-Led Action

- Celebrate the stories of local community led action online through photography and storytelling.
- Grow the membership of residents' groups and organisations to provide an avenue for residents to raise issues to all levels of government.
- Support engagement with the local communities that are not represented strongly in community activities.
- Join local groups and committees that reflect your interests.

What it Will Look Like

- Ongoing conversations about how to improve community life in Wyndham.
- New and effective advisory committees that work closely with Council
- Increased understanding of the roles of residents and government in building community.
- More ways to share views on local issues.



Young People

Wyndham will be a family friendly city. Relationships between family members will be strong.

The people of Wyndham will be connected to each other. Our communities will be welcoming. We will be known for listening to and learning from the diversity of all residents.

Our Goal

Expand opportunities for young people to share and build on their life and leadership skills.

Who We Work With

- Local Schools
- Local Community Groups and Organisations
- Local Young People
- Local Residents

What Council Will Do

1. Expand the range of youth programs and support services at the Wyndham Vale Community Learning Centre.
2. Develop programs in partnership with local schools.
3. Develop local opportunities to celebrate young people.
4. Expand the Wyndham Vale Youth Committee to provide more leadership opportunities for young people.
5. Support youth focused community services operating in Werribee City Centre.

Examples of Community-Led Action

- Fundraise to provide free spots for children who can access sports clubs
- Establish new sporting clubs and groups to involve young people in organised sport.
- Develop the range of youth mentoring and leadership programs available locally.

What it Will Look Like

- New programs for young people developed and established.
- Strong relationships between young people, schools, parents and youth workers.
- Young people are celebrated.
- Young people participating in committees.
- New services for young people.

Wyndham West: Planned Development

- 1 Galvin Park Master Implementation
- 2 Cherry Street Car Park
- 3 Wyndham Park Master Plan
- 4 Eagle Stadium Stage 2 Development
- 5 Presidents Park Synthetic Hockey Pitch
- 6 Wyndham Intergrated Learning Hub
- 7 North Cottrell Street Werribee River Pedestrian Bridge
- 8 Wyndham Vale South Reserve Broadwalk
- 9 Riverwalk Pavilion and Oval
- 10 Chirnside Park Precinct Development

- Rail
- ||||| Urban Growth Boundary
- Wyndham Rural District

