



A Place for People

Wyndham 2040 Vision

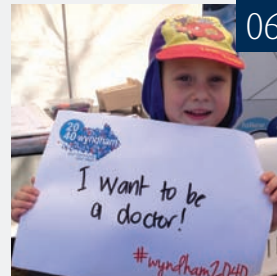


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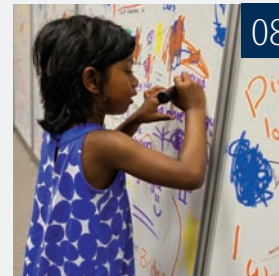
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Summary

Wyndham 2040

A Place for People

Wyndham City acknowledges that Aboriginal people have lived in this area for over 60,000 years.

The Werribee River has been a significant meeting place for the diversity of Aboriginal people in the area.

It has been a centre of economic activity and a place to build community.

In this way Wyndham has always been a place for people.

An aerial photograph of a suburban neighborhood. The foreground and middle ground are filled with rows of houses with dark roofs, interspersed with green lawns and some commercial buildings. A large, irregularly shaped body of water, possibly a pond or a small lake, is situated in the center-right of the image. In the background, a wide river or bay is visible, with a dense urban area on the opposite shore. The sky is clear and blue.

Introduction

In 2015 a team of Wyndham City staff and volunteers collected 2,040 stories about Wyndham. We asked about what people like about Wyndham now and what they hope for Wyndham in the future.

After looking at these stories as well as a range of other data collected through workshops, forums and individual conversations we have a much clearer picture of the community that residents would like to live in.

However, achieving this vision will not be simple.

We live in an increasingly interconnected world where a global economy, migration, technological advances and environmental changes shape the world we live in. These big picture issues have implications, not just for Wyndham but the whole country. Addressing current challenges and making the most of coming opportunities requires Federal, State and Local Government along with private industry and the community to work together.

Also, Melbourne and Wyndham are growing very quickly. Planning for the future needs to take into account an increasingly dynamic environment. To respond effectively we must adopt a dual focus approach that addresses the emerging needs of the community today and works strategically towards a vision for tomorrow.

Realising this vision will require a strong partnership between the community and Council to foster a better shared understanding of the needs of the different places and diverse people which make up Wyndham.

Building upon this foundation, the community and Council must also come together to plan for these needs and to share the responsibility for ensuring that action is taken. This will require:

- Joint advocacy to State or Federal Government to represent the needs of Wyndham;
- Co-creating new initiatives to be delivered by community groups with Council's support; and
- Active community involvement in helping to shape future policy and strategy.

This document lays out a vision that our advocacy, community initiatives and policy development processes can point to as an ultimate goal.

A Message from Wyndham's Young People

Regardless of your age, skill or profession, all of us living in Wyndham are responsible for the building blocks of leadership for Wyndham, now and for the future.

Over the years this community has changed dramatically, expanding at a rapid rate and becoming increasingly diverse. The nature of this growth highlights the importance of creating neighbourhoods that are connected and able to interact with each other

Wyndham is home to people of different cultures, religions and personalities and yet we are able to come together, celebrate our differences and unite as one. Our hope for the future is that people within Wyndham will remain interconnected and that we will all be able to voice our opinions in decisions made by Council.

Wyndham is home to pockets of preserved natural features, 'hidden gems' you could call them. We hope that in the future, we make the most out of our places and spaces. We hope that in the future, young people will lead the way and play a significant role in ensuring the sustainability of Wyndham. An optimistic future for 2040 and beyond requires that we look after our built and natural environment.

In terms of education and employment, Wyndham has such great potential that has not yet been fully tapped into. With each year there is further progress and development. This area is flourishing into a magnificent municipality. We have new people coming into our Wyndham community all the time. Not only do our new neighbours come from other parts of Melbourne, but some also come from across Australia and all over the world.

We can take the advantage of the technology we have to provide people the information that they need. Having information sessions at schools for teachers, parents and students about available services in the community will greatly assist all residents to explore entrepreneurial pathways and find employment.

Our hope is to see everyone confident in the community that they live in. We are all aware that this is a future project for 2040 and beyond. Working together and starting now makes the outcomes we are hoping for much more achievable.

Everyone is leading someone. Whether you are single mum, a grandfather, a business owner or local Councillor you are being led by someone and are also leading someone else. This whole idea is pivotal in understanding how we can achieve this 2040 vision.

Regardless of your age, skill or profession, all of us living in Wyndham are responsible for the building blocks of leadership for Wyndham, now and for the future.

We've been privileged to provide this response on behalf of Wyndham's young people. We ask each and every one of you to join us in making this vision our reality.

Omar Zarook, Kimberly Pellosis, Mercy Paramena and David Abagia, Local Residents



2,040 Stories

In the first 6 months of 2015 a team of Council staff and volunteers collected 2,040 stories from people in the Wyndham community. The stories were based on asking what people like about Wyndham now and what they hope for this community in 2040.

The story collectors attended a wide number of community events including:

- Youth Fest;
- Australia Day celebrations at Victoria University;
- Midsumma Park Lounge;
- Point Cook Community Learning Centre 5th Birthday Celebration;
- Grants and Volunteering Expo;
- Holi Festival;
- Little River Country Fair;
- Werribee South Marina Community Day;
- Multicultural Fiesta; and
- Listening Posts in Hoppers Crossing and Williams Landing.

Story collectors also visited local community groups, programs and activities to hear stories from a wide range of age groups. This included:

- Kindergartens;
- Primary Schools;
- Youth Events and Activities;
- Playgroups;
- Community Centre Groups and Sports Clubs; and
- Senior's Groups and Planned Activity Groups.

In addition to the 2,040 stories the Wyndham 2040 project team held a number of forums and workshops to seek out the views of community leaders, locally based community organisations and local businesses.

Themes

Four major themes were used to guide the thinking about what the stories were saying. These themes cover areas of activity that are important to a community. Being with friends or family, travelling from one place to another, being at home or in a community space, enjoying the outdoors, working or studying and participating in civic life. The themes are:

- People and Community;
- Places and Spaces;
- Earning and Learning; and
- Leadership and Participation.

This document lays out a 2040 vision for Wyndham in each of these areas.

Places for People

A common thread throughout the 2,040 stories was a focus on places where people could meet, connect with each other or just relax and enjoy. This was talked about in different ways;

- Sometimes with a focus on social connection;
- Sometimes with a focus on arts and culture;
- Sometimes with a focus on good design; and
- Sometimes with a focus on shops and business.

The word vibrant was often used to describe how people would like Wyndham to be in the future. This vibrancy was described as places that provide unique entertainment, a village feel and a night life.

Other characteristics of these places include:

- Neutral ground - anyone can be there, regardless of social status;
- Conversation is the main activity - cafés, restaurants, libraries, public spaces, informal places, performance and creative spaces;
- Somewhere you can sit for a long time - commerce isn't the core activity;
- A playful mood - a mutual understanding of a respectful mood;
- Accessible - free, open out of hours;
- Low profile - the physical style is modest, understated; and
- Regulars - there might be a regular group of people.

One particular statement described a “human scale” engineered in everything we do. Communities around the world have demonstrated that these types of spaces often emerge from collaborative design processes, so participation and engagement is also a key component for how these places come to be.

These ideas seemed central to a vision of Wyndham's future development across all themes.

2040 Vision

The vision for Wyndham in 2040 is laid out over the next few pages. This is presented as:

- A vision for each of the four themes;
- Current trends impacting on the world and Australia;
- What we know about Wyndham;
- A description of what the community shared in the 2,040 stories;
- Direct quotes from the community that relate to the vision statement; and
- Wyndham wide actions that Council and community can work towards together.

At the end of this document the 2040 vision is presented in full.



Our Vision for People and Community

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.

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.

Wyndham residents will have opportunities to stay fit and healthy. Services for health will be easily accessed and delivered at a high standard. Community members will be confident and part of caring neighbourhoods.

Global Trends

	The population is ageing.
	Healthcare costs are rising.
	People are moving more freely across national borders.

What We Know About Wyndham

	Wyndham's community has a younger age profile than Greater Melbourne. ⁽¹⁾
	Wyndham's retirement age group is forecast to have the largest rate of increase by 2036. ⁽³⁾
	Around 30% of residents have moved into the Wyndham community in the last five years. ⁽¹⁾
	Wyndham has the third largest Aboriginal community in the Greater Melbourne area. ⁽¹⁾
	Wyndham's crime rates are below the Victorian average but the rate of reported family violence is higher than the Victoria-wide average (896 incidents per 100,000 population). ⁽⁵⁾
	Wyndham's community is becoming more diverse; 40% of the population are born overseas (this was 34% in 2011) and 35% of residents do not speak English as a first language (30% in 2011). ⁽⁶⁾

What We Heard From Our Community

In the 2,040 stories many people talked about Wyndham being a great place for families. This was expressed in stories about long-term family ties to the area and family friendly environments like parks. Many people talked about their experiences of being in a welcoming and inclusive neighbourhood. This did not seem to be related to the amount of time a person had lived in that neighbourhood. Community members told stories about long-term relationships in a court or street as well as being greeted and welcomed while moving in to a new home.

Community members also shared about the importance of culture and heritage being celebrated and recognised. This was in relation to Aboriginal history and the more recent beginnings of Werribee as a country town. The diversity of faith, culture and language was seen as something to be celebrated through events and sharing food and stories.

Many residents described being connected to opportunities for health and wellbeing through leisure facilities like pools and gyms. Opportunities to participate in sport through clubs as well as through lesser known sports and walking and cycling feature strongly. Being in a safe community was important for community members of all ages.

What We Can Do

- Lead efforts to improve the safety of people in their homes and neighbourhoods with a particular emphasis on children, women and seniors.
- Build connected neighbours and widely networked communities that share their resources with other individuals, groups and communities in need.
- Share stories, food and celebrations of Wyndham's rich ethnic and social diversity.
- Support further development of safe cultural spaces for Wyndham's Aboriginal community to meet and gather.
- Develop cultural spaces that highlight and affirm Wyndham's reputation as a place for a wide range of artistic expression.
- Develop alternative models of sport and recreation that increase access for all members of the community.



“ I hope to see Wyndham embrace its rich and diverse Aboriginal culture from the past and in the present as well as the multitude of other cultures its residents bring to create a vibrant, cohesive and respectful community that shines brightly. ”

Jamie, Point Cook

“ I like the many areas in Wyndham where you end up being involved in positive community groups, supported and accepted. ”

John, 22, Werribee

“ There should be more money spent on preserving the history of Werribee. ”

Sylvia, 36, Werribee

“ We like the sporting clubs for the kids and we get involved as well umpiring and playing. ”

Matt, 42, Point Cook

“ I'd like to see outdoor exercise equipment in the park that adults can use whilst children play. ”

Forum Participant

“ I owned my first home in Wyndham. My daughter's school is in Wyndham. My whole life living in Wyndham is my favourite story. ”

Vandana, 35, Hoppers



Our Vision for Places and Spaces

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 natural environment will be respected, preserved and protected.

Our city will offer a diverse range of housing types and built environments that contribute to the quality of life of residents at all ages.

Our parks and open spaces will connect people with the outdoors and each other. They will be activated and inviting destinations for residents and visitors.



Global Trends



More people are moving to cities.



Cities are achieving efficiencies through density.



The climate is changing.

What We Know About Wyndham



Wyndham's population is forecast to increase to around 380,000 by 2036.⁽³⁾



Most people who moved into Wyndham come from another municipality in Victoria.⁽⁶⁾



63% of households own two or more motor vehicles and 54% of households own at least one bicycle.⁽⁶⁾



12.9% of households which are ranked in the lowest 40% of incomes are paying more than 30% of their weekly income in rent or mortgage repayments.⁽⁴⁾



Rainfall in Wyndham declined from an average of 550mm per year to 450mm per year for the past two decades.⁽⁷⁾



Wyndham's dwelling structure is less diverse than Greater Melbourne's.⁽¹⁾

What We Heard From Our Community

Improved transport featured strongly when people talked about what they would like Wyndham to be like in the future. All forms of transport are mentioned with reference to the need to have an approach that includes walking, cycling, buses, trains and car.

The affordability of Wyndham's housing was a significant drawcard to the area. Balancing this suburban environment with the open and country spaces was seen as important. This included looking after rivers and wetlands and keeping them free from litter and rubbish. Many stories described Wyndham as having city, coast and country characteristics. This was described as something to safeguard and retain.

Wyndham's parks and open space were frequently mentioned as places people loved to spend time. The Werribee River, Werribee South Beach, Werribee Open Range Zoo and the Werribee Mansion were highlighted as great local assets. Overall, parks and open space were the most frequently referenced area across all the stories. This was identified consistently as a current strength of the community and something to be preserved and strengthened in the future.

What We Can Do

- Support housing development that makes best use of existing transport infrastructure.
- Support efforts that provide for the housing needs of residents with a particular emphasis on residents facing disadvantage and Wyndham's ageing population.
- Increase tree cover on residential streets and on private and public land.
- Develop new approaches to developing urban habitats resulting in greater biodiversity across all areas in Wyndham.
- Build a greater understanding of the impacts of climate change and increased capacity to respond to changed climate conditions.
- Support active transport around schools and activity centres.
- Improve the presentation of local parks and open space and activate commercial centres by creating public spaces that are enjoyed by people of all ages.
- Highlight the Werribee River and other natural assets as leisure destinations.



“ I hope it will be a more localised society. We can't expect to just get in our cars and go everywhere. I'd like to be able to walk safely. I'd like to see us start planning for this in the way we design paths, roads and lights. ”

Beck, 52, Hoppers Crossing

“ Like another big town, like a regional centre. Maintain it so we avoid a concrete jungle - retain the beauty and nature. ”

Suresh, 31, Wyndham Vale

“ I hope the river will still have wild places and won't be entirely bordered by manicured lawns. The old red gums are so much a part of the river. ”

Mary, 83, Werribee

“ With the large number of people we would still like the feeling of open space, with easy commutes and infrastructure to help get around. ”

Lyn, 55, Werribee South

“ It would be good to see more of a focus on sustainable living and more education on vegie gardens and the like. ”

Hannah, 31, Werribee

“ I like riding my bike and going to the park. ”

Nathaniel, 14, Wyndham Vale



Our Vision for Earning and Learning



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.

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.

Wyndham will have a good mix of shops and shopping destinations. Local events and attractions will build Wyndham's reputation as a place to visit and be a source of community pride.



Global Trends



Technology is rapidly advancing.



Self-employment and freelancing are on the rise.



Sustainable solutions in business are more sought after.

What We Know About Wyndham



Health care & social assistance and retail trade are the largest employment industries for Wyndham residents.⁽⁶⁾



Around 60% of employed residents work outside of Wyndham.⁽⁶⁾



Wyndham's unemployment rate was recorded at 6.95%.⁽²⁾



One quarter of the population over 15 years have obtained a degree qualification or higher.⁽⁶⁾

What We Heard From Our Community

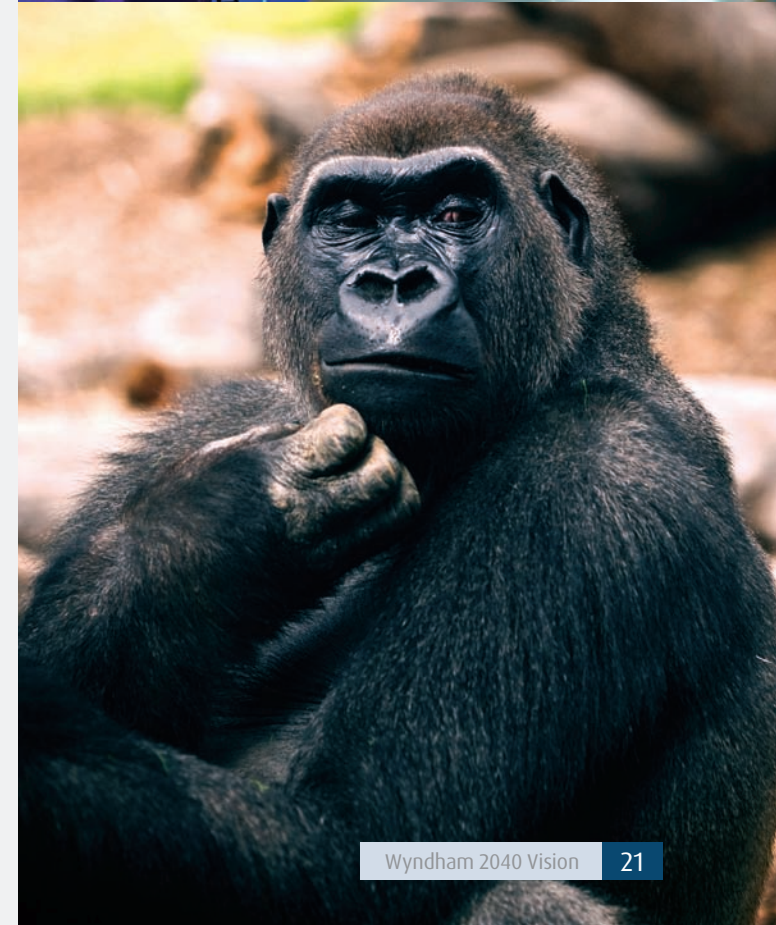
Many people shared that they would like to see increased local employment opportunities. Residents mentioned that they were currently travelling to the city for a job that is not readily available in Wyndham. An opportunity to provide these jobs in Wyndham, particularly in service industries was described.

Many residents hoped to see higher quality programs from schools and universities. The need for more schools was also described, especially in the growth areas. Wyndham's libraries were mentioned as strength of the area and a place that people enjoyed spending time.

In the stories community members also highlighted Wyndham's great tourist attractions like the Werribee Mansion and Werribee Open Range Zoo. Combined with the development of more local events the community members described Wyndham as a having a bright tourism future.

What We Can Do

- Encourage the right mix of business and matching the demographics, skills and interests of local residents.
- Promote Wyndham as a premier business destination with a diversity of employment precincts and opportunities.
- Support the established presence of all major universities.
- Support Wyndham's young people to develop leadership and life skills.
- More fully integrate libraries with community hubs to increase their reputation as a place to network for individuals and organisations.
- Partner with learning organisations to increase and diversify ways to learn in Wyndham, especially considering new technology.
- Support sustainable business models that are responsive to changes in industry environments.



“ Micro and small and medium sized enterprise require a new level of professional development that is accessible and flexible. Going one step beyond current business workshops and providing small groups will support individual entrepreneurs, transitioning corporate professionals from old industry models and small and medium sized enterprise who value high level development but have limited money. ”

Forum Participant

“ I hope that there are much better public schools for children throughout high school and for universities to come to Wyndham with a range of tertiary courses. ”

Aditya, 30, Student

“ I like to learn English and the English Class is very interesting to me. ”

Zhanghang, 75, Student

“ As a gateway to the You Yangs, it would be great to see Little River becoming a place where people can stop over and have a coffee. ”

Emily, 27, Little River

“ Nicer cafes, eateries. More healthy food in restaurants and cafes. More choices in places to eat out. ”

Sharon, 38, Tarneit

“ I'd like to see more opportunities for students to get their first job. ”

Graeme, 15, Tarneit

Our Vision for Leadership and Participation

Wyndham will have a variety of ways for community members to volunteer in support of others.

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.





Global Trends

	Political affiliations are declining.
	People use the internet more to influence change.
	There are new ways of volunteering.

What We Know About Wyndham

	18% of the population aged 15 and over have volunteered in the last 12 months. ⁽⁶⁾
	13% of Wyndham residents aged over 15 were a member of a committee. ⁽⁶⁾
	27% of Wyndham residents aged over 15 signed a petition. ⁽⁶⁾
	Over 80% of Wyndham's population are Australian citizens. ⁽⁶⁾

What We Heard From Our Community

In the stories many local residents talked about being long term volunteers of community organisations. Connection to these organisations created a strong sense of belonging to the community. Overall, community members shared stories about this theme in a smaller proportion than the other themes.

Through the Wyndham 2040 forums and workshops community members shared that giving back to the community and being a part of creating a better future was a strong motivator for being involved in community leadership. For community leaders, opportunities to meet people in the community and build relationships were main reasons to get involved in local issues. Residents hoped that that more awareness of Council services and increased accessibility to Council would increase conversations and collaboration between Council and community on important issues.

What We Can Do

- Continue to celebrate the contributions made by volunteers.
- Apply new approaches to volunteer management to attract a greater diversity of volunteers registered for Wyndham programs.
- Develop strategies to increase volunteer rates in a wide range of settings across the community.
- Broaden the support provided to organisations and services that rely on volunteers to deliver successful programs.
- Build greater understanding of the role of Council and other levels of government in advocating for and delivering the services that residents need.
- Build a level of place based participatory planning.
- Provide opportunities for children and young people to provide input into decision-making, especially with regard to parks and open space planning.

“ I belong wherever I can lend a helping hand. I like that this community is becoming a very diverse society and it's changing every day and becoming more educated and aware of social issues. ”

Renee, 18, Hoppers Crossing

“ My favourite story is linked with Werribee Scout group...providing future citizens with great contacts, strong sense of citizenship. ”

Cezar, 38, Werribee

“ I volunteer at Scienceworks and would like to one day volunteer at Werribee Zoo. ”

Melody, 34, Point Cook



Summary

The vision presented here is long-term and aspirational.

Wyndham 2040 was developed with an understanding that small, local action is essential to achieving big, widespread change. To put this idea in motion Wyndham was imagined as a community of four smaller districts:

Wyndham East - Point Cook, Truganina, Williams Landing and Laverton North

Wyndham Central - Tarneit and Hoppers Crossing

Wyndham West - Werribee, Wyndham Vale and Manor Lakes

Wyndham Rural - Little River, Werribee South, Mt. Cottrell, Cocoroc, Mambourin and Quandong.

District workshops in May 2015 explored the strengths of these areas, their people, their natural assets and asked community members to help identify priorities for action.

The information gathered at the workshops was combined with the data from the 2,040 stories along with local demographics to produce district plans. These plans outline what Council and community will do over the next four years to work towards realising the 2040 vision.

A key aspect of the district plans is the development of four district advisory committees. These committees will be established in 2016 and will support the continued development and evaluation of the district plans. The committees will represent another way for community members to shape what happens locally and provide input to Council on how to make the most of opportunities.

Wyndham in 2040

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.

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.

Wyndham residents will have opportunities to stay fit and healthy. Services for health will be easily accessed and delivered at a high standard. Community members will be confident and part of caring neighbourhoods.

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 natural environment will be respected, preserved and protected.

Our city will offer a diverse range of housing types and built environments that contribute to the quality of life of residents at all ages.

Our parks and open spaces will connect people with the outdoors and each other. They will be activated and inviting destinations for residents and visitors.

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.

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.

Wyndham will have a good mix of shops and shopping destinations. Local events and attractions will build Wyndham's reputation as a place to visit and be a source of community pride.

Wyndham will have a variety of ways for community members to volunteer in support of others.

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.

Further Information

For more information please contact:

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E: mail@wyndham.vic.gov.au
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