

2025/26 Progress Report

Visitor Economy Strategy 2024-2028

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Summary

The Visitor Economy Strategy guides Council's approach to enhancing the visitor economy for the municipality including growing visitors and enhancing experiences and building the tourism economy.

You can view the Visitor Economy Strategy here.

The purpose of this report is to demonstrate progress made against the commitments within this Plan.

Implementation of the Visitor Economy Strategy 2024–2028 is now midway through its delivery period.






Total Actions	Completed	Progressing	Not Started
20	10	7	2

Key actions completed in 2025/26 include:

- Investment in Wyndham's nature-based assets, transport and connectivity with the delivery of the K Road Cliffs Upgrade and Road Reconstruction project
- Delivery of a major destination marketing campaign resulting in 6.5 million impressions, reach of more than 700,000 and more than 224,00 website sessions to drive top of mind awareness and conversion, with click through to operators websites.
- Development of a sponsorship policy and use of tourism sponsorships to leverage major events to drive visitation, dispersal and expenditure with local businesses.
- Delivery of marketing, communications and industry familiarisations to build the profile of Wyndham Cultural Centre and Wyndham Art Gallery, post renovation.
- Delivery of Visting Friends and Relatives marketing campaign activity including two Pop Up Visitor Information activations.

It's pleasing to see from the latest data available from Tourism Research Australia that for the first time, visitation to the region has now exceeded 1.6 million.

Strategic Direction 1

Grow Wyndham's Tourism Events Portfolio

Consultation with tourism operators highlighted the importance of tourism events in driving economic benefits. Growing Wyndham's portfolio of tourism events will be instrumental in achieving broader tourism objectives such as increasing overnight visitation, improving visitor dispersal, and attracting new visitor markets.

Action	Status
1.1.1 Develop a robust sponsorship framework	Completed
1.2.1 Develop Tourism Event Attraction Prospectus	Progressing
1.2.2 Conduct industry familiarisations	Completed
1.3.1 Strengthen sponsorship arrangements with Werribee Football Club and Werribee Racecourse	Completed
1.4.1 Initiate MOU with Parks Victoria	Not Started

A Wyndham City Sponsorship Policy has been developed, with new agreement and acquittal templates. Tourism sponsorship was delivered across multiple events in 2025/26 leveraging major events to drive visitation, awareness and expenditure with local businesses.

The development of the Tourism Event Attraction prospectus has progressed, with expected completion by the end of 2026.

Council delivered another industry familiarisation this year, shining a light on the event potential of the newly renovated Wyndham Cultural Centre and Wyndham Art Gallery and late-night hospitality venues in the heart of Werribee City Centre.

Strategic Direction 2

Invest in Wyndham's nature-based assets and First People's experiences.

Wyndham is well placed to leverage and build upon nature-based assets and First Peoples led cultural tourism. With a wealth of nature-based assets that have both broad and niche appeal, together with Council initiatives planned and /or underway such as the Werribee South Beach and K Road Cliffs Masterplans; key infrastructure will be delivered that in turn will attract commercial investment eg: cafes, kayaking and bike hire.

Action	Status
2.1.1 Leverage Active Transport Plans	**Progressing**
2.2.1 Deliver nature-based tourism activations	**Progressing**
2.3.1 Develop First Nations cultural tourism product	**Completed**
2.3.2 Seek funding for First Nations activation	**Progressing**
2.4.1 Support LWWAAP implementation	**Progressing**

The K Road Cliffs Upgrade was delivered with destination marketing to drive awareness of this important attraction, including social media advertising, itineraries, creator content and commissioning of new photography and filming. Council provided support for Lower Werribee Waterway Amenity Action Plan implementation including promotion of a River Guide, K Road Cliffs upgrade, off-road shared path and progression of development of commercial nature-based attractions.

Site analysis and market research is underway including meetings with key industry bodies.

The Treaty in the Park First Nations music event delivered in 2024-25, has created further opportunities to work with First Nations business unit and RAP Committee on future initiatives. The Werribee Public Art Walking Tour and First Nations mural Mooroop Yarkeen has been embedded in core destination marketing channels and outputs including our destination marketing campaign, itineraries and content creation. Destination marketing efforts also focused on driving visitation to the JXSH MVIR: Forever I Live exhibition at Wyndham Art Gallery – honouring the late Gunditjmara, Yorta Yorta, and Barkindji artist Josh Muir.

Council continues its ongoing work with Western Melbourne Tourism on advocacy opportunities for State Government funding.

Strategic Direction 3

Improve visitor dispersal across Wyndham

Convenient and accessible transport options to improve connectivity between key destinations and mitigate reliance on car travel are essential to encourage dispersal and increasing length of stay and spend opportunities.

Due to Wyndham's large VFR (Visiting Friends and Relatives) market, the success of Wyndham's visitor economy is also dependent on effective marketing towards its resident population, and in particular our culturally diverse residents. There is also a need for a more detailed understanding of how visitors and locals currently behave and travel in Wyndham that is not captured by official government tourism data and insights.

Action	Status
3.1.1 Undertake Visitor Journey Market Research	Completed
3.2.1 Improve transport connectivity and amenity	Completed
3.3.1 Destination marketing campaigns	Completed
3.3.2 Develop packaged experiences and itineraries	Progressing
3.4.1 Deliver Visiting Friends and Relatives marketing campaign	Completed
3.4.2 Develop itinerary suggestions and packages for CALD community	Progressing
3.4.2 Upgrade gateway entrances	Not Started

During 2025/26 Council delivered another successful destination marketing campaign to drive top of mind awareness and consideration with metropolitan and regional markets to visit Werribee and Surrounds, achieving:

- 6.5 million impressions
- 719,461 campaign social media reach
- 224,209 website sessions

The campaign was amplified via engagement of content creators throughout the year, delivering itinerary driven content aligned, achieving reach of more than 159,871.

As part of the Visiting Friends and Relatives marketing campaign, Council delivered two Visitor Information Centre pop-ups at Pacific Werribee, in addition to offsite activations including Firefly Night Market, engaging with 5,511 people and building awareness of Wyndham's local attractions to drive visitation, dispersal and yield.

In support of building local ambassadors, a Visit Werribee & Surrounds summer guide was also published in Council's November/December edition of Wyndham News, distributed to more than 100,000 households.

Council demonstrated continued innovation in Visitor Services through the development of a retail pilot at the Werribee Visitor Information Centre, supporting local businesses and enhancing the Centre and visitor experience in region.

Council was also able to deliver a number of initiatives, engaging with CALD communities this year including working with a local creator to develop themed itinerary suggestions for celebrating Diwali in Werribee and Surrounds.

Council also supported the development of the *Namaste* pilot project, an initiative delivered by the Western Melbourne Tourism group to engage with the local Indian community and secured strong destination coverage for Chinese New Year, with a national Channel 7 Sunrise weather broadcast hosted in Point Cook Pop Up Park

In addition, online itineraries were refreshed this year, with operator packages promoted across tourism channels. Further work planned on this for 2027-28.

Council completed Visitor Journey Market Research and Shuttle Bus pilot in 2024/25.

Strategic Direction 4

Develop Wyndham's secondary tourism destinations

The Werribee Park Precinct is the key driver of visitation to Wyndham. To improve visitor dispersal and increase yield, building awareness of and developing product in 'secondary' locations will be critical to the long-term sustainability of Wyndham's visitor economy.

Key actions include encouraging investment in unique or innovative tourism offerings, build upon and continue to promote Wyndham's night-time economy, work with stakeholders to improve internet access for visitors and operators and understand the feasibility for a regional art gallery.

The successful delivery of the strategic recommendations and actions for Wyndham's visitor economy will be achieved by working with industry stakeholders, tourism operators, business units across council and alignment to Victoria's Visitor Economy Master Plan.

Action	Status
4.1.1 Promote Night-Time Economy	**Progressing**
4.2.1 Improve internet access	**Completed**
4.3.1 Amplify Arts and Culture	**Completed**

In 2025/26 Council continued to promote Wyndham's nighttime economy by refreshing imagery and video to include additional night-time experiences, developing suggested evening itineraries for major events like LIT, Spartan and the Melbourne International Three Day Event and hosting an industry familiarisation featuring late-night venues.

Council was pleased to see improvements to internet access at Werribee Park with a new tower at Werribee Open Range Zoo.

Council has also made progress in 2025/26 towards building awareness of our region's arts and culture experiences. This included:

- a marketing campaign to support the re-opening of Wyndham Cultural Centre and Wyndham Art Gallery including media coverage and content across our Visit Werribee channels.
- integration of Wyndham Art Gallery, Wyndham Cultural Centre and First Nations mural Mooroop Yarkeen in our core destination marketing campaign and content creator visits. marketing and communications support for other cultural and heritage experiences, including a national Channel 7 Sunrise broadcast in Werribee Park Mansion.

In 2025 Wyndham's premium Art Gallery located at the Wyndham Cultural Centre was redeveloped with expanded spaces delivering a dynamic program of exhibitions, including the Wyndham Art Prize.

For more information visit
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