

our plan – our future

W2040

Phase 1 Engagement Findings

In April 2017 Warrnambool City Council started a community conversation about your aspirations and expectations for Warrnambool as a place to live, work and play over the next twenty years.

Thank you for sharing your views and ideas. These are helping to inform the development of the Warrnambool 2040 (W2040) community plan. The plan will create a vision, and identify priorities and goals for the city, through an extensive, community-led process.

In June we completed Phase 1 of the community engagement process and there will be further opportunities over the coming months to talk, listen and be part of the conversation which will influence Warrnambool's future. This fact sheet is a summary of what you shared with us between April to June this year.

Phase 1:

How we engaged you:

- Active Hubs across 13 locations
- Warrnambool NOW & 2040 survey
- 1283 responses received
- Wish for Warrnambool survey
- 496 responses received
- Briefings at meetings
- Conversation toolkits – 42 received
- W2040 website – 4,474 page views
- Facebook – reached 100,000 +
- At Fun4Kids & Vacation Care Program

How we let you know about the process:

- Fliers in rate notices
- Project post cards
- Posters
- Social media campaign
- Newspaper advertisements
- Print articles
- Radio interviews
- W2040 BIG letters on the Green
- Direct emails

What we heard:

What you love about Warrnambool:

- The beautiful natural assets including the beach, Lake Pertobe and open green spaces
- The many walking and cycling tracks to explore the natural environment
- The opportunities to participate in a range of sporting clubs
- The strong 'sense of community'
- The country town feel of Warrnambool and coastal lifestyle
- Education opportunities through Deakin University and South West Institute of TAFE

What you would like to change:

- Focus on native revegetation through planting more native trees and plant species
- Support younger people to remain in Warrnambool through greater diversity in jobs
- Greater diversity of University and TAFE course offerings
- Improved transport infrastructure including public and active transport
- Increase in health & other service provision and improved access
- Residents living healthier lifestyles and to reduce harm from alcohol and other drugs



ECONOMY



ENVIRONMENT



PEOPLE



PLACE

ECONOMY includes educational aspirations, job opportunities, planning, growth and tourism.

You said the following are key priorities:

- Meet the needs of the expanding population with education and employment opportunities.
- Encourage innovation and development of new industries.
- Be a leader in food production and food tourism.
- Encourage the growth of Warrnambool to thrive and embrace the future

ENVIRONMENT includes environmental sustainability and management of the natural environment of Warrnambool.

You said the following are key priorities:

- Preservation and maintenance of the existing natural environment
- Increased greenery across the city
- Improved community environmental awareness
- Warrnambool to decrease its impact on the environment.

PEOPLE refers to Warrnambool community including the connectedness and their health and well-being.

You said the following are key priorities:

- To be a more welcoming, inclusive and diverse community.
- To be a strong caring and happy community by being more engaged and connected in community life.
- Promoting a healthier, active and safer community.
- Improved health care and greater access to mental health services

PLACE refers to Warrnambool as a place to live including the atmosphere, appearance, public spaces and activities as well as access to services.

You said the following are key priorities:

- Access to and provision of community and recreation facilities.
- Enhancing the road network including connectivity and public transport as well as providing more walking and cycling paths.
- Protecting and acknowledging Warrnambool heritage including Aboriginal heritage, historic buildings and facades.

NEXT STEPS

Phase 1 has been only the beginning of the conversation. We will be seeking your involvement, input and feedback as we draft the community plan, Warrnambool 2040, over the next six months.

For more details about what we heard in phase one, and to stay connected with the project as it develops go to www.w2040.com.au

If you are not receiving updates please ask to join the contact list by emailing communityplanning@warrnambool.vic.gov.au or calling **5559 4959**