



WARRNAMBOOL  
CITY COUNCIL

# Council Plan

2025-2029



[www.warrnambool.vic.gov.au](http://www.warrnambool.vic.gov.au)





# Contents

<b>Vision</b>	<b>3</b>
<b>Values</b>	<b>3</b>
<b>Councillors</b>	<b>5</b>
<b>Our Strategic Pillars</b>	<b>6</b>

**City Futures** – Activating a vibrant, liveable and safe city through enhancing outcomes for all.

**City Infrastructure** – Renewal and maintenance of Council's infrastructure while balancing the needs of our growing city through sound asset management.

**City Sustainability** – Caring for our natural environment by promoting energy efficiency, best practice circular economy and embracing new technology.

**City Wellbeing** – Working to enable everyone at every stage of life to participate in welcoming and inclusive environments which foster learning connection health and wellbeing.

**City Leadership** – We will advocate for our community, operate efficiently, maintain sound governance, care for our team, and embrace a rapidly changing technological landscape.

## Acknowledgement of Country

Council acknowledges the Peek Whurrong and Kirrae Whurrung Peoples of the Maar Nation, their land, waterways and skies within the Warrnambool municipality.

We pay our respects to their Elders past and present.



# Our Vision

We are a thriving regional leader, rich in opportunities and committed to fostering a sustainable and inclusive lifestyle.

# Our organisational values

**Accountability**

**Collaboration**

**Respect**

**Wellbeing**

**Progressiveness**

# The Council Plan

All Victorian councils must prepare and adopt a four-year Council Plan by October 31 in the year following a general election.

The Council Plan must describe the strategic direction of the Council.

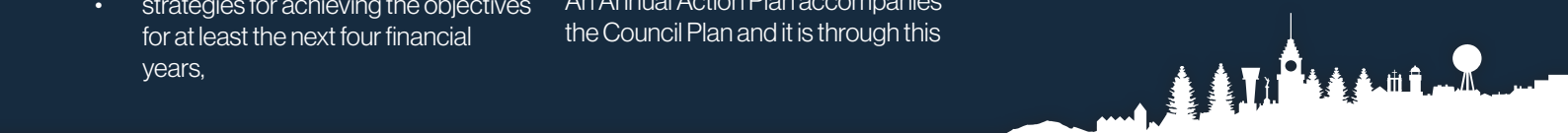
It must also contain:

- strategic objectives for achieving the strategic direction,
- strategies for achieving the objectives for at least the next four financial years,

- strategic indicators for monitoring achievement of the objectives, and,
- a description of the Council's initiatives and priorities for services, infrastructure and amenity.

An Annual Action Plan accompanies the Council Plan and it is through this

annual plan that Council will measure its achievement of the Council Plan objectives.







# About Warrnambool City Council

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The municipality of Warrnambool covers 120sqkm in Victoria's South West.

It includes the city of Warrnambool and townships of Allansford, Bushfield and Woodford.

It has annual population growth of about one per cent, a population of 36,000 and is the most populous city in the South West.

Warrnambool is the major regional centre for health care, education, professional services and sport and culture.

Warrnambool's economy generates output of some \$5.9 billion accounting for

about 23.9 per cent of the Great South Coast region's economic output from less than one per cent of the land area.

There are 18,518 jobs in Warrnambool and the following six sectors account for over two-thirds of employees whose place of work is located within Warrnambool:

- healthcare and social assistance;
- retail trade;
- education and training;
- construction and manufacturing; and,
- accommodation and food services.

The construction industry makes the greatest contribution to economic output in the region, which at \$909.5 million accounts for 15.41 per cent of total output.

Warrnambool is a popular and expanding tourism destination and the sector supports 1,468 jobs.

Property and business services, government administration and construction are also key growth sectors.



# Our Councillors

The Warrnambool community is represented by seven Councillors from seven wards.

The role of the Council is to provide good governance for the benefit and wellbeing of the community.

This includes setting the strategic direction of the Council and making decisions in the best interests of the community.



**Cr Debbie Arnott**  
Central Ward



**Cr Willy Benter**  
Hopkins River Ward



**Cr Ben Blain**  
Russells Creek Ward



**Cr Billy Edis**  
Botanic Ward



**Cr Vicki Jellie**  
Platypus Park Ward



**Cr Matt Walsh**  
Pertobe Ward



**Cr Richard Ziegeler**  
Wollaston Ward





# City Futures

Activating a vibrant, liveable and safe city through enhancing outcomes for all.

Our City Futures strategies
Our City activates and promotes local culture and art.
Our City puts public health and safety as a priority.
Our City plans for sustainable growth while accommodating a changing climate.
Our City will continue to advocate for improvements to planning frameworks for growth area developments including Development Contribution Plans.
Our City is activated to be attractive to residents and visitors.
Our City will be a sought-after destination for visitors.
Our City encourages workforce attraction and development.
Our City encourages business growth and development.
Our City will create an environment that accelerates delivery of housing across all forms.
Our City supports learning and recognises the importance of tertiary and vocational learning institutions including Deakin University and the South West TAFE.
Our City will support and grow industries that will bring employment and prosperity to the region.
Our City celebrates iconic events and attractions that are part of our identity and visitor economy including speedway racing, the May Racing Carnival and our foreshore and beach.



# City Infrastructure

Renewal and maintenance of Council's infrastructure while balancing the needs of our growing city through sound asset management.

## Our City Infrastructure strategies

Our City will prioritise maintaining and renewing existing infrastructure.

Our City will have appropriate open space infrastructure to meet the needs of our growing community.

Our City will plan for and improve the municipal drainage network to cope with the changing environment.

Our City neighbourhoods will have a well-connected network of footpaths.

Our City's road network will be maintained to a safe and high-quality standard.

We will pursue efficiencies in maintaining and renewing Council buildings by improving heating and cooling systems and through energy-efficient lighting.

Our City values and implements sound Strategy Asset Management with consideration to new, retirement and consolidation of assets.

Our City will continue to improve pedestrian, cycling and vehicle movements.

Our City will focus on playspaces as a key feature of local neighbourhoods.

Our City's public spaces will be maintained to a high standard.

Our City will advocate for renewal and upgrade of arterial roads and for improved rail services.

Our City will ensure the regional airport continues to operate as a base for emergency air transport and as a destination for business and recreational aircraft.







# City Sustainability

Caring for our natural environment by promoting energy efficiency, best practice circular economy and embracing new technology.

Our City Sustainability strategies
Our City will pursue efficiencies in our waste management system.
Our City will use water wisely.
Our City is committed to reducing its carbon footprint.
Our City will monitor and manage pest animals and plants on land owned and/or managed by Council.
We are a City that advocates for accessible and sustainable public transport.
Our City will collaborate with other agencies to achieve positive environmental outcomes.
Our City will take measures to limit the impact of climate change.
Our City will implement biodiversity improvement and revegetation outcomes.
Our City's animal shelter will be a place of refuge for lost, surrendered and abandoned animals.
Our City will advocate to support our coastal areas effectively.



# City Wellbeing

Working to enable everyone at every stage of life to participate in welcoming and inclusive environments which foster learning connection health and wellbeing.

## Our City Wellbeing strategies

**Our City promotes access to housing, places and activity for all.**

**Our creative City encourages opportunities for innovation and creativity, increasing community connectedness.**

**Our active City provides recreational opportunities for people of all ages and abilities.**

**Our City is inclusive, diverse and welcoming to all.**

**Our City provides learning pathways and opportunities for education and development.**

**Our nurturing City supports growth and development through quality service delivery.**





# City Leadership

We will advocate for our community and region, operate efficiently, maintain sound governance, care for our team, and embrace a rapidly changing technological landscape.

## Our City Leadership strategies

**We are a city that pursues technology and innovation for community benefit.**

**Our City will use Artificial Intelligence (AI) software to gain operational efficiencies.**

**Our City is a leader in the South West region.**

**We are a city that manages financial resources sustainably.**

**Our City promotes organisational culture and performance.**

**Our City will advocate strongly for our community and our region.**

**The City is committed to sound governance, transparent decision-making and operating with integrity.**

**The City will foster an informed community, enhance the customer experience and engage with the community to help inform key decisions, plans and policies.**

**The City considers strategic risk in its decision making and is committed to providing safe environments where people can thrive.**

**Our City will review the community vision, Warrnambool 2040.**

**Our City will advocate for important needs in particular an upgrade of the aquatic centre, a community hub at Brierly Recreation Reserve, a new art gallery and affordable housing.**



# Delivering the Council Plan

The Council Plan is accompanied by a separate document, the Annual Action Plan, which describes the actions and initiatives Council will undertake over the course of a single financial year.

The Annual Action Plan will be reviewed every year so that the objectives in the four-year Council Plan will be delivered in annual increments.

## Monitoring our progress

Council will report regularly to the community about the progress it is making on the implementation of this plan. These reports will be made on a quarterly basis and include presentation of the annual report, which provides a comprehensive overview of Council's operational and financial performance.

Council's performance is also monitored through the annual Community Satisfaction Survey while a number of Council services seek feedback from customers and program participants.

The state of the local economy is monitored through a range of measures while customer service data provides insights on areas where Council may need to make changes or improvements.





# How this plan was developed

## **November 2024:**

workshop with Councillors to gauge early thoughts on strategic direction.

## **December 16, 2024, 5pm to 7pm:**

community drop-in session

## **January listening posts**

- Lake Pertobe, near Summer Night Market, January 10, 2025.
- Dennington Shopping Centre, January 14, 2025.
- Woodford, Jubilee Park (Wurrumbit Birrng Yaar), January 15, 2025.
- Allansford, January 16, 2025.
- Liebig Street, January 17, 2025.
- West Warrnambool, Pecten Ave Park, January 21.

## **January – February:**

online survey at [www.yoursaywarrnambool.com.au](http://www.yoursaywarrnambool.com.au) to complement the listening posts and provide an alternative for those unable to attend a listening post.

## **February 19:**

senior Council staff Council Plan and Budget discussion at Deakin University. Includes provision of information provided by the community and Councillors.

## **March:**

early Council Plan draft prepared.

## **March 24, 2025:**

Presentation to Councillors and follow-up workshop.

## **March 28, 2025:**

Workshop with Council managers and directors.

## **April 8:**

Executive Management Team to review draft of plan and actions.

## **April 22:**

Council briefing on draft plan and budget.

## **April 28:**

Additional Council briefing.

## **May 5:**

Council meeting where motion to release draft plan and budget for community feedback is considered.

## **June 2 or 16:**

Council meeting to consider adoption of plan and budget.

