

Warrnambool 2040 – checking in on the long-term community vision in 2025

| Goal | Vision | Objective | Actions by Council/with partners | Actions by partners |
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| Goal 1 | PEOPLE Warrnambool is a place where all people thrive. | Warrnambool is a welcoming and inclusive city. | <p>Warrnambool is a child safe city. We are committed to providing a safe environment for children in our care and in our city. We recognise the rights of children and young people and understand that they can be more vulnerable to exploitation and abuse.</p> <p>Council has partnered with Brophy to celebrate Idahobit Day with a flag raising, morning tea and social media posts.</p> <p>Council has signed a memorandum of understanding (MoU) with Talent Beyond Boundaries (TBB), a global non-profit organisation that identifies suitable prospective employees and organises job interviews. The partnership will facilitate employer access to workers under the Australian Government's Skilled Refugee Labour Agreement Pilot Program, which provides skilled refugees and displaced individuals with a unique pathway to live and work in Australia.</p> <p>Warrnambool is a member of the Welcoming Cities network.</p> <p>In December 2023 the Warrnambool municipality officially became a Refugee Welcome Zone.</p> <p>Council supports a wide range of groups and events through its Community Development Fund and Festival and Events Program funding.</p> <p>Archie Intercultural Café.</p> <p>Council has built a new, dedicated home for the West Warrnambool Neighbourhood House.</p> | <p>The emergence of the Warrnambool Multicultural Association highlights the growing multiculturalism that makes up our city. The popular annual festival organised by the association has become an important celebration for multiculturalism in Warrnambool.</p> <p>An initiative being developed through the Great South Coast Community Leadership Program is the Belonging South West Forum, designed to spark conversation and actions around belonging and to help people from culturally and linguistically diverse backgrounds feel more at home in Warrnambool.</p> <p>The city's multiculturalism is being reflected in culturally diverse range of cafes, restaurants and specialised supermarkets.</p> <p>WRAD Health</p> <ul style="list-style-type: none"> • Provides non-judgemental, inclusive health and AOD services • Provides a bulk billing clinic for affordable access for new people to the region • Actively supports LGBTIQ+ individuals and is working towards Rainbow Tick accreditation. • WRAD Health participates in the Reconciliation Action Planning process and seeks to engage and provide services to the culturally diverse communities. <p>Wannon Water has updated its website and it now achieves a 99% accessibility score, including incorporation of the userway accessibility widget and easy English documents. Wannon Water's "We are Wannon strategy" continues to drive a sustained focus on our people, who they are, what they need, and how we create the conditions for them to be their best. It is through this people-first approach that we continue</p> |

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| | | | | to strengthen diversity, equity, inclusion and belonging across our workplace. |
| Goal 2 | PEOPLE Warrnambool is a place where all people thrive. | Warrnambool is a safe and connected community. | <p>The West Warrnambool Neighbourhood House that offers a meeting place and venue for community programs and services.</p> <p>Ongoing rollout of the actions in the Principal Pedestrian Network. This has included more footpaths and raised pedestrian crossings in Ward Street, Garden Street and pedestrian refuges in Aitkins Road, Zeigler Parade, Merrivale Drive and Gateway Road.</p> <p>A network of 32 CCTV cameras assists in safety monitoring.</p> <p>Street and path lighting has expanded to include bollard lighting on the path from Pertobe Road to Cannon Hill, solar lighting on Bromfield Street.</p> <p>Council developed and adopted a Gender Equality Action Plan, established an internal Women's Network and supports International Women's Day and the 16 Days of Action.</p> | <p>WRAD Health</p> <ul style="list-style-type: none"> • Supports groups, peer-led programs, and outreach for vulnerable populations. • as an AOD provider actively collaborates with services addressing family violence and mental health and provide specialist substance use interventions. • Co-designs initiatives with community to reduce loneliness and isolation. • Building volunteer pathways into WRAD's service model. <p>Wannon Water is committed to preventing family violence and has implemented multiple measures, including joining the Respect and Protect movement which is working to prevent perpetrators misusing services to threaten victim survivors or accrue debts.</p> <p>Wannon Water has been delivering its Gender Equality Action Plan.</p> <p>Wannon Water has implemented a range of processes to support vulnerable customers and those experiencing hardship.</p> <p>Wannon Water has strengthened security and access protocols related to how customers personal Information is managed.</p> |
| Goal 3 | PEOPLE Warrnambool is a place where all people thrive. | Warrnambool prioritises health and wellbeing. | <p>Council implemented many actions contained in the Active Warrnambool Strategy including:</p> <ul style="list-style-type: none"> - Redevelopment of Reid Oval - Run campaigns to encourage people to be more active e.g. This Girl Can. - Redevelopment of the Eastern Oval at Brierly Recreation Reserve, including lighting. | <p>WRAD Health</p> <ul style="list-style-type: none"> • Bulk-billing medical clinic, mental health services in partnership with MIND and South West Healthcare, AOD services (youth, homelessness, women, adult, dual diagnosis, day rehab), pharmacotherapy programs and recovery services. • Prevention programs (e.g. smoking cessation, Family Support, therapeutic rehab). |

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| | | | <p>Immunisation rates in Warrnambool continue to be among the best in the state.</p> | <ul style="list-style-type: none"> Sharing anonymised health data trends to support local planning. Continued input into the Municipal Health and Wellbeing Plan. Continued advocacy for establishment of a residential AOD rehabilitation service. <p>Wannon Water has adopted a "Zero Harm" mindset, which applies to our customers, contractors and the public. We include safety and wellbeing initiatives and indicators as part of our corporate planning and reporting processes.</p> <p>Wannon Water is implementing a Psychological Safety framework for all staff.</p> <p>Wannon Water provides a Water for Community Rebate to support the cost of watering public open spaces and promote physical and mental wellbeing. Over the past six years this rebate has led to an annual average reduction in Warrnambool City Council's water bill by \$31,317.</p> |
| Goal 4 | <p>PEOPLE</p> <p>Warrnambool is a place where all people thrive.</p> | <p>Warrnambool values local Aboriginal identity and culture.</p> | <p>Acknowledgement of Country introduced at meetings, events and speeches.</p> <p>Aboriginal cultural training provided to managers and senior staff.</p> <p>Advice sought from Traditional Owners on key projects.</p> <p>Maar Nation Gallery established within Warrnambool Art Gallery.</p> <p>Quarterly meetings with the Eastern Maar Aboriginal Corporation.</p> <p>Acknowledgement of Traditional Owners feature at Council meetings.</p> <p>Council was honoured to receive from Peek Whurrong Elder Robbie Lowe Senior a symbolic wooden shield.</p> <p>This shield is displayed with pride in the foyer of the Civic Centre.</p> <p>A miniature version of the shield is also displayed in front of the Mayor and CEO at Council meetings.</p> | <p>WRAD Health</p> <ul style="list-style-type: none"> Partners with local ACCHOs (Aboriginal Controlled Community Health Organisations and Traditional Owner groups). Commits to culturally safe care and Indigenous-led program design. Actively works on our Reconciliation Action Plan. Aboriginal representation on our committee of management. Increasing Aboriginal employment. Incorporating Aboriginal health priorities in planning and delivery. <p>Wannon Water continues to work in partnership with Traditional Owner groups on local initiatives, including integrated water management opportunities and support and promotion of significant First Nations events (e.g. National</p> |

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| | | | | <p>Reconciliation Week, Walk for Truth). Wannon Water routinely includes an Acknowledgement of Country in meetings.</p> <p>Wannon Water has adopted a "Towards Reconciliation" strategy outlining our ambitions to improve our cultural capability, maintain and strengthen trusted relationships with Traditional Owners, and support self-determination initiatives.</p> <p>Wannon Water proactively maintains sites of Aboriginal Cultural Heritage on land that we manage.</p> <p>The Warrnambool Sewage Treatment plant upgrade project incorporated First Nations input throughout the design, construction and rehabilitation process.</p> |
| Goal 5 | PEOPLE Warrnambool is a place where all people thrive. | Warrnambool is a learning community. | <p>Securing funding and building new shared library on the SWTAFE campus.</p> <p>Council has representation on the South West Technical School Steering Committee.</p> <p>Council supports the Warrnambool-Miura Cultural Exchange position which sees a Warrnambool resident live in Miura for a year while working as an assistant language teacher in Miura schools.</p> <p>Council introduced the Young Business Leaders and Young Entrepreneurs Program.</p> <p>Council employs a number of trainees annually to provide valuable work experience and a pathway into local government.</p> | <p>Deakin University now offers first year of an undergraduate medical degree at the Warrnambool campus.</p> <p>Hycel, the hydrogen energy research facility established at the Warrnambool campus.</p> <p>TAFE is beginning work on its technical school.</p> <p>WRAD Health</p> <ul style="list-style-type: none"> • Hosts student placements, supervision and community education. • Developing peer workforce and lived experience training. • Expanding partnerships with Deakin, South West TAFE and Beyond the Bell. • Supports lifelong learning via community workshops. <p>Wannon Water actively works with partners to support multiple learning initiatives and opportunities including the South West Technical School, the Community Investment Committee, Beyond the Bell, the Neil Porter Foundation, Deakin University and South West Local Learning and Employment Network</p> |

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| | | | | Wannon Water routinely employs local trainees to support their career decision and development |
| Goal 1 | PLACE Warrnambool will be Australia's most liveable regional city. | Warrnambool is an affordable and accessible place to live for everyone. | <p>Council adopted the Housing Diversity Strategy.</p> <p>Council successfully applied for funding to install key worker cabins at Shipwreck Bay Holiday Park.</p> <p>Council is pursuing the Harrington Road Key Worker Housing Project.</p> | <p>WRAD Health</p> <ul style="list-style-type: none"> Supported accommodation partnerships for youth and adults helps address short term housing for people in early recovery. Advocates for housing access for people in recovery or disadvantage. Contributes to Social Housing Planning Projects via needs data and case studies. Willing to trial alternative models for housing such as lead tenant 'sober houses' program. <p>Wannon Water has been an active partner and financial contributor to the Thriving South West Victoria initiative, which delivered a multi-sector housing forum in 2024 and led to the development of several initiatives.</p> <p>Wannon Water has supported Warrnambool City Council's affordable housing initiatives</p> <p>Wannon Water offers reductions in new customer contribution charges for development with strong community benefit</p> <p>Wannon Water is upgrading the Warrnambool Sewage Treatment Plant to improve regional liveability by ensuring the community has access to critical enabling infrastructure for residential and industry growth whilst ensuring environmental values and protected and enhanced.</p> |
| Goal 2 | PLACE Warrnambool will be Australia's most | Warrnambool encourages and prioritises sustainable transport. | <p>Council has continued to expand its footpath network in accordance with priorities identified by Council in the Principal Pedestrian Network.</p> <p>Council has introduced electric and hybrid vehicles into its passenger car fleet.</p> | Wannon Water actively contributes to Warrnambool City Councils long-term growth planning. |

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| | liveable regional city. | | Infrastructure projects completed include on-road safety improvements for pedestrians and cyclists along Merrivale Drive (traffic calming measures, pedestrian refuges, crossing). | |
| Goal 3 | PLACE Warrnambool will be Australia's most liveable regional city. | Warrnambool is well connected outside the city. | An upgrade of the Warrnambool Regional Airport apron was undertaken in 2024 that improved manoeuvring and allowed for two additional aircraft to park. | The Victorian Government has carried out progressive upgrades to the railway line between Warrnambool and Geelong. Additional services have been added to the timetable and Warrnambool now has five daily return rail services to Melbourne, seven days a week. |
| Goal 4 | PLACE Warrnambool will be Australia's most liveable regional city. | Warrnambool has accessible, high-quality public spaces and facilities. | <p>The city centre renewal was completed in 2018</p> <p>A new adventure playspace was built in Lake Pertobe.</p> <p>The Eastern Oval at Brierly Recreation Reserve was redeveloped.</p> <p>A nature-based playspace was constructed at the Warrnambool Botanic Gardens.</p> <p>Council has upgraded the Civic Green, improving its capacity to host events.</p> <p>The new library was opened in 2022.</p> | <p>WRAD Health</p> <ul style="list-style-type: none"> Advocating for health-accessible design in shared spaces. Hosting programs in community facilities to improve utilisation and visibility. <p>Wannon Water has completed a recreational opportunities strategy to improve community access to facilities that promote recreation and community well-being. Permanent and temporary art installations on Water Towers are contributing to high quality public spaces.</p> <p>Wannon Water Ripple Effect grant program is supporting community investment to improve public spaces and facilities.</p> |
| Goal 1 | ENVIRONMENT Warrnambool will be Australia's most sustainable city. | ZERO WARRNAMBOOL - Demonstrate innovative, solutions to achieve zero net emissions for a renewable future. | <p>Council is sourcing 100 per cent of its electricity needs from renewable sources.</p> <p>Council has installed photovoltaic arrays on major buildings including the Civic Centre, Library, Warrnambool Art Gallery, AquaZone, Archie Graham Community Centre and Warrnambool Stadium.</p> | <p>WRAD Health</p> <ul style="list-style-type: none"> Has an environmental management plan, solar panels on the roof and active recycling and waste management. Promotes wellbeing through staff walks at lunchtime, take participants in day rehab on nature-based activities. <p>Wannon Water is implementing a Net Zero Roadmap, achieving net zero Scope 2 emissions by 2025, and is on track to achieve net zero emissions (scope 1 & 2) by 2030.</p> |

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| | | | | <p>Wannon Water is progressing the implementation of innovative emissions reduction solutions, including commencing construction of Australia's largest floating solar system on the Brierly storage basin in Warrnambool.</p> <p>Wannon Water is an active participant in local climate mitigation and adaptation collaborations.</p> |
| Goal 2 | ENVIRONMENT Warrnambool will be Australia's most sustainable city. | ADAPTABLE WARRNAMBOOL - we adapt to the impacts of climate change. | <p>Council has declared a climate emergency.</p> <p>Council has joined the Barwon South West Climate Alliance.</p> <p>Council is collaborating with Eastern Maar and the Great Ocean Road Coastal and Parks Authority to build a holistic adaptation plan for community, biodiversity and economic investment.</p> | <p>The local government authorities of south-west Victoria, the Corangamite and Glenelg-Hopkins CMAs and the Centre for eResearch and Digital Innovation have created a South West Climate Change Portal with resources to provide guidance on planning for climate change.</p> <p>The Victorian Government has produced the Great South Coast Drought Resilience Plan.</p> <p>Wannon Water maintains a 50-year outlook urban water strategy that ensures access to sustainable and climate resilient water supplies and sewerage services to underpin the local economy and public health.</p> <p>Wannon Water is a member of the South West Climate Alliance and contributed to the development of the Barwon South West Climate Adaptation Strategy.</p> <p>Wannon Water continues to expand urban roof water harvesting infrastructure, capturing rainfall from local homes to contribute to the city's potable water supply, which increases climate resilience and reduces environmental impacts of stormwater runoff and extracting urban water supplies from the Otway Ranges.</p> |

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| Goal 3 | ENVIRONMENT Warrnambool will be Australia's most sustainable city. | WISE WARRNAMBOOL - a wise city that wastes not. | <p>Separate FOGO and glass kerbside collection services were introduced several years ahead of the mandated deadline set by the Victorian Government.</p> <p>Recycling directory developed.</p> | <p>Single-use plastic bags have been phased out along with single use plastic cutlery at food outlets.</p> <p>The Better Buds community group was led the successful campaign which resulted in the phasing out of plastic-stemmed cotton buds.</p> <p>Wannon Water has led local Circular Economy collaboration, exploring opportunities for a regional CE Hub, and exploring opportunities for combining organic waste from across the region for beneficial reuse.</p> <p>Wannon Water is completing the Warrnambool Sewage Treatment Plant upgrade, in part to improve local marine environmental outcomes. Wannon Water has also engaged on a longer term effluent management strategy for Warrnambool.</p> <p>Wannon Water continues to support the Tangaroa Blue Foundation for a program of ongoing beach monitoring in Warrnambool to quantify changes in marine debris over time.</p> |
| Goal 4 | ENVIRONMENT Warrnambool will be Australia's most sustainable city. | NATURAL WARRNAMBOOL - enjoy, love, respect and care for the natural environment. | <p>Council developed an Invasive Plant and Animal Framework to help control feral and invasive species.</p> <p>Council has developed the South of Merri Open Space Precinct Plan.</p> | <p>Wannon Water proactively manages biodiversity across their service region, including at multiple sites in Warrnambool. This long-term commitment to restoring and enhancing local biodiversity is delivering tangible on ground outcomes, including through revegetation following significant infrastructure development. For example, Traditional Owners are actively contributing to revegetation plans following the upgrade of the Warrnambool Sewage Treatment Plant.</p> |
| Goal 5 | ENVIRONMENT Warrnambool will be Australia's most sustainable city. | BLUE WARRNAMBOOL - Water for Life. | <p>Wetland with footpaths created north of the Merri River. New wastewater treatment system installed at the Bushfield Recreation Reserve.</p> <p>Preparation and adoption of the Albert Park Integrated Water Management Plan.</p> <p>Preparation and adoption of the Lake Pertobe Integrated Water Management Plan.</p> | <p>Per capita daily residential water use has declined since 2019-2020</p> <p>Wannon Water has provided coordination of local Integrated Water Management planning as a key component of boosting water sensitive urban design and improving stormwater systems for the City.</p> |

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| | | | Preparation and adoption of Stormwater Drainage Asset Management Plan. | <p>Wannon Water continues to expand urban roof water harvesting infrastructure, capturing rainfall from local homes to contribute to the city's potable water supply, which increases climate resilience and reduces environmental impacts of stormwater runoff.</p> <p>Wannon Water continues to proactively educate the local community on sustainable water use.</p> <p>Wannon Water has actively contributed to strategic planning and projects improving the health of the Merri River.</p> |
| Goal 6 | ENVIRONMENT Warrnambool will be Australia's most sustainable city. | GREEN WARRNAMBOOL - We will become a city in nature. | <p>Council's Plant a Tree program offers primary and secondary students hands-on learning experiences, with biodiversity benefits for Warrnambool's open spaces. Warrnambool Coastcare Landcare Network and philanthropic organisations are supportive of program expansion in 2025-2026.</p> <p>In 2024-2025 Council facilitated planting of 10,000 plants including 700 trees.</p> | |
| Goal 1 | ECONOMY Warrnambool will be Australia's most resilient & thriving regional economy. | Warrnambool will embrace digital innovation and technological change. | <p>Preparation and adoption of a regional digital strategy.</p> <p>Warrnambool City Council has established a formal unincorporated joint venture with Moyne Shire Council and Corangamite Shire Council. This alliance assists with joint IT implementations and areas such as cybersecurity to maximise return on investment for the community.</p> | <p>Wannon Water has been a proactive contributor to the creation and implementation of the Great South Coast Economic Futures Strategy, as well supporting GSC Food and Fibre and other regional economic development collaborations.</p> <p>Wannon Water has embraced flexible working arrangements and provides effective and efficient digital solutions to enable remote working.</p> <p>Wannon Water is responding to the increased importance of cyber-security and the protection of private information in an increasingly digital operating environment.</p> |
| Goal 2 | ECONOMY Warrnambool will be Australia's most | Warrnambool grows its resilient and diverse economy. | Council prepared and adopted a new Economic Development Strategy in 2023. | <p>WRAD Health</p> <ul style="list-style-type: none"> Employs people with lived/living experience and people in recovery. |

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| | resilient & thriving regional economy. | | <p>Council provides business mentoring, workshops and networking events.</p> <p>Council operates the Designated Area Migration Agreement for the Great South Coast region, providing employees with access to skilled workers from overseas to cover workforce and skills shortages.</p> <p>Council land supply reports indicate healthy reserves of land suitable that allow for growth of residential and industrial areas.</p> | <ul style="list-style-type: none"> Leads innovation in regional mental health and AOD models. Pilots employment-focused recovery pathways (e.g. co-located industry). The Residential Rehabilitation Program will have employment pathways for residents and provide increased employment for health professionals. <p>Wannon Water is recognised as an employer of choice, and is actively contributing to collaborative workforce strategies aimed at equipping, attracting and retaining skilled employees locally.</p> <p>Wannon Water Warrnambool Sewage Treatment Plant upgrade provides enabling infrastructure to support local economic growth and new industries.</p> |
| Goal 3 | ECONOMY Warrnambool will be Australia's most resilient & thriving regional economy. | Warrnambool fosters a creative and collaborative culture. | Council has prepared and adopted the Creative Warrnambool strategy. | <p>Regional Arts Victoria South West has developed the South West Creative Industries Strategy 2025-2029.</p> <p>WRAD Health</p> <ul style="list-style-type: none"> Regional partnerships (e.g. South West Healthcare, Portland District Health, Western District Health Services, Western Victoria Primary Health Network and across the border with SMLC (Substance Misuse Limestone Coast)). Integrated health care planning and knowledge-sharing. Contributes to joint research, evaluation, and advocacy projects. <p>Wannon Water has been a proactive contributor to the creation and implementation of the Great South Coast Economic Futures Strategy</p> |

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| Goal 4 | ECONOMY Warrnambool will be Australia's most resilient & thriving regional economy. | Warrnambool thinks globally. | <p>Warrnambool has a Destination Action Plan 2024-2029. Council is preparing a delegation to go to sister cities Changchun and Miura.</p> <p>Designated Area Migration Agreement and Talent Beyond Boundaries provide opportunities to reach a globally sourced workforce.</p> <p>Council has relationships with Global Victoria and the Department of Jobs, Skills, Industries and Regions.</p> | Wannon Water has been a proactive contributor to the creation and implementation of the Great South Coast Economic Futures Strategy |
| Goal 5 | ECONOMY Warrnambool will be Australia's most resilient & thriving regional economy. | Warrnambool invests in its liveability to grow the economy. | <p>Council has provided financial, operational and/or promotional support for a wide range of events including horse racing carnivals, Premier Speedway events, surf lifesaving carnivals, business events and bicycle racing events including the Melbourne to Warrnambool and the Dirty Warrny.</p> <p>Warrnambool has been a finalist and winner of the Top Tourist Town awards.</p> <p>Warrnambool has developed an Events Strategy 2024-2028.</p> <p>The city hosted the triple j One Night Stand event and created the accompanying More Than a One Night Stand event.</p> | Wannon Water has provided coordination of local Integrated Water Management planning as a key component of boosting liveability outcomes for the City. |