

WARRNAMBOOL 2040

W2040

The community vision for the future

www.W2040.com.au



W2040

Warrnambool 2040 (W2040) is the community's vision for Warrnambool.

W2040 was developed through an extensive community-led process, through which goals for Warrnambool's environment, economy, place and people were developed. Warrnambool City Council is the custodian of the plan. The plan is reviewed every four years in accordance with the Local Government Act 2020. The next review is due in 2029. Council's role in working towards achieving the plan's goals are set out in its four-year Council Plan.

OUR PEOPLE

Warrnambool will be a city where all people thrive

Goals

1. We are a welcoming and inclusive city
2. We are a safe and connected community
3. Warrnambool's people are healthy
4. We value local Aboriginal identity and culture
5. We are a learning community

OUR ECONOMY

Warrnambool will be Australia's most resilient and thriving regional economy

Goals

1. We will embrace digital innovation and technological change
2. We will grow a resilient and diverse economy
3. We will foster a creative and collaborative culture
4. We will think globally
5. We will invest in liveability to grow our economy

OUR PLACE

Warrnambool will be Australia's most liveable regional city

Goals

1. We will be an affordable and accessible place to live for everyone.
2. We will be a city that encourages and prioritises sustainable transport
3. We will be well-connected outside the city
4. We will be a city that has accessible, high-quality public spaces and facilities

OUR ENVIRONMENT

Warrnambool will be Australia's most sustainable city

Goals

1. Zero Warrnambool – innovative solutions for zero net emissions
2. Adaptable Warrnambool – adapt to the impacts of climate change
3. Wise Warrnambool – a wise city that wastes not
4. Natural Warrnambool – enjoy, love, respect and care for the natural environment
5. Blue Warrnambool – water for life
6. Green Warrnambool – a city in nature



OUR PEOPLE

Goal 1. Warrnambool is a welcoming and inclusive city

An inclusive community that embraces all residents and visitors, Warrnambool welcomes people from diverse backgrounds and ensures people of all ages, genders, abilities and cultural backgrounds are respected and can participate fully in the community.

Warrnambool acknowledges respects and celebrates the diverse cultures, beliefs and history which makes up our community.

2040 outcome

All residents are respectful, accepting and welcoming to people of all ages, abilities, cultures, genders, races, ethnicities, sexual orientation and faiths.

Changes we want by 2029

- The majority of W2040 Partners have workplace diversity, disability access and inclusion policies.
- Warrnambool is recognised as an 'established' member of the Welcoming Cities Network.
- The Warrnambool community hosts regular events to welcome new residents and celebrate diversity.
- More residents say that multiculturalism definitely makes life better (44%, 2017)
- More residents say that people in Warrnambool are accepting of people of different ethnic cultures; religious backgrounds and sexual orientation (51%, 2017).
- A majority of residents who identify as culturally and linguistically diverse (CALD) say that Warrnambool people accept and welcome them.
- The number of cultures represented in local cafes/ restaurants has increased.
- Warrnambool has achieved action to support the World Health Organisation's Age-Friendly Cities and UNICEF's Child-Friendly Cities Frameworks
- Residents with a disability say that Warrnambool is more accessible than in 2017.
- All major employers and organisations have improved workplace diversity, disability access and inclusion provisions.
- As infrastructure is renewed or replaced it becomes more accessible, more inclusive.
- Intersectionality initiatives including gender impact assessments have contributed to improved outcomes for programs, services and infrastructure projects.



Goal 2. Warrnambool is a safe and connected community

An inclusive and safe place to live and visit, Warrnambool is a community which makes decisions to maximise opportunities for every resident to be socially connected to others. All residents participate in cultural and recreational activities and events and enjoy socially active lives.

2040 outcome

All residents know their neighbours, feel safe walking on the street at night, volunteer and have attended a community event or activity in the past month.

Family violence and all violent crime rates have dropped to be the lowest in Victoria.

Changes we want by 2029

- Warrnambool is rated the highest in Victoria for safety and sense of community
- More residents know their neighbours (57%, 2017)
- Proportion of people who volunteer (24.6%, 2016).
- The proportion of residents who say their mental health or loneliness is the thing that worries them most has reduced since 2017.
- W2040 Partners have developed and implemented gender equity, disability access & inclusion and diversity policies.
- Proportion of children walking and/or riding independently to school has increased.
- Family violence incidents reported to police have reduced (20 per 1,000 people, 2016-2017; 23.2 per 1,000 people in the year to March 2025).
- Rate of crimes against the person have reduced (14.26 per 1000, year ending March 2018).
- Perceptions of crime and safety to improve on the 2025 level www.crimeprevention.vic.gov.au/a-survey-tool-for-measuring-feelings-of-safety-in-victoria
- Rates of crime in key categories including family violence and criminal incidents have been reduced from 2025 levels: www.crimestatistics.vic.gov.au/crime-statistics



OUR PEOPLE

Goal 3. Warrnambool prioritises health and wellbeing

Improving health and wellbeing is a high priority for individuals and Plan Partners across the City.

Services to support physical and mental health are accessible to all residents.

Community, cultural and recreational facilities, services and activities which support and encourage healthy lifestyles are accessible and available to all residents – particularly people who are vulnerable or disadvantaged.

2040 outcome

Health and wellbeing is a fundamental priority for all workplaces, community Plan Partners, clubs, groups, families and individuals.

All residents have a healthy diet, are sufficiently physically active and make informed and healthy choices about alcohol and drug use.

High quality and wide-ranging healthcare (physical and mental) and community services are more accessible to Warrnambool's residents than they were in 2017.

Changes we want by 2029

- W2040 Partners share and/or publish their data to increase awareness of local health and wellbeing trends and needs.
- W2040 Partners include improved health and wellbeing for staff and/or the community as key performance indicators in their business plans.
- Population health data (including rates of healthy eating, sufficient physical activity, and harm from alcohol and smoking) all improve from 2017 levels.
- All residents are more active more often.
- The proportion of residents who say their health is poor has reduced from 2017 levels.
- The proportion of residents who say that their access to facilities to play sport and be active; arts, cultural activities and groups; walking and cycling infrastructure, health services is excellent or very good, improves from 2017 levels.
- Stage 2 of the South West Healthcare's Warrnambool hospital redevelopment is complete.
- Warrnambool has a Residential Drug and Alcohol Rehabilitation Centre.
- Implementation of the Active Warrnambool Strategy 2025-2035 is on track.
- Immunisation rates have improved for both children and adults for all recommended vaccines.



Goal 4. Warrnambool values local Aboriginal identity and culture

Warrnambool's community acknowledges local Aboriginal history and respects and celebrates Aboriginal culture.

2040 outcome

Aboriginal culture is respected and proudly celebrated by the local community and shared with visitors to the City.

Health, educational, economic and social disadvantage no longer exists for Aboriginal people.

Traditional Owners lead the City's environmental and cultural heritage management and have direct involvement in whole of community decision making and governance.

Learning about Indigenous culture, history and local language is commonplace in schools and workplaces.

Most natural attractions and significant places are known by their Aboriginal names (where deemed appropriate by Traditional Owners).

Changes we want by 2029

- All W2040 Partners are actively engaged in partnerships with the Aboriginal community and support a treaty.
- Acknowledgement of Country is made at all community events, forums and functions including government and council/committee meetings, conferences and training, school assemblies, public performances and shows, committee and board meetings and official openings.
- Where supported by Traditional Owners, new and existing places in Warrnambool will incorporate Aboriginal names and acknowledge Aboriginal cultural heritage in appropriate ways to increase community cultural awareness.
- Warrnambool City Council will allocate a permanent place at the Council table for an Aboriginal representative.
- Warrnambool has an Aboriginal Employment Strategy.
- Warrnambool's community services and public facilities are regularly audited and implement continuous improvement to ensure cultural safety and inclusion.
- More young Aboriginal people will complete year 12 or equivalent than in 2017.
- More Aboriginal people will achieve post-school vocational or tertiary qualifications than in 2017.



Goal 5. Warrnambool is a learning community

Warrnambool's people value and encourage learning at all ages and stages of life. The city has local learning opportunities available to increase knowledge, provide qualifications, increase workforce capacity, grow skills, enable re-skilling and strengthen local resilience.

2040 outcome

There are strong links between local business and industry and learning institutions of all types.

University and TAFE courses available in the city attract students from within and outside Warrnambool and offer recognised qualifications and training outcomes which meet the needs of the region's industries.

Warrnambool's rate of school completion (Year 12 or equivalent) is the highest in regional Victoria.

All children are developmentally on track in all five domains of the Australian Early Years Census.

All children attend early years' education and kindergarten before starting school. Lifelong learning opportunities are accessible to all residents

Changes we want by 2029

- The proportion of people over 15 years who have completed Year 12 or equivalent has increased (41%, 2016)
- The proportion of people over 15 years who have a post school qualification has increased (56.7%, 2016)
- The proportion of children who are developmentally on track in the Australian Early Years Census has increased (81.7%, 2015)
- The proportion of young people 15-19 years who are engaged in full time education and/or work has increased (77.1%, 2016)
- The proportion of people over the age of 25 years who are currently enrolled to study has doubled (3.4%, 2016)
- W2040 partners support local learning by offering mentoring, internships and work placements for local students.
- South West TAFE's Technical School is operational.
- Deakin University's Warrnambool Campus has significantly increased enrolments and has increased investment in research and industry partnerships.

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Goal 1. Warrnambool is an affordable and accessible place to live for everyone

Warrnambool is a great place to live for all residents, in every neighbourhood and at every stage of life. With unsurpassed access to the natural environment, affordable and appropriate housing, access to high quality services and a safe community, Warrnambool offers the highest standards of liveability.

2040 outcome

Warrnambool is the most liveable regional city in Australia.

Warrnambool's liveability is a key feature of the city's identity across Victoria. Affordable, decent and appropriate housing is available for all. No one is homeless.

Utility costs are negligible and affordable for all as all properties are self-sufficient for their energy and water needs.

Warrnambool is an accessible place for people of all ages, genders and abilities.

Warrnambool is known as a leading World Health Organisation Age-Friendly City and continues to plan and invest to retain this reputation.

Warrnambool is recognised as an excelling member of the Welcoming Cities Network.

Changes we want by 2029

- Warrnambool retains the title of Victoria's most liveable regional city and improves its overall score from 2017 (72.1%, 2017).
- More residential properties are within 400m of quality public open space than in 2017.
- As a proportion of all housing, more affordable and social housing is available than in 2017.
- Housing types and sizes are more diverse than in 2017.
- Rates of homelessness has halved from 2017 levels.
- Local policies require all new housing to have renewable energy infrastructure to significantly reduce living costs.
- Warrnambool has implemented its first 5-year plan to be a World Health Organisation Age-Friendly City and has developed a second, 5-year plan.
- Warrnambool has implemented an action plan to progress UNICEF's Child-Friendly Cities Framework.
- Warrnambool is recognised as an established member of the Welcoming Cities Network.



Goal 2. Warrnambool encourages and prioritises sustainable transport

Destinations across the city are easily accessible by active or public transport. Warrnambool is a great place to walk and cycle, with a compact, attractive and safe built environment. The road network safely accommodates all users and footpaths and shared paths along all waterways and the coast, provide off road options for active transport users. Destinations across the city are accessible, with trips in any mode taking less than 20 minutes.

2040 outcome

Warrnambool is a compact city whose population is accommodated within the growth boundary that existed in 2017. 10,000 residents will live in Central Warrnambool by 2040 (3800 in 2016).

No neighbourhoods are car-dependent. All have alternative, sustainable transport options, to daily destinations. All daily destinations (work, school, shopping, recreation, health services) are all accessible in less than 20 minutes by sustainable travel.

Warrnambool has continuous loops of off-road walking and cycling trails along all waterways and the coast.

Most children walk or cycle to school daily. Most adults walk or cycle for transport daily.

No road accidents in the City result in serious injury or death for drivers, cyclists or pedestrians.

Shared, autonomous, electric vehicles (SAEVs) are operating effectively in the City.

Changes we want by 2029

- 5,000 residents will live in Central Warrnambool by 2026 (3,800 in 2016).
- All daily destinations (work, school, shopping, recreation, health services) are accessible within 15 minutes using active/sustainable travel modes.
- Principal Pedestrian and Principal Cycling Network Plans (including off-road trails) have been developed and recommendations are being implemented to improve sustainable transport infrastructure.
- More residential properties are within 400m of public transport than in 2017.
- The proportion of residents walking, cycling or taking public transport to school and work has significantly increased (doubled) since 2017.
- All residents feel safer walking in their neighbourhoods than they did in 2017.
- There are fewer road accidents/crashes and injuries than there were in 2017.
- Warrnambool has developed a plan to provide for autonomous electric vehicles (AEVs).

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Goal 3. Warrnambool is well-connected outside the city

The region's transport infrastructure is the best in regional Victoria and contributes to the city's liveability and prosperity. Travelling by train from Warrnambool to Melbourne takes around two hours. The frequent rail services to Melbourne and the roads across the region are safe, efficient and maintained to a high standard.

2040 outcome

Travelling time by train between Melbourne and Warrnambool has been reduced to 2 hours.

No road accidents in South West Victoria result in serious injury or death for drivers, cyclists or pedestrians.

Road design and quality safely accommodates autonomous vehicles.

Warrnambool's Regional Airport meets the needs of business & industry, tourism and local residents.

Changes we want by 2029

- Princes Highway West Upgrade (from Colac to the South Australian border) is funded and works are underway.
- Warrnambool Regional Airport runway upgrade and other priority projects are completed

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Goal 4. Warrnambool has accessible, high-quality public spaces and facilities

Warrnambool has well-designed commercial, residential, cultural and recreational precincts that are attractive, activated, accessible, sustainable, multiuse, safe and well maintained. Public spaces, infrastructure and facilities are always designed to be accessible for everyone and encourage social connection by providing activities to suit all ages and abilities. Warrnambool is memorable for its unique places, public art and sense of identity.

2040 outcome

Warrnambool's population is accommodated within a compact city which has high quality commercial and public places and regional-level community facilities which are accessible to all residents.

Warrnambool has high-quality, regional-level arts, cultural and recreational facilities which are activated and programmed to meet the needs of the whole community and to attract visitors.

Warrnambool's vast network of open space is valued, protected and enhanced and is recognised as vitally important for Warrnambool's residents and visitors. Warrnambool's public spaces are thriving with activity and investment by the public and private sectors and the community.

Warrnambool's high community facilities and assets are well maintained and there is an agreed a strategy for renewal which is and funded to ensure their sustainability.

Changes we want by 2029

- Warrnambool recommendations in the Great South Coast Regional AFL, Cricket and Netball Strategy have been implemented.
- All Council strategies to improve Warrnambool's public places have been funded and implemented.
- Warrnambool has a network of integrated community facilities as recommended in the Warrnambool Community Services Infrastructure Policy and Plan.
- The Warrnambool community is planning for a new art gallery that meets expected museum and gallery standards.
- Government, local businesses, philanthropic trusts and residents invest resources to create high quality public spaces, new street art and sculpture, and attractive, usable spaces across the city.

OUR ENVIRONMENT

Goal 1. Zero Warrnambool – demonstrate innovative solutions to achieve net zero carbon emissions for a renewable future

Using contemporary ideas and technologies, we will be innovative and bold, working collaboratively on smart solutions. We will build our city and its transport systems for a sustainable future. By 2040 we will have zero net greenhouse gas emissions and our energy needs will be met from renewable sources.

2040 outcome

Warrnambool will have Zero net greenhouse gas emissions. Warrnambool's energy is sourced from renewable sources.

Warrnambool is a "20-minute City" with a fully connected and comprehensive pedestrian and bicycle path system through the municipality.

Vehicular transport is approaching 100% fuelled by renewables.

No neighbourhoods are car-dependent. All have alternative transport options to daily destinations.

Warrnambool has continuous loops of off-road walking and cycling trails along all waterways and the coast.

Most children walk or cycle to school most days. Most adults walk or cycle for transport daily

Changes we want by 2029

- Warrnambool will reduce its citywide emissions by 20%.
- Warrnambool will pave the way for a Zero Net Carbon Housing Development.
- Warrnambool will source 20% of its citywide energy from renewable resources.
- Warrnambool will have at least one micro-grid set up and operating.
- 25% of residential properties will have solar PV systems.
- Community Energy Program implemented.
- Principle Pedestrian and Principle Cycling Network Plans (including off road trails) have been developed and recommendations are being implemented.
- The proportion of residents walking or cycling to school and work has significantly increased (doubled) since 2017.

OUR ENVIRONMENT

Goal 2. Adaptable Warrnambool

Working together, we will be prepared, adept and resilient in the face of climate challenges. Our institutions, agencies, universities, industries, businesses and community leaders will partner to develop the world's best responses. Our infrastructure and open space will be designed effectively and our community will have the knowledge to mitigate climate CHANGES impacts and thrive in a changing climate.

2040 outcome

Environmentally Sustainable Design (ESD) principles used for all new developments and upgrades.

All new infrastructure designed for the changed and changing climate.

New Council buildings have greater than a 5 Greenstar rating.

Zero Carbon Neighbourhood High level of community awareness about how to avoid and decrease the personal impacts of severe weather events and a changed climate.

There are several 'Climate Resilient' playgrounds in Warrnambool

Changes we want by 2029

- Sustainable Building Design Policy and Guide developed and in use.
- Council will have at least one 5 Star Green-Rated building.
- All Council buildings constructed after 2029 will operate as zero net emission buildings.
- Precinct Structure Planning complete for a Zero Carbon Neighbourhood.
- A Climate Capable City information program has been rolled out to support residents and business to successfully respond to a Changed and changing climate.
- There is at least one climate resilient playground in Warrnambool.

OUR ENVIRONMENT

Goal 3. Wise Warrnambool

Warrnambool people will be environmentally informed, ethically motivated consumers of goods and services. We will minimise waste by conserving, avoiding, reducing, recycling and reusing resources at every opportunity. We will significantly reduce land, water and air pollution, including littering and we will no longer be a source of plastics entering the marine environment.

2040 outcome

Zero recoverable waste to landfill.

No littering or pollution to our environment

No single use, unrecyclable plastic items are used in Warrnambool.

Warrnambool has developed a framework for a closed loop economy

Changes we want by 2029

- Reduce resource consumption from 8.2 kg to 3 kg per person by 2038 (based on 2015 levels).
- Increase diversion from landfill to 80%
- Events in the city are plastic-free.
- 40% reduction in plastic waste on our beaches.
- Community and business Zero Waste campaign is developed and implemented.
- Business models are developed for local businesses to utilise circular economy framework.



OUR ENVIRONMENT

Goal 4. Natural Warrnambool – enjoy, love respect and care for the natural environment

Warrnambool will restore, maintain and enhance its natural environment, drawing on the best scientific and Traditional Owner knowledge. We will build our knowledge, skills and involvement in protecting biodiversity, waterways and the coast for the benefit of current and future generations of people, flora and fauna. We will reduce the impacts of pest plants and animals and decrease damaging land uses and practices.

2040 outcome

Over 330,000 trees planted

90% of Warrnambool's biodiversity corridors planted

Increased flora & fauna biodiversity

No new pest or weed species introduced

No indigenous flora or fauna species have become extinct

Traditional Owner Partnership in management of key cultural sites.

Changes we want by 2029

- 120,000 trees planted.
- 30% of Warrnambool's biodiversity corridors commenced.
- Mapping of ecological communities and baseline data complied.
- five biodiversity hot spots are identified for long term monitoring.
- Warrnambool's biodiversity values and natural environment is embedded within and protected by the Planning Scheme and Local Policy.
- No weeds of national significance within the municipality.
- Strategic and coordinated approach to pest plant and animal control within the municipality.
- No new weed or pest animal species introduced.
- Implementation of Cultural Landscapes and Heritage Strategy.



OUR ENVIRONMENT

Goal 5. Blue Warrnambool – water for life

We will care for and regenerate our waterways, our coast and marine environment and support a natural water cycle. We will carefully use rainwater to contribute to the amenity of the city by bringing water management and green infrastructure together. Water conservation and water sensitive urban design, including improved stormwater systems, will improve our waterway and marine health. We will capture rainwater and reuse stormwater to reduce our reliance on depleting water sources.

2040 outcome

Urban Water Sensitive Design principles are used in all infrastructure and open space developments and upgrades.

All new developments incorporate roof water harvesting infrastructure.

The Index of Stream Condition for the Hopkins River and Merri River is Excellent. Wetlands and riparian areas are graze free zones.

Warrnambool's use of potable water is 20% less than 2019 levels.

The Merri River corridor is a connected series of parklands that support active transport, nature-based recreation and wildlife movement

Changes we want by 2029

- Neighbourhood Level Green-Blue Pilot Project developed.
- The index of stream condition for the Hopkins River and Merri River is good.
- No net increase in potable water consumption based on 2019 levels.
- Connectivity between parklands on the Merri River has improved on 2018 levels.
- Woodend Road Reserve is being restored for environmental and recreation purposes.
- The significance of the Merri River as an open space corridor is recognised in the Planning Scheme and Council policies.

OUR ENVIRONMENT

Green Warrnambool – we will become a city in nature

We will be connected by green infrastructure and corridors of urban forest to support resilient and connected biodiversity. An increase in tree canopy cover in our urban areas will provide shade and carbon sinks, and decrease the number and severity of heat islands, while supporting biodiversity. The city will be abundant with green spaces, green roofs, vertical gardens and we will grow our own food in community gardens, market gardens, backyards and nature strips.

2040 outcome

Warrnambool urban areas will have 30% canopy cover from vegetation.

Over 50% of fresh produce, consumed in Warrnambool is sourced locally, from backyards, community gardens, farmers' markets and local businesses.

Changes we want by 2029

- Warrnambool urban areas will have 10% canopy cover from vegetation.
- At least one Green Streets initiative under way.
- City centre and has three greener built spaces.
- The community has knowledge and connection to local producers, growers, manufactures and businesses.
- Local Fresh Food Plan is developed and implemented.
- Neighbour Food Assets increase with two vegetable patch nature strips supported.

OUR ECONOMY

Goal 1. Warrnambool will embrace digital innovation and technological change

We will take the lead in digital innovation and build local capacity to embrace new technology.

2040 outcome

People living in and around Warrnambool have flexible work and enjoy the option to work globally from the City.

People who work based in Melbourne and other places are able to work from home or from suitable shared work spaces in the city.

There is a vibrant digital technology sector that employs an increasing range of professional, creative and technical staff.

New and existing services are available that help the community and business build their digital capacity including public libraries, and community and adult education providers.

Changes we want by 2029

- Local Business and Industry groups, the IT sector, and tiers of government have partnered to source funding and programs that meet the changing digital economy knowledge needs of business.
- Use of internet to conduct business continues to increase (Source: Biannual Business Confidence Survey).
- Residents (and especially young people) have increased awareness of the opportunities to work in the digital economy locally.
- Warrnambool's Economic Development Strategy has been implemented, reviewed and updated.
- Explore the positive potential of Artificial Intelligence.



OUR ECONOMY

Goal 2. Warrnambool grows its resilient and diverse economy

Grow economic resilience and diversity so new and existing industries continue to succeed in local, national and global markets.

2040 outcome	Changes we want by 2029
<p>Achieve Gross Regional Product growth in line with Victoria state average.</p> <p>Warrnambool attracts and trains enough skilled workers to meet the needs of local industry.</p> <p>Regional programs that help supply the skill needs of regional employers are provided and promoted.</p> <p>Achieve a minimum 15 years' supply of undeveloped land (commercial, industrial and residential).</p>	<ul style="list-style-type: none"> Residents (and especially young people) have increased awareness of the critical skills and workforce shortages in the local economy. Warrnambool's employment continues to grow across industry sectors. Unemployment rate in Warrnambool continues to be one of the lowest of any regional city in Victoria and below the Victorian average. Economic participation for those groups who have traditionally had low workforce participation rates (people with a disability, ATSI people, etc) has significantly increased. The Warrnambool Aboriginal Employment Strategy will have been developed and implemented. Warrnambool's Economic Development Strategy 2015-2020 has been implemented, reviewed and updated. Aboriginal-led economic development is a significant component the regional economy. The visitor economy is diverse and includes cultural tourism, geothermal-based attractions and more high-end accommodation that attracts international visitors.

OUR ECONOMY

Goal 3. Warrnambool fosters a creative and collaborative culture

Warrnambool's economic success is strengthened by local research, innovation, collaboration and continuous learning.

2040 outcome

An active and sustainable peak body that provides a united voice for Warrnambool business and industry.

Maintain and grow collaborative arrangements between cross border, and regional councils and interest groups.

Changes we want by 2029

- Increasing enrolments in higher education institutions that address regional workforce shortages.
- Nationally significant Indigenous tourism projects at Tower Hill, Moyjil and Budj Bim are funded and under way.
- Great South Coast Food and Fibre Action Plan has been implemented and reviewed.
- Great Ocean Road Regional Tourism Strategic and Warrnambool Destination Action Plans have been implemented.
- Warrnambool's Economic Development Strategy has been implemented, reviewed and updated.
- Funding and investment in research at local educational institutions has increased.
- Industry partnerships and collaboration have increased.

OUR **ECONOMY**

Goal 4. Warrnambool thinks globally

We will work together to increase local understanding and capability to trade in global markets and derive economic benefit from international tourism growth.

2040 outcome

Maintain upward trend in relation to Domestic and International Overnight Visitors to Warrnambool.

Great South Coast region generates the largest value (\$) of agricultural output (\$) by region in Australia.

Warrnambool is recognised as an excelling member of the Welcoming Cities Network.

Changes we want by 2029

- Great Ocean Road Regional Tourism Strategic Plan and Warrnambool Destination Action Plan have been implemented.
- Shipwreck Coast Masterplan has been implemented.
- Maintain upward trend in relation to domestic and international overnight visitors to Warrnambool.
- Warrnambool's Economic Development Strategy has been implemented, reviewed and updated.
- Warrnambool is recognised as an established member of the Welcoming Cities Network.

OUR **ECONOMY**

Goal 5. Warrnambool invests in its liveability to grow the economy

Warrnambool is nationally recognised as a highly desirable place to live, work and visit.

The city's renowned liveability encourages population and workforce attraction, which in turns supports the economy

2040 outcome

Warrnambool is the most liveable regional city in Australia (according to the IPSOS Life in Australia Survey).

Warrnambool's liveability is a key element of the city's identity and brand nationally.

Due to its high-quality lifestyle, Warrnambool is recognised as the ideal regional location for flexible and remote workers who work globally.

Changes we want by 2029

- Warrnambool retains the title of Victoria's most liveable regional city.
- Net inward migration has increased and workforce shortages have reduced.
- Warrnambool's Economic Development Strategy has been implemented, reviewed and updated.

The development of Warrnambool 2040 - a timeline

W2040 was developed through an extensive community engagement process across 2017 and 2018. Thousands of residents and hundreds of clubs, groups and organisations shared their 'Wishes for Warrnambool' and their aspirations for the future of the City during the plan's development.

2025 – July, August, the plan is under review and scheduled for re-adoption by Council in accordance with the Local Government Act 2020.

2021 – the plan was reviewed and re-adopted by Council in line with the requirements of the Local Government Act 2020.

2018 – December 3, 2018, the plan is unanimously adopted by Warrnambool City Council.

2018 – February, a planning partner session is held.

2017 – October, a visions, goals and outcomes community panel planning day is held at Emmanuel College.

More than 100 people from across Warrnambool and the South West formed the W2040 planning panel. Participants included: Adrian Calderwood, Ailiche Goddard-Clegg, Aime Sandri, Ami Thies, Andre Barr, Andrea Sampson, Andrew Jeffers, Andrew Paton, Andrew Suggett, Anne Mellonie, Anne Vickery, Ben Witham, Ben Pohlner, Brett Gasper, Brianna Kavanagh, Bronwyn Horton, Brooke Lathwell, Bruce Campbell, Carolyn Moore, Cath Woodard, Clare Vaughan, David Ferguson, David Kelson, David McIntyre, David McKenzie, Delna Plathottam, Donna Monaghan, Dr John Sherwood, Ellen Troitzsch, Gavin Prentice, Geoff Rollinson, Geraldine Ralph, Gillian Blair, Grant Sutherland, Greg Twitt, Helen Arundel, Helen Copland, Helen Sheedy, Jacinta Lenehan, Jennie Miller, Jennifer Chapman, Jenny Auckland, Jenny Emeny, Jodie McNamara, Julie Eagles, Karinjeet Singh-Mahil, Kate Sclater, Kellie Jansen, Kellie King, Kerrie Donlon, Kristy Plozza, Kristyn McCaskill, Laura Prentice, Lauren Schneider, Leanne Atkinson, Les Dwyer, Lisa Petherick, Lucy Cameron, Lyn Baulch, Meg Ruel, Madeleine Peters, Margaret Smart, Mark Brennan, Megan Nicolson, Mike Toone, Myles Grey, Neil Bridge, Nicole Wood, Patricia Nesbitt, Penny Walsh, Piper Hinkley, Rajasegaran, Richard Zerbe, Robert Nichol, Roger Cussen, Ross Martin, Russ Goodear, Shane Stenhouse, Sharlene Holmes, Shaun Miller, Shelly Murrell, Sinéad Murphy, Tamara Sharp, Toby Webb, Travis Greening, Troy Tampion, Tricia Blakeslee, Vikki King, Wayne Robertson, William Hicks, Willy Benter.

2017 – September, planning partner session held

2017 - April to June "Wish for Warrnambool" community conversations are held and include:

- active hubs across 13 locations – 1,941 attendees
- a long survey – 1,283 completed
- a short survey – 496 completed
- conversation toolkits – 42 completed
- W2040 website – 4,474 page views
- Facebook – reached an audience over 100,000
- Fun4Kids 'Future Lab' & Vacation Care Program workshops

Organisation/group supporters

A.L. Lane Foundation	MAD for the Merri	Wannon Water
ANZ Bank	Midfield Meat	Warrnambool Art Gallery
Basalt to Bay Landcare Network	MPower	Warrnambool City Council
Brauer College	Nature Glenelg Trust	Warrnambool City Youth Council
Aboriginal Victoria	National Australia Bank	Warrnambool Coastcare Landcare Network
Community South West	Pausewang Group	Warrnambool College
Deakin University, Warrnambool	Regional Development Victoria	Warrnambool Community Garden
Deep Blue Hotel & Hot Springs	SED Advisory	Warrnambool East Primary School
Department of Environment, Land, Water & Planning	South West Champions of the Bush	Warrnambool Neighbourhood Community House (East)
Dept Education & Training	South West Healthcare	Warrnambool Neighbourhood House (West)
Dept Health & Human Services	South West Primary Care Partnership	Wellways - Western Victorian Region
Eastern Maar	South West Sport	Western Victoria Primary Health Network (PHN)
Glenelg Hopkins Catchment Management Authority	South West TAFE	Westvic Staffing Solutions
Great Ocean Road Tourism	The F Project	Women's Health and Wellbeing Barwon South West
GSC Regional Partnership	Gwen & Edna Jones Foundation	Western Regional Drug and Alcohol Centre (WRAD)
Gunditjmara Co-operative Lyndoch Living	The Pavilion Bar & Cafe	

