

COUNCIPAN 2021-2025 A thriving city at the heart of coast and country Revised 2022

1.8.78

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The Local Government Act stipulates that Council must prepare a Council Plan which will include the strategic objectives of the council and strategies for achieving those objectives for the next four years as well as indicators for monitoring the achievement of the objectives.

The Council Plan is supported by the Annual Council Budget which describes the financial resources required to implement the actions and initiatives described in the Plan.

Acknowledgement of Traditional Owners

Warrnambool City Council acknowledges the Traditional Owners of this Country and pays respects to their Elders past, present and emerging.



Our Vision

A thriving city at the heart of coast and country.

Warrnambool is the bright beacon at the western edge of the Great Ocean Road.

Within the Warrnambool municipality are beautiful beaches, parks, buildings and pathways. The city of Warrnambool is the South West's professional, commercial, retail, education, sporting and health capital and our attractive townships of Allansford, Bushfield and Woodford enhance our liveability.

Our Councillors

Warrnambool City Council is an unsubdivided municipality represented by seven Councillors.

t the October 2020 Victorian Local Government elections Otha Akoch, Debbie Arnott, Ben Blain, Vicki Jellie, Angie Paspaliaris, Max Taylor and Richard Ziegeler were elected to Council.



From left: Cr Angie Paspaliaris, Cr Otha Akoch, Cr Richard Ziegeler, Cr Vicki Jellie, Cr Ben Blain, Cr Max Taylor, Cr Debbie Arnott.

2021 - 2025 Warrnambool City Council Plan



Mayor's foreword

Cr Vicki Jellie

On behalf of Council I am pleased to present to the community the 2022 revision of the Council Plan 2021-2025.

 he Council Plan is a key strategic document for Council and guides the work we perform on behalf of the community.

The Council Plan is strongly influenced by, and aligns with, the wishes expressed in the long-term community vision, Warrnambool 2040.

Council is a key partner in Warrnambool 2040 and it is imperative that the Council Plan follows a trajectory that helps deliver the targets contained in W2040.

The Council Plan was initially developed following facilitated workshops with Councillors, Council staff and the community.

We also engaged the community through listening posts and through the use of an online survey. We received input from right across the Warrnambool municipality and we acknowledge all those who provided us with feedback and in doing so made a contribution towards the future of their city and its people.

Council has committed to reviewing the Plan annually. These reviews are a fine-tuning of the Plan and will not detract from the input we received from the community during the Plan's development.

In creating the Plan, Councillors discussed the need to take a conservative approach to the use of Council resources.

Recovering from the impact of COVID-19 and the role Council could play in helping our community return to a post-COVID normal was also at the forefront of deliberations.

Encouragingly we have seen a steady recovering from the pandemic that is reflected in a low unemployment rate and healthy retail spending.

On the major project front the Reid Oval redevelopment is now complete and looks magnificent while the new Learning and Library Hub is now clearly visible from the street and will not only be a landmark piece of our city's architecture but a major improvement of our public library service.

Work to replace Edwards Bridge is well under way along with the upgrade of the Lake Pertobe Adventure PlaySpace.

Council remains committed to taking stock, "steadying the ship" and ensuring our financial sustainability but we also recognise that a growing city inevitably needs infrastructure that responds to population growth and 21st century expectations. With this in mind we are examining the future of our aquatic centre, AquaZone, and the Warrnambool Art Gallery to ensure these community assets remain functional in the decades to come. This measured approach to prospective new infrastructure accords with the community's wishes – we received feedback from the community during Council Plan consultation in 2021 on the need to be responsible and to safeguard the financial sustainability of the city.

We will continue to manage existing assets to ensure that the liveability and amenity that residents and visitors enjoy is not compromised.

In relation to our livestock exchange, while a budget allocation has been made, Council is reviewing information ahead of making a fully informed decision on budgeted expediture for this commercial proposal. We will also continue to investigate the possibilities and opportunities provided by Flagstaff Hill.

Council committed to working meaningfully and effectively with the Aboriginal community and again, this was raised regularly by the community during the Council Plan consultation. We recently appointed an Aboriginal Liaison Officer who will play a vital role in ensuring that the Traditional Owner community is heard in Council.



here are many activities and services that Council will continue to perform. While they could be described as "business as usual" activities they are all reflected in this plan and are essential to our community.

For instance we will always ensure that our city's parks, gardens and public spaces are well kept and visually appealing. They are a part of what makes Warrnambool so liveable and able to attract new residents and maintain steady, manageable population growth.

We will continue to care for our most vulnerable residents through the provision of Home and Community Care services and through the delivery of a Meals on Wheels program.

We remain very excited about the future of our great and growing city.

When have low unemployment, booming residential development and are fortunate to be home to a Deakin University campus and the central campus of the South West Institute of TAFE.

Over the coming years we will also have a completely redeveloped Base Hospital that will deliver care to many people from across the South West.

Our enviable location includes stunning beaches and a climate that lends itself to beach holidays and winter getaways.

With all the advantages our city has we must continue to be proactive about ensuring that Warrnambool in decades to come remains an attractive, liveable city with opportunities to thrive available to all residents.

Ultimately this plan is a plan from the community for the community. While it is a four-year plan it will be reviewed annually and Council is receptive to feedback on the plan.



A message from the Chief Executive Officer

Peter Schneider

Warrnambool City Council staff are committed to delivering on the objectives described in the Council Plan 2021-2025.

he Council Plan is a requirement of the Local Government Act 2020. It was prepared in consultation with the community and adopted by Council on June 28, 2021.

Each year Council reviews the Plan to ensure it is relevant, remains aligned to the long-term community vision described in Warrnambool 2040 and takes into account any other emerging factors, such as a pandemic.

The Local Government Act states the Council Plan must:

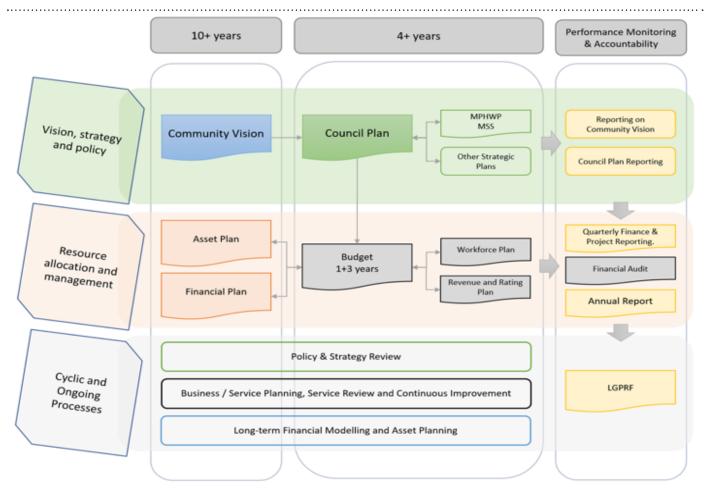
- describe the strategic direction of the Council;
- outline strategic objectives for achieving the strategic direction;
- contain strategies for achieving the objectives;
- contain strategic indicators for monitoring the achievement of the objectives; and,
- have a description of the Council's initiatives and priorities for services, infrastructure and amenity.

The Council Plan is part of an integrated planning framework with the community vision, Warrnambool 2040, providing an over-arching strategic direction for our city.

The activities and initiatives contained in this Council Plan have been developed by Council staff to help deliver the objectives contained in the plan.

Council will provide quarterly reports to the community on how we have progressed with each of the actions and initiatives.

Strategic indicators for measuring our progress include the Local Government Performance Reporting Framework, the annual Local Government Community Satisfaction Survey, the financial and operational statements contained in our Annual Reports and the targets and goals identified in our broad suite of plans and strategies.



• The integration of Local Government planning and reporting to the community.

The Community Vision – Warrnambool 2040 goals

DUR PEOPLE

Warrnamboll will be a city where all people thrive

Our Goals:

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

Warrnamboll will be Australia's most liveable regional city

Our Goals:

- an affordable and accessible place to live for every 1. one
- 2. encourages and prioritises sustainable transport
- Well-connected outside the city 3.
- 4. has accessible, high-quality public spaces and facilities

R ECONOM`

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

Our Goals:

- embrace digital innovation and technological 1. change
- 2. grow a resilient and diverseeconomy
- 3. foster a creative and collaborative culture
- 4. think globally

R ENVIRONMENT

Warrnamboll will be Australia's most sustainable cit

Our Goals:

- ZERO WARRNAMBOOL Innovative solutions for 1. 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
- **BLUE WARRNAMBOOL** water for life 5. 6.
 - **GREEN WARRNAMBOOL** a city in nature

How we engaged with the community in 2021

February 8 and 9	Workshops with Councillors
February 8	Online survey and registration for deliberative workshops undertaken – 72 respondents.
February 20	Online survey to seek ideas for the Council Plan and to review the community vision, Warrnambool 2040.
February 24	Workshop with Council staff.
March 3	Listening posts at the Lighthouse Studio and War- rnambool Stadium with sessions for residents of all Warrnambool localities including Allansford, Bush- field-Woodford, Dennington, Central Warrnambool, Warrnambool-Botanic, East Warrnambool, North Warrnambool, North-East Warrnambool, South-East Warrnambool, South-Warrnambool-Merrivale and West Warrnambool.
March 17	Two deliberative workshops with the community, 60 participants.
May 3	Draft Council Plan considered at open Council meeting and subsequently released for public comment.



About Warrnambool

Our city

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

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

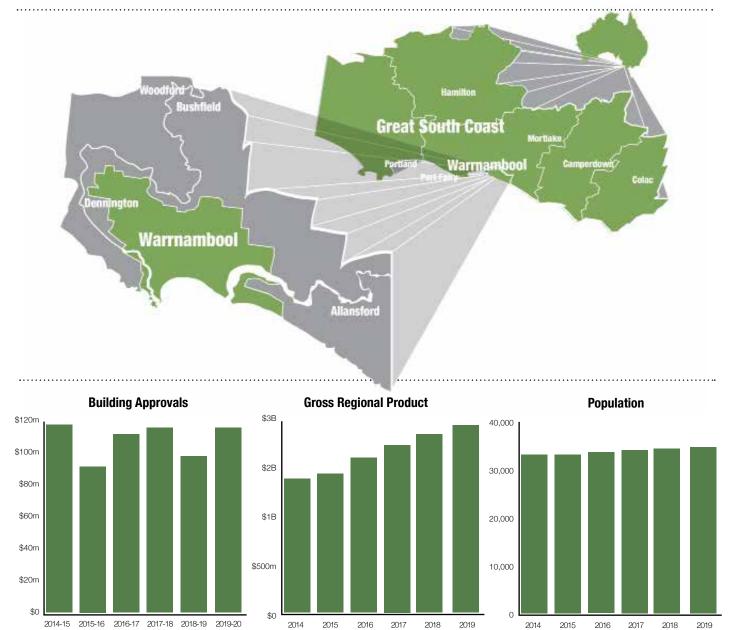
It has annual population growth of about one per cent, a population of 35,500 and is the most populous city in the South West.

Warrnambool is the major regional centre for health care, education, professional services and sport and culture. Warrnambool's economy generates output of some \$4.5 billion accounting for over 25 per cent of the Great South Coast region's economic output from less than one per cent of the land area. There are 16,653 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;
- Accommodation and Food Services;
- Construction and Manufacturing.

The construction industry makes the greatest contribution to economic output in the region, which at \$582.5 million accounts for 12.82 per cent of total output.

Warrnambool is a popular and expanding tourism destination. Property and business services, government administration and construction are also key growth sectors.

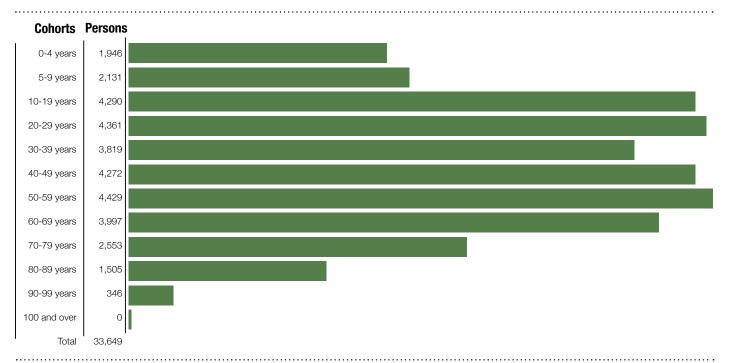


2021 - 2025 Warrnambool City Council Plan

Our community

The median age group in Warrnambool (C) is 40-49 years compared to 30-39 years in 2011.

The percentage of the community 60 years or older is 24.97%. For Great South Coast this is 28.09%.



Median age

Warrnambool: 40 Regional Victoria: 43 Victoria: 37

Population density 2.94 per hectare

Indigenous population

Warrnambool: 1.7 per cent Regional Victoria: 1.6 per cent Victoria: 0.8 per cent

Couples with children

Warrnambool: 25 per cent Regional Victoria: 25 per cent Victoria: 31 per cent

Older couples without children

Warrnambool: 11 per cent Regional Victoria: 12 per cent Victoria: 9 per cent

Lone person households

Warrnambool: 28 per cent Regional Victoria: 27 per cent Victoria: 23 per cent

Medium and high density housing

Warrnambool: 20 per cent Regional Victoria: 10 per cent Victoria: 27 per cent

Median weekly household income

Warrnambool: \$1,180 Regional Victoria: \$1,124 Victoria: \$1,421

Households with a mortgage

Warrnambool: 29 per cent Regional Victoria: 31 per cent Victoria: 33 per cent

Overseas born

Warrnambool: 8 per cent Regional Victoria: 11 per cent Victoria: 28 per cent

Language at home other than English

Warrnambool: 4 per cent Regional Victoria: 6 per cent Victoria: 26 per cent

University attendance

Warrnambool: 3 per cent Regional Victoria: 3 per cent Victoria: 5 per cent

University qualification

Warrnambool: 16 per cent Regional Victoria: 15 per cent Victoria: 24 per cent

Trade qualification

Warrnambool: 21 per cent Regional Victoria: 22 per cent Victoria: 17 per cent

Unemployment rate (March 2021)

Estimated Resident Population - Warrnambool City Council

Warrnambool: 5.3 per cent Regional Victoria: 6 per cent Victoria: 6.6 per cent

Workforce participation rate

Warrnambool: 60 per cent

Regional Victoria: 56 per cent **Victoria:** 60 per cent

Public transport to work

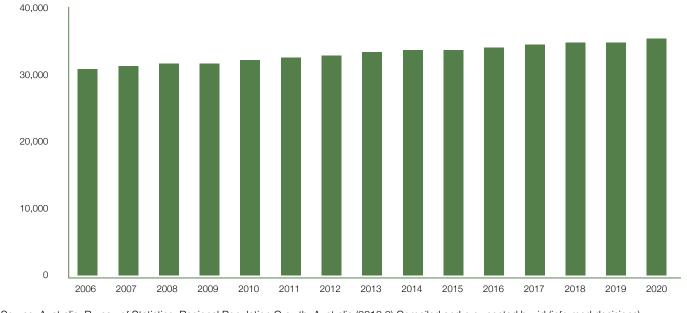
Warrnambool: 1 per cent Regional Victoria: 2 per cent Victoria: 12 per cent

SEIFA index of disadvantage

Warrnambool: 986 Regional Victoria: 977 Victoria: 1010

Estimated homeless (2016)

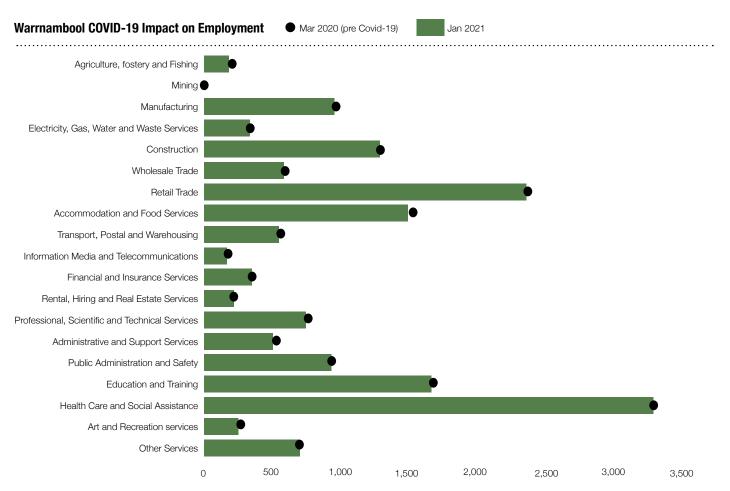
Warrnambool: 149



Source: Australia, Bureau of Statistics, Regional Population Growth, Australia (3218.0) Compiled and prewsented by .id (informed decisions)

COVID-19 impact - JobSeeker recipients

Current month	February 2021		August 2020		
Region - LGA/SA2	JobSeeker and youth allowance recipients	% of 15-64 age population	JobSeeker and Youth allowance recipients	% of 15-64 age population	Change
Warrnambool City	1,955	8.8	2,252	10.2	-297
Warrnambool - North	1,164	8.3	1,327	9.5	-163
Warrnambool - South	819	9.8	957	11.5	-138
Regional VIC	90,151	9.7	104,202	11.2	-14,051
Victoria	338,723	7.7	413,330	9.4	-74,607



Above: employment data reveals Warrnambool accommodation and food services were hardest hit by COVID-19.



Our services to the community – a snapshot

Environmental management - environmental policy and projects.

Waste management and street cleaning – kerbside collections, leaf collection and street litter bins.

Parks and gardens – tree pruning, planting, maintenance of open space, conservation management.

Community services – Volunteer Connect, Social Inclusion, Youth Engagement , Diversity, Access and Inclusion.

Aged services – meals on wheels, personal care, respite, home maintenance, positive ageing and senior citizens programs.

Family services – preschools, maternal and child health, youth services, child care, family day care, immunisation.

Arts and culture – Warrnambool Art Gallery and Lighthouse Theatre.

Library services – Warrnambool library. **Recreation –** sport, recreation and cultural facilities and programs.

Leisure services - Warrnambool Stadium and AquaZone.

Health services – public health, immunisation and administration of food premises.

Festivals and events – festivals and events to deliver economic benefits to the city.

Asset maintenance – buildings, roads, footpaths, tracks and drainage

Infrastructure services – capital works and maintenance on Council's main civil infrastructure.

Regulatory services - local laws, traffic control.

Statutory building services – includes processing of building permits.

City strategy and development – Council Planning Scheme, processing of development proposals.

South-West Victorian Livestock Exchange – livestock sales centre.



Holiday parks – affordable holiday accommodation.

Flagstaff Hill Maritime Village – includes the Visitor Information Centre and maritime museum.

Economic development – includes industry and business support, statistical analysis and project development.

Warrnambool Airport – for emergency, passenger and recreational aircraft.

Port of Warrnambool – managed by Council on behalf of the Victorian Government.

Elected Council – governs our city with and on behalf of the community.

Governance and Risk – supports sound governance and manages Council's insurance matters.

Executive services – manages and facilitates implementation of Council decisions, policies and compliance with legislative requirements.

Revenue – revenue collection, property management.

Information services – enables Council staff to have the information they need to efficiently perform their roles.

Organisation development – promotes and implements human resource strategies and includes recruitment, staff inductions and training.

Corporate and financial services – banking, treasury, auditing and grants commission functions.



Our Strategic Objectives

The Strategic Objectives described – with the exception of the Council theme - below were developed in response to visions and goals in Warrnambool 2040.

he deliberative engagement process including an online survey "tested" those themes to ensure they remained relevant.

Below each of the five strategic objectives are strategies which describe how each of the objectives will be achieved over the four-year life of the Council Plan.

The tables also show the alignment or connection to Warrnambool 2040.

Contraction and the



1. A healthy community

We will be a healthy, inclusive and thriving community with equitable access to services, cultural opportunities and recreational activities.

Our strategies for achieving this objective	Alignment with Warrnambool 2040 goals
1.1 Be a welcoming and inclusive city: Warrnambool will be a city that is more welcoming to all and which fosters diversity.	Warrnambool will be a welcoming and inclusive city.
1.2 Engagement with the Aboriginal community: Council will pursue improved part- nerships and meaningful engagement with Aboriginal people to grow opportu- nities and better outcomes for Aboriginal people.	Warrnambool will be a city that values Aboriginal identity and culture.
1.3 Health and wellbeing: Council will take action to improve health, wellbeing and safety outcomes for Warrnambool's community.	Warrnambool's people are healthy. Warrnambool is a safe and connected community.
1.4 An accessible city: Council will improve physical and social accessibility to community services, facilities, places and precincts.	Warrnambool has accessible, high quality public spaces and facilities.
1.5 Recreation, arts, culture and heritage: Council will support opportunities to par- ticipate in a wide range of recreational, arts and cultural programs that promote activity, wellbeing, diversity heritage and which increase community connected- ness.	Warrnambool is a safe and connected community.
1.6 Community learning pathways: Council will support and encourage lifelong learning that helps build community resilience and preparedness for change.	Warrnambool is a learning community.

- Healthy Warrnambool 2021-2025
- Inclusion and Diversity Policy
- Kindergarten Enrolment and Orientation Policy
- Smoking Policy
- Disability Access and Inclusion Policy
- Active Warrnambool



2. A sustainable environment

We will protect and strengthen local ecosystems, enhance biodiversity and enable sustainable communities.

Our strategies for achieving this objective	Alignment with Warrnambool 2040 goals
2.1 Natural environment: Council will enhance open spaces and infrastructure that support a healthy community, wildlife, flora, fauna and biodiversity.	Warrnambool is a city in nature
2.2 Water and coastal management: Council will protect and enhance the health of Warrnambool's coastline and inland waterways to protect and improve biodiversity.	Warrnambool has water for life.
2.3 Environmental impact and a changing climate: Council will encourage innovation and initiatives that minimise Warrnambool's environmental impact.	Warrnambool seeks innovative solutions for zero net emissions.
2.4 Water resource management: Council will promote and encourage awareness of sustainable practices in our work and in the community, including water resource management.	Warrnambool has water for life.
2.5 Waste minimisation: Council will pursue programs to minimise waste throughout the community, industry and promote the benefits of reduction, re-use and recycling of materials.	Warrnambool is a wise city that wastes not.
2.6 Awareness and celebration: Council will foster community awareness and recognition of the benefits of positive outcomes for Warrnambool's environment.	Warrnambool enjoys, loves, respects and cares for the natural environment.

- Resource Recovery, Waste Minimisation and Management Strategy
- Green Warrnambool
- Coastal Management Plan



3. A strong economy

We will support a resilient local and self-sustaining regional economy that encourages economic growth and provides increased employment opportunities that attract ongoing investment.

Our strategies for achieving this objective	Alignment with Warrnambool 2040 goals
3.1 Build on competitive strengths: Council will support initiatives that foster ongoing development and investment in the industries which underpin Warrnambool's economic strengths and comparative advantages	Warrnambool will grow a resilient and diverse economy.
3.2 Emerging industries: Council will encourage emerging industry sectors that contribute to Warrnambool's economic growth and diversity.	Warrnambool will embrace digital innova- tion and technological change. Warrnambool will think globally.
3.3 Visitor growth: Council will facilitate Warrnambool's visitor growth and year-round visitation through industry development, effective destination management and promotion of attractions, experiences and by leveraging key events.	Warrnambool will grow a resilient and diverse economy.
3.4 Workforce capability: Council will foster the development of a workforce capable of supporting the needs of the local and regional economy.	Warrnambool will grow a resilient and diverse economy. Warrnambool will think globally.
3.5 The digital economy: Council will facilitate greater digital capability	Warrnambool will embrace digital innova- tion and technological change.

- Warrnambool Economic Development and Investment Strategy
- Warrnambool City Centre Parking Strategy
- Events Strategy



4. A connected, inclusive place

We will provide high quality places that people value and want to live, work, play and learn in.

Our strategies for achieving this objective	Alignment with Warrnambool 2040 goals
4.1 Effective planning: Council will ensure its planning acknowledges the unique character and attributes of local places and that that supports social connection, equitable access, appropriate housing and sustainable population growth.	Warrnambool is a safe and connected community.
4.2 A connected community: Council will enhance Warrnambool's connectivity through the delivery of, or advocacy for, improvement to roads, public transport, footpaths, trails and digital infrastructure.	Warrnambool is a safe and connected community.
4.3 Stronger neighbourhoods: Council will foster neighbourhood connections and capacity building including the development of inclusive recreational and cultural opportunities.	Warrnambool is a welcome and inclusive city.
4.4 Sustainable practices: Council will promote and encourage the implementation of sustainable design across the municipality including the attractiveness, safety, accessibility and functionality of our built environment.	Warrnambool encourages sustainable transport. Warrnambool adapts to the impacts of climate change. Warrnambool is well-connected outside the city.

- Lake Pertobe Master Plan
- Public Amenities Strategy
- Road Users Plan
- Asset Management Policy
- Nature Strip Landscaping Policy
- Street Tree Planting and Management Policy
- Warrnambool Botanic Gardens Master Plan



5. An effective Council

We will be recognised as a collaborative Council and a high-performing organisation that enables positive outcomes for Warrnambool's community, environment and economy and for Victoria's South West.

Our strategies for achieving this objective

5.1 Leadership and governance: Council will be a high-functioning team committed to respectful relationships, collaboration and ongoing engagement. It will provide strong, effective leadership, sound governance and informed decision-making.

5.2 Engaged and informed community: Council will ensure ongoing community engagement to identify changing needs and priorities when developing and delivering services and programs.

5.3 Customer-focused services: Council will continue to develop a program of Council services that are delivered to the community's satisfaction.

5.4 High-performance culture: Council will foster an organisational culture to support engaged, committed and high-performing staff for the effective delivery of Council's services and programs.

5.5 Organisational and financial sustainability: Council will ensure organisational and financial sustainability through the effective and efficient use of Council's resources and assets.

5.6 Risk mitigation: Council will mitigate and manage organisational risks through sound management systems and processes.

5.7 Effective advocacy: Council will pursue effective advocacy by providing compelling materials for desired support and funding for community priorities through establishing strong relationships with other levels of government, strategic partners and key stakeholders.

5.8 Regional role and relationships: Council will acknowledge Warrnambool's capability as the regional centre of southwest Victoria through appropriate leadership, advocacy and partnerships that enable greater opportunity for the region.

- Investment Policy
- Debt Management Policy
- Procurement Policy
- Project Management Policy
- Risk Management Policy
- Transparency Policy
- Customer Service Charter
- Warrnambool Advocacy Strategy

Activities and Initiatives

The actions and initiatives listed below comprise the operational component of the Council Plan. Each action is linked to one or more of the strategic objectives described in this plan.

GOAL 1: A HEALTHY COMMUNITY

We will be a healthy, inclusive, and thriving community with equitable access to services, cultural opportunities and recreational activities.

Objective 1

WELCOMING & INCLUSIVE CITY: Warrnambool will be a city that is more welcoming to all and fosters diversity.

Action Code	Action Name	Due Date	Start Date
1.1.1	Review the Customer Service Charter to ensure it meets the needs and expectations of Council customers.	30/6/2023	1/7/2022
1.1.2	Develop and implement a range of Council activities and events to encourage participation from diverse groups within our community.	30/6/2023	1/7/2022
1.1.3	Increase access to participation for all abilities and raise awareness of the community regarding the needs of people with a disability.	30/6/2023	1/7/2022
1.1.4	Engage with community to ensure that a diversity of voices are informing Council policies, strategies, programs, and services.	30/6/2023	1/7/2022
1.1.5	Develop and implement programs to improve com- munity connections and reduce social isolation.	30/6/2023	1/7/2022
1.1.6	Provide library programs and collections that facilitate inclusion, understanding and acceptance of diversity.	30/6/2023	1/7/2022
1.1.7	Develop and implement programs and activities that improve community engagement and social con- nection through West Warrnambool Neighbourhood House.	30/6/2023	1/7/2022

Objective 2

ABORIGINAL COMMUNITIES: Council will pursue improved partnerships and meaningful engagement with Aboriginal people to grow opportunities and better outcomes for Aboriginal people.

Action Code	Action Name	Due Date	Start Date
1.2.1	Develop and deliver programs and services in collab- oration with Aboriginal people that support inclusive- ness, culture and reconciliation	30/6/2023	1/7/2022
1.2.2	Facilitate and encourage collaborative relationships with Aboriginal and Community Controlled Organi- sations (ACCOs) to address key barriers to access children's and family services and build a stronger cultural connection.	30/6/2023	1/7/2022
1.2.3	Increase participation of Aboriginal families in early years services, with a focus on maternal and child health and kindergarten services.	30/6/2023	1/7/2022
1.2.4	Increase community awareness of, and promote, Aboriginal heritage, culture and sites of significance.	30/6/2023	1/7/2022

Objective 3

HEALTH & WELLBEING: Council will take action to improve health, wellbeing and safety outcomes for Warrnambool's community.

Action Code	Action Name	Due Date	Start Date
1.3.1	Implement the Municipal Health and Wellbeing Plan 2021-2025 and review as necessary.	30/6/2023	1/7/2022
1.3.2	Achieve compliance with the Child Information Shar- ing and Family Violence Information Sharing reforms as directed by peak bodies.	30/6/2023	1/7/2022
1.3.3	Improve children and families' health and wellbeing through attainment of targets set by the Healthy Achievement Program.	30/6/2023	1/7/2022
1.3.4	Develop and implement an Aquatic Strategy, including a new business model for AquaZone, to guide the improvement and strategic use of facilities to increase community participation in physical activity.	30/6/2023	1/7/2022
1.3.5	Develop an AquaZone fitness and program that supports and encourages well-being and water safety.	30/6/2023	1/7/2022
1.3.6	Establish a plan to assist gymnastics to move to a sustainable business model.	30/6/2023	1/7/2022
1.3.7	Increase community participation in active recreation.	30/6/2023	1/7/2022
1.3.8	Develop systems and policies that maximise the use of the Warrnambool Stadium.	30/6/2023	1/7/2022
1.3.9	Increase connection with children up to aged 4 through outreach Maternal and Child Health Key Age Stage visits to early years services.	30/6/2023	1/7/2022
1.3.10	Support vulnerable families with young children through the enhanced Maternal and Child Health service.	30/6/2023	1/7/2022
1.3.11	Provide a broad range of programs for older members of our community.	30/6/2023	1/7/2022
1.3.12	Maximise use of sportsgrounds and associated rec- reational facilities through ensuring shared use, where appropriate.	30/6/2023	1/7/2022
1.3.13	Deliver Maternal Child Health Key Ages and Stag- es framework via outreach model within universal services including early learning and kindergarten services to ensure all eligible children have attended all 10 key age stages.	30/6/2023	1/7/2022
1.3.14	Deliver sleep and settling program to eligible families with babies and toddlers through group education and in home consults with parents and guardians.	30/6/2023	1/7/2022
1.3.15	Advocate for early years workforce initiatives that support recruitment and retention of high quality early years staff and service.	30/6/2023	1/7/2022
1.3.16	Develop culturally safe early years services.	30/6/2023	1/7/2022

Objective 4

ACCESSIBLE CITY: Council will improve the physical and social accessibility to community services, facilities, places and precincts.

Action Code	Action Name	Due Date	Start Date
1.4.1	Review the requirements needed to become a Child Friendly City.	30/6/2023	1/7/2022
1.4.2	Meet the current and future needs of our growing popu- lation, programs and services through updated Com- munity Services Infrastructure Plan.	30/6/2023	1/7/2022
1.4.3	Continue to implement the objectives set out in the Early Years Compact Agreement.	30/6/2023	1/7/2022
1.4.4	Implement the Multiple Agency Risk Assessment and Management (MARAM) framework within all Early Years programs.	30/6/2023	1/7/2022
1.4.5	Implement plans to improve the accessibility and user-friendliness for aged and those with a disability to Council owned community facilities.	30/6/2023	1/7/2022
1.4.6	Increase access for people with disabilities by upgrading Council infrastructure through recurrent capital funding.	30/6/2023	1/7/2022
1.4.7	Maintain the delivery of high-quality services to enable people to remain as independent as possible in their own homes.	30/6/2023	1/7/2022
1.4.8	Increased engagement of young people aged 12-25 years in youth development programs and activities.	30/6/2023	1/7/2022
1.4.9	Implement an accessibility audit of Council Playgrounds.	30/6/2023	1/7/2022

Objective 5

RECREATION, ARTS, CULTURE & HERITAGE: Council will support opportunities to participate in a wide range of recreational, arts and cultural activities that promote activity, wellbeing, diversity and heritage, and grow connectedness across the community.

Action Code	Action Name	Due Date	Start Date
1.5.1	Deliver the Lake Pertobe Building Better Regions pro- gram of projects along with the carpark renewal and upgrade funded through Local Roads and Community Infrastructure Program.	30/6/2023	1/7/2022
1.5.2	Complete the Playspace Strategy for community play- grounds and spaces.	30/6/2023	1/7/2022
1.5.3	Deliver a Lighthouse Theatre program including the annual Primary Performers program, and implement strategies that encourages our community to experi- ence, create, celebrate and participate in the performing arts with a focus on youth (13-25) and the disadvan- taged community.	30/6/2023	1/7/2022
1.5.4	Develop and implement audience engagement and marketing strategies, including a membership program, to increase participation in performing arts presentations and seasons at the Lighthouse Theatre.	30/6/2023	1/7/2022
1.5.5	Deliver Warrnambool Art Gallery exhibitions and expe- riences that engage community, attract and increase visitors, support artists and build new audience.	30/6/2023	1/7/2022

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1.5.6	Deliver a library program of events and activities that supports lifelong learning and social inclusion.	30/6/2023	1/7/2022
1.5.7	Develop a Cultural Strategy for Warrnambool.	30/6/2023	1/7/2022
1.5.8	Development and implement policies and strategies to maximize use of community assets in areas of art and culture.	30/6/2023	1/7/2022
1.5.9	Support community organisations to improve partici- pation opportunities that support health and wellbeing, social, cultural and recreational outcomes through Council's community funding programs.	30/6/2023	1/7/2022

Objective 6

COMMUNITY LEARNING PATHWAYS: Council will support and encourage lifelong learning that helps built community resilience and preparedness for change.

Action Code	Action Name	Due Date	Start Date
1.6.1	Relaunch the Warrnambool City Library under Council Management through a reinvigorated range of activities and programs	30/6/2023	1/7/2022
1.6.2	Deliver the new Warrnambool Library.	30/6/2023	1/7/2022
1.6.3	Deliver library early years programs that support lan- guage and literacy development and parental efficacy.	30/6/2023	1/7/2022
1.6.4	Deliver library programs that develop literacy in all its forms and encourage a love of reading and life-long learning.	30/6/2023	1/7/2022
1.6.5	Advocate to peak bodies to ensure staff have access to high quality professional development opportunities that support the community's needs.	30/6/2023	1/7/2022
1.6.6	Maintain and further develop Council's partnership with Deakin University to enable research and development opportunities for community and industry.	30/6/2023	1/7/2022
1.6.7	Continue rollout of the Victorian Government's 3-year- old kindergarten reform - deliver Stage 2 of the kinder- garten provision project.	30/6/2023	1/7/2022
1.6.8	Provide sufficient infrastructure (including indoor and outdoor structures) to meet current and future models of kindergarten provision and early years integrated models within the municipality.	30/6/2023	1/7/2022

GOAL 2: A SUSTAINABLE ENVIRONMENT

We will protect and strengthen local ecosystems, enhance biodiversity and enable sustainable communities.

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Objective 1

NATURAL ENVIRONMENT: Council will enhance open spaces and infrastructure that support a healthy community, wildlife, flora, fauna and biodiversity.

Action Code	Action Name	Due Date	Start Date
2.1.1	Develop and implement Pest Plant and Animal Manage- ment Framework for the control of environmental weeds and pests.	30/6/2023	1/7/2022
2.1.2	Develop and implement strategy and programs that improve biodiversity and protect and enhance flora and fauna.	30/6/2023	1/7/2022
Objectiv	/e 2		

WATER & COASTAL MANAGEMENT: Council will protect and enhance the health of Warrnambool's coastline and inland waterways to protect and improve biodiversity.

Action Code	Action Name	Due Date	Start Date
2.2.1	Implement the Domestic Waste Water Management Plan to improve health and environmental outcomes for our community.	30/6/2023	1/7/2022
2.2.2	Investigate water use opportunities to improve water resource management.	30/6/2023	1/7/2022
2.2.3	Implement the Warrnambool Coastal Management Plan to guide the future use, development and management of Warrnambool's coastline.	30/6/2023	1/7/2022
2.2.4	Develop and implement floodplain management strat- egies in the South Warrnambool and Russells Creek catchments to minimise environmental impacts and risks associated with flooding impacts.	30/6/2023	1/7/2022

Objective 3

MINIMISE ENVIRONMENTAL IMPACT & THE IMPACT OF A CHANGING CLIMATE: Council will encourage innovation and initiatives that minimise Warrnambool's environmental impact.

Action Code	Action Name	Due Date	Start Date
2.3.1	Investigate new technologies to reduce waste from land- fill towards zero waste to landfill.	30/6/2023	1/7/2022
2.3.2	Deliver the Smart Buildings energy efficiency program to reduce greenhouse gas emissions and utilise renewable energy.	30/6/2023	1/7/2022

2.3.3

Facilitate and support the delivery of climate change mitigation, adaptation and resilience actions to raise awareness and prepare for a changing climate.

30/06/2022 1/7/2022

Objective 4

WATER RESOURCE MANAGEMENT: Council will promote and encourage awareness of sustainable practices in our work, and the community including water resource management.

Action Code	Action Name	Due Date	Start Date
2.4.1	Develop a drainage system litter and contaminants im- provement/management plan to reduce gross pollutants into the waterways.	30/6/2023	1/7/2022

Objective 5

WASTE MINIMISATION: Council will pursue programs to minimise waste throughout the community, industry and promote the benefits of reduction, reuse and recycling of materials.

Action Code	Action Name	Due Date	Start Date
2.5.1	Reduce contamination of recyclable materials.	30/6/2023	1/7/2022

Objective 6

AWARENESS & CELEBRATION: Council will foster community awareness and recognition of the benefits of positive outcomes for Warrnambool's environment.

Action Code	Action Name	Due Date	Start Date
2.6.1	Promote awareness and celebrate the outcomes of environmental work including actions that align with the Green Warrnambool plan.	30/6/2023	1/7/2022
2.6.2	Monitor and manage organisational greenhouse gas emissions and energy usage.	30/6/2023	1/7/2022

GOAL 3: A STRONG ECONOMY

We will support a resilient local and self-sustaining regional economy that encourages economic growth and provides increased employment opportunities attracting ongoing investment.

Objective 1

BUILD ON COMPETITIVE STRENGTHS: Council will support initiatives that foster ongoing development and investment in the industries which underpin Warrnambool's economic strengths and comparative advantages.

Action Code	Action Name	Due Date	Start Date
3.1.1	Implement Development Plans and Developer Contri- butions Plans to provide future resources for improved infrastructure across the municipality.	30/6/2023	1/7/2022
3.1.2	Develop programs and collateral to promote Warrnam- bool as an appealing investment destination.	30/6/2023	1/7/2022
3.1.3	Grow engagement with local businesses across the municipality.	30/6/2023	1/7/2022

Objective 2

EMERGING INDUSTRIES: Council will encourage emerging industry sectors that contribute to Warrnambool's economic growth and diversity.

Action Code	Action Name	Due Date	Start Date
3.2.1	Facilitate and partner in initiatives to progress the imple- mentation of the Great South Coast Economic Futures Plan, including the development of renewables in Warr- nambool and the Great South Coast region.	30/6/2023	1/7/2022
3.2.2	Review and implement the Warrnambool Economic De- velopment and Investment Strategy to facilitate invest- ment and employment growth across the Warrnambool municipality.	30/6/2023	1/7/2022
3.2.3	Facilitate and promote business support initiatives to grow the local economy.	30/6/2023	1/7/2022
3.2.4	Plan for the development and implementation of pre- cinct structure plans to facilitate investment in appropri- ate development across the municipality.	30/6/2023	1/7/2022

Objective 3

VISITOR GROWTH: Council will facilitate Warrnambool's visitor growth and year-round visitation through industry development, effective destination management and promotion of attractions and experiences leveraging key events.

Action Code	Action Name	Due Date	Start Date
3.3.1	Review and implement the Warrnambool Destination Action Plan in partnership with Great Ocean Road Re- gional Tourism and industry.	30/6/2023	1/7/2022
3.3.2	Increase visitation with events across the year and en- hance the profile of Warrnambool as a destination.	30/6/2023	1/7/2022

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3.3.3	Develop and share economic data and analysis to business and industry to inform the performance of the Warrnambool economy.	30/6/2023	1/7/2022
3.3.4	Increase community participation in the delivery of a diverse range of events through a grants program.	30/6/2023	1/7/2022
3.3.5	Participate in the establishment of the Great Ocean Road Coast and Parks Authority to protect and manage visitation of the Great Ocean Road Coast and Parks.	30/6/2023	1/7/2022

Objective 4

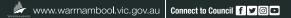
WORKFORCE CAPABILITY: Council will foster the development of a workforce capable of supporting the needs of the local and regional economy.

Action Code	Action Name	Due Date	Start Date
3.4.1	Deliver the Designated Area Migration Agreement (DAMA) representative role for the Great South Coast re- gion and the Regional Certifying Body function on behalf of the Great South Coast.	30/6/2023	1/7/2022
3.4.2	Partner on projects and initiatives with Deakin University Warrnambool and South West TAFE that help provide a skilled workforce that meets local industry needs.	30/6/2023	1/7/2022
3.4.3	Deliver education and advisory services to business and industry to raise awareness of building, planning and heritage requirements.	30/6/2023	1/7/2022

Objective 5

DIGITAL CAPABILITY: Council will facilitate greater digital capability.

Action Code	Action Name	Due Date	Start Date
3.5.1	Participate in the implementation of the Great South Coast Digital Plan to address connectivity issues for industry and households.	30/6/2023	1/7/2022
3.5.2	Identify and promote investment in digital projects across the Warrnambool municipality to address priority digital infrastructure supply shortfalls, including mobile coverage, and access to business-grade broadband.	30/6/2023	1/7/2022



GOAL 4: A CONNECTED AND INCLUSIVE PLACE

Provide quality places that all people value and want to live, work, play and learn in.

Objective 1

EFFECTIVE PLANNING: Council will ensure its planning acknowledges the unique character and attributes of local places, and that it supports social connection, equitable access, appropriate housing and sustainable population growth.

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Action Code	Action Name	Due Date	Start Date
4.1.1	Deliver the building renewal program.	30/6/2023	1/7/2022
4.1.2	Develop and adopt a tree Asset Management Plan including significant and heritage trees.	30/6/2023	1/7/2022
4.1.3	Complete service level reviews for parks, gardens, roads and drainage services.	30/6/2023	1/7/2022
4.1.4	Review CBD Parking Strategy including accessible parking and expansion of off-street parking areas.	30/6/2023	1/7/2022

Objective 2

CONNECTED COMMUNITY: Council will enhance Warrnambool's connectivity through the delivery of, or advocacy for, improvement to roads, public transport, footpaths, trails and digital infrastructure.

Action Code	Action Name	Due Date	Start Date
4.2.1	Advocate for essential safety and road improvements on the Princes Highway West.	30/6/2023	1/7/2022
4.2.2	Advocate for improved passenger and freight rail ser- vices between the South West region and Melbourne.	30/6/2023	1/7/2022
4.2.3	Plan for growth and changes in traffic movements by identifying current and future traffic volumes and use this to review the Municipal Road Management Plan and Road Hierarchy.	30/6/2023	1/7/2022
4.2.4	Facilitate the implementation of Cycling Reference Group actions adopted by Council.	30/6/2023	1/7/2022
4.2.5	Review City Centre traffic flows with implementation of new pedestrian crossings.	30/6/2023	1/7/2022
4.2.7	Seek funding for and deliver road safety projects.	30/6/2023	1/7/2022

Objective 3

STRONGER NEIGHBOURHOODS: Council will fostering neighbourhood connection and capacity building including the development of inclusive recreational and cultural opportunities.

Action Code	Action Name	Due Date	Start Date
4.3.1	Implement the key initiatives of the Open Space Strate- gy, including our review of the strategy.	30/6/2023	1/7/2022

Objective 4

SUSTAINABLE PRACTICES: Council will promote and encourage the implementation of sustainable design across the municipality including the attractiveness, safety, accessibility and functionality of our built environment.

Action Code	Action Name	Due Date	Start Date
4.4.1	Identify and regularly monitor condition of Council's built assets to ensure effective management.	30/6/2023	1/7/2022

GOAL 5: AN EFFECTIVE COUNCIL

To be recognised as a collaborative Council and a high-performing organisation that enables positive outcomes for Warrnambool's community, environment and economy and Victoria's south west.

Objective 1

LEADERSHIP & GOVERNANCE: Council will be a high-functioning team committed to respectful relationships, collaboration, and ongoing engagement. It will provide strong, effective leadership, sound governance and informed decision-making.

Action Code	Action Name	Due Date	Start Date
5.1.1	Ensure key priorities of the community are appropriately reflected in the development and review of the Council Plan with the appropriate prioritisation of resources to key strategic themes.	30/6/2023	1/7/2022
5.1.2	Identify and report on changes to Council operations, policies and procedures in line with the Local Government Act.	30/6/2023	1/7/2022
5.1.3	Improve Council's systems and policies through review of Governance Framework.	30/6/2023	1/7/2022
5.1.4	Improve asset management practices.	30/6/2023	1/7/2022
5.1.5	Improve the Warrnambool Planning Scheme which controls land use and development within the municipality.	30/6/2023	1/7/2022
5.1.6	Work with neighbouring Councils to develop sub- regional and regional plans and advocacy strategies to benefit the region and deliver on the community's aspirations.	30/6/2023	1/7/2022
5.1.7	Align the implementation of the Warrnambool 2040 Plan with the Financial Sustainability Plan	30/6/2023	1/7/2022
5.1.8	Continue to enhance organisational awareness of Victoria's Child Safe Standards via customised training programs and maintaining compliance with the Standards.	30/6/2023	1/7/2022
5.1.9	Develop and rollout the Regional and Rural Liveability Strategy in partnership with the Victorian Government and South West Primary Care Partnership.	30/6/2023	1/7/2022

Objective 2

ENGAGED & INFORMED COMMUNITY: Council will ensure ongoing community engagement to identify changing needs and priorities when developing and delivering services and programs.

Action Code	Action Name	Due Date	Start Date
5.2.1	Improve accessibility, transparency and accountability of Council decision-making.	30/6/2023	1/7/2022
5.2.2	Monitor and report on the reach and effectiveness of Council's communications measures including engagement through the Your Say website.	30/6/2023	1/7/2022
5.2.3	Produce the annual State of the Assets Report that identifies the asset renewal funding performance to inform renewal expenditure.	30/6/2023	1/7/2022

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5.2.4	Review adopted Asset Management Plans for major asset classes to inform operational activities.	30/6/2023	1/7/2022
5.2.5	Review strategies and plans to comply with Council's Asset Management Policy.	30/6/2023	1/7/2022
5.2.6	Provide communications support to promote Council services, facilities, programs and events.	30/6/2023	1/7/2022

Objective 3

CUSTOMER-FOCUSED SERVICES: Council will continue and develop a program of Council services that are delivered to the community's satisfaction.

Action Code	Action Name	Due Date	Start Date
5.3.1	Review and update Council's complaint handling policy and processes in line the Local Government Act changes and Ombudsman's guidelines.	30/6/2023	1/7/2022
5.3.2	Improve outcomes in the delivery of Council's customer services.	30/6/2023	1/7/2022
5.3.3	Deliver library customer programs in partnership with community organisations, non-government organisations and business.	30/6/2023	1/7/2022
5.3.4	Develop and influence strategic integrated planning process and decisions to ensure Council strategy is appropriately prioritised and executed.	30/6/2023	1/7/2022

Objective 4

HIGH-PERFORMANCE CULTURE: Council will foster an organisational culture to support engaged, committed and high-performing staff for the effective delivery of Councils services and programs.

Action Code	Action Name	Due Date	Start Date
5.4.1	Prepare and develop appropriate service and organisational review processes to maximise operational efficiency.	30/6/2023	1/7/2022
5.4.2	Support an organisational approach to strategic procurement to ensure effective operational decision making that improves organisational performance.	30/6/2023	1/7/2022
5.4.3	Review and improve human resource operational processes to ensure best practice.	30/6/2023	1/7/2022
5.4.4	Continue to evolve the staff training and development programs in order to drive enhanced employee engagement and culture.	30/6/2023	1/7/2022
5.4.5	Implement workplace actions identified within Council's Gender equity Action Plan, (GEAP), resulting in improved gender equity outcomes.	30/6/2023	1/7/2022
5.4.6	Support the resourcing of Development Engineering assessments and approvals.	30/6/2023	1/7/2022
5.4.7	Ensure the actions identified within Council's Workforce Management Plan are allocated implemented and measured	30/6/2023	1/7/2022
5.4.8	Improve systems and structures that facilitate the recruitment and retention of volunteers.	30/6/2023	1/7/2022

Objective 5

ORGANISATIONAL & FINANCIAL SUSTAINABILITY: Council will ensure organisational and financial sustainability through the effective and efficient use of Councils resources and assets.

Action Code	Action Name	Due Date	Start Date
5.5.1	Review and embed the legal and procurement process- es to ensure compliance and risk mitigation and that Council is operationally effective.	30/6/2023	1/7/2022
5.5.2	Review Council's property management processes, including for Crown land that Council is the Committee of Management for, with consideration of rental agree- ments, property and current market valuations and disposal of surplus land.	30/6/2023	1/7/2022
5.5.3	Allocate financial resources in accordance with strategic plans.	30/6/2023	1/7/2022
5.5.4	Review and update the Long Term Financial Plan to ensure Council remains financially sustainable into the future.	30/6/2023	1/7/2022
5.5.5	Enhance business processes including IT systems integration.	30/6/2023	1/7/2022
5.5.6	Improve digital capacity for Council staff.	30/6/2023	1/7/2022
5.5.7	Monitor asset condition to ensure they meet users' needs and remain fit for purpose.	30/6/2023	1/7/2022
5.5.8	Implement COVID-19 recovery plans for Council business units.	30/6/2023	1/7/2022
5.5.9	Recommence rollout of Shared Services Project	30/6/2023	1/7/2022

Objective 6

RISK MITIGATION: Council will mitigate and manage organisational risks through sound management systems and processes.

Action Code	Action Name	Due Date	Start Date
5.6.1	Review the IT Strategy and system resilience in relation to data security, confidentiality and critical incidents.	30/6/2023	1/7/2022
5.6.2	Lodge Council's Victorian Protective Data Security Plan with the Office of the Victorian Information Commission- er by 31st August 2022	30/6/2023	1/7/2022
5.6.3	Ensure effective Business Continuity Planning (BCP) is in place.	30/6/2023	1/7/2022
5.6.4	Enhance Councils risk management processes to ensure key strategic and operational decision making considers risk factors.	30/6/2023	1/7/2022

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5.6.5	Continue the development and implementation of Councils Health and Safety Management System with a focus on injury prevention, improved return-to-work processes, OHS training calendar implementation and increased organisation engagement.	30/6/2023	1/7/2022
5.6.6	Partner with State Government to activate and maintain Public Health Pandemic and Emergency Management Operations for staff and community wellbeing.	30/6/2023	1/7/2022

Objective 7

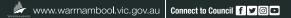
EFFECTIVE ADVOCACY: Council will pursue effective advocacy by providing compelling materials for desired support and funding for community priorities through establishing strong relationships with other levels of government, strategic partners and key stake-holders.

Action Co	ode	Action Name	Due Date	Start Date
5.7.1		Provide materials to support advocacy efforts and report on advocacy outcomes.	30/6/2023	1/7/2022
5.7.2		Advocate for access to safe and secure housing that is appropriate and affordable for a diversity of needs.	30/6/2023	1/7/2022

Objective 8

REGIONAL ROLE & RELATIONSHIPS: Council will acknowledge Warrnambool's capability as the regional centre of south-west Victoria through appropriate leadership, advocacy and partnerships that enable greater opportunity for the region.

Action Code	Action Name	Due Date	Start Date
5.8.1	Participate in shared services project - for a shared In- formation technology enterprise system and associated processes - with Moyne and Corangamite shires.	30/6/2023	1/7/2022
5.8.2	Pursue funding for animal shelter redevelopment in collaboration with surrounding municipalities to facilitate a regional facility if appropriate.	30/6/2023	1/7/2022
5.8.3	Participate in advocacy efforts as part of Regional Cities Victoria, Regional Capitals Australia and Southwest Victoria Alliance.	30/6/2023	1/7/2022



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Warrnambool City Council PO Box 198 Warrnambool VIC 3280 Tel: 5559 4800 Email: contact@warrnambool.vic.gov.au www.warrnambool.vic.gov.au City Assist customer service 25 Liebig Street Warrnambool 8.30am – 5pm

The annual Council Budget outlines the major initiatives to be funded each year in order to deliver the Council Plan.

For a copy of the current documents go to www.warrnambool.vic.gov.au or call 5559 4800.