

# A Place For All







## Acknowledgement of Traditional Owners

---

**The City of Whittlesea recognises the rich Aboriginal heritage of this country and acknowledges the Wurundjeri Willum Clan as the traditional owners of this place.**



### 2018 - 2040 Time Capsule

---

The time capsule contains a collection of over 500 messages from the community and will be opened in the year 2040. This unique box created by artist Glen Romanis, is constructed in ancient timber (5000 years old approx) and petrified wood (60 million years old approx). The design is inspired by the local geography, including the Darebin River and Plenty River and reflects the sorry space in the front of the Council Offices. The time capsule is on public display in the Council offices.

Aboriginal and Torres Strait Islander people are advised this report may contain images and names of deceased people.

# Message from the Mayor

## I am delighted to present the Whittlesea 2040 vision.



With so much growth taking place, it is important that we look to the future to make sure the unique and valuable parts of our communities are protected, while also adapting to future trends. We want to make sure that our communities are places that the next generation enjoy living, working and playing in.

We have consulted widely and listened to the community's hopes for the future and the places and things that they love about their local neighbourhood now. It is these aspirations that have shaped the vision.

Our vision is that in 2040, the City of Whittlesea will be a place for all.

This long term vision supports our municipality to be ready for the challenges and opportunities that the future will bring, and ensures that the City of Whittlesea is a great place to live now and in the future.

We are very excited to have such a clear picture of what we want to achieve. This vision and the accompanying goals and directions will inform all the work that we do at Council.

We will work together with the community and key stakeholders to achieve this vision and measure our progress using key indicators. We will also report regularly to the community.

Thank you to all that contributed to the development of this vision. I'm looking forward to working together to make this vision a reality.

**Cr Kris Pavlidis**  
**Mayor**

### SOUTH WEST WARD



Cr Kris Pavlidis  
(Mayor)



Cr Lawrie Cox



Cr Sam Alessi



Cr Alahna Desiato



Cr Tom Joseph



Cr Ricky Kirkham

### SOUTH EAST WARD



Cr Stevan Kozmevski



Cr Caz Monteleone



Cr Norm Kelly



Cr Mary Lalios



Cr Emilia Lisa Sterjova  
(Deputy Mayor)

### NORTH WARD



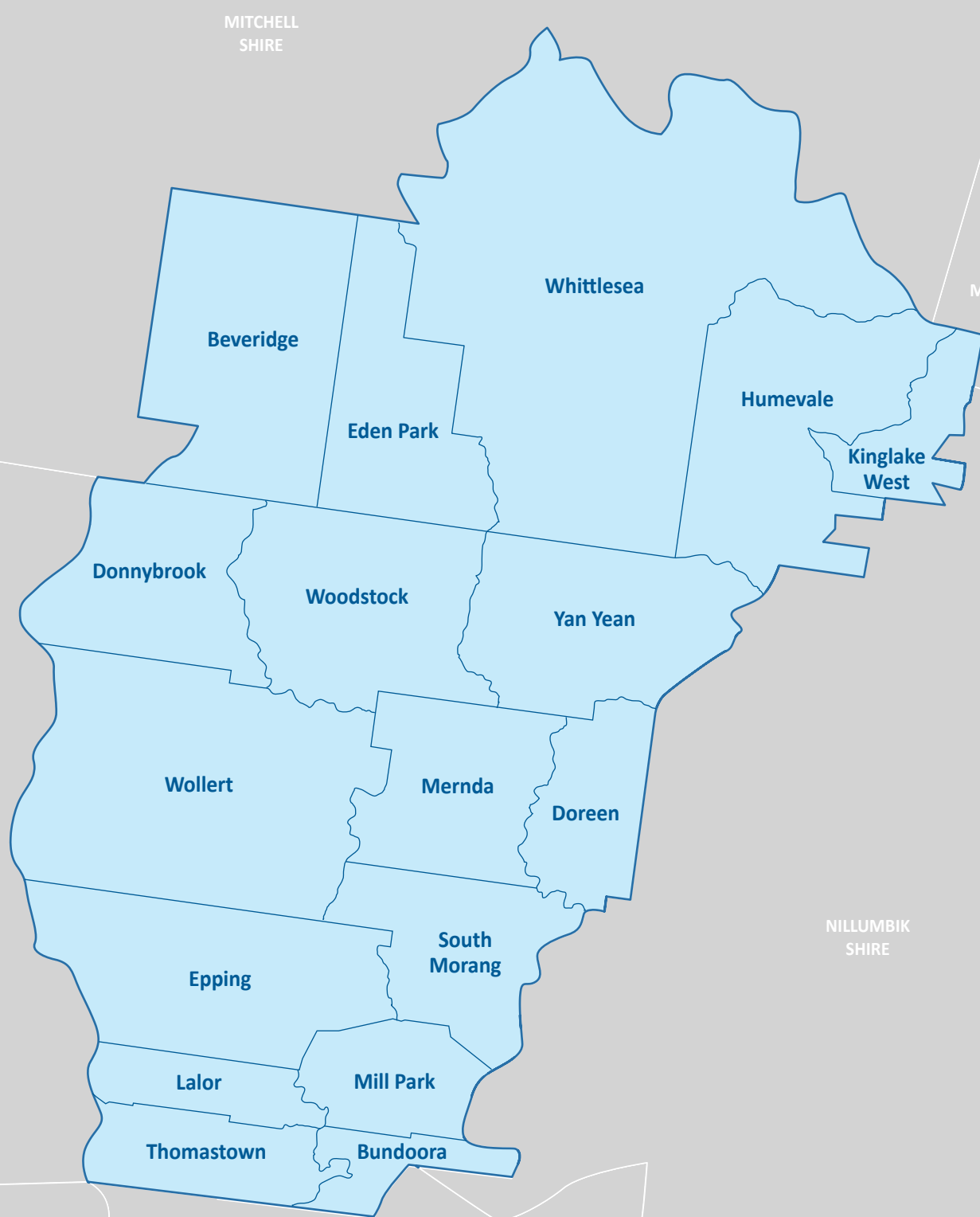
# Contents

Acknowledgement of Traditional Owners .....	2
Message from the Mayor .....	3
Contents .....	4
Whittlesea now and in the future .....	6
Creating a vision for our City .....	8
Whittlesea 2040: A place for all .....	11
Goal 1: Connected community .....	12
Goal 2: Liveable neighbourhoods .....	14
Goal 3: Strong local economy .....	16
Goal 4: Sustainable environment .....	18
Making it happen .....	20
Measuring success .....	21
Acknowledgements .....	22
Reference list .....	22





# City of Whittlesea





# Whittlesea now and in the future

**The City of Whittlesea is one of Melbourne's largest and most diverse municipalities. The community is one of the fastest growing areas in Victoria and our population will almost double by 2040.**

## Our community

The community is proud of its diversity with a large Aboriginal and Torres Strait Islander population and local residents coming from all parts of Melbourne, Australia and overseas. However, the cultural mix is starting to change with new residents moving into the area from countries such as India, Sri-Lanka, China and Iran.

This diversity has contributed to the development of lively neighbourhoods and interesting urban cultures that make our unique suburbs attractive to future residents and visitors. The City of Whittlesea is seen as a leader in the way it builds inclusive and cohesive communities and will continue to welcome people of all backgrounds and from all places into the future.

The City of Whittlesea is a family-friendly place. More of our households consist of families with



children compared to the Northern Melbourne region and Metropolitan Melbourne. Although the population will age into the future, the community will remain predominantly younger families.

## Our neighbourhoods

The City of Whittlesea has around 72,000 homes distributed throughout our established urban areas in the south, new urban areas in our growth corridors, and our rural areas in the north<sup>1</sup>. By 2040, a mix of new housing types will be required to cater for the needs of our growing community.

There will also be a need for new education, community, recreation and aged care services and facilities.



### What we know

Population of **382,900** by 2040<sup>1</sup>



**36%** of residents born overseas<sup>3</sup>



**2nd largest** Aboriginal & Torres Strait Islander population in Metro Melbourne<sup>2</sup>



**55%** are family households<sup>3</sup>



### What we need by 2040

**62,000** new homes<sup>1</sup>



**52** early years & educational facilities<sup>4</sup>



**137** new sports facilities<sup>4</sup>



**65** community facilities<sup>4</sup>





## Our economy and transport network

A large proportion of our residents work in the health care and social assistance and industrial sectors, with fewer employed in knowledge intensive jobs. However, the nature of work is changing. Routine jobs are increasingly becoming automated with the changes in technology and globalization.

Access to ongoing education and training will be important in the future as jobs continue to change. With educational facilities like La Trobe, RMIT and Melbourne Polytechnic located within close proximity, the community is well placed to broaden their skills for the future.

The separation of residential areas from employment, and limited access to public transport, means many residents are dependent on cars and experience long travel times to work. In the future, rapid population growth will increase vehicle trips and exacerbate congestion. However, this growth is also creating opportunities to attract more businesses, increase the number of local jobs and make services, community organisations and clubs more viable and accessible for residents.



## Our environment

Our municipality boasts beautiful forests, national parks, grasslands of national significance, red gum woodlands, and a network of rivers, creeks and wetlands. However, our climate is changing. By 2040, we will experience increased temperatures and more extreme weather events like heatwave, fire, drought and floods. Some residents and properties will be more vulnerable to these risks.

Through careful planning and action we are working together to mitigate risks and challenges posed by a changing environment.



## Our challenge and opportunity

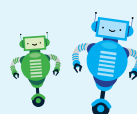
Rapid growth in the City of Whittlesea is a challenge for all levels of government, making it hard to keep up and develop infrastructure like roads and public transport, and vital community assets like schools, libraries, sports and health facilities.

We are exploring new and innovative ways to meet the community's needs like upgrading existing facilities, developing flexible hubs, co-locating services, working in partnership and identifying alternate funding sources. The future will also see more opportunities for citizens to work together with government to solve local challenges.

A growing and changing community provides us with a unique opportunity to create the City and neighbourhoods that the community and Council want for the future.

### What we know

**40%** of current jobs will be automated<sup>4</sup>



**30%** work locally and **65%** work outside the local area<sup>3</sup>



**77%** of residents drive to work<sup>6</sup>



**113,000** additional cars by 2040<sup>4</sup>



**90%** increase in demand for public transport<sup>4</sup>



Annual temperatures will rise between **2 and 3 degrees**<sup>4</sup>

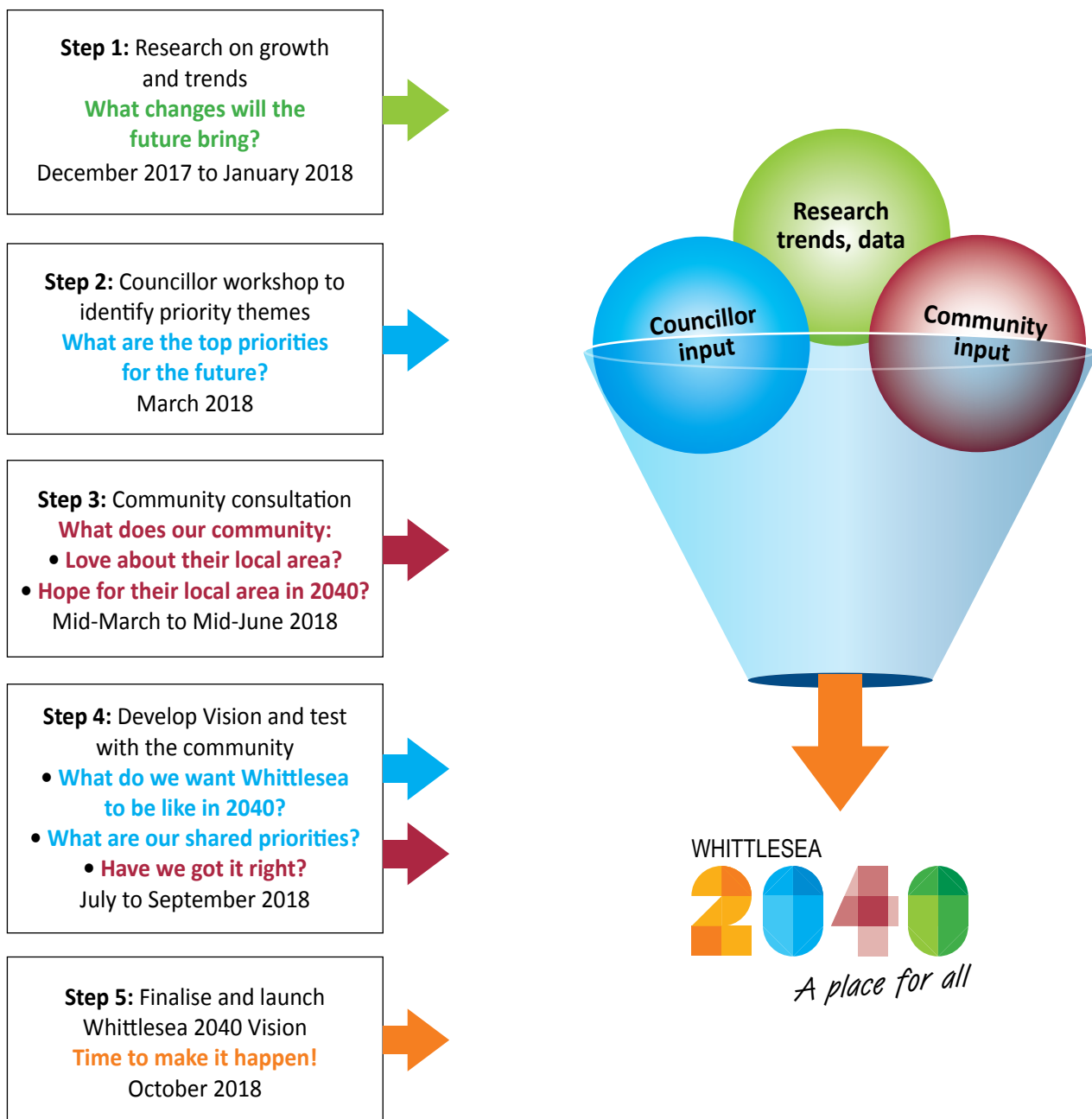




# Creating a vision for our City

**Whittlesea 2040: A place for all**, builds on the achievements of Shaping Our Future Whittlesea 2030 and provides a new long term vision for the City of Whittlesea.

Over 10 months, we conducted research, workshoped priorities, and spoke with thousands of people as well as community groups and organisations across the municipality.



## Research, trends and data

We undertook research to understand where the City of Whittlesea is at now and the trends that will shape the future, in particular:

***‘What are the key changes, challenges and opportunities that will impact Whittlesea in the future?’***

As part of this work, SGS Economics and Planning prepared the Whittlesea 2040: Background Paper, which discussed:

- The growth and scale of change expected in the next 20-30 years;
- Key challenges and opportunities across five themes: services and infrastructure, employment, climate change, transport infrastructure, and the community; and
- The potential roles Council can have to support and manage change, and make the most of opportunities.



## Councillor input

Council has played a guiding role in the development of the Whittlesea 2040 vision. First, it reviewed the research to determine:

***‘What are the top priorities for the future?’***

These priorities were then tested and refined through the community consultation.

**Council’s role is to ensure that the Whittlesea 2040 vision sets the direction for the work of Council to respond accurately to community need and to ensure that it is a shared vision for the future.**



## Community input

Over three months, we asked anyone who lives, works, studies, plays in or visits the City of Whittlesea to answer up to three questions:

***‘What are the things you love about your local area?’***

***‘What are your favourite places in the City of Whittlesea and why?’***

***‘What are your hopes for your local area by 2040?’***

Over 4,000 individuals, community groups and organisations shared their ideas through workshops, surveys, online maps, postcards, children’s drawing sheets, events and special activities held across our City. Visit [www.whittlesea.vic.gov.au](http://www.whittlesea.vic.gov.au) for a summary of what the community told us.

A detailed Community Engagement Findings Report was developed identifying six emerging priority themes which represented thousands of ideas. This feedback informed the development of *‘the Whittlesea 2040 vision’* with *‘Whittlesea 2040: A place for all’*.





# Our vision is that in 2040, the City of Whittlesea will be a place for all.

**In 2040, compassion is at the heart of our Whittlesea community. A compassionate community makes sure that everyone feels cared for and supported in a deep and meaningful way. It makes our City increasingly welcoming, whether you've just arrived or your family has been here for generations.**

What that appeal feels like is different for everyone. It might be having a job you like within easy reach or knowing your neighbour's name. Or maybe something even simpler, like hearing birds in the trees outside your window.

Our community offers a sense of place that includes everyone, where people from all walks of life are valued for who they are and the qualities they bring with them.

The Whittlesea municipality is an inviting place to live with beautiful natural and urban spaces. We are proud to live here. The special blend of old and new – rural heritage and hospitality with just the right amount of urban convenience. The shops, schools and health services you need are around the corner, and the city is only an easy train or tram ride away.

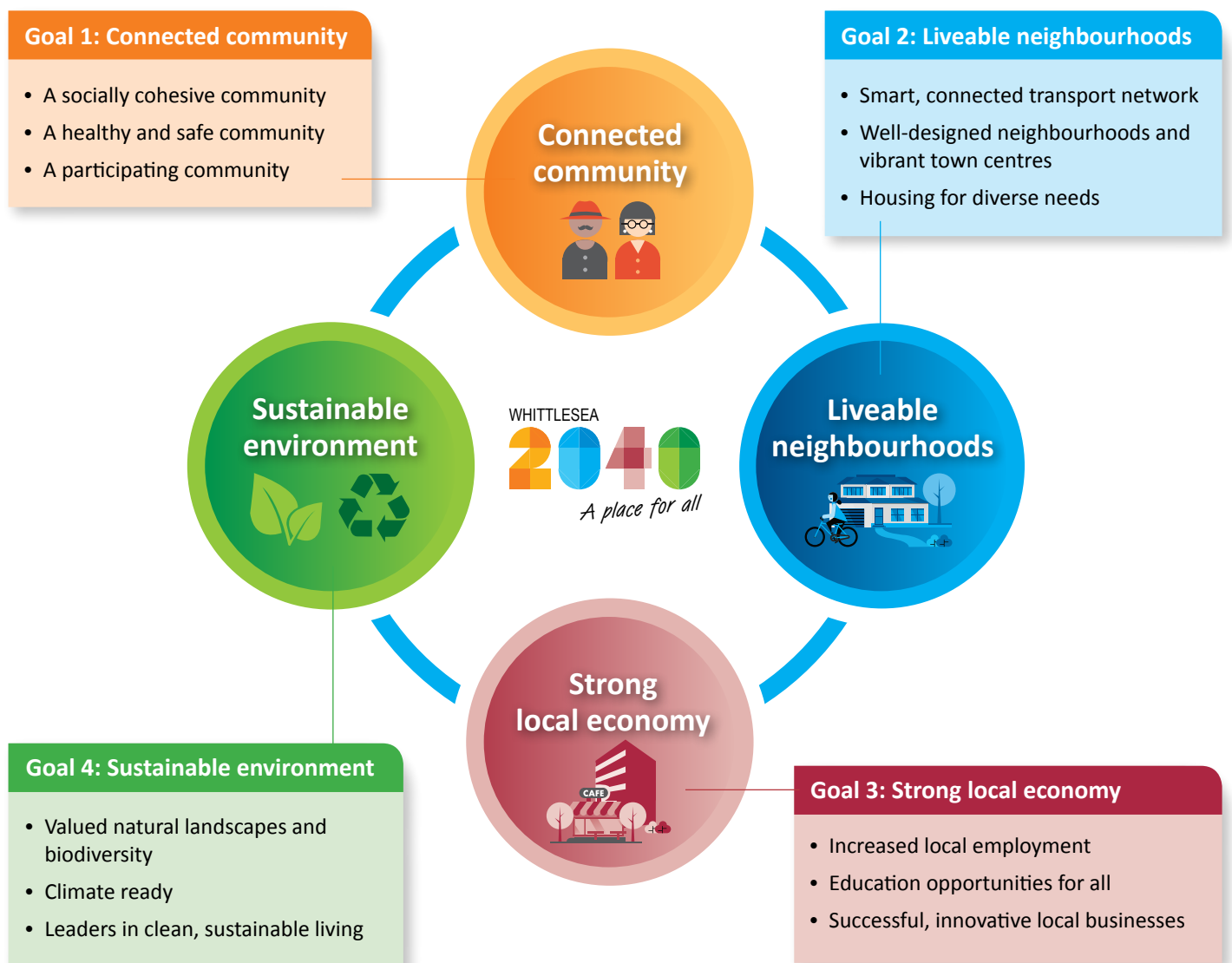
Putting down roots is effortless and people have a shared belief that things will keep getting better as we grow. Community cohesion is deep and strong with the support of facilities and opportunities designed to make life more fulfilling, secure and inclusive.

By encouraging every new resident to add their own vibrant touch, our community is the place we envisaged, and even more welcoming in the decades to come.



# Whittlesea 2040: A Place For All

***A place for all*** is the long term vision for the City of Whittlesea. There are four goals, each with key directions to guide Council's work and partnerships with the community and others.





# Goal 1: Connected community

---

**We want to be a city that welcomes and includes everyone, and where we are inspired and work together to make it a better place.**

We value feeling part of our community and the way people from all ages and backgrounds are accepted and celebrated, and we want this to be further strengthened in the future.

We love participating in the wide range of activities, festivals and events that bring our community together and we want to continue to celebrate in the future through a great variety of affordable activities. We love our libraries, community centres and neighbourhood houses.

We really hope that community infrastructure is available across the municipality, particularly in growth areas so sections of the community don't miss out.

We value our easy access to the doctor, hospitals and other health services, and in the future we hope for expanded or upgraded hospitals and a variety of medical, emergency and support services.

Our community has diverse support needs and while we currently value

the services we have, we hope for a wider range and number to cater for more people and emerging challenges.

We love that our homes are safe, peaceful and close to friends and family. Feeling secure in our homes and neighbourhood is a priority for the future and we will look to the authorities to help reduce crime, support those who are vulnerable or troubled and ensure everyone feels safe at home and in public spaces.

## Our community said

---

"I hope to see that sense of community nurtured and turned into a real hub. A place in which people look after each other and care for each other"  
(Male, 34 years, Lalor)

The things I hope for are...  
"That better infrastructure is developed to meet the needs of the growing population in this area... That there is greater number of quality health services, particularly around mental health and drug and alcohol services, education and intervention"  
(Female, 42 years, Mill Park)

The things I hope for are...  
"Family friendly and affordable events, more for young children and youth"  
(Female, 29 years, Whittlesea Township)

The things I hope for are...  
"To maintain the peace safe and friendly environment that it already is"  
(Male, 17 years, Bundoora)

"Everyone gets involved in the community"  
(Female, 36 years, Wollert)

# Connected community

**In 2040 the City of Whittlesea is a place that opens its arms to every resident, where all walks of life are celebrated and supported.**

Our community is compassionate and welcoming. We are healthy and can easily access the support services we need. People of all backgrounds, ages and abilities feel that they are an essential part of the community. We work together, making our community a better place for all.

## Key directions

### 1.1 A socially cohesive community

This means:

- Friendly and welcoming
- Sense of community and belonging
- Embracing and celebrating diversity
- Opportunities to connect and build social networks

### 1.2 A healthy and safe community

This means:

- Good health and wellbeing
- Increased physical activity
- Access to health and support services
- Safety at home and in public

### 1.3 A participating community

This means:

- Well informed
- Local decision making
- Volunteering and leadership
- Vibrant community groups

## Priority indicators\*

Social cohesion; Physical activity; Safety in public areas; Civic participation



\* Indicative indicators



# Goal 2: Liveable neighbourhoods

**We love that our neighbourhoods are beautiful, clean and tidy and many of the services and facilities we need are in easy reach of our homes.**

We love that the things we need, like shops, schools, parks, sports facilities, playgrounds, libraries and community spaces are close by. We hope that all these facilities are even better in the future, with upgrades to parks, new facilities and more theme parks.

We hope to have access to a variety of quality homes that are affordable and suitable for our needs. We value our unique mix of busier, established suburbs, new neighbourhoods and rural areas, and it is extremely important to us that this mix remains as we grow.

We love that in some parts we have great access to public transport but we hope this network will be enhanced in the future to keep up with our growth. This includes extended networks, more frequent services and better transport links. We love the pathways, tracks and trails that mean we can ride or walk for leisure or to commute, but as we grow in the future these will need to be made safer and be better connected to public transport so we can choose not to drive.

We value that our roads are continually being maintained and extended and provide easy access to the city and airport, however growth is causing congestion. We hope to reduce traffic congestion and our impact on the environment by having other innovative travel options like share cars and electric vehicles.

## Our community said

The things I love are...  
"There is a library, swimming pool, train station etc. everything available next door"  
(Female, 35 years, Thomastown)

The things I hope for are...  
"A big park filled with slides, swings, climbing castle and more games and some BBQ sites. I hope I can see the running race track"  
(Female, 9 years, Thomastown)

"I also love the expansion and development because it's going to keep up to date"  
(Male, 14 years, South Morang)

"I love the facades and buildings, the heritage, culture, style and feel of Whittlesea. Please retain this for future generations!"  
(Gender and age not stated, Whittlesea)

The things I hope for are...  
"Increased housing affordability, availability for newly arrived refugees and existing community"  
(Female, 35 years, Greensborough)

The things I hope for are...  
"Better train and tram connection - Faster public transport for better family life balance"  
(Female, 41 years, South Morang)

# Liveable neighbourhoods

**In 2040 the City of Whittlesea is well-planned and beautiful. Our neighbourhoods and town centres are convenient and vibrant places to live, work and play.**

Everything we need is close by. We have a variety of quality housing that suits our life stages and circumstances. Every resident is able to get where they need to go with ease and can leave the car at home.

## Key directions

### 2.1 Smart, connected transport network

This means:

- Road networks that flow
- Well-connected public transport
- Paths and trails – walking and cycling

### 2.2 Well-designed neighbourhoods and vibrant town centres

This means:

- Attractive streetscapes and public spaces
- Easy access to local shops and major commercial centres
- Access to quality local facilities, parks and amenity

### 2.3 Housing for diverse needs

This means:

- Quality and varied housing options
- Housing that is affordable and accessible

## Priority indicators\*

Commuter travel time; Ease of walking and cycling;  
Use of town centres; Access to services and facilities;  
Affordable housing



\* Indicative indicators



# Goal 3: Strong local economy

---

**We really value our local businesses for the services they provide and the opportunities they create for us to work locally.**

We hope that growth in local business in the future will provide more local jobs for people of all ages and skills. We look forward to new business growth as a result of technology and investment. We hope to reduce the need to travel all together through local employment and working from home.

We hope for more local, quality education facilities and programs, from kindergarten through to tertiary and adult learning, and that this will create opportunities and cater for our growing population and their unique learning needs.

We love the variety of products and dining options we get at our local shops, shopping centres and markets and we hope these can be expanded, upgraded and open longer hours in the future. We also hope to see smaller retail outlets flourish with unique products and local produce.

## Our community said

---

The things I hope for are...  
"More skills provided for migrants within training through our local area"  
(Female, 48 years, Mill Park)

The things I hope for are...  
"Better access to employment and increased employment opportunities. I would love to be able to work closer to home"  
(Male, 42 years, South Morang)

"I'd like to see more, smaller shop fronts with butchers, bakeries, cafes and local green grocers, I'd rather support local businesses than add more big supermarkets"  
(Female, 28 years, Doreen)

The things I hope for are...  
"More schools and facilities will be needed with the increased population. This is absolutely mandatory"  
(Female, 62 years, Doreen)

The things I hope for are... "More job openings"  
(Male, 16 years, Beveridge)

The things I hope for are...  
"A thriving place for small local businesses like cafes, quality restaurants, pet services, trades and the like"  
(Female, 28 years, South Morang)

# Strong local economy

**In 2040 the City of Whittlesea is the smart choice for innovation, business growth and industry investment.**

People of all ages have opportunities to learn and develop skills locally. There are many opportunities to gain employment and build careers not too far from home. Residents support local business and we are renowned for our successful local economy.

## Key directions

### 3.1 Increased local employment

This means:

- Residents employed locally
- Variety of jobs to meet local needs
- Job seeker and employment support

### 3.2 Education opportunities for all

This means:

- Local access to quality education and lifelong learning
- Flexible training and skills for jobs
- Community engaged in learning

### 3.3 Successful, innovative local businesses

This means:

- Local business investment and growth
- Local producers, enterprises and start ups
- Variety of local services, trades and commercial centres

## Priority indicators\*

Local jobs; Access to education; Gross Regional Product



\* Indicative indicators



# Goal 4: Sustainable environment

**We highly value our natural spaces; our trees, landscapes, waterways and the wildlife around us.**

Our strong hope for the future is that we maintain, enhance and protect our natural environments through prioritising habitat corridors and significant areas and making sure new development respects its surrounds. Our leafy and green neighbourhoods with many trees and gardens must be maintained in the future.

We love having access to beautiful parks and we feel great being socially and physically active outdoors. We hope that people of all ages and abilities continue to enjoy a variety of clean, dog and family-friendly parklands, trails and reserves in the future.

We hope to continue to enjoy the clear air and fresh, local produce by being a community that is more conscious and active in living in a clean and sustainable way. We hope that in the future we are a leading example of a community working together to reduce our impact on the environment.

## Our community said

The things I love are...

"All the nature reserves and parks we have for family and friends to come together, have a BBQ and spend time with one another"

(Female, 27 years, Craigieburn)

"My hopes are to have a sustainable

local area. I'm very worried about our future because of climate change and I believe if we try to make our area sustainable, not only will it benefit us in making our area look beautiful but also inspires other areas to follow"

(Female, 14 years, Wollert)

The things I hope for are...

"Hopefully keep the rural feeling of the area with the animals and trees still there, while allowing for population growth"

(Female, 42 years, Doreen)

The things I hope for are...

"More eco-friendly power sources and decreased amounts of pollution"

(Male, 11 years, Doreen)

The things I love are...

"Parks and beautiful trees, calm and quiet"

(Male, 40 years, Bundoora)

The things I hope for are...

"Attractive and well maintained open spaces"

(Male, 58 years, Mill Park)

# Sustainable environment

**In 2040 the City of Whittlesea's superb landscapes and natural environment are an enduring source of pride.**

Our iconic River Red Gums, local biodiversity and precious natural assets are protected for future generations. Locals and visitors enjoy spending time in our natural environments and our leafy suburbs. Together, we are working to reduce our impact on the environment and adapt to the changing climate.

## Key directions

### 4.1 Valued natural landscapes and biodiversity

This means:

- Protect and improve local biodiversity
- Sustainable land management
- Appreciation of local natural environment

### 4.2 Climate ready

This means:

- More trees for cooling and shelter
- Infrastructure built to withstand the changing climate
- Building community resilience

### 4.3 Leaders in clean, sustainable living

This means:

- Reduce waste and increase recycling
- Reduce energy use and carbon emissions
- Renewable energy
- Water efficiency

## Priority indicators\*

Use of open space; Tree canopy cover;  
Energy use; Water use; Waste minimisation



\* Indicative indicators



# Making it happen

---

***Whittlesea 2040: A place for all*** will guide all of Council's work.

To achieve this vision we will:

- **plan strategically** for the future and use evidence to inform decision making;
- **engage civil society** and provide opportunities for people to exercise civic responsibility and participate in local democracy;
- **facilitate partnerships and collaboration** with residents, not for profit organisations, businesses and all levels of government;
- **advance shared advocacy** priorities with the community and partners;
- **support local community leadership**, community led initiatives and solutions
- **promote equity, access and inclusion**, address systemic disadvantage and ensure the distribution of resources delivers equitable outcomes;
- **focus on prevention**, timely investment and interventions that are enduring and strengthen capacity to avoid issues arising or escalating;
- **take a place-based approach** to planning and delivery, inclusive of local community aspirations and promote local opportunities for people to connect, learn, work and play
- **be innovative**, seek new ways to improve how we work and the outcomes we achieve;
- **adopt new technology** to deliver quality customer experience and improve efficiencies;
- **monitor our progress** towards our goals and community outcomes.



# Measuring success

The goals of *Whittlesea 2040: A place for all* identify clear community outcomes.

We will monitor and track progress using the priority indicators\* below.

## Goal 1: Connected community

- Social cohesion
- Physical activity
- Safety in public areas
- Civic participation

## Goal 2: Liveable neighbourhoods

- Commuter travel time
- Ease of walking and cycling
- Use of town centres
- Access to services and facilities
- Affordable housing

## Goal 3: Strong local economy

- Local jobs
- Access to education
- Gross Regional Product

## Goal 4: Sustainable environment

- Use of open space
- Tree canopy cover
- Energy use
- Water use
- Waste minimisation

\* Indicative indicators



# Acknowledgements

---

Whittlesea City Council would like to acknowledge the contribution of the many individuals and groups who participated and assisted others to participate in the Whittlesea 2040 consultation.

Council would also like to acknowledge the analysis and reporting assistance provided by ChatterBox Projects Pty Ltd, Cochrane Research Solutions and Activate Consulting.



## Reference list

---

- <sup>1</sup> Forecast.id (2018). *City of Whittlesea Population Forecast*. Accessed 12 July 2018: <https://forecast.id.com.au/whittlesea>
- <sup>2</sup> Statistical Data for Victorian Communities (2018). *Profile of Indigenous Residents – Municipal Comparison*. Accessed May 2018: <http://www.greaterdandenong.com/document/18464/statistical-data-for-victorian-communities>
- <sup>3</sup> Profile.id (2018). *City of Whittlesea Community Profile*. Accessed 12 July 2018: <http://profile.id.com.au/whittlesea>
- <sup>4</sup> SGS Economics and Planning (2018). *Whittlesea 2040 Background Paper*. Accessed 12 July 2018: <https://www.whittlesea.vic.gov.au/media/3400/whittlesea-2040-narrative.pdf>
- <sup>5</sup> FYA (2015). *New Work Order: Ensuring young Australians have skills and experience for jobs of the future, not the past*. FYA: Melbourne.
- <sup>6</sup> Australian Bureau of Statistics (2018). *City of Whittlesea 2016 Census QuickStats*.









## **City of Whittlesea**

**Civic Centre office**

25 Ferres Boulevard

South Morang VIC 3752

**Visit:** [Whittlesea.vic.gov.au](http://Whittlesea.vic.gov.au)

**Call:** (03) 9217 2170 (24 hours)

To learn more visit [whittlesea.vic.gov.au/whittlesea2040](http://whittlesea.vic.gov.au/whittlesea2040)