



WELLINGTON  
SHIRE COUNCIL  
*The Heart of Gippsland*



2031

COMMUNITY VISION

VERSION 3.0 / 2021



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State and Regional strategic visioning documents that inform Wellington 2031.

- Gippsland Regional Growth Plan May 2014
- Water for Victoria Water Plan March 2016
- Protecting Victoria's Environment - Biodiversity 2036
- Victoria's Climate Change Framework 2016
- Victorian Public Health and Wellbeing Plan 2019-2023
- Absolutely Everyone - State Disability Plan 2017-2020
- Vision, Goal, Role and Values of Emergency Management in Victoria June 2014
- Victoria's 30 Year Infrastructure Strategy December 2016
- Ending Family Violence - Victoria's 10 Year Plan for Change, 2016
- Safe and Strong - A Victorian Gender Equality Strategy 2016
- Marrung Aboriginal Education Plan 2016-2026
- Youth Policy: Building Stronger Youth Engagement in Victoria 2016



Port Albert



OUR  
VISION

**“Happy people,  
healthy environment  
and thriving  
communities.”**

**LIVE WELL**ington 2031.

WELL

WELL



# PROFILE

## WELLINGTON SHIRE COUNCIL

**21.5**

Wellington Shire Council has revegetated over 21.5 hectares of mixed native species vegetation for carbon offsetting purposes

**205,600**

Annual branch visits to Wellington Shire libraries

**600**

Hectares (approx) of Public Open Space managed by Wellington Shire.



Modernisation of the Macalister Irrigation District (MID) 2030 infrastructure continues to create opportunities for increased dairy production and intensive horticulture expansion.

**33%**

33% of the 33,032 rated properties across the shire are owned by people who live outside the Shire



Rates of volunteering across Wellington Shire remain higher than the Victorian average.

**44,770**

Population (estimated 2020)



**10,924**

Square kilometres (Third largest municipality in Victoria)

**28**

Between 2017-2021, 28 major community facility upgrades have been progressed with over \$13.5M external funding and \$3.2M community funding contributing.

**241**

There are 241 community facilities that Council oversees with 106 Committees of Management.



**\$3.5b**

Gross Regional Product

**34.95%**

of Wellington residents have university or TAFE qualifications compared to 41.22% of the Victorian population.



The location of training and higher education facilities and limited public transport or distance to education facilities are barriers.



**3,100**

Kilometres of public roads managed by WSC



### Employment by Industry



**12.43%**

Health Care & Social Assistance



**14.19%**

Agriculture, Forestry & Fishing



**9.99%**

Retail Trade



**11.83%**

Construction



**9.30%**

Public Admin & Safety



**8.38%**

Education and training

# 2021 CHECK-IN

**Wellington 2031 is our community’s vision for the future. Wellington Shire Council has facilitated the development of this vision and will play a role in supporting the community to achieve it.**

The original Wellington 2030 Strategic Vision was developed through community consultation in 2008 and was renewed in 2017. To assist with the renewal of the vision, an innovative community engagement process was completed inviting residents, visitors, and business owners to ‘Direct our journey to 2030’. The 2017 engagement process received responses from over 3,100 people who represented the geographical regions of the Shire and different age groups.

The common themes from this engagement were used to develop the five key themes in this community vision: Communities, Services and Infrastructure, Natural Environment, Lifelong Learning and Economy.

In 2021, we completed a ‘check-in’ process to see if people’s views about what was important to them had changed and what they wanted to see achieved in the next 10 years. We undertook significant internal and external consultation with community, government, and business stakeholders. Over 1,100 community members joined the conversation via the online platform Your Wellington, Your Say, community meetings, workshops, and the annual Community Satisfaction Survey during the consultation phase.

Though the 2021 check in survey had low engagement, responses indicated over 75% positive support for the Vision Statement and each of the current themes. Information gathered during many in person conversations and workshops about priorities for action indicated the same. All significant community priority areas raised during consultation could be placed inside existing Community Vision themes.

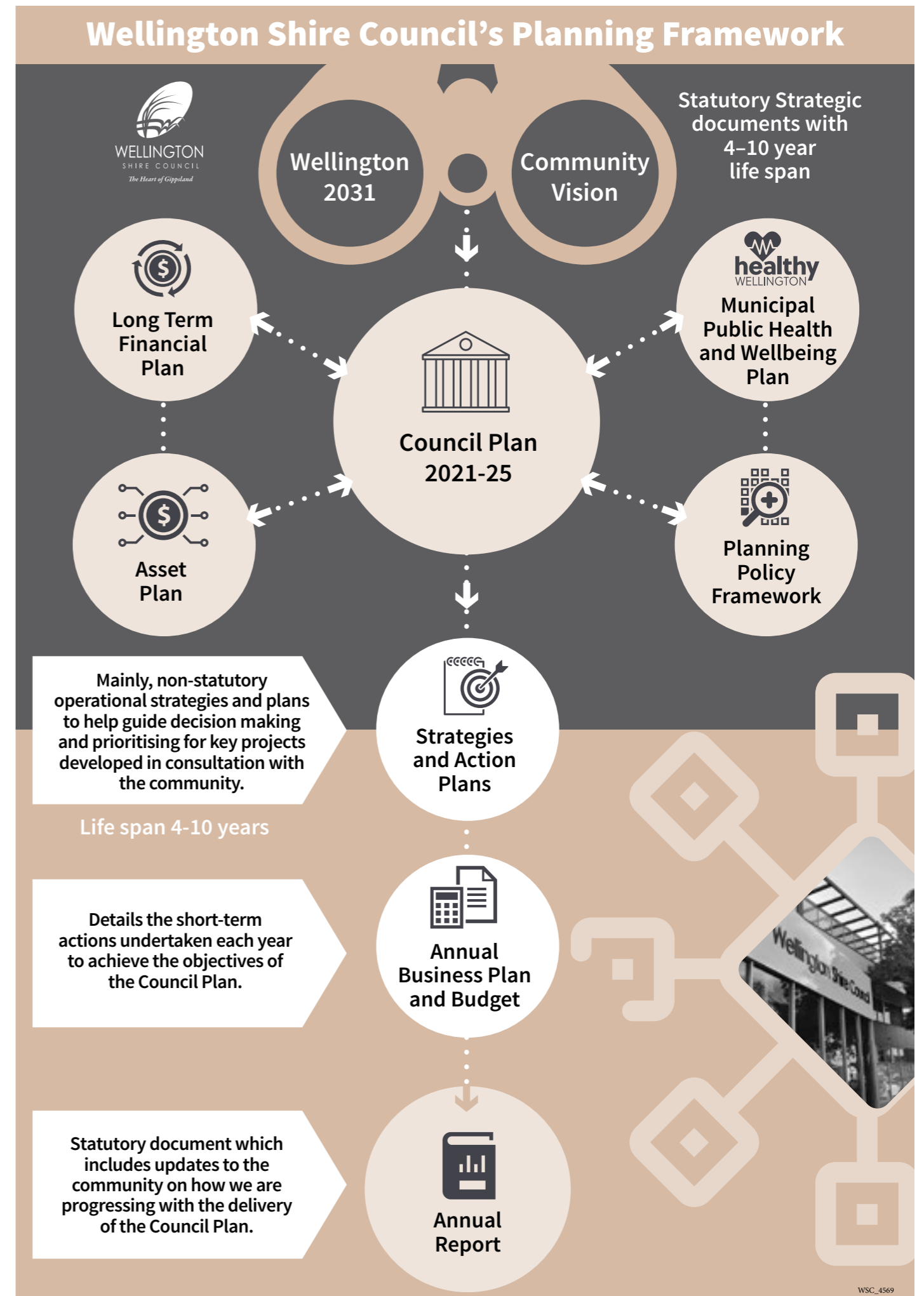
*It makes sense but the action is what really matters to deliver this.*

*It encompasses the key elements of what regional community life should focus on.*

*Beautifully covers the most important connections people have with the environment and highlights the responsibility people have to protect the land we live on.*

Because the existing Community Vision is still relevant, we have not changed the content during the 2021 ‘check-in’. Instead, we have provided an update to the community in the end pages of this plan about what Council has achieved in the last 4 years towards your vision.

The Wellington Shire Council Plan, prepared every four years, delivers the action Council will take to help achieve this vision. There are other groups and organisations who can also have a lead role in taking action. All community members, community groups and organisations are encouraged to use 2031, reference it, share it and deliver action to achieve the vision. Council will provide information annually on how we are progressing towards this vision.







# 2030

## SURVEY QUESTIONS



In 2017 we asked the community the following questions and these were the most common responses:

	QUESTION	Most Common Responses
1	<b>What I love about Wellington (and where I live) and want to keep...</b>	We value the friendly people, close communities and peaceful small town rural living. We value the diversity and beauty of our Natural Environment.
2	<b>In 14 years' time I hope that Wellington...</b>	...stays the way it is. ...has improved levels of conservation and cleaner natural environment.
3	<b>My hope for the future... (Youth responses only for this question)</b>	Happy, healthy, contented and the opportunity to lead fun and exciting lives. A job and career with good work life balance and stability.
4	<b>What we don't have that we should get in Wellington?</b>	Increased leisure, recreation, entertainment and retail options. Better public transport.
5	<b>What I don't like about Wellington that we should get rid of?</b>	Drug abuse, crime, littering, graffiti and family violence.
6	<b>What we should change or bring from the past into the future in Wellington?</b>	Improved leisure, recreation and entertainment options. Improved infrastructure and services.





# COMMUNITIES

## OUR VISION

“We know and support each other and have a strong sense of community belonging. Diversity is respected and there are many social and community activities providing opportunities for all people to interact. We strive for good health, feel safe in our communities and are prepared for natural disasters.”

### What is important under this theme?

#### What we heard from the community...

- Maintain a friendly, inclusive and welcoming Shire where people feel safe at home and in their community.
- Reinforce the value of family connections and interaction across generations.
- Provide infrastructure that enables and encourages healthy and active lifestyles.
- Improve quality of life by enabling residents to develop leadership and mentoring skills, and participate in activities connecting neighbourhoods and communities.
- Increase support networks and opportunities that enable young people in Wellington to achieve their goals.
- Strengthen community identity by promoting our heritage and history, our future aspirations and small town rural living.



#### What State Government, Local Organisations and statistics tell us is important...

- Facilitate planning for natural disasters and implement strategies to enhance community resilience.
- Recognise and respect Aboriginal and Torres Strait Islander cultural values.





# SERVICES & INFRASTRUCTURE

## OUR VISION

“Wellington has a built environment that is sustainable, appropriate, accessible and responsive to the community. Transport connects people to communities and places. Events and services support our strong communities.”

### What is important under this theme?

#### What we heard from the community...

- Further develop networks and community hubs for people to find out more about the services available. Ensure access to a broad range of Healthcare services, community events and services for young people and waste recycling.
- Improve diversity of retail outlets, an array of sporting clubs, varied leisure and entertainment options and a range of cultural pursuits that make Wellington attractive for people of all ages to visit, work and or live.
- Encourage people to stay in Wellington by enabling access to affordable housing and lifestyle options
- Provide a well maintained road network (including footpaths and safe cycling routes) and public transport so that everyone can move easily throughout the shire, especially between our communities.
- Provide appropriate services, facilities and infrastructure in seasonal towns.

#### What State Government, Local Organisations and statistics tell us is important...

- Improve infrastructure to enable services and initiatives to support Wellington’s increasing ageing population including striving to be an “Age Friendly” Shire.
- The built environment has a direct effect on the lifestyle of every resident. What is built must be based on universal design principles and be maintained for many decades to come. Responsible asset management, decisions around renewal of assets and the addition of new infrastructure makes sure we do not have large maintenance burdens into the future.



# 3

## NATURAL ENVIRONMENT

### OUR VISION

“Wellington’s natural environment and landscape is clean, diverse, beautiful, accessible and protected.”

#### What is important under this theme?

##### What we heard from the community...

- Maintain and enhance access to the Natural Environment for a wide range of outdoor pursuits at our beaches, high country, open spaces and waterways. This access to the natural environment is balanced with the need to conserve and protect.
- Change energy use within Council, by residents, business and industries to reduce impact on the environment.
- Continue to have diversity of healthy native plants and wildlife with well protected habitat areas free of invasive species.
- Keep Wellington clean so residents and visitors can enjoy our scenic environment.
- Manage Natural Environment assets recognising their impact on health and wellbeing.

##### What State Government, Local Organisations and statistics tell us is important...

- Wellington is taking practical actions to manage risks from climate impacts, protect communities and strengthen the resiliency of the economy.
- Increase renewable energy sources in Wellington to combat the decline in energy produced from fossil fuels.
- Improve understanding of potential coastal hazards for the region in light of climate change.



# 4

## LIFELONG LEARNING

### OUR VISION

“Wellington has a broad choice of local training, education and holistic learning and development options that lead to meaningful employment and personal fulfilment.”

#### What is important under this theme?

##### What we heard from the community...

- Improve people’s access to opportunities to challenge and extend their thinking, promote independence, stimulate ideas, further develop leadership skills and lead meaningful lives.
- Enable young people to remain in Wellington to complete further and tertiary education of their choice.
- Support Secondary Schools in Wellington to provide choices and deliver engaging and high quality education that contributes to local industry development.
- Provide a breadth of entry level jobs in Wellington for those newly qualified and or those with limited experience.
- Develop Wellington as a hub for innovation in further education. Encourage industry, employers and further education providers to work in partnership to train and recruit people locally and provide opportunity for career progression within Wellington.
- Provide formal and informal lifelong learning opportunities for personal development and wellbeing.

##### What State Government, Local Organisations and statistics tell us is important...

- A diversity of high quality local education and training opportunities supports the retention of youth in the community and improves local employment outcomes.





# ECONOMY

## OUR VISION

“Wellington has a wealth of diverse industries providing employment opportunities for all. There is growth in the Wellington population and economy which is balanced with the preservation of our natural environment and connected communities.”

### What is important under this theme?

#### What we heard from the community...

- Provide a wide range of employment opportunities across Wellington that offer stability, promote positive work / life balance and provide career pathways.
- Maximise economic output whilst ensuring the natural environment is protected.
- Develop the visitor economy through innovative marketing programs and product development to attract people to the region to live, work and play.
- Support business to promote sustainable environmental practices in Wellington.

#### What State Government, Local Organisations and statistics tell us is important...

- Improve the resiliency of the Wellington economy to adapt to unforeseen downturn in industries.
- Work with the State and Federal Governments to maximise Wellington Shire’s competitive strengths in industries such as food and fibre.
- Leverage new business opportunities through the expansion of technologies such as high speed broadband networks.
- Improve public transport links to ensure businesses have easy access to markets whilst enhancing the livability / attractiveness of the region for current and new residents.



# Council's actions towards your **2031** goals

**In the four years since 2017, Council has made significant progress towards achieving the goals identified by the community in your 2031 Community Vision. Some of the key actions and projects are listed in the following pages.**

**A more detailed breakdown can be found in Council's Annual Report.**

# OUR

# ACTIONS



# 1 COMMUNITIES

## Facility upgrades

**\$14.53M Port of Sale redevelopment to the gallery, library, visitor centre, café and cultural precinct completed.**

- \$10.75 million external funding attracted.
- 203,500 people visited the Port of Sale building in the first 12 months.

**\$9.5M Cameron Sporting Complex stadium redevelopment in Maffra to upgrade the regional gymnastics center and sports show court and deliver a court expansion.**

- \$4 million external funding attracted.

**Funding to enhance community facilities (\$13.567M from state and federal government, \$13.069M from Council and \$3.215M from community)**

- Baldwin Reserve – female friendly changerooms
- Briagolong Recreation Reserve – pavilion redevelopment, traffic management and open space upgrades
- Briagolong Quarry Reserve – toilet renewal
- Cameron Sporting Complex, Maffra – stadium redevelopment and water upgrade
- Community facilities – accessibility upgrades
- Cowwarr Recreation Reserve – changeroom redevelopment
- Gippsland Regional Sporting Complex - stage 2A synthetic field and timber floor upgrade
- Gordon Street Recreation Reserve - cricket nets and oval lighting
- Gormandale Recreation Reserve – oval and netball lighting
- Maffra Lawn Tennis Club – synthetic courts, pavilion redevelopment and fence renewal
- Maffra Recreation Reserve – drainage upgrade
- Pinelodge, Stratford - tennis court upgrades
- Port of Sale – skatepark lighting
- Sale Memorial Hall – internal redevelopment, roof replacement and power upgrade
- Sale Oval precinct projects
- Sale Tennis – court and pavilion redevelopment
- Stephenson Park – main oval lighting, netball court and cricket nets, changeroom redevelopment and baseball lighting renewal
- Stratford Community Hub - accessibility upgrades
- Stratford Recreation Reserve – netball court development, changeroom redevelopment
- Yarram Recreation Reserve - oval lighting
- Yarram Regent Theatre - façade, signage & accessibility upgrades
- Community support and full funding achieved for 'A Warmer Pool for Yarram' project (20 years in the planning)

## Emergencies

- Wellington was the first Council in Victoria to live-stream community meetings run by the Incident Controller during emergencies. This trial became the standard all councils were expected to meet during subsequent emergencies.
- In 2019 Council provided response, relief, and recovery support to those affected by the Rosedale, Walhalla and Licola/Dargo bushfires
- Council supported East Gippsland in the 2020 Black Summer evacuation over the Christmas and New Year period which led into a major community relief effort. Significant ongoing recovery work and funding was attracted for projects in impacted areas.
- Direct support was provided for drought impacted farmers including:
  - free household water cartage
  - \$3.8M in rate relief from the Victorian Government
  - free social events for farmers
  - \$700 debit cards for eligible farming families
  - Council contributed a further \$1M to farmers in 19/20 budget specifically aimed at drought support initiatives
- In 2020 and 2021 the COVID-19 pandemic had a devastating global impact. Council supported the local public health response, working to mitigate the economic and community impacts of COVID restrictions. Support included instigating a zero % rate rise for 20/21 financial year as a direct response to the COVID-19 pandemic.
- The June 2021 flood and storm event damaged property and left significant parts of the Wellington community without power for an extended period leading to activation of response, relief, and recovery work.

## Health

- Wellington Shire Council was internationally recognised for our approach to minimising future Mosquito borne diseases such as the Zika Virus.
- In the last 4 years over 18,200 vaccinations have been administered to 16,300 people.
- Council supported the establishment of a COVID 19 community mass vaccination centre at Gippsland Regional Sporting Complex.

## Support for volunteers and community

- Aqua Energy became a registered provider for the National Disability Insurance Scheme
- \$1.36M in community grants to support programs, events and facility upgrades across the Shire
- \$2.28M to volunteer committees to manage 100 community facilities across the Shire
- L2P Learner Driver Mentor program saw 153 Wellington young people participating between 2016 - 2020
- Young leaders were given opportunities to grow through participation in Youth Council, Youth Parliament, Propellor, Victorian Youth Summits, local youth summits, online conferences and workshops.
- Youth Councillors engaged broadly with the youth community through surveys, community and school workshops, Wellington Youth Summits, and were leading advocates in attracting a headspace presence within Wellington, and of climate action via the schools strikes.

## Strategic planning

- Wellington 2030 Community Vision
- Healthy Wellington Plan 2017–2021
  - Wellington Community Early Years Plan 2017-2021
  - Wellington Youth Strategy 2017–2020
  - Wellington Access and Inclusion Strategy and Action Plan 2017–2022
  - Age Friendly Communities Strategy
  - Community Managed Facilities Strategy 2020-2025



# 2 SERVICES AND INFRASTRUCTURE

## Roads, paths, drainage, and bridges

- Completed a \$59.6M capital works program that included repairs: replacements, safety improvements to 520km of sealed road, 171 km of gravel road reconstruction, 99km of road widening, reconstruction, and upgrades and 41km of path renewals and expansions.

## Streetscapes

- Improvements at Rosedale, including Willow Park upgrade, Stratford, Yarram, Sale CBD and Maffra CBD

## Open space upgrades

- Alberton to Port Albert walking track
- Sale Botanic Garden - Garden for Life project
- The Glebe Woondella shared path project completed
- Multiple playground and outdoor gym facilities upgrades across the Shire including Sale Botanic Gardens, Macalister River Park Maffra, Loch Sport Foreshore and Gippsland Regional Sporting Complex
- Pump track installations at Yarram, Maffra, Heyfield and Sale
- Loch Sport, Port Albert, and other boating facility upgrades

## Waste management

- "Get it Sorted" recycling campaign, followed by an E-waste education campaign.
- E-waste ban to landfill program rollout and infrastructure improvements.

## Strategic planning

- Residential Road and Street Construction Plan
- Recreational Boating Facilities Plan
- Urban Paths Plan / Rural Paths Process



# 3 NATURAL ENVIRONMENT

## Renewable energy

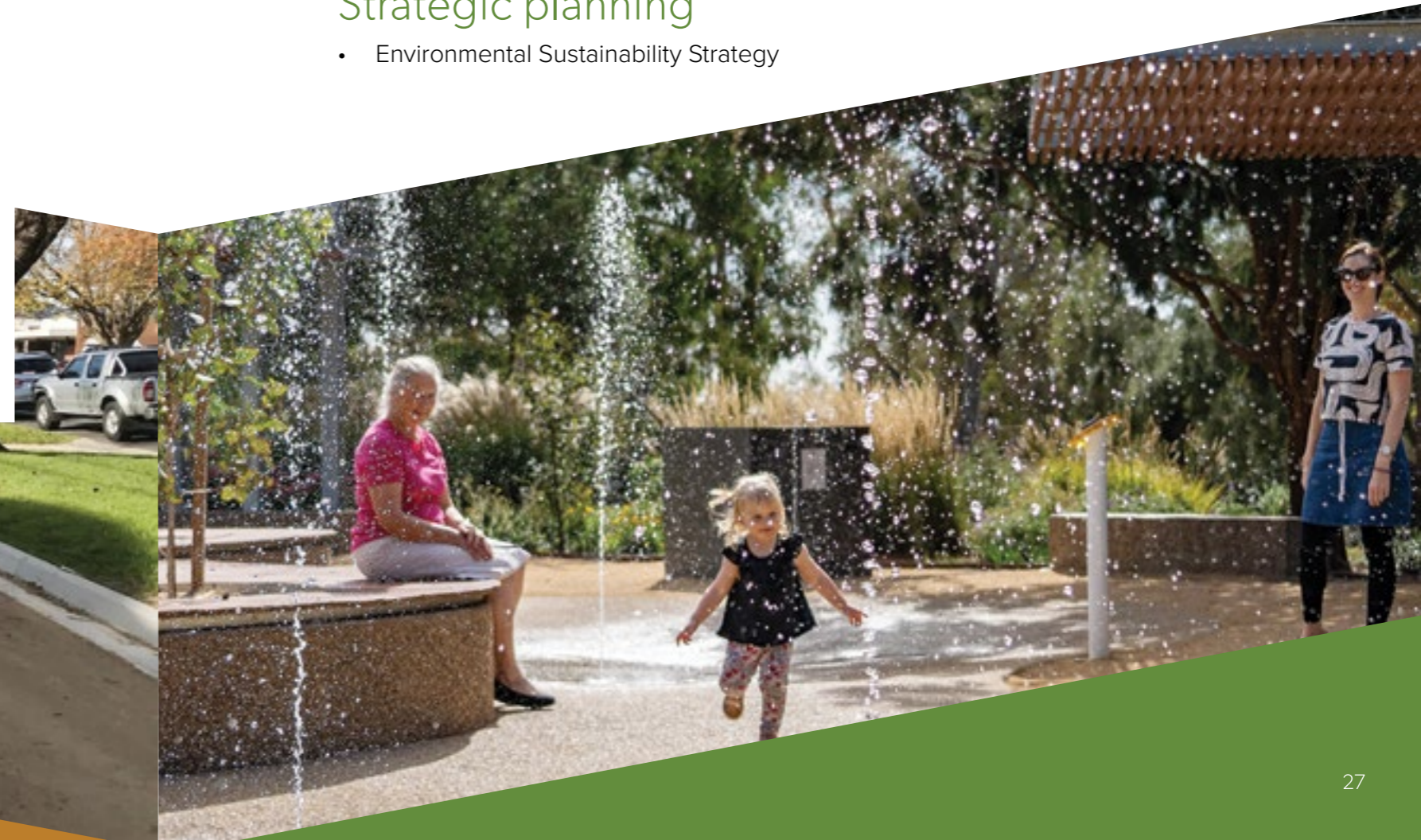
- 25% of Council electricity now comes from renewable energy
- 390kw Solar PV installed on businesses and residential properties across Wellington. The Wedge installation will save \$285k and 725 tonnes of carbon emissions over 20 years.

## Natural environment

- 95 Parks Week events
- Approximately 5000 street trees planted across the shire including significant plantings in Cowwarr, Yarram and Seaspray and over 4000 indigenous plants planted
- Completed the Wellington Integrated Water Management Plan, a collaborative approach to water planning and management that brings organisations together with an interest in all aspects of the water cycle.

## Strategic planning

- Environmental Sustainability Strategy





# 4 LIFELONG LEARNING

## Education

- 'It's Time' campaign to encourage TAFE Gippsland to commit to building a new campus in Sale.
- EduCloud rolled out to all Wellington Shire Libraries which made it available to 1000 secondary school students across Wellington. The program won the Municipal Association of Victoria, Technology Achievement of the Year, and the Collaboration of the Year Award for our collaboration with 5 Wellington Shire Secondary Schools, ESSO & BHP, Aussie Broadband and Microsoft.

## Libraries

- Through innovative 'click and deliver' and 'click and collect' services during the COVID-19 lockdowns from April - October 2020, the libraries delivered over 12,700 items to over 4,500 patrons. An additional 140 children's story packs and 150 books to communal street libraries were delivered for those who could not visit.
- In 2019 the Library Service collaborated with Libraries Victoria giving our community access to the resources of 200 libraries across the State.
- Since 2014, electronic resources have grown to over 26,000 eBooks and eAudio loans annually. Members have taken to downloading Library materials from home, with a 50% increase in usage since 2018.
- Libraries introduce infants to stories and imagination, and enhance their learning through Rhythm and Rhyme, and Storytime programs. Since 2015 over 5,200 of these programs have served 75,000 children. Nearly 900 adult programs have had 9,000 attendees.

## Arts

- The Gallery hosts an in house and outreach schools and art class program



# 5 ECONOMY

- 'The Middle of Everywhere' marketing campaign was launched to promote the Shire as a place to explore, learn, live, invest, play and to do business.
- The 'Wellington Still Delivering' campaign encouraged local businesses to promote how they were still operational during the COVID-19 pandemic.
- West Sale Airport's \$6M runway extension and lighting upgrade were completed. West Sale Airport was recognised as Australia's Small Regional Aerodrome of the Year at the Australian Airports Association (AAA) National Airport Industry Awards in 2019.
- Significant growth area planning advanced, including rezoning of the Wurruk Growth Area (800+ lots) and the North Sale Development Plan (1000+ lots).







**WELLINGTON**  
SHIRE COUNCIL  
*The Heart of Gippsland*

**Sale Service Centre**

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Tel 1300 366 244

**Yarram Service Centre**

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