

City of Whittlesea

2040 VISION

A place for all



**City of
Whittlesea**



Artwork © Mandy Nicholson, 2017

Acknowledgement

We recognise the rich Aboriginal heritage of this country and acknowledge the Wurundjeri Willum Clan and Taungurung People as the Traditional Owners of lands within the City of Whittlesea.

The lands along the Birrarung River and its tributaries –the Merri, Edgars and Darebin Creeks and the Plenty River were home to the Wurundjeri Willum and Taungurung Peoples. These lands offered more than just sustenance; they provided fresh water, food, shelter and a thriving environment rich with fish and birdlife.

For countless generations, these lands and waterways were not only places of living, but of gathering. Cultural ceremonies, trade and important business were conducted at sacred sites –places that continue to hold deep cultural and spiritual significance today. More than seventy of these sites remain in the City of Whittlesea, along with many scarred trees, standing as living testaments to an enduring connection to Country.

In acknowledging this heritage, we honour the knowledge, resilience and custodianship of the Traditional Owners, whose care for this land stretches back tens of thousands of years and continues today.

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Message from the Councillors

As a newly elected council, we are delighted to present the Whittlesea 2040 vision: *A Place for All*.

Our community first developed the Vision for the City of Whittlesea as *A Place for All* in 2018.

Since then, our City has grown and changed significantly and the people who call City of Whittlesea home, have new challenges and needs.

Together we have reviewed the Vision, and our latest data and research is guiding us to stay on course towards life in 2040, where we will ensure our City remains a welcoming place for all.

As part of our review, we sought community feedback to fully understand whether the vision and its goals continue to be our community priorities and our community aspirations. We were pleased to see that we have encouraging community support.

Our vision is driven by five interconnected goals; Connected Community, Liveable Neighbourhoods, Strong Local Economy, Sustainable Environment and High Performing Organisation.

Council is committed to bringing this vision to life; fostering a strong sense of belonging, where people from all walks of life are valued for who they are and the qualities they bring and where diversity is celebrated.

The City of Whittlesea is a wonderful place to live, to work and to enjoy life and we hope that it will continue to be seen as a place where everyone feels welcome, truly a place for all.

City of Whittlesea Councillors

Cr Nic Brooks, Cr Blair Colwell, Cr Lawrie Cox, Cr Deb Gunn, Cr Jarrod Lappin, Cr David Lenberg, Cr Christine Stow, Cr Martin Taylor, Cr Daniela Zinni

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 is expected to increase by almost 40% from 2025 to 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. 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 communities and interesting urban cultures that make our unique suburbs attractive to future residents and visitors.

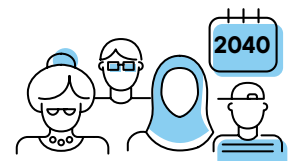
The City of Whittlesea is seen as a leader in the way it builds inclusive and cohesive communities and will continue to welcome people of all backgrounds and from all places into the future. The City of Whittlesea is a family-friendly place. More of our households consist of families with children compared 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 93,000 homes distributed throughout our established urban areas in the south, new urban areas in our residential growth corridors, and our rural areas in the north. 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 and infrastructure such as roads, streets and parks to connect our communities.

What we know



355,144
the estimated population by 2040²



38% residents
born overseas²



4th highest population
of Aboriginal and Torres
Strait Islanders among
Victorian metropolitan
councils²



54%
of households are
families with children



45%
of residents speak a
language other than
English at home⁷



34
the median age in
the municipality.
Anticipated to be 39
by 2040⁸



49%
of people work
from home at
least one day
a week¹⁰

² Source: Australian Bureau of Statistics, Census of Population and Housing 2021. Compiled and presented in profile .ID by .id

³ Source: Australian Bureau of Statistics, Census of Population and Housing 2021. Compiled and presented in profile .ID by .id

⁴ SGS Economics and Planning (2018). Whittlesea 2040 Background Paper. Accessed 08/04/2025: <https://www.whittlesea.vic.gov.au/files/assets/public/v/1/documents/about-us/news/whittlesea-2040-a-place-for-all/whittlesea-2040-background-research-paper.pdf>

⁵ SGS Economics and Planning (2018). Whittlesea 2040 Background Paper. Accessed 08/04/2025: <https://www.whittlesea.vic.gov.au/files/assets/public/v/1/documents/about-us/news/whittlesea-2040-a-place-for-all/whittlesea-2040-background-research-paper.pdf>

⁶ GS Economics and Planning (2018). Whittlesea 2040 Background Paper. Accessed 08/04/2025: <https://www.whittlesea.vic.gov.au/files/assets/public/v/1/documents/about-us/news/whittlesea-2040-a-place-for-all/whittlesea-2040-background-research-paper.pdf>

⁷ Source: 2021 census

⁹ Source: .id 2023 population projections

¹⁰ Source: Community Insights wav 1.1, January 2024

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 jobs that require formal qualifications. 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 neighbourhoods from major employment areas, 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 climate.

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 an opportunity to create the city and neighbourhoods that the community and Council want for the future.

What we know



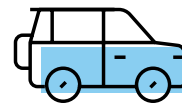
30% work locally

65% work outside the local area³

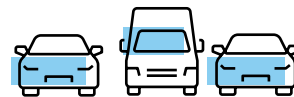
5% mobile workers, no fixed location



40% of current jobs are anticipated to be automated by 2040⁴



77% of residents drive to work⁶



113,000 additional cars by 2040⁴



90% increase in demand for public transport by 2040⁴



Annual temperatures are anticipated to rise between **2 and 3 degrees** by 2040⁴



³ Source: Australian Bureau of Statistics, Census of Population and Housing 2021. Compiled and presented in profile .ID by .id

⁴ SGS Economics and Planning (2018). Whittlesea 2040 Background Paper. Accessed 08/04/2025: <https://www.whittlesea.vic.gov.au/files/assets/public/v/1/documents/about-us/news/whittlesea-2040-a-place-for-all/whittlesea-2040-background-research-paper.pdf>

⁶ GS Economics and Planning (2018). Whittlesea 2040 Background Paper. Accessed 08/04/2025: <https://www.whittlesea.vic.gov.au/files/assets/public/v/1/documents/about-us/news/whittlesea-2040-a-place-for-all/whittlesea-2040-background-research-paper.pdf>

The Process: 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, in 2018 we conducted research, workshopped priorities, and spoke with thousands of people as well as community groups and organisations across the municipality.

STEP 1:

🕒 December 2017–January 2018

Research on growth and trends

What changes will the future bring?

STEP 2:

🕒 March 2018

Councillor workshop to identify priority themes

What are the top priorities for the future?

STEP 3:

🕒 Mid-March to Mid-June 2018

Community consultation

What does our community:

- Love about their local area?
- Hope for their local area in 2040?

STEP 4:

🕒 July to September 2018

Develop Vision and test with the community

- What do we want Whittlesea to be like in 2040?
- What are our shared priorities?
- Have we got it right?

STEP 5:

🕒 October 2018

Finalise and launch Whittlesea 2040 Vision

Time to make it happen!

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 needs 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 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’.

Research trends, data

Councillor input

Community input

**Whittlesea
2040**
A place for all

Reviewing the Whittlesea 2040 Vision

Following the election of the new Council in October 2024, and in accordance with the *Local Government Act 2020*, we reviewed the Whittlesea 2040 Vision. We reviewed research and engagement trends and data internally and with Councillors. We conducted community engagement to understand the ways the Whittlesea 2040 Vision now connects with our diverse and growing 2025 community. Our research and community engagement affirmed that the Whittlesea 2040 Vision continues to be relevant and reflect community need.

STEP 1:

🕒 December 2024 to January 2025

Councillor induction
Background research
paper developed

STEP 2:

🕒 February to April 2025

Councillor engagement
sessions

STEP 3:

🕒 April to May 2025

Community consultation
Council review sessions

STEP 4:

🕒 June 2025

Finalise review
Reaffirm Whittlesea 2040 Vision

Research, trends and data

Our quarterly community insights research helped us understand where the City of Whittlesea is at now and the trends that are shaping our future.

We also conducted a rigorous community consultation program to reaffirm the Whittlesea 2040 Vision.

Councillor input

Council has played a guiding role in the review of the Whittlesea 2040 Vision.

A detailed background document was presented to Council and discussed at review sessions conducted between December 2024 and April 2025.

Community input

Consultation was undertaken via three forums – dedicated focus groups, in-person pop-up sessions across the municipality and through an online survey.

Our community were asked the following questions:
Thinking about life in Whittlesea in 2040:

What do you hope to see achieved under each goal?

What would you like to see delivered?



Our Vision is that in 2040, the City of Whittlesea is a place for all

In 2040, compassion is at the heart of our 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 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 City of Whittlesea 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.

Integrated Planning Framework: Five Interconnected Goals

Whittlesea 2040: A place for all is our long-term vision for the City of Whittlesea, guiding everything we do, from daily operations to future partnerships with the community and others.

We're focused on making this vision a reality with five main goals:





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 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 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.

Connected community



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



Our community said

"I love... Whittlesea Community Festival and playgroups"

– Resident, Epping, 9

"We hope to see a well-connected happy community and [deepened] sense of community"

– Focus Group, April 2025

"I hope to see stronger neighbourhood connections"

– Focus Group Member, April 2025

"I hope there are more events to connect cultures and neighbours"

– Focus Group Member, April 2025

"We would like safer public spaces through CCTV and improved lighting"

– Focus Group, April 2025

"We would like to see a welcome pack for new residents that introduces services and community groups of interest"

– Focus Group, April 2025

"We hope to have more events that connect community to each other including First Nations"

– Focus Group, 2025

"I love... that I feel valued in this municipality. Community involvement enhances my sense of belonging."

– Resident, Epping, 20

"I love... that anyone can be anything they want here."

– Resident, Whittlesea Township, 77



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 attractions.

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.

Liveable neighbourhoods



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



Our community said

“The geographic location has good amenity and access to the services and transport options I need.”

– Resident, Bundoora, 68

“I love... walking areas, parks and playgrounds.”

– Resident, Epping, 48

“We hope for good local connected public transport to make it easier to commute within the local area”

– Focus Group, April, 2025

“Better road connections from East to West”

– Focus Group Member, April 2025

“Places you can go for a walk and have a coffee in open spaces”

– Focus Group Member, April 2025

“3D printed infrastructure”

– Focus Group Member, April 2025

“The fact it is still country but close to shopping centres, supermarket, fast food. Where we live is very community focused which I love.”

– Resident, Mernda, 43



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 altogether 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.

Strong 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



Our community said

“We hope for thriving small business community”

– Focus Group, April 2025

“Location is perfect to commute to the city. Good small businesses for restaurants and community/culture specific avenues.”

– Resident, Mill Park, 38

“We would like to see leadership programs to build confidence, employability and networking”

– Focus Group, April 2025

“Better work readiness through school”

– Focus Group Member, April 2025

“More co-working spaces”

– Focus Group Member, April 2025

“I love...the education opportunities, the different types of schools”

– Youth Council Focus Group Member, April 2025

“...economic and social growth opportunities...”

– Resident, Donnybrook, 39

“We hope for job opportunities close to home”

– Focus Group, April 2025



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.

Sustainable environment



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



Our community said

“I love that City of Whittlesea is environmentally diverse”

– Youth Council Focus Group Member, April 2025

“I love... the natural resources and parks – Plenty Gorge is lovely...”

– Resident, South Morang, 41

“Increase our green spaces with a variety of appropriate trees”

– Focus Group, April 2025

“We would like to see City of Whittlesea invest and promote renewable energy”

– Focus Group, April 2025

“Improved e-waste services”

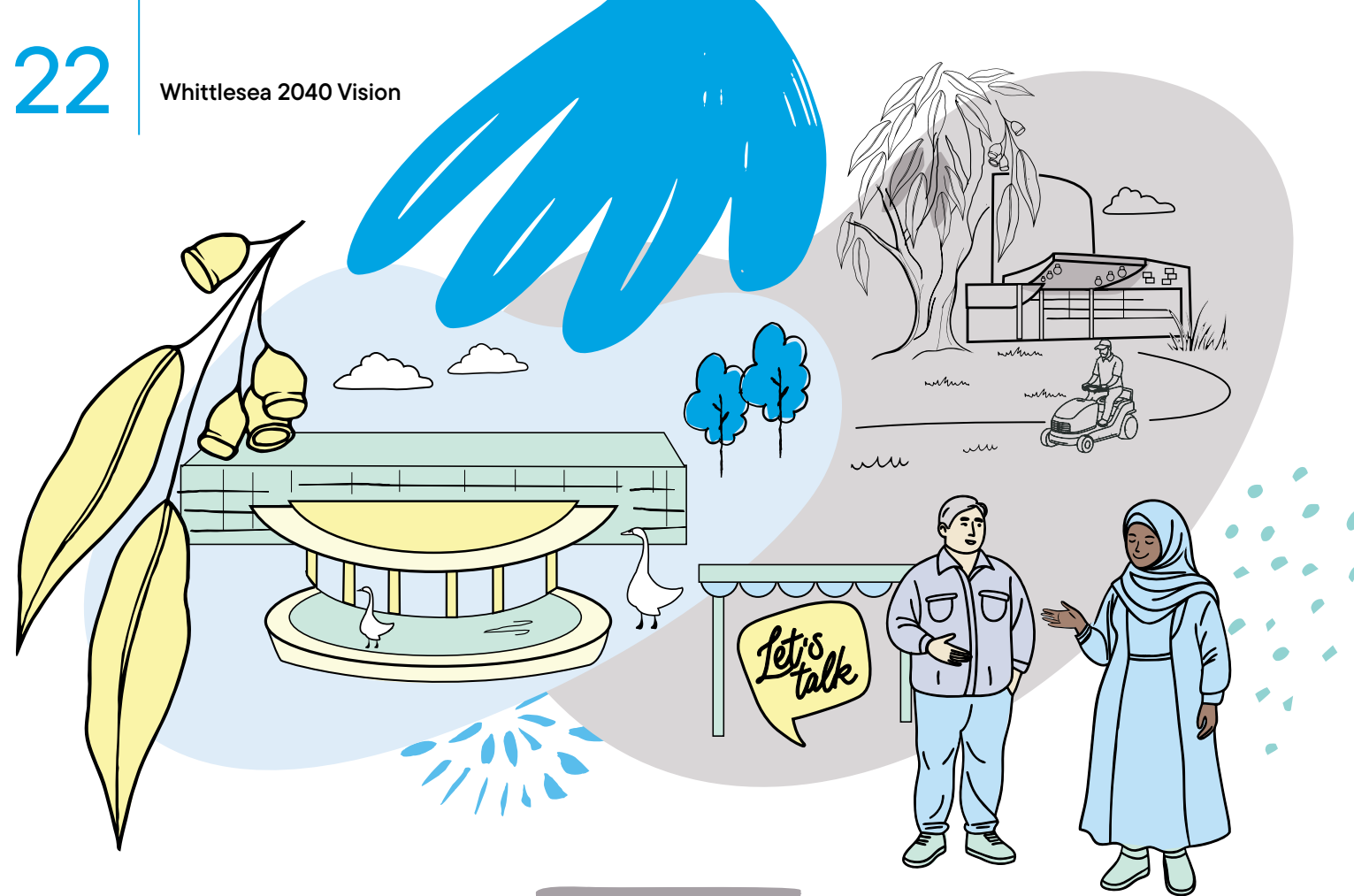
– Focus Group, April 2025

“Promotion to help make business more sustainable”

– Focus Group, April 2025

“I love... the diverse landscape and cultural heritage.”

– Resident, Wollert, 40



GOAL 5

High Performing Organisation

Our Council will engage effectively with the community, to deliver efficient and effective services and initiatives, and to make decisions in the best interest of, and deliver value to, our community.

The City of Whittlesea is responsible for enabling the rapid growth and development of our region, meeting the ever-expanding needs of our community, and maintaining a commitment to excellence as they serve our municipality.

We value our Council being innovative, adopting new technology and planning strategically to meet the needs and priorities of an ageing population and a growing number of families. Our resources need to be utilised wisely, to remain financially sustainable and manage our existing and planned assets to an appropriate level of service into the future. Using local approaches to Council planning, service and infrastructure delivery, we hope our Council will be responsive to the distinct needs and aspirations of local communities.

We value our Councillors and Council officers making evidence informed decisions, aligning operations with community needs and priorities, and providing transparency around resources and services. We love being informed and engaged through a variety of channels and encouraged to participate in local democracy, offer solutions and lead initiatives that will make a difference to our community. Our Council needs to be easy to connect with, offering a great customer experience when delivering all infrastructure, services and programs across the municipality.

We hope the City of Whittlesea will advocate and build relationships with other levels of government and other stakeholders to seek investment and reforms necessary for our community as we make the City of Whittlesea a place for all.



Key Directions



5.1 Driving better community outcomes

This means:

- Council values and responds to needs of communities
- Community members find it easy to interact with Council
- Community members are informed about Council services, programs and activities



5.2 More informed Council decisions

This means:

- Decisions are informed and made in the best interest of the community
- Our community has confidence in Council
- Our communities engage with us on issues that affect them



5.3 More cost-effective investment

This means:

- We have the right people in the right roles to deliver for the community
- Our community is confident Council can fund community needs into the future
- Our assets meet community needs now and in the future



Our community said

“We would like to see Council consult with community before making decisions and set spending based on community feedback.”

– Focus Group, April 2025

“A “no wrong door” policy (and lived experience) when interacting with council”

– Focus Group, April 2025

“Council communicates how finances were spent and are transparent about any mismanagement”

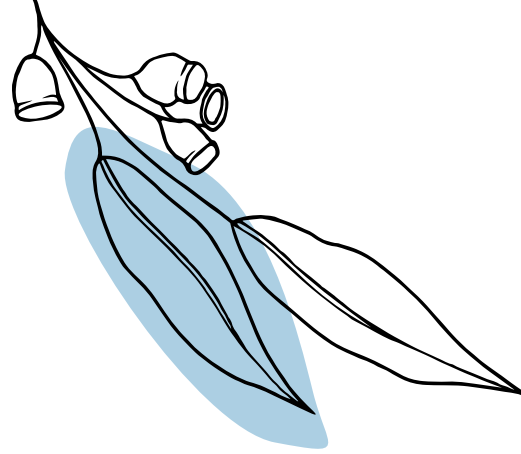
– Focus Group, April 2025

“We hope Council is connected to the community and responsive to changing needs”

– Focus Group, April 2025

“Council staff are diverse and reflective of the diverse community they serve”

– Focus Group Member, April 2025



Priority Indicators

We will monitor our progress towards the Vision using the following priority indicators. These will be reported against each year in the Annual Report.

Connected Community

	Key direction	Outcome indicator	Measure
1	1.1 A socially cohesive community	Social cohesion	Residents average rating of social connection in the community
2	1.2 A healthy and safe community	Physical activity	Percent of residents who do moderate to vigorous exercise for at least 2.5 hours a week
3	1.2 A healthy and safe community	Mental health	Percent of residents who report that they experience high or very high levels of psychological distress
4	1.2 A healthy and safe community	Safety in public areas	Percent of residents who feel safe in their local neighbourhood
5	1.3 A participating community	Civic Participation	Percent of residents who got involved in activities to influence decision makers

Liveable Neighbourhoods

	Key direction	Outcome indicator	Measure
6	2.1 Smart, connected transport network	Commuter travel time	Percent of workers who spent at least 90 minutes getting to and from work each day
7	2.1 Smart, connected transport network	Ease of walking and cycling	Household rating for ease of local walking and cycling
8	2.2 Well-designed neighbourhoods and vibrant town centres	Access to open space	Percent of households located within 400m of neighbourhood open space (minimum 1 ha)
9	2.2 Well-designed neighbourhoods and vibrant town centres	Access to services and facilities	Level of household satisfaction with access to services and facilities
10	2.3 Housing for diverse needs	Housing affordability	Percent of housing affordable to very low and low-income households (divided into purchase and rent)

Strong Local Economy

	Key direction	Outcome indicator	Measure
11	3.1 Increased local employment	Local jobs	Ratio of local jobs to residents in the workforce
12	3.2 Education opportunities for all	Access to education	Level of household satisfaction with access to suitable local education options
13	3.3 Successful, innovative local businesses	Gross Regional Product	Value of City of Whittlesea's local economy (Bn \$ per capita)

Sustainable Environment

	Key direction	Outcome indicator	Measure
14	4.1 Valued natural landscapes and biodiversity	Biodiversity Protection	Hectares of on ground biodiversity actions
15	4.2 Climate ready	Tree canopy coverage	Percent of tree shade across the City of Whittlesea, divided into urban and rural areas
16	4.2 Climate ready	Carbon emissions	Total carbon emissions produced across the City of Whittlesea and total emissions per capita
17	4.3 Leaders in clean, sustainable living	Waste diversion	Percentage of kerbside collection waste diverted from landfill

High Performing Organisation

	Key direction	Outcome indicator	Measure
18	5.1 Driving better community outcomes through improved service access, satisfaction and advocacy	Community satisfaction with Council decision-making	Community satisfaction with Council decision-making
19	5.1 Driving better community outcomes through improved service access, satisfaction and advocacy	Customer satisfaction	Percentage of customer interactions that customers rated positively
20	5.2 More informed Council decisions based on strong advice and community consultation and engagement	Community Engagement	Satisfaction with community consultation and engagement
21	5.3 More cost-effective investment through better return on investment, efficiency and an engaged workforce	Financial sustainability	Rates compared to adjusted underlying revenue
22	5.3 More cost-effective investment through better return on investment, efficiency and an engaged workforce	Workforce Engagement	Overall staff 'favourable score' on annual Staff Engagement Survey





COUNCIL OFFICES

Civic Centre
25 Ferres Boulevard
South Morang VIC 3752

Opening hours

Monday – Friday, 8.30am–5pm

Whittlesea Services Hub

63 Church Street,
Whittlesea VIC 3752

Opening hours

Monday – Friday, 9.30am–5pm

Telephone 03 9217 2170

National Relay Service 133 677
(ask for 9217 2170)

Postal address

Locked Bag 1, Bundoora MDC, VIC 3083

 info@whittlesea.vic.gov.au

 whittlesea.vic.gov.au

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