

Wyndham 2040 Community Vision

Theme: Earning and Learning



Our Vision for Earning and Learning

“Our city will offer varied and plentiful local employment options. It will be a place of choice for businesses of all sizes and have a thriving network of small business operators.

Wyndham will be known for great schools and universities. There will be lots of ways for people to learn and gain employment.

Wyndham libraries will support learning for everyone. Residents will be able to share skills and build knowledge at community centres.

Wyndham will have a good mix of shops and shopping destinations. Local events and attractions will build Wyndham’s reputation as a place to visit and be a source of community pride.”





Earning & Learning

Council Services

Under this theme, Council works with our partners and community to ensure Wyndham is a place of opportunity for learning, working, investing and succeeding. Council also works to build a vibrant and sustainable city where all residents have access to opportunities. We seek innovative ways to build an attractive business and investment environment – both locally and internationally.

Specific services delivered by Council include:

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- Business Growth
 - Deals Investment and Major Projects
 - Inclusive Employment
 - Investment
 - Library Services
 - Place Activation & Marketing
 - Place Making - Activity Centres
 - Smart Wyndham
 - Visitor Economy



Challenges & Opportunities

Earning and Learning

A variety of challenges and issues are facing Wyndham in 2020 and beyond.

As outlined in Wyndham City’s Advocacy Strategy, Securing Wyndham’s Future, Council is largely reliant on other levels of government to fund and provide the infrastructure and services our community needs to prosper.

- Between 2013 and 2018, Wyndham experienced the third largest population growth across Australia, and the largest in Victoria, adding over 65,000 people in that time.
- Wyndham’s unemployment rate (5.4%) is higher than the Victorian rate (4.9%)
- Youth disengagement is an issue in Wyndham, with as many as one in ten young people neither studying nor working.

To meet our 2040 Vision for Earning and Learning:

We need	Because
Investment in local infrastructure and support programs that will attract a diverse range of industries and support local enterprise.	When people work locally, it stimulates the local economy and reduces travel time – which in turn improves quality of life. This also helps to reduce local unemployment.
Investment in rail and road transport infrastructure, freight infrastructure, development of Avalon Airport, support for our farmers and market gardeners, and promotion of Wyndham’s tourism precinct.	When it comes to investing in outer growth areas like Wyndham, research shows that the benefits outweigh the costs. Jobs will be created, tax revenues increased, and the nation will benefit from a permanent boost to GDP (gross domestic product).
The State government to build more schools in Wyndham to meet demand in our fast-growing suburbs	Existing schools are struggling to cope and are becoming overcrowded. It also means many children travel long distances to attend class – and this affects quality of life.
Better access to further and higher education for young people.	Young people who are not fully engaged in education and/or work are at greater risk of unemployment and employment insecurity in the long term. 11% of young people in Wyndham (ages 15-25) are disengaged, which is significantly higher than in Greater Melbourne. Access to jobs and education is essential to ensure young people can participate in the local community in a healthy way.
The State government to increase funding of public libraries.	Libraries are community hubs that provide free and equal access to services and programs that contribute to lifelong literacy and learning.