

Earning & Learning

Community Background Report
February 2021



Acknowledgement of Country

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the First Custodians of the lands on which Australia was founded. Council acknowledges the Wathaurong, Woiwurrung and Boonwurrung peoples of the Kulin Nation as the Traditional Owners of the lands on which Wyndham City is being built.

For tens of thousands of years, the Werribee River has been a significant meeting place for Aboriginal people to build community, exchange resources, and share responsibility for its lands.

Council pays respect for the wisdom and diversity of past and present Elders. We share commitment to nurturing future generations of Elders in Aboriginal and Torres Strait Islander communities.

CONTENTS

Introduction	4
Wyndham 2040 Vision and the 2017-21 City Plan	5
Council Services	7
The Wyndham Community	8
Education	8
Employment and Income	11
Individual Income	18
Household Income	19
Economy	20
Impacts of COVID-19	24
The Wyndham Municipality	25
What is our municipality like – what land uses do we have?	25
What uses will increase, what uses will decrease?	26
Social Determinants of Health	28
Education	28
Employment and Income	29
2016-20 Achievements and Performance	31
Strategic Liveability and Wellbeing Indicators	31
Major Initiatives and Initiatives	32
Capital Works	32
Local Government Performance Reporting Framework (LGPRF) Indicators	33
Advocacy	33
What Have We Heard from the Community?	35
Opportunities, Challenges and Issues	36
References	37

Introduction

Wyndham City Council currently delivers over 60 different services to its community. It has responsibility for a range of areas including local roads, parks, waste, land use planning, local laws, urban planning, community and early years services, recreation, community development, health protection, emergency management, building and maintaining assets and advocating for community needs.

Council has a range of roles including:

- **Good governance** - providing good governance, as well as making local laws and policies for the benefit and wellbeing of the Wyndham Community.
- **Service Provider**- provision of services including garbage collection, maternal and child health, libraries and other community services and programs.
- **Planner** - engage with our community to understand the current and future needs of the municipality and set the overall direction for Wyndham through long-term planning. Develop, implement and regularly review policies to guide council activities and resourcing, having regard to the long-term and cumulative effects of decisions.
- **Advocate** - represent the diverse needs of the local community on matters of concern and communicate the needs to relevant stakeholders and with State and Federal governments
- **Infrastructure Provider** - provide and maintain buildings, open spaces, recreational facilities and spaces and the road/footpath/cycle network.
- **Leader, capacity builder, partner and broker** - work in collaboration with, a range of stakeholders to improve outcomes for our residents and municipality.

Despite its many functions and responsibilities, Council is not able to do everything. Federal and State Governments also play a role in addressing many of the issues affecting the municipality including social services and pensions, immigration, trade and commerce, health, education, roads, transport and employment/industrial relations.

Following a general election, all Councils are required by legislation to develop a new Council Plan.

The Council Plan identifies what the Council is planning to achieve in the new Council term (four years) as part of the longer-term journey towards the achievement of the Wyndham 2040 Community Vision.

As required under the Local Government 2020, a deliberative consultation process will be undertaken to allow Council to work actively with its community to refresh the Wyndham 2040 Community Vision. This process will help also determine priorities for the Council to deliver over the next four years. These priorities will inform the development of Wyndham City's new Council Plan 2021-25 as well as help to develop other important plans including our Municipal Public Health and Wellbeing Plan and Financial Plan.

This paper presents information about what is currently known about Earning and Learning in Wyndham, as well as the challenges and issues facing the municipality into the future.

Wyndham 2040 Community Vision and the 2017-21 City Plan

Globally, liveability has in recent years become an important concept in public policy and urban planning, highlighting the increasing demand among residents for enhanced urban quality of living. There is a strong relationship between quality of living, liveable places and spaces and life satisfaction - that is, improved overall quality of living can generally contribute to greater subjective life satisfaction and community wellbeing.

The meaning of liveability varies depending on who defines it, whom is asked, community circumstances and the time of assessment. Over the past two decades the term 'city liveability' has emerged as an overarching label for a wide range of vital components of urban living that are associated with enhanced quality of life.

“Liveability, Quality of Living and Quality of Life are regularly used interchangeably.”

In the past few years, numerous city liveability assessments have also been conducted across Greater Melbourne municipalities, highlighting specific circumstances of localities. Although Melbourne typically reaches fairly high positions in international city liveability rankings, due to rapid population increases in the Greater Melbourne region, municipalities such as Wyndham face different challenges compared to more established local government areas, putting significant pressure on various aspects of liveability.

Academic discussions about liveability are dominated by questions of how built environments, i.e., physical features, can better support quality of living and health and wellbeing among residents. In this context, municipalities and neighbourhoods are considered to offer greater liveability, if they provide their residents with a high level of, and accessibility to, places with vital amenities and services including transportation choices, housing diversity, employment opportunities, open and green spaces as well as educational, social, cultural and recreational facilities.

As a custodian of public funds, it is important that the choices Council makes are based on a range of factors including local community priorities, needs and wants that aim to improve the liveability of the municipality. To assist Council to do this, in 2016, Council adopted the Wyndham 2040 Community Vision (Wyndham 2040) which describes the community's aspiration for the future of the municipality. Wyndham 2040 is now a legislative requirement under the Local Government Act 2020, as is the need to undertake a review of it every four years.

The Vision is made up of four themes. The vision for Earning and Learning is as follows:

“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.”

The [Public Health and Wellbeing Act 2008](#) mandates that each Council must develop a Municipal Public Health and Wellbeing Plan (MPHWP). Wyndham City 's MPHWP was integrated into the City Plan 2017-21 with health, wellbeing and safety goals overarching Council's strategies across the four themes of the City Plan.

Council works towards the Vision through its Council Plan (previously the City Plan) and ensures resources are available each year in our Annual Plan and Budget.

The City Plan 2017-21 consisted of the following strategic objectives, health wellbeing and safety goal and strategies as follows:

Strategic Objective

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

Health, Wellbeing and Safety Goal

People in Wyndham enjoy financial security, have access to a diverse range of learning, education and work opportunities and have safe and healthy work and learning environments.

Strategies

- Council will grow a diverse economy by tapping into the diverse international knowledge and connections of our community and look to develop strategic and collaborative national and international relationships for commerce, education, and investment. Partners identified to assist working toward this strategy include; [Department of Economic Development, Jobs, Transport and Resources](#), [Western Melbourne Regional Development Australia](#).
- Through embracing new technologies and promoting the development of a local knowledge economy, Wyndham will be transformed into a Smart City, thereby enabling new and established business to create employment opportunities and build a financially secure community. Partners identified to assist working toward this strategy include; [State Government](#) and Utility Providers, Higher Education Providers – TAFE and University Sectors, industry partners and investors in new technologies, transport and urban development.
- Council will invigorate local commerce and visitation by activating retail precincts, to increase local economic development and support local business. Partners: [Wyndham Business and Tourism Association](#), [Western Melbourne Tourism](#).
- Council will commit to developing a diverse range of quality education opportunities, thereby improving career prospects and, in turn, the emotional health and social wellbeing of residents. We will work to establish partnerships with, and attract, higher education providers; advocate for increased and improved schools' infrastructure from other levels of government; work in partnership to attract private schools into Wyndham; and ensure access to sustainable kindergarten services. Partners identified to assist working toward this strategy include; [Department of Education and Training](#), Higher Education Providers – TAFE and University Sectors, [WynBay Local Learning and Employment Network](#).
- Council will support sound growth and cohesiveness as a sustainable city by modernising our physical, environmental and cultural infrastructure, and fostering knowledge through integrated learning spaces.

Council Services

Council is responsible for delivering a range of services, programs, activities and facilities that contribute to building strong and vibrant communities. Those relevant to this theme include:

Service	2020/21 Budget \$'000
Business Growth Implementation of initiatives that develop and grow sustainable local businesses and enable the emergence and development of start-up enterprises.	3,059
Deals Investment and Major Projects Seeks state, federal and commercial investment that uplifts the local community and economy by way of jobs, enabling infrastructure and liveability.	139
Inclusive Employment Supports businesses to adopt inclusive employment practices that support diversity and links those businesses to local people who are looking for work.	923
Investment Implementation of initiatives that facilitate and enable new investment generating business and employment growth within Wyndham.	2,078
Library Services Provides resources, services, spaces and programs that support increased levels of literacy, digital literacy, numeracy, community wellbeing and social connectedness.	9,432
Place Activation & Marketing Advancing and coordinating vibrant, successful, attractive and relevant Activity Centres through Place Activation & Marketing.	1,166
Place Making - Activity Centres Advancing and coordinating vibrant, successful, attractive and relevant Activity Centres through place making.	1,166
Smart Wyndham Contribute to the transformation of Wyndham into a Smart City through projects that align to the strategic priorities identified in the Smart City Strategy 2019-24.	963
Visitor Economy Builds the City's reputation as a quality visitor destination and increases visitation and expenditure on goods and services in Wyndham.	592

The Wyndham Community

The following section provides relevant background information about the residents who make up the Wyndham municipality, as specific to this theme.

Education

School enrolments

Following the completion of kindergarten, Wyndham parents can choose to send their kids to 46 primary schools in Wyndham, of which 29 are government schools. A total of 25 schools offer secondary education, 18 of them being government schools as at January 2021 (Department of Education & Training 2021).

There are as many as 48,208 full time enrolments at Wyndham schools. Since 2014, the number of FTE enrolments at Wyndham schools has increased by almost 14,000 (Department of Education & Training 2015, 2020).

NAPLAN

The National Assessment Program – Literacy and Numeracy (NAPLAN) is a series of tests focused on basic skills that are administered annually to Australian students in Years 3, 5, 7 and 9. It can be used to provide a snapshot of a student's current reading, writing, language and numeracy skills. The proportion of Wyndham students not meeting literacy and numeracy benchmarks across almost all year levels is higher than in Victoria, though mostly in a marginal way (**Table 1**) (Australian Curriculum, Assessment and Reporting Authority 2019).

The largest achievement gap for literacy compared with Victoria was Year 7 literacy, where 8.2% of Wyndham students did not meet benchmarks, compared to 5.1% of students Victoria wide. As for numeracy, the largest achievement gap with Victoria is in Year 3 (5.6% compared with 4%), while Wyndham Year 9 students fare slightly better than Victorian Year 9 students.

Table 1. Proportion of students not meeting NAPLAN benchmarks, 2017 (Australian Curriculum, Assessment and Reporting Authority 2019)

	Literacy		Numeracy	
	Wyndham	Victoria	Wyndham	Victoria
Year 3	6.6%	4.2%	5.6%	4.0%
Year 5	6.1%	4.8%	4.7%	4.0%
Year 7	8.2%	5.1%	5.0%	4.0%
Year 9	10.2%	8.0%	4.4%	4.5%

School completion

According to the latest Census (2016), 58.2% per cent of Wyndham residents have completed Year 12, compared to the Greater Melbourne figure of 59.4%. The improvement in Year 12 completion rates is higher in Wyndham than in Greater Melbourne (Australian Bureau of Statistics 2017). In 2011,

Wyndham's Year 12 completion rate was 50.3%, indicating an almost 8 percentage point jump, compared to 4.8 percentage points in Greater Melbourne (Australian Bureau of Statistics 2012).

University and TAFE attendance

In 2016, the percentage of Wyndham adults attending University or TAFE was lower (8%) than the percentage across Greater Melbourne (10%) and Victoria (9%). However, looking at just young people and the post-secondary stage (ages 19 to 25), as many as 39% of young people attend a university or TAFE (Australian Bureau of Statistics 2017). The increase in university and TAFE attendance since 2011 (Australian Bureau of Statistics 2012), and particularly since 2006 (Australian Bureau of Statistics 2007), has been driven by young families featuring highly educated parents moving to Wyndham from elsewhere in Victoria and overseas.

Current University and TAFE locations in Wyndham include:

- Melbourne University's U-Vet Werribee Animal Hospital in Werribee conducts veterinary teaching and research.
- Victoria University's Werribee Tech School is a TAFE-level institution that focuses on industries that are predicted to experience strong local economic and employment growth such as Health, Transport and Logistics, Scientific and Technical Professional Services and Construction.
- RMIT University's Point Cook campus conducts flight training at Point Cook Airfield
- Deakin University's Werribee Learning Centre is a dual-purpose facility. It offers study and support services for Deakin University students and vocational training programs delivered by The Gordon TAFE.
- Gordon TAFE itself has campuses in Hoppers Crossing and two in Werribee, one of which is part of Deakin University's Werribee Learning Centre. It offers a wide range of TAFE courses.
- GOTAFE in Werribee, like The Gordon, offers a wide range of TAFE courses.

Young people who are not fully engaged in education or work (or a combination of both) are at greater risk of unemployment, cycles of low pay and employment insecurity in the long term. The 2016 Census data shows that 10.8% of young people in Wyndham (ages 15-25) are disengaged, which is significantly higher than in Greater Melbourne (7.5%) and the closer Western metro region where it is 9.5% (Australian Bureau of Statistics, 2017). Access to jobs and education is essential to ensure young people can participate in the local community in a healthy way (Ross & Mirowsky 1995; Stronks et al. 1997; Gray & Hunter 2004).

Bachelor Degrees and higher

For many jobs in today's labour market a Bachelor degree is the minimum required. This applies especially to the white-collar jobs that are becoming increasingly dominant across Australia.

As in Greater Melbourne, Victoria and Australia, the proportion of Wyndham residents with a Bachelor degree or higher is increasing over time. In 2011, 18.6% of Wyndham residents had a Bachelor degree or higher (Australian Bureau of Statistics 2012), and this increased to 24.4% in 2016 (Australian Bureau of Statistics 2017). Simultaneously, the proportion of people who have not completed any post-secondary qualification has decreased from 45% in 2011 to 39.2% in 2016, and is thereby almost equal to the Greater Melbourne figure (38.6%).

Some key trends apply to the rate of university qualifications in Wyndham. As a young community made up to a large extent of recent and highly skilled migrants, educational levels are different among those born overseas, and those who arrived in Wyndham in the year before the Census. More than a third of Wyndham residents who were born overseas have a Bachelor degree or higher (36.7%), and as many as 42.1% of recent migrants do (Australian Bureau of Statistics 2017). As a growing community, the rate of residents with a Bachelor degree or higher will most likely overtake the Greater Melbourne rate by the next Census in 2021.

Local learning opportunities

The local library is a key place of learning and a central meeting point for a community. In Wyndham, the number of adults participating in learning and skills programs at Wyndham libraries (**Figure 1**) increased markedly between 2015/16 and 2016/17, and is up again in 2018/19 with respect to 2017/18 (Wyndham City Council 2019). In 2018/19, 7,263 Wyndham residents participated in adult learning programs at the libraries.

The large increase between 2015/16 and 2016/17 can be explained by an additional adult programs officer joining the team and running additional programs throughout the year. Between 2016/17 and 2017/18 there was a slight decline in participation which could be due to two libraries closing for renovations. With those in the process of reopening, the increase from 2017/18 to 2018/19 is expected to continue in the next financial year.

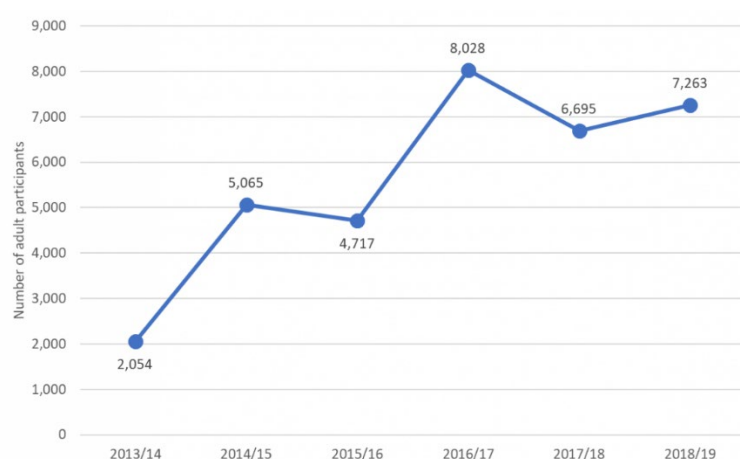


Figure 1. Number of adults participating in learning and skills programs at Wyndham libraries, 2013/14 to 2018/19 (Wyndham City Council 2019)

Over the same 2013/14 to 2018/19 period, community satisfaction with local library services has steadily increased from 2013 to 2015, before declining marginally to 8.53 in 2017 and returning to a second highest score in the last five years of 8.6 in 2018. From 2015 onwards, satisfaction with library services has hovered between 8.5 and 8.6 (**Figure 2**). In terms of resident satisfaction with Councils services, libraries are one of the areas with the highest satisfaction levels in Council (Metropolis Research 2013, 2014, 2015, 2016, 2017, 2018, 2019).

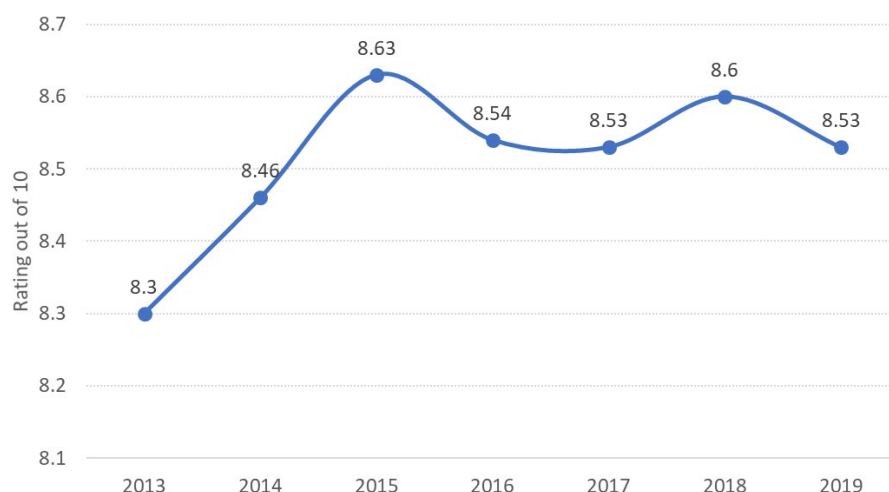


Figure 2. Resident satisfaction with library services in Wyndham Metropolis Research 2013, 2014, 2015, 2016, 2017, 2018, 2019)

Another key place for Wyndham adults to gain education is the Wyndham Community & Education Centre (WCEC), which offers certificates, diplomas and education in Early Childhood Education & Care, English as an Additional Language and Community Services, while also offering a courses on skills development for education and employment, English as an Additional Language, and an Adult Migrant English Program.

Employment and Income

Employment Status

Labour force status (i.e. whether people are employed, unemployed or not in the labour force) can be influenced by the level of education, where people are in their life cycle, and the employment opportunities available (Gray & Hunter 2004).

Almost two thirds of Wyndham residents aged over 15 participate in the workforce (65.7%). This is higher than in Greater Melbourne (61.9%) which is primarily driven by the younger age and household profile of Wyndham residents. Just over one third of Wyndham residents (34.3%) do not participate in the labour force, which means they are not looking for work (Australian Bureau of Statistics 2017).

At the time of the most recent Census, unemployment was at 8.2%, with a further 60.2% of people in the labour force being full-time employed, and 29.5% being part-time employed (Australian Bureau of Statistics 2017).

Apart from adding to economic insecurity, unemployment often has negative health and wellbeing consequences related to stress and dissatisfaction (Stronks et al. 1997). As **Figure 3** shows In June 2020, there were 7,502 unemployed Wyndham residents, with an unemployment rate of 6.5%, which is higher than the Greater Melbourne rate of 6.1% (DESE SALM, 2020). Unsurprisingly due to COVID-19, the unemployment rate has increased during 2020. For Wyndham, it has increased from 5.3% in December 2019 to 6.5% in June 2020. The full effect of the second wave on unemployment is yet to be reported.

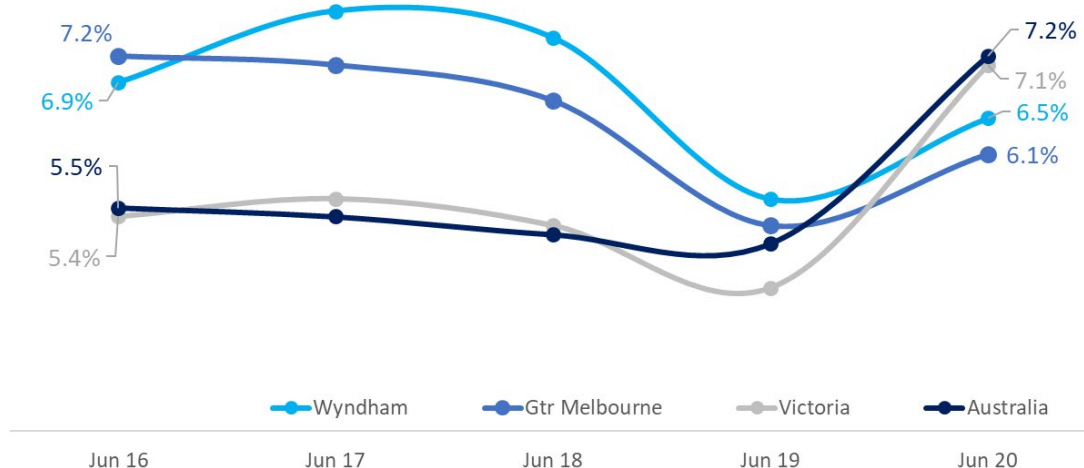


Figure 3. Unemployment rate in Wyndham and Greater Melbourne, June 2016 to June 2020 (Department of Employment 2020)

Labour force participation differs significantly between men and women (Australian Bureau of Statistics 2017). More than three quarters of Wyndham men are in the labour force (76.9%) compared with 62.2% of women. The participation rate among men is slightly lower than in Greater Melbourne (71.5%) and among women it is slightly higher than in Greater Melbourne (60.4%).

In general, people with disability have a lower labour force participation rate than people without disability. Across Australia more than half (53%) of working-age people (15-64) with disability are in the labour force, compared with 83% without disability. This is particularly so for those with severe or profound disability, where it is 25% (Australian Institute of Health & Welfare 2019).

In Wyndham, too, people with a severe or profound disability are much less likely to be employed than those without such a disability according to the 2016 Census (Australian Bureau of Statistics 2017). Under one quarter of these residents is in the labour force (22.8%). This is higher than in Greater Melbourne (21.5%). However, in neither case participation is anywhere near the general population's, significantly diminishing these residents' opportunity to contribute to and participate in their local communities (Australian Institute of Health & Welfare 2019).

The total number of people with disability in Wyndham is an estimated 25,395 in 2015, of whom 14,155 live in Werribee and Hoppers Crossing (modelled estimated based on Australian Bureau of Statistics 2016). These areas are generally more socio-economically disadvantaged than other Wyndham areas, increasing the likelihood that people with disability in Wyndham are not able to participate in the local community to the extent that they would want to.

Occupations

Managers and professionals constituted less than a quarter of occupations among Wyndham residents in 2006 (24.7%), and this has since grown to 29.3% in 2016 (Australian Bureau of Statistics 2007, 2017). Despite that, as **Figure 4** shows, Wyndham residents are less likely to be occupied as managers or professionals when compared to Greater Melbourne residents.

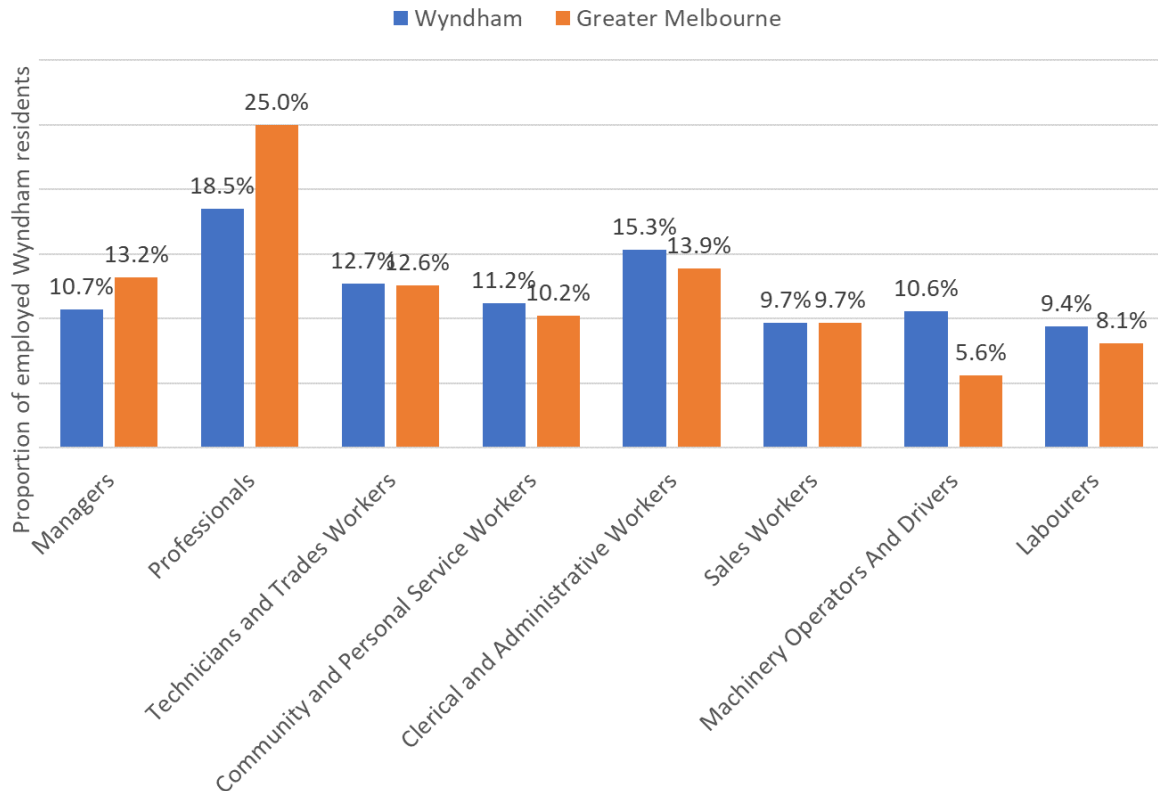


Figure 4. Occupations among employed Wyndham and Greater Melbourne residents, 2016 (Australian Bureau of Statistics 2017)

Employment self-containment

Self-containment refers to the proportion of residents who live and work in the municipality. A greater proportion of residents working locally results in shorter commute times and a better quality of life, as long as the jobs that are available locally align with residents' skills.

Overall, 66% of Wyndham residents who are employed work outside the municipality (Australian Bureau of Statistics 2017). The largest areas of employment among Wyndham residents include:

- Melbourne CBD – 10.3%
- Laverton – 6.1%
- Werribee – 6%
- Hoppers Crossing North (driven by the Werribee Plaza) – 4.9%
- Point Cook North (shopping precinct and some council offices) – 3.7%
- Hoppers Crossing South (light industrial) – 3.4%
- Docklands – 3.4%

The trend towards employment in the CBD and surrounds has started recently and is driven by migrants, those nearly arrived within the last five years. Among this newly arrived population, 72% work outside the municipality, with 18.8% in the CBD and Docklands areas (Australian Bureau of Statistics 2017).

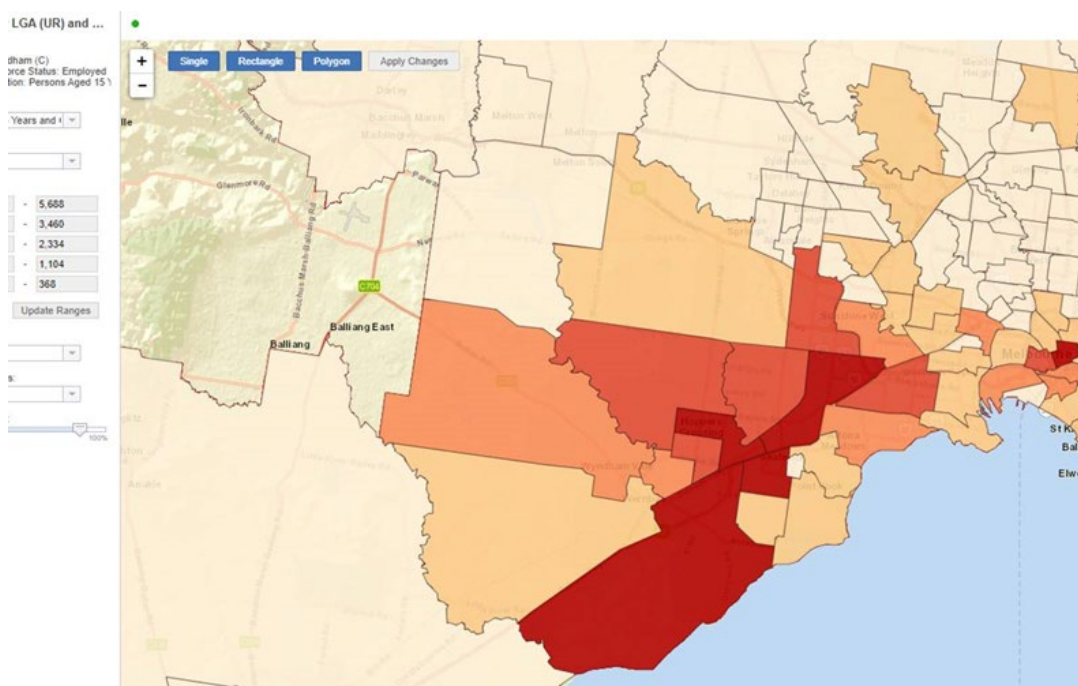


Figure 5. Place of employment among employed Wyndham residents, 2016 (Australian Bureau of Statistics 2017)

The extent to which people have to travel outside the municipality is driven in part by the availability of jobs locally. The job to resident ratio for the City of Wyndham in 2018/19 was 0.65, meaning that there were less jobs than resident workers. Agriculture, Forestry and Fishing had the highest ratio (1.20), while the lowest ratio, with 0.11, was in Financial and Insurance Services (National Institute of Economic and Industry Research 2019).

To enable all residents to be employed locally, an additional 44,766 local jobs are needed. Job scarcity is especially high in the financial and professional services industries (Table 2).

Table 2. Local jobs, employed residents and jobs deficit, 2018/19 (National Institute of Economic and Industry Research 2019b)

	Local jobs	Employed residents	Jobs deficit
Agriculture, Forestry and Fishing	1,046	875	0
Mining	82	288	206
Manufacturing	8,690	11,998	3,308
Electricity, Gas, Water and Waste Services	629	1,603	974
Construction	7,986	11,011	3,025
Wholesale Trade	4,169	5,026	857
Retail Trade	13,096	13,848	752
Accommodation and Food Services	4,442	7,532	3,090

Transport, Postal and Warehousing	11,301	13,851	2,550
Information Media and Telecommunications	439	2,890	2,451
Financial and Insurance Services	728	6,616	5,888
Rental, Hiring and Real Estate Services	1,100	1,940	840
Professional, Scientific and Technical Services	2,828	9,453	6,625
Administrative and Support Services	2,746	5,425	2,679
Public Administration and Safety	4,387	8,138	3,751
Education and Training	8,288	8,428	140
Health Care and Social Assistance	8,029	12,360	4,331
Arts and Recreation Services	1,067	2,675	1,608
Other Services	2,541	4,232	1,691
<i>Total</i>	<i>83,594</i>	<i>128,189</i>	<i>44,766</i>

Employment by Industry

Wyndham has traditionally been a strong hub for manufacturing, warehousing and transport industries. The table below shows the number of jobs in Wyndham by industry in 2018/19 compared to 2013/14 (National Institute of Economic and Industry Research 2019a). Note that this refers to jobs in Wyndham, and not to Wyndham residents who are employed which is discussed below. In 2018/19 the key industries of employment in Wyndham were:

- Retail Trade (13,096 jobs or 15.7% of total jobs, compared to 11% in Victoria)
- Transport, Postal and Warehousing (11,301 jobs or 13.5% of total jobs, compared to 4.9% in Victoria)
- Manufacturing (8,690 jobs or 10.4% of total jobs, compared to 8.6% in Victoria)

In combination these three fields accounted for 33,088 jobs in Wyndham, or 39.6% of all jobs. A small percentage of jobs is available in Professional, Scientific and Technical Services (3.4% compared to 9.0% in Victoria) and Financial and Insurance Services (0.9% compared to 4.2% in Victoria)

Between 2013/14 and 2018/19 the number of jobs in Wyndham increased by 18,844 as follows:

- Retail Trade (+4,782 local jobs)
- Education and Training (+2,211 local jobs)
- Health Care and Social Assistance (+2,079 local jobs)
- Transport, Postal and Warehousing (+1,844 local jobs)

Table 3. Number of jobs in Wyndham by industry, 2018/19 (National Institute of Economic and Industry Research 2019a)

City of Wyndham	2018/19			2013/14			Change
Industry	Number	%	Victoria	Number	%	Victoria	2013/14 - 2018/19
Retail Trade	13096	15.7	11	8314	12.8	10.5	4782
Transport, Postal and Warehousing	11301	13.5	4.9	9457	14.6	5	1844
Manufacturing	8690	10.4	8.6	7313	11.3	9.9	1378
Education and Training	8288	9.9	8.7	6077	9.4	8.5	2211
Health Care and Social Assistance	8029	9.6	12.3	5950	9.2	12.3	2079
Construction	7986	9.6	9.5	6525	10.1	8.6	1460
Accommodation and Food Services	4442	5.3	6.3	3758	5.8	6.4	684
Public Administration and Safety	4387	5.2	5.5	3399	5.2	5.3	987
Wholesale Trade	4169	5	3.7	3820	5.9	4	349
Professional, Scientific and Technical Services	2828	3.4	9	1887	2.9	8.2	941
Administrative and Support Services	2746	3.3	3.4	2078	3.2	3.5	667
Other Services	2541	3	3.8	2030	3.1	3.7	511
Rental, Hiring and Real Estate Services	1100	1.3	1.4	952	1.5	1.5	148
Arts and Recreation Services	1067	1.3	2	843	1.3	2	224
Agriculture, Forestry and Fishing	1046	1.3	2.3	807	1.2	2.6	239
Financial and Insurance Services	728	0.9	4.2	573	0.9	4.1	155
Electricity, Gas, Water and Waste Services	629	0.8	1.1	411	0.6	1.2	218

Information Media and Telecommunications	439	0.5	2	466	0.7	2.2	-27
Mining	82	0.1	0.4	90	0.1	0.5	-7
Total industries	83596	100	100	64752	100	100	18844

Source: [id Economic Profile](#) based on National Institute of Economic and Industry Research (NIEIR) 2019

Employment among Wyndham residents

The previous section refers to jobs in Wyndham. Wyndham residents with employment may work in Wyndham, but around two thirds work outside the municipality. The figure below shows what industries Wyndham residents and Greater Melbourne residents work in (Australian Bureau of Statistics 2017).

In 2016, Health Care and Social Assistance was the most common industry of employment for Wyndham and Greater Melbourne workers. Around 12% of Wyndham employees held jobs in this industry, similarly to employees across Greater Melbourne (11%). Across both locations, Retail was the second most common industry. Professional, scientific and technical services industry jobs were in the top five most common across Greater Melbourne, however, did not make the top 5 in Wyndham. Instead, the transport, postal and warehousing industry were common amongst Wyndham workers (Figure 6). This industry is about twice as prevalent among Wyndham residents as it is among Greater Melbourne residents.

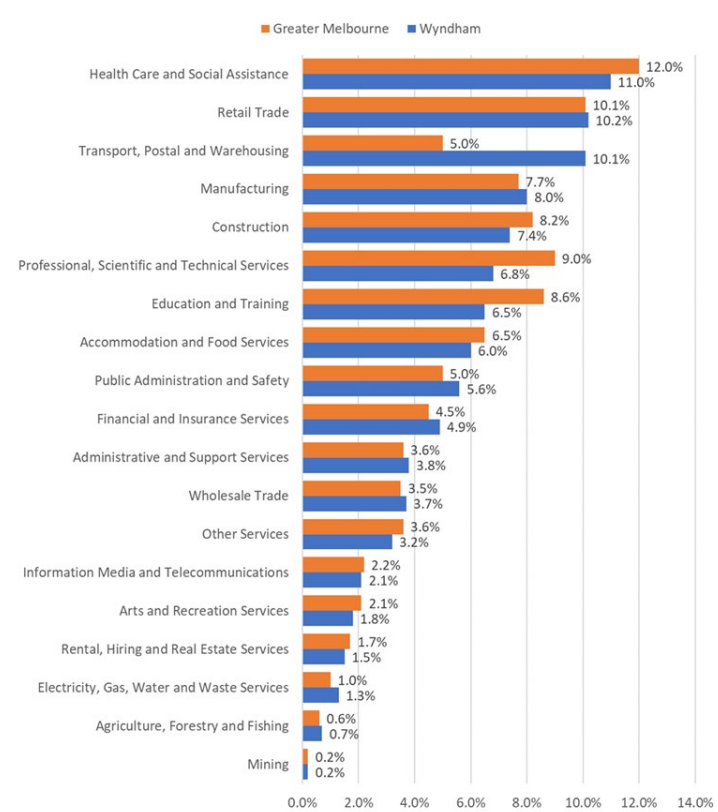


Figure 6. Key industries of employment for Wyndham and Greater Melbourne residents, 2016 (Australian Bureau of Statistics 2017)

Key industries of employed have changed rapidly for Wyndham residents. Manufacturing used to be the top employer in 2006 (14.3%) and 2011 (11%) but has since decreased to 8% (Australian Bureau of Statistics 2007, 2012, 2017). Structural changes in the manufacturing sector across Australia have impacted employment levels. While fewer residents are working in the manufacturing industry, it still is a key contributor to Wyndham's economy and GRP.

Individual Income

In Wyndham, there is a lower proportion of people earning a high income (those earning \$1,750 per week or more) and a similar proportion of low-income people (those earning less than \$500 per week), when compared to Greater Melbourne (Australian Bureau of Statistics, 2017). Overall, 9.2% of the population earned a high income, and 37.5% earned a low income, compared with 11.9% and 37.8% respectively for Greater Melbourne.

The major differences between the City of Wyndham's individual incomes and Greater Melbourne's individual incomes include:

- a larger percentage of persons who earned Negative Income/ Nil income (13.3% compared to 11.2%)
- a larger percentage of persons who earned \$800 - \$999 (9.7% compared to 8.3%)
- a larger percentage of persons who earned \$1,000 - \$1,249 (9.8% compared to 8.6%)
- a smaller percentage of persons who earned \$3,000 or more (1.6% compared to 3.4%)

The table below shows the income quartiles of Wyndham and Greater Melbourne residents compared with Victorian income quartiles, where each quartile represents 25% of all Victorians. Compared with Victoria, Wyndham has more residents in the lower and medium highest income groups, and fewer residents in the medium lowest income group (.id, 2018b).

Table 4. Weekly individual income quartiles of Wyndham resident workers, 2016 (.id, 2018b)

City of Wyndham - Persons aged 15+ (Usual residence)	2016			
	Weekly gross income	Number	%	Greater Melbourne % Victoria %
Lowest income (up to \$310)		41,428	27.6	25.6 25.0
Medium lowest income (\$311 to \$644)		30,351	20.2	22.9 25.0
Medium highest income (\$645 to \$1,198)		41,794	27.8	24.6 25.0
Highest income (\$1,199 and over)		36,725	24.4	26.8 25.0

Individual Income statistics are an indicator of socio-economic status. With other data sources, such as Household Income, Qualifications and Occupation, they help tell the story of the economic opportunities and socio-economic status of the City of Wyndham. The amount of income an

individual receives is linked to a number of factors including employment status, age (as for instance students and retirees often receive a lower income), qualifications and type of employment.

Household Income

In Wyndham, there is a smaller proportion of high-income households (those earning \$2,500 per week or more) and a lower proportion of low-income households (those earning less than \$650 per week), when compared to Greater Melbourne (Australian Bureau of Statistics 2017). Overall, 21.1% of households in Wyndham earned a high income and 12.5% were low income households, compared with 22.9% and 16.7% respectively for Greater Melbourne.

The major differences between the household incomes of the City of Wyndham and Greater Melbourne were:

- A larger percentage of households who earned \$2,000 - \$2,499 (13.4% compared to 11.1%)
- A larger percentage of households who earned \$1,250 - \$1,499 (8.5% compared to 7.2%)
- A larger percentage of households who earned \$1,500 - \$1,749 (7.4% compared to 6.1%)
- A smaller percentage of households who earned \$400 - \$499 (3.8% compared to 5.3%)

While household income is useful, it is difficult to compare areas' income levels due to the variation in household size and composition. For example, a higher proportion of lower income households could be due to decreasing household size as adult children leave home, which is often the case in established areas like Werribee and Hoppers Crossing. Equivalised Household Income accounts for household size and composition. The equivalised income quartiles for Wyndham and Greater Melbourne households are below. The benchmark is Victoria. Wyndham households are more likely to be in the middle-income ranges than Greater Melbourne and Victoria, and less likely to be in the lowest and highest household income ranges (.id 2018a). As the figure below indicates, low income households are prevalent in Werribee most of all, and to a lesser extent in Hoppers Crossing.

Table 5. Equivalised weekly household income quartiles of Wyndham households, 2016 (.id 2018a)

City of Wyndham - Total households (Enumerated)	2016			
	Weekly income	Number	%	Greater Melbourne % Victoria %
	Lowest quartile (up to \$494)	12,933	21.3	23.1 25.0
	Medium lowest quartile (\$495 to \$864)	16,336	26.9	23.6 25.0
	Medium highest quartile (\$865 to \$1,392)	17,758	29.2	25.4 25.0
	Highest quartile (\$1,393 or more)	13,714	22.6	28.0 25.0

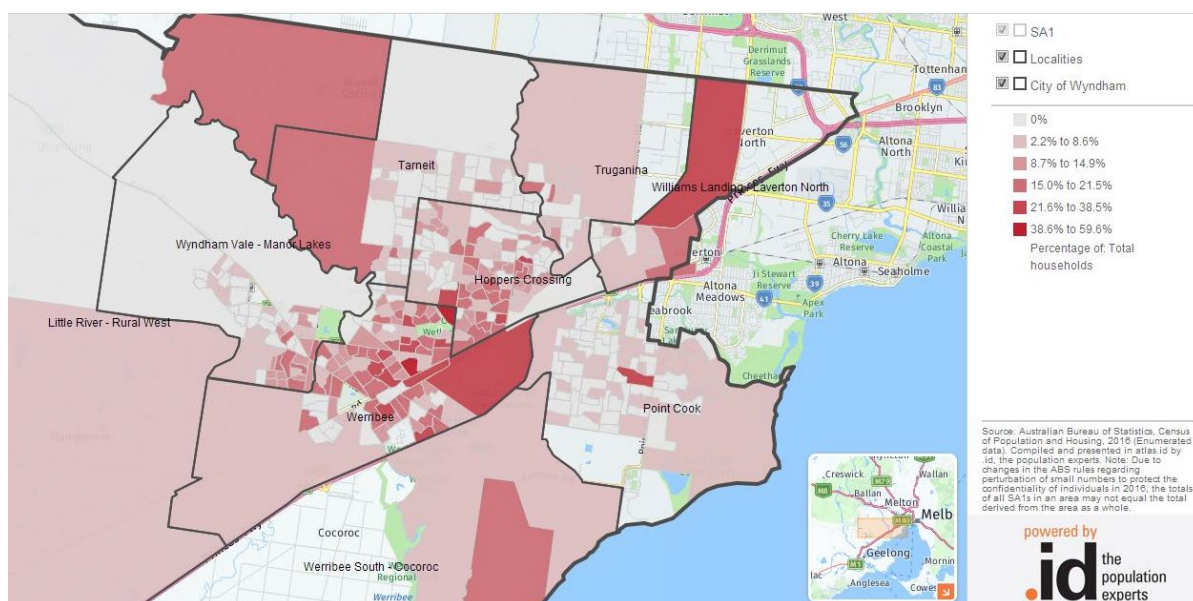


Figure 7. Proportion of households with low income, 2016 (.id 2018a)

Economy

Gross Regional Product

A key indicator of any economy is the gross regional product (GRP), which is the value of economic activity in a region. In 2019, Wyndham's GRP was \$10.6 billion, making it the second largest Gross Regional Product (GRP) of all growth areas in Victoria, second only to Hume (Figure 8). Wyndham's GRP contributed 2.4% towards Victoria's total GRP (National Institute of Economic and Industry Research 2019c).

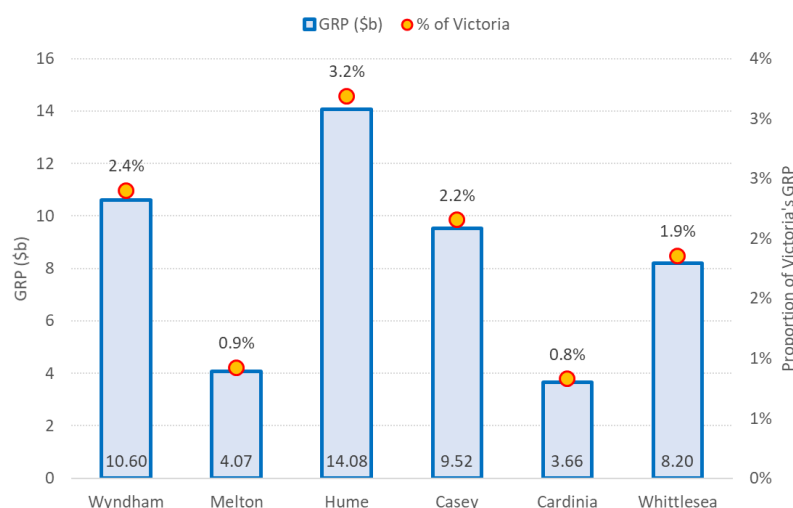


Figure 8. GRP in growth areas and proportion of Victorian GDP, 2018/19 (National Institute of Economic and Industry Research 2019c)

In 2015/16 and 2016/17 Wyndham had a slightly lower GRP growth rate than Victoria, but in 2018/19 Wyndham's GRP growth was more than twice that of Victoria (Figure 9).

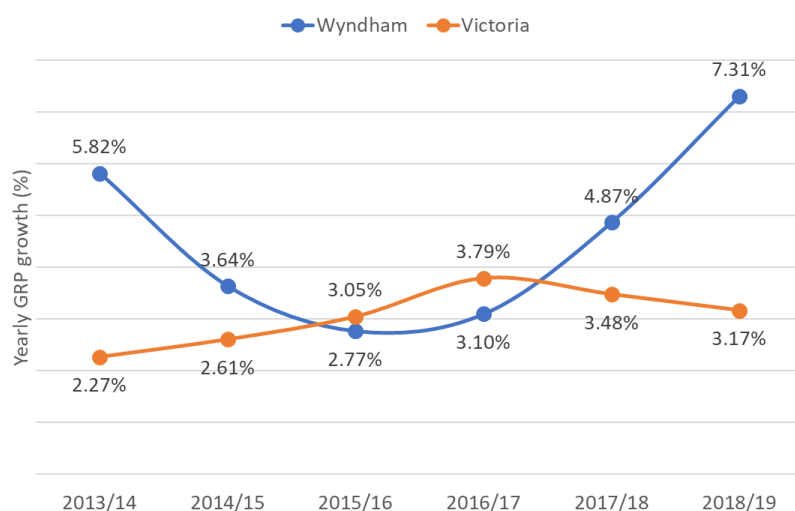


Figure 9. Yearly GRP growth rate in Wyndham and Victoria, 2013/14 to 2018/19 (NEIER 2019c)

Local employment

Local employment contributes to making the municipality a desirable place to live and reduces economic leakage – expenditure by residents elsewhere. People who live and work in an area are more likely to shop locally and become embedded in the local community (Murphy 2018). Local employment also has environmental benefits, as decreased travel demands reduce greenhouse gas emissions and helps workers attain better work-life balance. In 2016, one in three Wyndham residents worked in Wyndham, and around 55% of jobs in Wyndham were held by Wyndham residents (Australian Bureau of Statistics 2017).

Between 2017-18 and 2018-19, the growth of local employment in Wyndham exceeded growth in all other growth areas, and was twice the Victorian rate of growth (Figure 10). There are now 83,596 jobs in Wyndham - only marginally less than in Casey (84,662) which has 85,000 more residents (National Institute of Economic and Industry Research 2019a).



Figure 10. Jobs growth in growth areas between 2017-18 and 2018-19 (National Institute of Economic and Industry Research 2019a)

Retail, transport and manufacturing are the three largest local employers in Wyndham in 2018/19, as they were five years previously in 2013/14 (Table 6).

Table 6. Local jobs in Wyndham, 2013/14 to 2018/19 (National Institute of Economic and Industry Research 2019a)

Industry	2018/19	2013/14	Growth (%)
Retail Trade	13,096	8,314	57.5%
Transport, Postal and Warehousing	11,301	9,457	19.5%
Manufacturing	8,690	7,313	18.8%
Education and Training	8,288	6,077	36.4%
Health Care and Social Assistance	8,029	5,950	34.9%
Construction	7,986	6,525	22.4%
Accommodation and Food Services	4,442	3,758	18.2%
Public Administration and Safety	4,387	3,399	29.1%
Wholesale Trade	4,169	3,820	9.1%
Professional, Scientific and Technical Services	2,828	1,887	49.9%
Administrative and Support Services	2,746	2,078	32.1%
Other Services	2,541	2,030	25.2%
Rental, Hiring and Real Estate Services	1,100	952	15.5%
Arts and Recreation Services	1,067	843	26.6%
Agriculture, Forestry and Fishing	1,046	807	29.6%
Financial and Insurance Services	728	573	27.1%
Electricity, Gas, Water and Waste Services	629	411	53.0%
Information Media and Telecommunications	439	466	-5.8%
Mining	82	90	-8.9%
<i>Total</i>	<i>83,596</i>	<i>64,752</i>	<i>29.1%</i>

Number of local businesses

According to the Australian Bureau of Statistics (2020), there are 19,784 businesses in Wyndham (Table 7). The majority of them are non-employing (71.6%), and more than a quarter have between one and 19 employees (26.9%). Only 1.5% of businesses have 20 or more employees.

The transport industry has the largest number of businesses (5,117) and constitutes just over a quarter of all Wyndham businesses. The Construction and Professional Services industries combined account for another quarter of Wyndham businesses.

Table 7. Business counts by industry, June 2019 (Australian Bureau of Statistics 2020)

	Non employing	1-19 Employees	20-199 Employees	200+ Employees	Total	% of total
Agriculture, Forestry and Fishing	168	82	4	0	248	1.3%
Mining	3	6	0	0	8	0.0%
Manufacturing	211	221	35	3	467	2.4%
Electricity, Gas, Water and Waste Services	51	26	0	0	75	0.4%
Construction	1,896	981	39	0	2,920	14.8%
Wholesale Trade	433	310	34	3	778	3.9%
Retail Trade	564	458	31	0	1,057	5.3%
Accommodation and Food Services	264	482	27	0	773	3.9%
Transport, Postal and Warehousing	4,570	523	27	0	5,117	25.9%
Information Media and Telecommunications	137	41	3	0	176	0.9%
Financial and Insurance Services	892	148	3	0	1,046	5.3%
Rental, Hiring and Real Estate Services	1,250	197	12	0	1,456	7.4%
Professional, Scientific and Technical Services	1,357	745	7	0	2,105	10.6%
Administrative and Support Services	880	254	16	6	1,153	5.8%
Public Administration and Safety	106	33	3	0	138	0.7%
Education and Training	184	102	7	5	302	1.5%

Health Care and Social Assistance	675	341	21	0	1,034	5.2%
Arts and Recreation Services	82	48	3	0	137	0.7%
Other Services	409	333	11	3	752	3.8%
Currently Unknown	36	0	0	0	36	0.2%
Total	14,164	5,324	280	21	19,784	

In 2017, there were 14,799 businesses in Wyndham. Within two years, the number of businesses has grown by 33.7%. The growth of nearly 5,000 businesses in two years was to a large extent due to the Transport industry (+2,203 businesses), followed by Construction (+529), Professional Services (+430) and Administrative and Support Services (+402).

Impacts of COVID-19

The impacts of COVID-19 have been felt right across the globe and Wyndham is no exception. Although information is still coming in, analysis of social, health and economic data available as at December 2020 can help us respond to COVID-19 impacts on the community, including:

- The economic impacts of COVID-19 measures include job losses through shop and industry closures as well as tourism downturns, and downturns in expenditure because of decreases in household income and the lack of opportunity to spend disposable income.
- Industries most affected by COVID-19 economic downturns (currently) include retail trade (except supermarkets), accommodation and food services, creative and performing arts, the airline industry (part of the transport industry), sports and recreation, schools and pre-schools, and travel and employment agencies (as part of the administrative industry). The number of casual staff across these industries in Wyndham is 6,248 (in 2016).
- The Australian Bureau of Statistics have reported that 50.1% of people aged 18 years and over in Victoria were working from home during the second lockdown. However, this doesn't neatly apply to the workforce of Wyndham as many employed in industries such as logistics and warehousing that require on site attendance. If only the jobs that can be done from home are included in the calculation, then about 31% of the workforce have based from home during the pandemic.
- Unsurprisingly due to COVID-19, the unemployment rate has increased during 2020. For Wyndham, it has increased from 5.3% in December 2019 to 6.5% in June 2020 (DESE SALM, 2020). This figure is not the final account of how many people have been affected by the lockdowns. The full impact of the second lockdown will be reported in the third quarter data.

For more information please refer to the COVID-19 Response and Recovery summary report.

The Wyndham Municipality

What is our municipality like – what land uses do we have?

Covering an area of 542km², the City of Wyndham is located on the western coastal volcanic plain of Port Phillip between Melbourne and Geelong. It is adjacent to the municipalities of Greater Geelong, Moorabool, Melton, Brimbank and Hobsons Bay.

Wyndham is one of metropolitan Melbourne's designated growth corridors. The City comprises the suburbs of Werribee, Hoppers Crossing, Point Cook, Laverton, Laverton North, Williams Landing, Truganina, Tarneit and Wyndham Vale, all of which are within the Urban Growth Boundary. Werribee South, Cocoroc, Little River, Mambourin, Quandong, Eynesbury and Mount Cottrell are outside the growth area.

Wyndham has strong industrial and technology districts, major retail precincts, key activity centres, established agricultural lands and important tourist attractions. Werribee South is one of the most significant market garden regions in the State, while Laverton North is a key major industrial area.

Wyndham has a number of significant rivers and waterway corridors, such as Werribee River, Skeleton Creek, the Port Phillip Bay coastline and the habitats and wetlands of Point Cook and the Western Treatment complex.

The key land uses in Wyndham are residential, commercial, industrial and green wedges. Majority of industrial land uses are located in the eastern side of the municipality and green wedges are located in the western and southern parts.

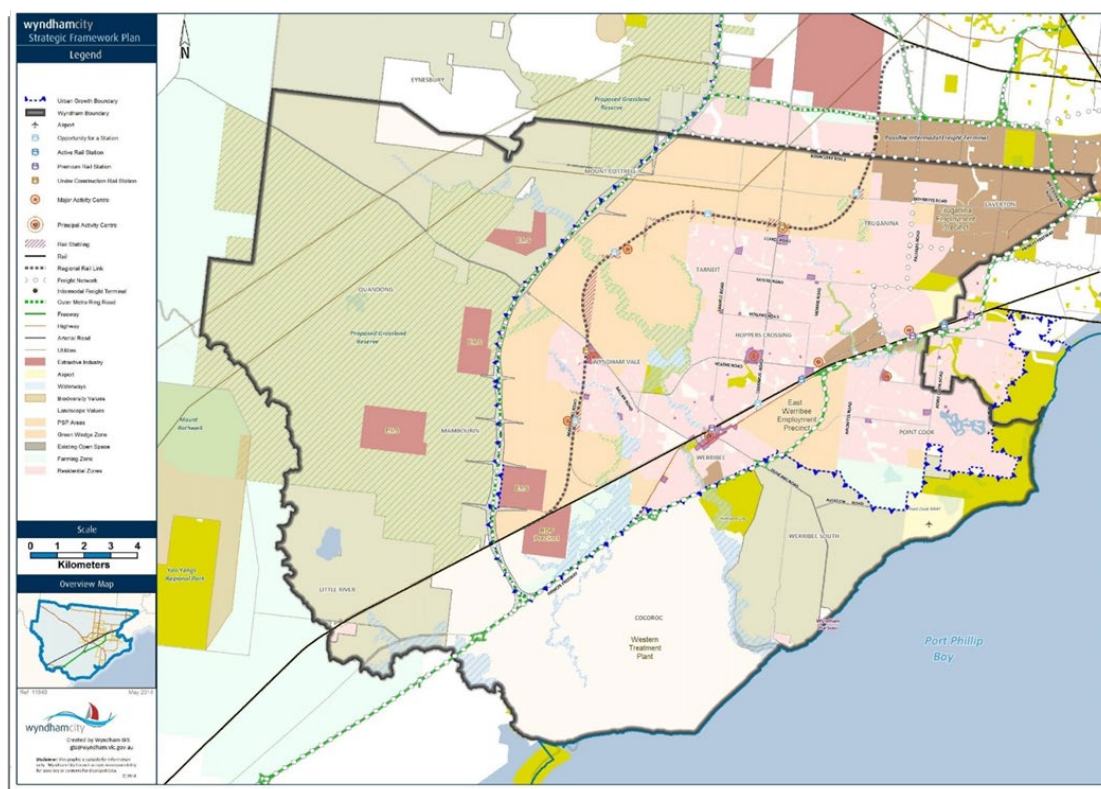


Figure 11. Wyndham Municipality

What uses will increase, what uses will decrease?

Wyndham is a fast-growing municipality and development inside the Urban Growth Boundary will continue to occur across the spectrum of land uses (i.e. residential, commercial, mixed use, and industrial). The green wedges of Werribee South and Western Plains South will continue to be protected and managed in accordance with State Policy for ongoing environmental, economic, cultural and health and wellbeing outcomes. These green wedges support food production, biodiversity, recreation, open space, natural resources, heritage and landscape conservation, and critical infrastructure provision.

The development in Wyndham over the recent years has not been limited to residential precincts. The aerial image below captured in the late 2019 shows Truganina Employment Precinct as an example of industrial land use development. About half of this precinct is developed for industrial use enhancing local employment opportunities for the Wyndham community.

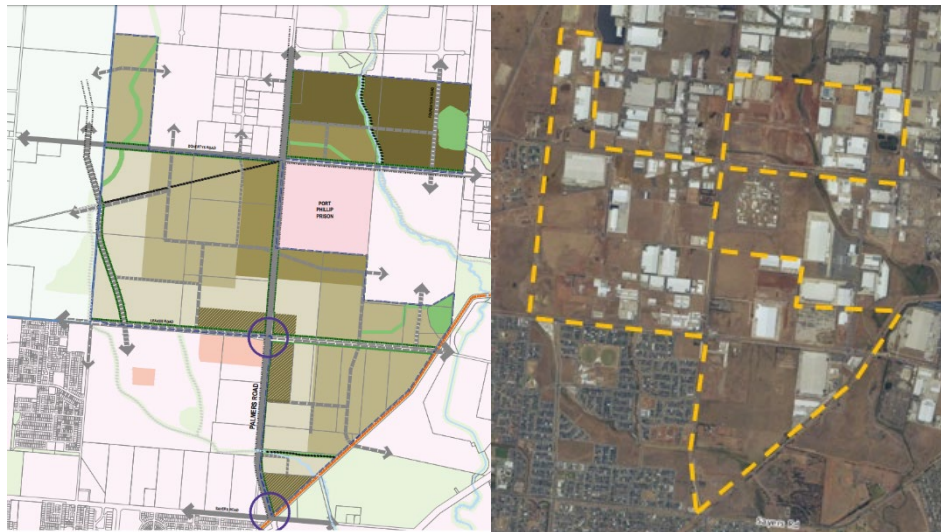


Figure 12. Truganina Employment Precinct Structure Plan

There have also been several commercial sites and office buildings developed across different suburbs in Wyndham over recent years. Examples of such developments include:

Target Head Office in Williams Landing

Target relocated its head office from Geelong to Williams Landing in late 2018. The eight-storey building is adjacent to the Williams Landing train station and Princes Freeway providing accessibility to Melbourne and Geelong. It comprises 12,960 sqm of commercial space accommodating 850 Target employees.



Figure 13. Target head office in Williams Landing (<https://www.afr.com/property/williams-landing-cedar-woods-to-book-target-head-office-sale-ahead-of-schedule-20181204-h18pvj>)

Expansion of Manor Lakes Town Centre

The expansion to Manor Lakes Central activity centre was completed in May 2020, doubling the centre's size to approximately 20,000 m² of gross lettable area. The Manor Lakes Town Centre will ultimately comprise retail together with offices, community and higher density residential development, integrated with the Wyndham Vale train station on the Regional Rail Link.



Figure 14. Manor Lakes Shopping Centre (<https://www.shoppingcentrenews.com.au/shopping-centre-news/industry-news/manor-lakes-central-60-million-extension-opens-during-stage-3-restrictions/>)

Black Forest Road North Town Centre Urban Design Framework (Mambourin Town Centre)

The Black Forest Road North Town Centre (Mambourin Town Centre) Urban Design Framework (UDF) was endorsed by Council in mid-2020. This UDF enables the creation of a memorable people-focused place that is in alignment with the Wyndham 2040 Vision of creating a well-connected activity centre, with a concentration of uses, that provides the community with capacity and choice in shaping their lives.

Tarneit Central Shopping Centre - Stage 1

Tarneit Central Shopping Centre (stage 1) located adjacent to Tarneit railway station and a major bus interchange was completed in 2017 and has a total of 21,000sqm of retail space.

Social Determinants of Health

Our health and wellbeing are determined by much more than genes and lifestyle decisions. It is also determined by the circumstances in which we are born, grow, live, work and age -the social determinants of health, and these circumstances are shaped by the distribution of money, power and resources (World Health Organisation, 2016).

Wellbeing is also influenced by the environment in which we live. Environments, therefore, need to be supportive, equitable and inclusive to ensure access to:

- Early childhood services
- Education
- Transport
- Employment
- Adequate housing
- Access to services
- Environmental sustainability
- Social inclusion and community connections
- Gender equity
- Community Safety and
- Food Security

When populations don't have equal access to these elements, we see health inequities (Ataguba, Day & McIntyre 2015; Singh et al. 2017). Through the Municipal Public Health and Wellbeing Plan, the Council has a major role to play in protecting, improving and promoting the health of its residents to ensure everyone is provided with an environment which allows them to equally achieve the best personal health and wellbeing possible.

The relevant social determinants within the Earning and Learning theme are discussed below.

Education

The level of educational qualifications and participation in education within the population helps understand the economic opportunities and socioeconomic status of an area. A highly qualified population is key to the socio-economic wellbeing of an area (Van der Velden & Wolbers 2007; Bernardi & Ballarino 2016).

Education is key to reducing inequalities, empowers people to live healthy and sustainable lives, and enables people to have greater access to jobs. As indicated by the United Nations, society as a whole benefit when more people are being productive and contributing to their country's growth. Productive employment and "decent work" are key elements to achieving fair globalisation and poverty reduction (United Nations Department of Economic and Social Affairs 2006).

Some groups may experience barriers to education and employment, including people with a disability, recent migrants, those from culturally and linguistically diverse communities, women, or those with low income or socio-economic status. Research indicates that increasing employment outcomes requires strong alignments within education (Wambugu 2011) and transition pathways (Wade & Dixon 2006). People need to have skills that align with the labour market followed by transition pathways to decent employment opportunities. Making improvements to a population's

educational outcomes and skills will help improve employment opportunities (Alam & Mamun 2016), which in turn can result in improvements to socioeconomic status, long term health outcomes (Van der Velden & Wolbers 2007; Bernardi & Ballarino 2016), and an overall healthy community.

Education in Wyndham is seeing positive developments on all fronts:

- While Wyndham children are more vulnerable on a range of physical, social and developmental domains than Victorian children, potentially negatively impacting future education outcomes, there is a consistently decreasing trend in vulnerability over the years (Department of Education, Skills and Employment 2019).
- Almost 50,000 children go to school in Wyndham (Department of Education and Training 2020), with NAPLAN results not far behind Victoria (ACARA 2018), and an increasing rate of secondary school completion compared to Greater Melbourne (Australian Bureau of Statistics 2017).
- More than one in three Wyndham young people aged 19 to 25 attend university or TAFE. Recent migration trends are increasing the proportion of residents with Bachelor degrees or higher. Already, in 2016, the proportion of residents with a Bachelor degree or higher is nearing the Greater Melbourne proportion (Australian Bureau of Statistics 2017). Such degrees are relatively more common among young and recent migrants, and sustained growth will see Wyndham surpass Greater Melbourne in this respect in the near future.

Employment and Income

Households form the common 'economic unit' in our society. Household income is one of the most important indicators of socio-economic status (Campbell & Kaufman 2006). Along with other data sources, such as qualifications and occupation, it helps to reveal the economic opportunities and socio-economic status available to Wyndham residents. It is important to note that income data is not necessarily a measure of wealth. For example, if an area has a large number of retirees this will produce a higher proportion of households with low income, but the retirees may have large capital wealth. For this reason, household income should be viewed in conjunction with age and household composition.

The Wyndham economy is growing:

- Gross Regional Product is the second highest among all growth areas in Greater Melbourne, and has increased twice as quickly as the Victorian GRP in 2018/19 (National Institute of Economic and Industry Research (NIEIR) 2019c)
- As with GRP, the growth in number of jobs in Wyndham between 2017/18 and 2018/19 was twice the Victorian rate as well. Key local employers are retail, transport and manufacturing (NIEIR 2019a).
- There are nearly 20,000 local businesses in Wyndham in 2019, growing by around 2,500 businesses each year (Australian Bureau of Statistics 2020).
- The majority of Wyndham residents go outside the municipality to get to their place of employment (66%). Top five employing industries among employed Wyndham residents are health care, retail, transport, manufacturing and construction (Australian Bureau of Statistics 2017).
- Wyndham residents' occupations are more likely to be blue collar than in Greater Melbourne, and less likely to be white collar occupations (Australian Bureau of Statistics 2017).

- There is a disparity between industries in Wyndham and the industries that employed Wyndham residents are employed in. Recent migration trends have seen a particular increase in residents working in white collar jobs, meaning that the local jobs deficit is especially high in the financial and professional services industries (Australian Bureau of Statistics 2017).
- Wyndham's unemployment rate (6.5%) is now near the Victorian rate (4.9%), as at December 2019, whereas in the past it has been structurally higher (Department of Employment 2020).
- Youth disengagement remains an issue in Wyndham in 2016. As many as one in ten young people neither study nor work, compared with 7.5% in Greater Melbourne (Australian Bureau of Statistics 2017).
- Household income levels in Wyndham are slightly above the Greater Melbourne median, driven by a comparatively larger middle class (Australian Bureau of Statistics 2017; .id 2018a).

2016-20 Achievements and Performance

Council uses a range of measures to determine how well it is performing in its efforts to achieve the Wyndham 2040 Community Vision. This includes the Strategic Liveability and Wellbeing Indicators, achievement of the Major Initiatives and Initiatives (significant projects and activities) committed to through its annual plan and budget, completion of its capital works commitments and the Local Government Performance Reporting Framework (LGPRF) indicators of service, sustainability and financial performance.

The following section provides the measures relevant for this theme and how Council has performed against these over the last term of Council 2016-20.

Strategic Liveability and Wellbeing Indicators

Alongside the Wyndham 2040 Community Vision and City Plan, the Council adopted a set of [Strategic Liveability and Wellbeing Indicators](#) to track how the community is fairing and as indicators of progress towards the achievement of the Wyndham 2040 Vision.

These indicators tell us that between 2016 and 2020, (or the nearest available period):

- The number of adults participating in learning and skills programs offered at Wyndham libraries has increased from 4,717 in 2015/16 to 7,263 in 2018/19 (Wyndham City Council 2019).
- Community satisfaction with local library services has stayed virtually the same between 2016 (8.54) and 2019 (8.53) according to the Annual Community Satisfaction Survey (Metropolis Research 2019).
- Between 2013/14 and 2018/19 the number of jobs in Wyndham increased by 18,844 as follows: Retail Trade (+4,782 local jobs), Education and Training (+2,211 local jobs), Health Care and Social Assistance (+2,079 local jobs), Transport, Postal and Warehousing (+1,844 local jobs). This is the latest data available from the National Institute of Economic and Industry Research (NIEIR), 2018.
- Wyndham's Gross Regional Product – the value of all goods and services produced in Wyndham – has increased from \$9.137 billion in 2016 to \$10.602 billion in 2019. Wyndham's economy has become relatively more important over time: in 2016, Wyndham's GRP accounted for 2.29% of Victoria's GRP, and this rose to 2.4% in 2019 (National Institute of Economic and Industry Research 2019c).
- As many as one in ten young people (aged between 15 and 25) neither study nor work. For Wyndham in 2016 this represented 11.8% of young people, compared with 7.5% in Greater Melbourne (Australian Bureau of Statistics 2017). A comparison for this data will be available at the next Census in 2021.
- In 2016, the percentage of Wyndham adults attending University or TAFE was lower (8%) than the percentage across Greater Melbourne (10%) and Victoria (9%). (Australian Bureau of Statistics 2017). A comparison for this data will be available at the next Census in 2021.
- Unemployment in Wyndham – the percentage of people who are actively looking for work - has decreased from 7% in the December 2016 quarter to 6.5% in the June 2020 quarter (Department of Employment, 2020).
- The proportion of children who are vulnerable on two or more domains of the Australian Early Development Census (AEDC) has decreased from 13.3% in 2015 to 11.7% in 2018.

The AEDC is a full-population census of children's health and development in their first year of full-time school along five dimensions: physical health and wellbeing, social competence, emotional maturity, language and cognitive skills, and communication skills and general knowledge (Department of Education, Skills and Employment, 2020).

- Latest data available (2017) tells us that, overall, approximately 90% of Year 3, 5, 7 and 9 students are achieving national benchmarks for literacy and numeracy (Australian Curriculum, Assessment and Reporting Authority, 2019).
- In 2016, Wyndham had an Index of Relative Socio-Economic Disadvantage score of 1009.16 The Index was developed by the ABS that ranks areas in Australia according to relative socioeconomic advantage and disadvantage (Australian Bureau of Statistics, 2016). A comparison for this data will be available at the next Census in 2021.
- In 2016, 34.3% of people lived and worked in Wyndham. This was the second highest proportion of growth area Councils (Australian Bureau of Statistics, 2016). A comparison for this data will be available at the next Census in 2021.

Major Initiatives and Initiatives

Council identifies key strategic and significant pieces of work, programs, activities or investments in its Annual Plan and Budget. Over the past four years, the Council has delivered the following:

- The Learning Community Strategy 2018-2023 and the Library Service Strategy 2018-2040 were adopted and implemented to keep Wyndham's libraries at the forefront of new library developments in technology, infrastructure and service provision and to mobilise learning in all forms to drive social, economic, environmental and cultural life in the community.
- Wyndham City was included as a UNESCO Global Network Learning City
- Delivery of the WYNnovation Plan with Wyndham City's first ever innovation festival 'WYNnovation' which was held in 2018 and again in 2019, to help companies adapt and evolve to meet the ever-changing needs of their customers.
- Building Wyndham as a destination of choice and leveraging international and domestic investment in Wyndham with the adoption of the Economic Growth Strategy 2017-2029 and Wyndham Visitor Economy Strategy 2017-2021.
- Developed and implemented an Investment Attraction Plan to encourage economic growth and attract viable industries and business for our future. Development of partnerships with universities to collaborate on a range of issues affecting the Wyndham community.
- Continuing to grow our reputation as a 'Smart City' through the adoption of the Smart City Strategy 2019-2021 and Smart City Implementation Plan to harness the opportunities provided by digital technology and data analytics.
- Developed the Future City & Digital Strategy to harness the opportunities provided by digital technology, collaboration and data analytics to support a Smarter Wyndham.
- Continuing the delivery of the Catalyst Site Development Project to enhance economic development and jobs growth, encourage place-based arts and cultural activities, grow visitation and develop a regional presence as a major activity centre, particularly around the Werribee City Centre.

Capital Works

Council plans and builds the assets and infrastructure needed by our community. This includes the upgrade of existing, or construction of new, roads, parks, sporting reserves and facilities, buildings, community centres and hubs.

Over the past four years, Council has committed to strategic land acquisitions, buildings and building improvements. Highlighted under the Earning and Learning theme is Hunter, located at the corner of Synnot Street and Duncans Road in Werribee, which is the first of Wyndham City's catalyst site developments.

Local Government Performance Reporting Framework (LGPRF) Indicators

The Local Government Performance Reporting Framework (LGPRF) is a mandatory system of performance reporting for all Victorian councils. It allows council performance to be measured and compared across a range of standardised indicators spanning Aquatic Facilities, Animal Management, Food Safety, Governance, Maternal and Child Health, Libraries, Roads, Statutory Planning and Waste Collection. Results can be viewed in detail in our [Annual Reports](#) or via the [Know Your Council](#) website.

A high-level summary of Council performance, relevant to this theme, is listed below:

Libraries

Council continues its investment in quality library resources with the proportion of library collection items purchased in the last 5 years increasing consistently between 2016 and 2019. Active library borrowers have also remained consistent over the period. Library collection usage has been slightly lower than previous years due to a new library management system, the temporary closure at the Point Cook Branch, refurbishment works at Julia Gillard Library and recent COVID-19 restrictions.

Advocacy

Between 2016 to 2020, Council delivered effective advocacy plans and worked closely with key stakeholders in the delivery of projects aimed at reducing traffic congestion, supporting local employment, improving our education system, sustaining our quality of life, and assisting local businesses.

This has resulted in significant positive outcomes for the Wyndham community. Some of those which relate to Earning and Learning have been listed below:

Construction and Tourism

Council has been working closely with the tourism and construction industry, exploring options on how to improve the experience for tourists visiting the Wyndham region and create local jobs.

The 2020-21 Victorian Budget include \$84 million to expand Werribee Open Range Zoo to accommodate higher visitor numbers with additional visitor amenities and experiences.

The Hunter Werribee project – a 12 storey 150 bed Holiday Inn hotel currently being constructed in the Werribee City Centre – has been an example of the Council's ability to work with the private sector to deliver new local jobs, attracting a major hotel chain that will play an important role in supporting local tourism and businesses.

Entertainment and Hospitality

Council has been engaging with industries, outlining opportunities to invest in the local entertainment and hospitality sector.

Council ran a public process to attract a leading food and beverage operator to the Werribee City Centre; the objective being to bring a slice of inner-Melbourne to Werribee.

Council was successful in attracting and entering into a lease agreement with MOL Pub Group, operator of high-quality inner-Melbourne venues the Mount Erica Hotel (Pahran), Union House (Richmond) and Marquis of Lorne (Fitzroy). In partnership with Council, MOL has invested substantially in transforming the 90-year-old Bridge Hotel into what will be a high quality, iconic local venue. This redevelopment is well advanced and scheduled to be completed in late 2020.

Schools and Kindergarten

Wyndham's schools are under increasing pressure to accommodate a growing number of students. Council's schools4wyndham campaign has been advocating for schools to be built in the areas they are needed most since 2017.

This campaign has helped bring wider attention to the issue of a shortage of schools, with the State Government's 2020-21 state budget announcements for Wyndham including upgrades to infrastructure at three Wyndham schools and funds to acquire land for 5 new local schools: Truganina North Secondary School, Holyoake Parade Primary School in Manor Lakes, Lollypop Creek Primary School in Werribee, Riverdale East Primary School in Tarneit and Tarneit Missen House Primary School.

With much more work needed in this area, Council continues to actively campaign for greater investment in Wyndham's schools via the [schools4wyndham](#) campaign. Additionally, through the I Love Kinder campaign - which was launched in late 2018 – Council will continue to call for the Federal Government to provide ongoing secure funding for kindergarten, rather than ad hoc annual renewals.

What Have We Heard from the Community?

As the level of government closest to the community, Council is best placed to engage with their unique communities around their needs, wants and expectations. Wyndham's approach to community engagement includes a variety of methods for Council to connect with our community and provide genuine opportunities to inform the projects, strategies, decisions and services that affect them.

In developing this background report to support the refresh of the Wyndham 2040 Community Vision and the development of a new Council Plan for the next four-year Council term, Council undertook a review of the findings of recent community consultations. Some selected high-level findings relevant to this theme are listed below:

- The consultation on the Social and Economic Inclusion Framework 2019 found that:
 - job creation and economic growth are key priorities for the Wyndham community, particularly youth employment, localised employment, strategies for attracting new business to Wyndham and employment support programs
 - the Wyndham community is proud of their local area and see the economic and visitor destination potential in capitalising on our diverse tourism assets
 - opportunities for people with a disability to get employment are identified as being limited
- The Wyndham Learning Community Strategy 2018 consultation found that:
 - access to tertiary education is considered more challenging, particularly given the long commute times to city campuses.
 - many Wyndham residents have a desire to work more locally, those who do work locally were happy with that situation. Some older adults find challenges in obtaining professional jobs particularly those who are new to Australia. They also have difficulty getting their qualifications and experience recognised
 - older adults indicate they had few opportunities for learning
- The Living your best life Wyndham 2019 consultation found that access to employment often involves a long commute and challenges with accessing train services for those commuting to the city.
- Wyndham Family Friendly Charter 2018 consultation found that access to childcare, kindergarten, primary and secondary schools is generally considered to be good, although some parents feel there is a lack of choice

Opportunities, Challenges and Issues

A variety of challenges and issues are facing Wyndham in 2021 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.

Council is working with partners and the community to achieve change on many locally and regionally important issues that need to be addressed through effective intergovernmental relationships, awareness campaigns, and advocacy. In relation to the Earning and Learning theme, the following issues have been highlighted from [Securing Wyndham's Future](#), and recent budget submissions:

Economic development and industry

When people work locally, it stimulates the local economy and reduces travel time – which in turn improves quality of life. We want the Victorian and Federal governments to invest in infrastructure and support programs that will attract a diverse range of industries and support local enterprise. This will also help to reduce local unemployment.

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. We're asking the Victorian and Australian Government to commit to this vision.

Opportunities for economic development include investing 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.

Learning

Wyndham is growing even faster than expected and we urgently need more schools. 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.

The Victorian Government has committed to building 100 new schools state-wide by 2026 but has not yet decided where many of these schools will go.

We're asking the Victorian government to plan to build more schools in Wyndham to meet demand in our fast-growing suburbs, so they are ready when our community needs them.

Young people in Wyndham will need better access to further and higher education to equip them for the jobs of the future.

Wyndham is also committed to the ongoing provision of high-quality public library services. Libraries are community hubs that provide free and equal access to services and programs that contribute to lifelong literacy and learning. We join with other local governments in asking the state government to support Victoria's growing population with a boost to operational funding of public libraries.

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