



# WYNDHAM CITY SNAPSHOT

WERRIBEE, POINT COOK, LAVERTON NORTH,  
WILLIAMS LANDING, WYNDHAM VALE,  
HOPPERS CROSSING, MANOR LAKES  
LITTLE RIVER, TARNEIT AND TRUGANINA.





# OUR VISION



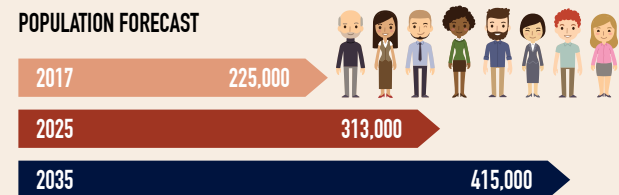
WYNDHAM CITY will be a productive, liveable city that promotes economic growth

Pacific Werribee

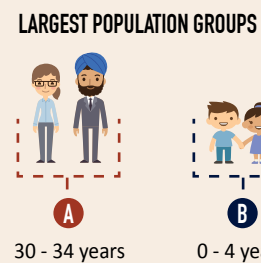
# OUR MAJOR EMPLOYMENT PRECINCTS

- WERRIBEE CITY CENTRE**  
The heart of Wyndham City
- EAST WERRIBEE NATIONAL EMPLOYMENT AND INNOVATION CLUSTER**  
Reshaping Wyndham  
775 hectares of commercial greenfield development
- WILLIAMS LANDING**  
Gateway to Wyndham  
50 hectares of greenfield commercial development
- POINT COOK TOWN CENTRE**  
Award-winning master planned town centre
- LAVERTON NORTH/TRUGANINA INDUSTRIAL PRECINCT**  
One of Australia's largest industrial precincts
- WERRIBEE IRRIGATION DISTRICT**  
2,400 hectares of intensive agriculture production
- PACIFIC WERRIBEE**  
Major regional shopping centre comprising 115,000m<sup>2</sup> of retail floor space

## OUR PEOPLE



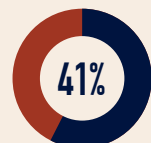
**EDUCATION & SKILLS**  
Diploma, Bachelor or Higher Degree: 27.0%  
Vocational Training: 17.6%



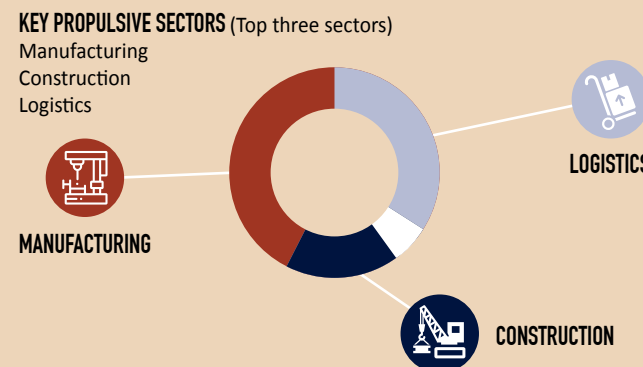
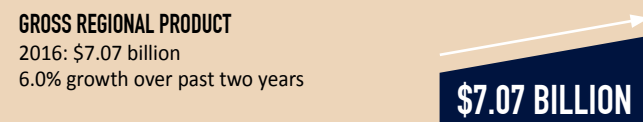
**OCCUPATIONS**  
Manager or Professional: 28.0%  
Clerical & Administration: 17.2%  
Technicians & Trade Services: 14.5%



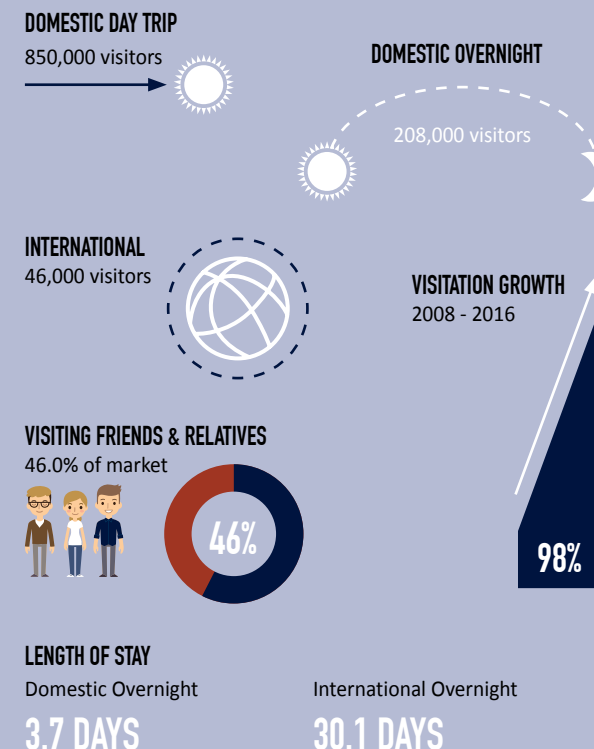
**LANGUAGE**  
41% of people speak a language other than English at home



## OUR ECONOMY



## OUR VISITORS



## OUR ICONIC VISITOR DESTINATIONS

- WERRIBEE PARK**  
Werribee Park Mansion and formal Gardens and Mansion Hotel & Spa
- WERRIBEE OPEN RANGE ZOO**  
Most visited attraction – more than 600,000 people annually
- VICTORIA STATE ROSE GARDEN**  
International Garden of Excellence
- WERRIBEE PARK NATIONAL EQUESTRIAN CENTRE**  
Home to traditional equestrian and polo
- POINT COOK COASTAL PARK**  
Native grasslands and abundance of birdlife
- POINT COOK RAAF MUSEUM**  
Birthplace of the Royal Australian Air Force
- WESTERN TREATMENT PLANT**  
RAMSAR bird watching haven
- WYNDHAM HARBOUR**  
Set to be Melbourne's premier recreational boating destination
- SHADOWFAX WINERY**  
Closest winery to Melbourne



# RESHAPING WYNDHAM CITY'S ECONOMY



Methanol production at Coogee Energy

## STRATEGIC FOCUS AREAS



**PRECINCTS AND PLACES**  
Developing and growing precincts and places that promote job creation, business to business transactions, local consumer expenditure and lifelong learning.



**INDUSTRY SECTOR DEVELOPMENT**  
Promoting growth and attracting new investment in professional and personal service sectors; ultimately diversifying the City's economy in keeping with the rapid transition to a worldwide knowledge economy.



**BUSINESS CAPABILITY**  
Driving business development by fostering entrepreneurship and innovation in existing local companies and new emerging enterprises.



**PEOPLE**  
Influencing growth in workforce development skills and access to education to meet the needs of the current and future economy.



**INFRASTRUCTURE AND SERVICES**  
Enabling investment in job creation infrastructure and services.



**INVESTMENT ATTRACTION**  
A plan to deliver economic growth outcomes in line with this Strategy beyond timeframes of that which may otherwise normally occur.



Werribee River shared trails

## THE ECONOMIC GROWTH STRATEGY

With a focus on building Wyndham's existing economic strengths, developing talent and attracting new investment, promoting entrepreneurship and innovation, enabling the creation of new businesses, developing technological and digital capacity and strengthening local supply chains, this Strategy aligns with the Federal Government's Smart Cities Plan.

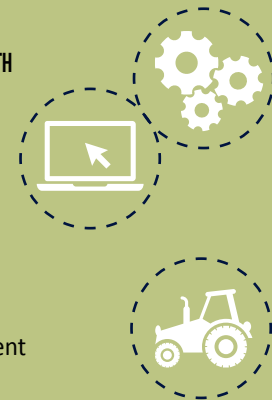
The Strategy sets Wyndham on a journey of transformation through the implementation of actions that will influence the continuing growth of the City's industry strengths, the leveraging of opportunities to grow emerging industry sectors and reshaping the future economy to align with broader national and international trends by growing the City's knowledge sector industries.

The Strategy recognises and embraces the challenges facing Wyndham City and it acknowledges a strong local economy provides local employment to the resident workforce and underpins the long-term sustainability of a well-connected and harmonious community.

## KEY INITIATIVES TO FACILITATE AND DRIVE GROWTH

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- Small business accelerators
- Agribusiness support
- Industry capacity analysis
- Digital business strategy
- Investment attraction plan
- International trade and investment
- Business and innovation fund
- Innovation and entrepreneurship festival
- Industry cluster study
- Business and investment website



STRATEGIC GROWTH



Major Distribution Facility Laverton North



# GROWING WYNDHAM'S VISITOR ECONOMY



Get up close and personal with giraffes at Werribee Open Range Zoo

## KEY MARKETS FOR GROWTH



**VISITING FRIENDS & RELATIVES**  
Capacity to influence significant growth in tourism yield and dispersal in this sector



**DOMESTIC OVERNIGHT**  
Capacity to grow this sector through new experiences and events



**INTERNATIONAL TOURISTS**  
Capacity to promote and grow Wyndham as an international destination for business, investment and tourism



**MAJOR EVENTS**  
Capacity to grow existing offer and develop improved and new event spaces



**BUSINESS TRAVEL**  
Capacity to drive significant growth in Wyndham City's business event and accommodation offers



Wander amongst over 5000 roses at Victoria State Rose Garden, Werribee Park

## VISITOR ECONOMY STRATEGY

The Wyndham Visitor Economy Strategy aims to grow the value of the visitor economy through growth in both visitation and visitor expenditure on goods and services from Wyndham's businesses and enterprises. The Strategy seeks to achieve this through a focus on initiatives that:

- Broaden existing and potential visitors as well as residents' awareness of the experiences, opportunities and services available in Wyndham.
- Support the development and delivery of improved experiences, opportunities and services that are attractive and more accessible to visitors, relevant to their needs and that add value to the Wyndham community by fostering:
  - improved capability and collaboration across the range of businesses and enterprises that impact Wyndham's visitor economy; and
  - the development of appropriate infrastructure and services

## STRATEGIC FOCUS AREAS



**PROMOTION**  
Build the reputation of Wyndham's visitor economy and grow awareness of visitor attractions



**PRODUCT & ASSET DEVELOPMENT**  
Foster the development of assets that will support the effective operation and growth of Wyndham's visitor economy



**INDUSTRY DEVELOPMENT**  
Foster the capability of local businesses to grow the value of Wyndham's visitor economy and exceed visitor expectations

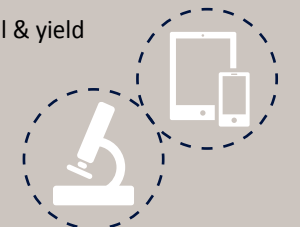


Wyndham Harbour

## GROWING VALUE DRIVING VISITATION DEVELOPING EXPERIENCES

### KEY INITIATIVES TO FACILITATE & DRIVE GROWTH

- Develop a clear brand position
- Develop digital platforms
- Develop visitor services delivery
- Build major event capacity & capability
- Promote major events
- Support development of Werribee Park
- Inform decisions through research
- Develop industry capability
- Foster visitor dispersal & yield








*Plentiful picnic spots make Werribee Park a charming destination for family gatherings*

## CONTACT US

ECONOMIC GROWTH & TOURISM UNIT  
Wyndham Civic Centre  
45 Princes Highway, Werribee VIC 3030  
Postal: PO Box 197, Werribee VIC 3030

 03 9742 0788

 [business@wyndham.vic.gov.au](mailto:business@wyndham.vic.gov.au)

 [www.wyndham.vic.gov.au/business](http://www.wyndham.vic.gov.au/business)