

# WODONGA 2050

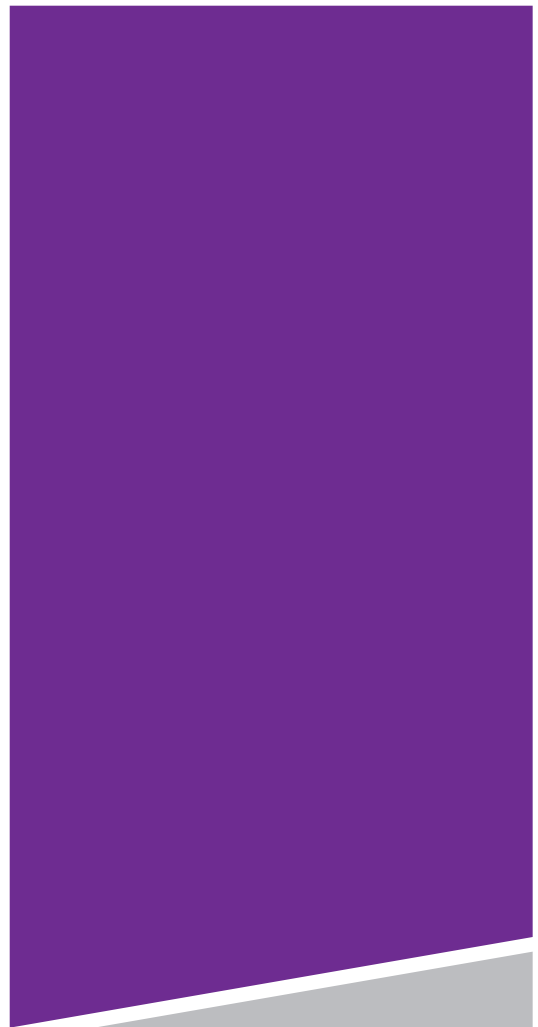
COMMUNITY VISION

## FEEDBACK REPORT

Stage 2 - Launch



Wodonga Council acknowledges the traditional owners of this land on which we stand and pay our respects to their Elders past, present and future, for they hold the memories, the tradition and the culture of all Aboriginal and Torres Strait Islander People.



## INTRODUCTION

Under the Local Government Act, the council must develop a community vision and long-term planning documents to support the vision.

We are developing a new Wodonga 2050 vision to replace the Wodonga 2033 vision first developed in 2008 and updated and reviewed in 2015 and 2021.

The community vision is a community-led and informed document that outlines our aspirations for the future of the city.

It is a unique opportunity for our community to become an active participant in crafting the future of our city.

During this consultation, we are inviting every member of our community to engage in events and conversations about what matters most to us.

We're embarking on a journey to:

- Identify our community's strengths and assets;
- Address our challenges and concerns;
- Envision the future we want for ourselves and future generations; and,
- Set clear goals and priorities for our community's growth and development.

### DATA SOURCES

The data sources in this document come from the following unless otherwise stated.

- Google Analytics
- Social Pinpoint analytics
- Campaign Monitor insights
- Social media insights
- Media monitoring
- Survey monkey results

## HOW THE COMMUNITY VISION IS DEVELOPED



### STAGE 1 - JULY 2023

#### Engagement Design

Wodonga Council and community contributors designed the engagement approach together. This was endorsed by councillors at the September 2023 council meeting.



### STAGE 2 - NOVEMBER 2023

#### Launch

Leadership luncheon, councillor dinner and a community forum were held to start the conversation and learn 'What would make Wodonga an even better place to love'



### STAGE 3 - APRIL 2024

#### Talking 2050

This will be broad community consultation across three months where we will be hosting pop-up sessions and encouraging community members to host their own conversations using the Community Conversation Toolkit.



### STAGE 4 - AUGUST 2024

#### Wodonga 2050 Developed

A 'mini public' that looks like the people that make up the Wodonga community will be recruited and put in the drivers seat to refine the Wodonga 2050 Community Vision.



### STAGE 5 - DECEMBER 2024

#### Wodonga 2050 Adopted

Final Wodonga 2050 Community Vision document adopted by Council.

## STAGE 2 - LAUNCH

To formally launch the Wodonga 2050 Community Vision project, we hosted a leaders' lunch, councillor dinner and a half-day community forum in November, 2023.

We had 100 people attend across the three events talking about signals, scanning and the future of Wodonga in sessions facilitated by futurist Simon Waller.

Some of the themes of the discussion were on housing, health, education, artificial intelligence, environment, aged care, families, growth and connectivity.

Some of the key highlights.

- Having 13-year-old poetry slam champion Eve Francis give an opening address which included a poem reminding us to consider a youth's perspective.
- Everyone in the room creating a mini-vision.
- The visual representation of the day's discussions by Sarah Firth.

Simon shared a quote from Bill Gates about how we overestimate the change that will occur in the short term but underestimate the change of the long-term.

Following the launch events, community members were invited to answer the question 'How do we make Wodonga an even better place to live for all?'. Participants could share their ideas online or by participating in community conversations.



# HOW WE PROMOTED THE OPPORTUNITY



## MEDIA

<b>1</b> media opportunity	<b>2</b> TV news reports	<b>1</b> radio reports
<b>1</b> newspaper report	<b>2</b> public notices	



## ONLINE CHANNELS

<b>16,947</b> emails sent*	<b>53.17%</b> average open rate	<b>301</b> click-throughs	
<b>23</b> Facebook posts	<b>18,664</b> reach	<b>95</b> likes and reactions	
<b>10</b> Instagram posts	<b>2547</b> reach	<b>19</b> likes and reactions	
<b>6</b> LinkedIn post	<b>3761</b> unique impressions	<b>79</b> likes and reactions	<b>423</b> clicks
<b>2140</b> page views to Make Wodonga Yours	<b>1150</b> unique page views		

## OTHER

The Wodonga 2050 Community Vision consultation and the opportunity for community to have their say was promoted

- Physical displays at council offices and Hyphen - Wodonga Library Gallery
- Digital display at council offices
- Posters and postcards distributed to local businesses, schools and organisations
- Phone calls to sporting groups and organisations to arrange meetings with councillors

## THIRD PARTY CHANNELS

The Wodonga 2050 Community Vision consultation and the opportunity for community to have their say was promoted in third party channels including the Business Wodonga newsletter.

- \*Emails included:**
- Community Conversations;
  - CityLife;
  - Active News;
  - Economic Development newsletter;
  - Community Centre newsletter;
  - Invitations to community groups to attend events;
  - Reminders to community groups

## HOW PEOPLE GOT INVOLVED



114 people had their say at launch events

### LAUNCH EVENTS

- 24 people participated in the Leadership Luncheon (Wednesday, November 15, 12pm to 2pm)
- 23 people participated in the Councillor Dinner (Wednesday, November 15, 6pm to 8pm)
- 67 people participated in the Community Forum (Thursday, November 16, 9pm to 1pm)



25 people attended the meetings

### MEETINGS WITH GROUPS

- Staff met with members of the Access Advisory Group on September 26, 2023 [6 ppl]
- Staff met with members of the Access Advisory Group on November 22, 2023 [9 ppl]
- Staff met with students at Wodonga Senior Secondary College on November 23, 2023 [10 ppl]



116 people had their say online

### ONLINE

There were a number of online avenues available to people including the visioner tool on the Make Wodonga Yours website, email and social media.

- 70 comments were received through social media
- 44 people used the online visioner tool
- 2 submissions were made via email



108 toolkits have been taken

### COMMUNITY CONVERSATIONS

- 62 Community Conversation Toolkits were collected by community members
- 40 Community Conversation Toolkits were downloaded from the Make Wodonga Yours website
- Councillors met with six community groups and Community Conversation Toolkits were handed out

SUBSCRIBE



148 people signed up for updates

### SUBSCRIBERS

Have Your Say site	Email list	Facebook group
19	64	65

## WHAT DID WE HEAR?



### KEY THEMES

Community feedback was themed based on topic areas and then each piece of feedback tallied to show the most prominent areas of community interest.

The top 10 main themes are noted below.

1. Transport
2. Community facilities
3. Environmental sustainability
4. Business and economy
5. Housing
6. Events and tourism
7. Health
8. Education and employment
9. Population and city growth
10. Young people

Sub themes were also identified, with the top five noted below.

1. Connected community
2. Liveable city
3. Health and wellbeing
4. Inclusion and equity
5. Accessibility
6. Things to see and do





## WHAT DID WE HEAR?



### COMMUNITY FORUM VISIONS

- By 2050, Wodonga is fully recycled community - a closed-loop sustainable community. This supports clean and available water and clean rivers. Think 'underground octopus of rubbish collection'. It's an invisible thing that is available to everyone. Our housing practices and development are built so they can be sustainable - including community (supporting connection, decreasing loneliness, easier to make sustainable). Local energy creation. Farming industry resources could be obtained locally, this can support their work. Healthier environment, plants and animals.
- Changes to volunteerism in emergency situations. Community values and embraces volunteerism, activates and supports volunteers. Skill development and opportunity across all stages of life.
- Transportation. Affordable driverless cars ownership/access.
- Change in Wodonga's Industry mix. In 2050 Wodonga will have a thriving business community benefiting from forethought and maximising our competitive advantages.
- With AI making many jobs redundant, a financial safety net is needed. A response will be a universal basic income that covers essentials. This scenario frees up people's capacity so their daily focus isn't just employment. In 2050 the universal basic income will address social issues such as homelessness, hunger and some health issues. It will create innovation because people will be able to pursue their passions. This should result in a happier, more socially connected, interesting world. Innovation could occur in power generation, education, the arts, food production and solving the world's problems.
- New and varying industry. Become a city of innovative industry contributing to future sustainability of employment and growth
- Renewable energy sources. Businesses/infrastructure to have more solar panels. Using space to their advantage. Making renewable options more affordable. Education. Seeing Wodonga become more self-sustainable.
- Retain livability, accessibility and sustainability. In 2050 Wodonga ensures it retains its livability, accessibility and environmental sustainability and residents have access to public open spaces. All Wodonga residents have access to public open space
- Better planning development, bigger flood zones etc. Changes in house construction to make them more disaster-proof. Permanent community infrastructure to dissipate flood water etc. Bigger disaster management workforce. Larger facilities for displaced people.
- A community that values knowledge and skills and that is ready for future jobs
- That Wodonga is a city that supports, values and encourages all of its people to thrive because all of their needs are met to live to their fullest potential. Social determinants of health are met for ALL.
- More community spaces for community use/groups. FREE and accessible public transport systems. Good/available health promotion and access. Waterfront development to increase natural environment access. Better parking. If community come together - "water finds its level" - community strengthens activities. Wodonga finds a balance between attraction/livability and maintenance of its natural environment. All children have access to high quality, free education. People have access to leisure activities that are affordable, accessible and encourage engagement with the natural environment. The urban environment is clean and well-kept. "Wodonga seeks opportunities to utilise community strengthening activities to grow and expand the sense of community in the city for a stronger future where we are better together."

## WHAT DID WE HEAR?



- Integrated education across all levels of Government/Private sector. 2050 education from kindergarten/prep to year 12, TAFE and universities to coordinate regional priorities led by council to sustain and grow the population of the region to support industries, business and council.
- Have a tram/train connecting Albury and Wodonga CBDs, along with surrounding suburbs like Baranduda, Leneva, Killara, Kinchington, Huon Hill, Lavington, Springdale Heights etc (do a loop). Shopping centres combined in a central position, not little hubs everywhere, make it appealing. Facilities for kids like splash parks (not just in West Wodonga). Water Park (paid) for tourists/travellers, visitors and for experiences for our local kids. More local accommodation for visitors/passers by etc. Junction will be too small for 2050! Public transport for all to access! Hume Dam make it appealing for people to visit and/or relocate to Wodonga. Casino and night clubs for our young people to engage with others face to face. Killara to have facilities and much more, a council that works together and debt free.
- Facilities that enable aged care residents to care for children that would otherwise be in childcare with the support of nursing staff. This is cost effective and would improve morale for the elderly community and decrease loneliness. Affordable childcare would improve productivity in the workforce and allow parents to work longer hours if they choose.
- A community that supports itself economically, environmentally and socially to create greater equity. Address the gaps that exist around accessibility, health, housing, civil participation.
- Wodonga develops/employs/introduces world best practice in building design and construction and infrastructure to mitigate risks associated with climate change
- What is it that Wodonga will be known for - what are we best at. How do we compete for resources. Natural competitive advantages - leverage. Develop industries based on their competitive strengths. Natural resources - food/agri/water/tourism/lifestyle. Value added manufacturing/opportunities - future focused. Education and talent attraction/retention.
- In 2050 Wodonga will have housing that people need to attract new people to the region. Growth is good
- In 2050 our housing product will be diverse, affordable and have community support. Housing to be provided based on need not always want. Supply/opportunity for housing should be ahead of demand to maintain good and loyal Wodonga people and communities. Diversity, inclusive practice, working with community, collaboration with community. Bridging gap in has and has nots.
- Environmental sustainability - bushfires. In 2050 there will be no unplanned bushfires
- In 2050 our children and young people are engaged in learning and education in a variety of different/diverse environments that suit a variety of needs
- By 2050 Wodonga will have stronger engagement and connection with youth. Youth given more opportunity.
- A new hospital that attracts the best specialists and staff to provide for our young/elderly into the future. Create a Wodonga that builds quality, well planned infrastructure but still keep its rural country charm ie green spaces, no nightclubs, clean, family oriented. Provides for seniors, educational opportunities. Well planned housing estates of all sizes, child friendly lifestyle blocks etc entertainment opportunities
- Increase diversity of housing and affordability. Education and integration of new arrivals. Improved public transport and wider accessibility. Improved and increase pathways. Review rate systems and implications of population increase impact.

## WHAT DID WE HEAR?



- A balanced view of commitment to infrastructure projects that will have a social, economic and environmental benefit to the community.
- Everyone has the housing they need and can access the services they need in their local community - Increased diversity of housing types and affordability. Everyone has access to suitable and affordable housing with improved public transport and local foot and cycle path networks providing access to community service hubs. Council accountability and trust - Wodonga listens and responds to the community and benefits from active engagement of community providing greater transparency and accountability and delivering great results for livability and sustainability



### MEETINGS WITH GROUPS

- In 2050 I want there to be a homelessness shelter that provides a central, easy accessible space for those less fortunate. It would have food/giveaway boxes, rooms and private places to sleep and get changed, help with employment, laundromat, free showers, clothes giveaway, education support and drug rehab. Shelter, hope, compassion
- See much less people on streets, mental health uprisings, see less people sleeping on sidewalks and park benches
- More technologically advanced. In 2050 technology is used to track health. More helplines to help people, staffed by people who have expertise in an area (also supported by technology) 24/7. More advanced for work purposes. Make life easier, identify emerging issues quicker and easier education. Could also help us in helping the environment.
- More aware of homelessness. People who experience homelessness should be able to access resources and support to be able to live under less stress. By 2050 people who are less fortunate will have access to basic human rights and live free from stress with lower burden of disease.
- In 2050 we want the city to expand and construct outwards and not have to develop unattended lands. (ie Junction Place and other should not be left empty considering that they're at the centre of our town - use the land we have first and then go to other spaces.
- In 2050 we should have an official response centre to aid against disasters like fires and floods
- I believe that Wodonga needs to be more accessible through advancements in transport as well as through social inclusion such as needing more social events

## WHAT DID WE HEAR?



### EMAILS TO MAKE WODONGA YOURS

MICHAEL FRASER

During the last budget process much debate was had on what level of rate change was appropriate and “affordable” for our city, its residents and its ratepayers. During this debate numerous references were made about Wodonga being the 17th highest rated council in Victoria. A ranking based on 4 year old data with no-one appearing to have any knowledge of the current ranking status.

The latest Council Plan includes the council vision statement now specifically includes ....”a growing city that is affordable.....”

Assuming that councillors commitment to this vision, I am assuming that strategic work is now in full progress to;

- paint the picture of what an “affordable Wodonga” really looks like,
- determining what level of rates will support this vision,
- understanding how this compares with where we stand to day,
- what the strategy will be to deliver the vision
- how long it will take, and when will we get there
- what council needs to look like when we become affordable.

Clearly, this work should form the basis for, and be completed prior, to the final budget process for this council team.

If not, one might question how any discussion on rate increases supports councils vision for our city.

The attached presentation provides an updated picture of how our rates and charges compares with the other 78 councils based on 2023/24 budgets, and includes a number of questions that I expect that councillors can answer given that affordable rates are now a key priority in the vision (and supporting strategy)

Based on 23/24 budget data, Wodonga Council now ranks 20th on total rates and charges per assessment.

The questions I would expect councillors to be able to answer (if being affordable is really a priority part of our vision) include;

- Where should we be ranked to be “affordable” in line with our vision?
- How big is the gap between today and the end vision?
- How are we going to get there, and how long will it take?
- What impact will this have on the services delivered by council once the vision is delivered?

As always, I am more that happy to meet and discuss further should anyone wish.

However I would add that if councillors are serious about delivering against the vision you have signed off, then these question deserve a considered response.

## WHAT DID WE HEAR?



### LA TROBE UNIVERSITY

- Identify our community's strengths and assets;
- Address our challenges and concerns;
- Envision the future we want for ourselves and future generations;
- Set clear goals and priorities for our community's growth and development.

#### Community Strengths and Assets

La Trobe University's Albury-Wodonga Campus is a significant community asset for the cross-border communities of northeastern Victoria and southern New South Wales. We aim to empower students to become future leaders, innovators, and change-makers in their respective fields and the Albury-Wodonga community. The campus value to the local community goes beyond providing education. Higher education acts as a catalyst for economic growth, cultural enrichment, research, and community development, making significant contributions to local prosperity and well-being. Albury-Wodonga campus has a strong reputation for research that is locally, nationally and internationally valued, and is home to the John Richards Centre for Rural Ageing Research, the Centre for Freshwater Ecosystems and the Care Economy Research Institute. Researchers partnerships with local services and beyond, working together to solve key challenges faced by local and global communities. In addition to the activity that takes place on campus, the Albury-Wodonga campus serves as a portal to the wider university.

#### Addressing Challenges and Concerns

The Albury-Wodonga campus is contributing to the sustainability of the community through provision of highly skilled graduates in fields of workforce demand. Some examples

1. Construction of state-of-the-art nursing simulation labs at La Trobe University's Albury-Wodonga campus.

- Labs built to clinical and hospital standards to address workforce demands.
- Doubling our capacity for Nursing student enrolments to assist address workforce shortages
- Provide immersive and realistic experiences for students to acquire job-ready skills and enhance employability.

2. Commitment to growing a locally based pool of qualified teaching professionals through including through increased Bachelor of Education offerings, and the Nexus Program, an apprenticeship-model encouraging graduates from other fields to join the teaching profession in primary or secondary settings.

3. GROW program in partnership with Wodonga Insititue of TAFE to support increased enrolments in early learning and community services and progression from Diploma to Degree in these areas of critical workforce need

#### Envisioning the Future

Future opportunities arising from projections contained in the interim report of the Australian Universities Accord :

- It is predicted that 50% of jobs in the next five years will require higher qualifications. Projection for 2035 is that an additional 300,000 Commonwealth-supported university places will be needed across Australia.
- Projections for 2050: Additional 900,000 Commonwealth-supported students required across Australia.

## WHAT DID WE HEAR?



- The Australian Government proposes to increase higher education participation and support for underrepresented groups, specifically, First Nations people, lower socio-economic groups, people with disabilities, and those from rural communities.

### Clear Goals for the Future

The campus is well positioned to respond to future opportunities. La Trobe University is committed to Albury-Wodonga and serving as an anchor institution to support Wodonga's development. There is potential for the City of Wodonga to become a university city, a higher education hub in 2050, that has made a major contribution to widening higher education participation for rural and regional residents.



### SOCIAL MEDIA COMMENTS

- I'm fully supportive of cyclists in Wodonga, but surely the alignment and full double lane duplication of Melbourne Road is a significantly higher priority than raising the Lawrence Street bridge for cyclists?
- Public transport between Albury/Wodonga that goes past 6:30pm - it's like we are living in the 1950s
- More pubs
- Splash park like bright, yarrawonga , wanganatta
- Can we please get rid of the bike lanes no one uses in Pearce St. It's actually dangerous turning right out of Gordon St into Pearce St since they've been created
- Have a lost/surrendered animal facility - not have animals sent to Albury. Care about lost and surrendered pets in wodonga since you collect yearly registration fees.
- Not have silly town planning layout. Look at successful cities. Especially with an existing bike network the retail distribution makes no sense. There is like 4 hubs that don't have a flow and are too far to walk comfortably. All you needed was a proper mid alley along the train tracks as a car free zone with shops and then parking on the outside. Look at any and every European town.
- Reduce council rates. Have free council rubbish pick ups.
- Have a Costco, DFO clothing outlet, Savers recycling store and IKEA out at Barnawatha. And better restaurants in town. Do up Kookaburra Point and have attractions like water activities on the holidays on the Lake, a nice cafe there, kiosks for buying drinks and icecreams.

## WHAT DID WE HEAR?



### VISIONER COMMENTS

- Resource centre for natural disasters (2 votes)
- Establish a Community Centre at Killara (1 vote)
- Wodonga needs to have more social events such as food festivals, sporting events in town, it also needs to be more walkable and accessible (9 votes)
- If you could build a splash water park as Albury Wodonga  
Also something Sensory for Autistic Children (2 votes)
- More engagement and events LGBTQIA Community (- 2 votes)
- More things for families to do like mini golf, hydro golf activities for teenagers to do during school holidays extra outdoorpool/ water park (3 votes)
- Water park (5 votes)
- Big splash park for kids all ages! (1 vote)
- Cycle-ways in city and streets of Albury Wodonga are still old fashioned/planned. Only a fresh coat of paint and planning needed by experts. (6 votes)
- Create more fully seperated / dedicated bikelanes. Especially where traffic is fast like on baranduda boulevard and the edge of the city. (2 votes)
- Discernible bike lanes; on all major access ways paint that lasts. Inclusion for bike commuters and encourage school children to ride. (1 vote)
- Sporting facilities for Killara (1 vote)
- Address homelessness.  
Disperse DFFH Housing throughout Wodonga, rather than concentrated areas. (4 votes)
- Provide solutions such as more support to local support organisations or housing to those facing homelessness. (2 votes)
- Build up a more central CBD & build an entertainment centre/cinema that has better screens than Albury with after-movies attractions nearby. (2 votes)
- Noxious weed management to protect our natural environment. More safe bike paths AWAY from cars. More trees and greenery across the town. (6 votes)
- Allowing organic growth in suburbs with mixed use medium density buildings and prioritizing walkability (6 votes)
- High density housing toward the centre of the city and then making its way further with medium and low density as you get further away. (4 votes)
- Critical review of car parking minimums to more easily facilitate medium density housing and mixed use areas. (1 vote)
- Make sure there's adequate protection from stormwater runoff from the housing development at Huon Hill, flowing straight into the Murray...
- More trees in new divisions, manage storm water into creeks to prevent surge damage, public transport, water security, better road design (6 votes)
- Better night-life so our money is kept in our community not sent to albury. (5 votes)
- Open a cinema, encourage more franchise & independent clothing stores to set up in Wodonga, create trendy spaces for more restaurants & bars (5 votes)



## WHAT DID WE HEAR?



- Major Chain hotel accomodation to enable more visitors to the region (3 votes)
- Tourism accomodation and Tourism attractions (1 vote)
- Finish off the centre of the town with accommodation near the train station cause it looks like an eyesore. (5 votes)
- More venues for young people like a pool that actually has separate space for different activities (toddlers, kids, laps) like Stanley St (3 votes)
- Integrated Transport to connect Wodonga and it's surrounding suburbs to Albury and the the rest of Victoria. (9 votes)
- In the future I would like Wodonga to implement a noxious weed control. Sadly while walking in the bush I've seen many Acer negundos. (5 votes)
- Ubiquitous child safe active travel infrastructure. Almost very car trip wholly within Wodonga is under 5km, a viable active travel distance (4 votes)
- Tram to connect the whole city (4 votes)
- Facilities throughout the whole of the city and its surrounding suburbs. (3 votes)
- Public transportation! (3 votes)
- Public transport improvements. A conference centre with double use as cinema outside business hours (3 votes)
- More public transport. Fix roads properly. Increase all health services. Family friendly entertainment venues. Theme park/major attraction. (2 votes)
- Create a junction network to create infinite amount of bike routes. Read more about it in this blog: <https://expatshaarlem.nl/cycle-routes/> (1 vote)
- Less reliant on cars for transportation. More missing middle housing options.
- Maintain the great wildlife corridors throughout the City. We have amazing birds and PLATYPUS that need food and clean waterways!
- More outdoor staff. Replace the sustainability officer. DEAL WITH CLIMATE CHANGE. Declare a climate emergency. (- 4 votes)



### COMMENTS ON DISPLAY

- A more active nightlife
- Outdoor cinema
- Public calendar
- Central swimming pools
- Upgraded leisure centre
- More public housing
- More dog parks in suburbs
- Water theme park/splash park
- More fun places/water patks, cinemas and more mini shops in estates.
- More playgrounds at school.
- Keep pushing for a new hospital.
- Beautiful parks and cultural spaces.
- The library makes Wodonga great now.

NOTE: Votes shown with visioner comments are a net result of votes received during this consultation activity.



