

Wyndham 2050 Community Vision Priority Area

Recreation and Tourism

Progress Report Year 1 2025/26

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What's it like to live in Wyndham?

On behalf of the Wyndham community, Council is tracking the following measures annually against the priorities of the Community Vision to understand how residents are feeling about where they live.

These indicators are included in the Annual Community Satisfaction Survey, which consists of a sample of 1,200 randomly selected Wyndham residents.

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What did we hear in 2025/26?



8.2

Excellent

Provision of public art, exhibitions, arts and cultural activities, festivals and events

7.7

Very Good

Activities promoting economic development and investment in the local area (including tourism)

Vision Priority:

Recreation and Tourism

Boost community events through arts, culture and activities for all Wyndham community groups. Encourage Tourism by showcasing Wyndham's hidden gems, history, heritage and culture



Priority Area: Recreation and Tourism

What is Council's role?

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What is Council’s role?

- Supports the vibrancy of Wyndham's activity centres through placemaking, trader partnerships and local activation.
- Delivers and enables events, programs and activities that bring people together and strengthen connection to place.
- Helps grow Wyndham's visitor economy and activity centres by supporting vibrant places, local businesses, attractions and experiences that encourage people to visit, stay longer and spend more.
- Promotes Wyndham's attractions and experiences through Visit Werribee & Surrounds and the Werribee Visitor Information Centre.



What has Council done?

In 2025/26

- Updated Council's Events & Festivals Framework to improve planning and delivery of events
- Delivered major community events including LIT, Children’s Week Picnic, Rink on Watton and Firefly Night market
- Continued work on the Truganina Heritage Network Strategy. Completed key project stages and preparing for community feedback.
- Activated local activity centres and public spaces through placemaking initiatives, trader partnerships, community activity and place-based programming.



Wyndham Cultural Centre redevelopment

Following a $9.9 million redevelopment, the Wyndham Cultural Centre has reopened as a revitalised hub for arts, culture and community connection.

Highlights include:

- Upgraded theatre sound, lighting and hearing-loop technology.
- Improved backstage facilities, public spaces and accessibility.
- An expanded Wyndham Art Gallery with increased exhibition opportunities.
- A diverse program of theatre, comedy, music, visual arts, family experiences and community events, including Bell Shakespeare, MSO, Wyndham Art Gallery exhibitions and the popular Fam Bam LIVE children’s festival.





Priority Area: Recreation and Tourism

Council Adopted Strategies and Plans

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Public Art Plan 2022-32

Supports the development of an ambitious world class public art program and collection for the municipality

What the plan aims to deliver:

- A vibrant and inspiring public art program across Wyndham
- Opportunities for local artists and creative communities
- Public spaces that celebrate culture, identity and creativity
- A growing collection of public art for residents and visitors to enjoy

Highlights from 2025/26

- Completing the Hoppers Crossing mural by Mike Maka in collaboration with FreeZa youth participants.
- Installing the Station Place First Nations artwork by Jodi Haines at the Werribee Station entrance.
- Upgrading lighting for Mooroop Yarkeen, improving visibility at night and enabling seasonal colour changes.
- Supporting local artists through professional development workshops.
- Installing new Light Box artworks at Arndell Park Community Centre, Point Cook Library and Manor Lakes Library, featuring local artists Aylet Brookes, Ammar Yonis and Naimo Omar.
- Showcasing Wyndham artists through the Light Box program.
- Acquiring works by local First Nations artist Hayley Millar Baker for Council's permanent visual art collection.

Council Strategies and Plans that contribute to this priority



Visitor Economy Strategy 2024-2028

Guides Council's approach to building the visitor economy and working with industry to grow visitation, spend and dispersal and improve the visitor experience.

What the strategy aims to deliver:

- Grow visitation and spend
- Support local businesses and jobs
- Encourage visitors to stay longer and explore more
- Promotes Wyndham's tourism, culture and visitor experiences
- Strengthens Wyndham's visitor economy

Highlights from 2025/26

- Wyndham welcomed **more than 1.6 million visitors** for the first time
- Half of the strategy actions have been completed, with more underway
- Delivered a major tourism marketing campaign reaching **over 719,000 people, with 6.5 million impressions**
- Generated **289,255 website sessions, 49 million social media views and $2.9 million** in positive media including national TV broadcasts
- Industry development and collaboration with businesses to deliver new events & networking
- Delivery of the K Road Cliffs and Road Reconstruction project – improving access to major tourism attractions
- Introduced a retail pilot at Werribee Visitor Information Centre, connecting visitors to local makers
- Delivery of tourism event sponsorships delivering total attendance of **13,585**

Council Strategies and Plans that contribute to this priority





Priority Area: Recreation and Tourism

What has Council achieved in 2025/26?

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LIT Festival

Cultural Venues

61%

Utilisation on average of the Cultural Centre's creative spaces

40%

Utilisation on average of Encore Events Centre hospitality spaces

COMMUNITY SAYS:

Provision and maintenance of community facilities and venues for hire
EXCELLENT

Place Making and Activation & Arts Culture and Events

59

Activations co-designed and delivered with community or trader participation

91

Activities and/or works undertaken across Wyndham's shopping/retail precincts

100,475

Attendees at Council produced major events

Children's Week Picnic
Australia Day
Park Lounge | LIT

COMMUNITY SAYS:

Provision of public art, exhibitions, arts and cultural activities, festivals and events
EXCELLENT



Priority Area: Recreation and Tourism

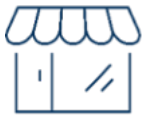
2025/26 Service Investment

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2025/26 Service Investment

The following services directly contribute to progressing this Vision priority area



Service	Arts, Culture and Events	Cultural Venues	Marketing and Tourism	Placemaking & Activation
Description	Delivering a quality program of major community events, and arts, cultural and creative experiences across the City. The programs are diverse and engaging, and provide opportunities that connect community, develop the creative capacity of the community and creative industry, attract visitors and provide models for active participation and audience enjoyment for the community.	Management of Council's premium Cultural Venues to ensure state of the art facilities with high quality arts and cultural programming, hospitality services and accessible civic spaces.	Leverages key marketing and positioning opportunities for Wyndham City. Council gets the credit. Support the development of Wyndham's visitor economy and leverages sponsorship and positioning opportunities to attract visitors and build a positive reputation.	Advancing and coordinating vibrant, successful, attractive and relevant activity centres through place making initiatives, activation and marketing.
Budget Net Cost ($'000)	(4,502)	(4,715)	(1,459)	(2,016)
Actual Net Cost ($'000)	(4,558)	(4,493)	(1,439)	(1,839)
Var ($'000)	(56)	222	19	176