



CITY OF BALLARAT

# Community Vision 2021–2031

CITY OF  
BALLARAT 





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The City of Ballarat acknowledges the Traditional Custodians of the land we live and work on, the Wadawurrung and Dja Dja Wurrung People, and recognises their continuing connection to the land and waterways.

We pay our respects to their Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People.

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This is the community's vision for Ballarat.

It captures everything you love now about our great city, and everything you want it to be in the future.

We are excited about working alongside our wonderful community to achieve it.





**This is the community's vision for Ballarat.**

## **Ballarat, Victoria's heritage city: leading the way as a sustainable, innovative and inclusive community**

In 2031, our city is a leader in sustainable living with ecologically-sound neighbourhoods where people can meet their daily needs within a short walk, ride or bus trip.

We have easy access to parks and gardens, community facilities and education for all ages. Our health and community services respond to community need.

Everyone is valued and welcomed in our city. We celebrate our diversity and everyone in our community is able to participate fully in life.

We approach challenges and opportunities with a creative and innovative approach to get the best result for our people.

Our people work locally in the diverse range of industries that make up our solid local economy.

We embrace our rich heritage. We continue to preserve our links to the gold rush era and recognise and celebrate our long Aboriginal history and the breadth of our cultural heritage.

We balance the need to conserve our historical places and spaces with the need and desire to progress as a modern regional city.



*“Ballarat needs to keep its country charm while offering sophisticated places and spaces.”*

Kitchen table conversation,  
6 people, 35-69 years



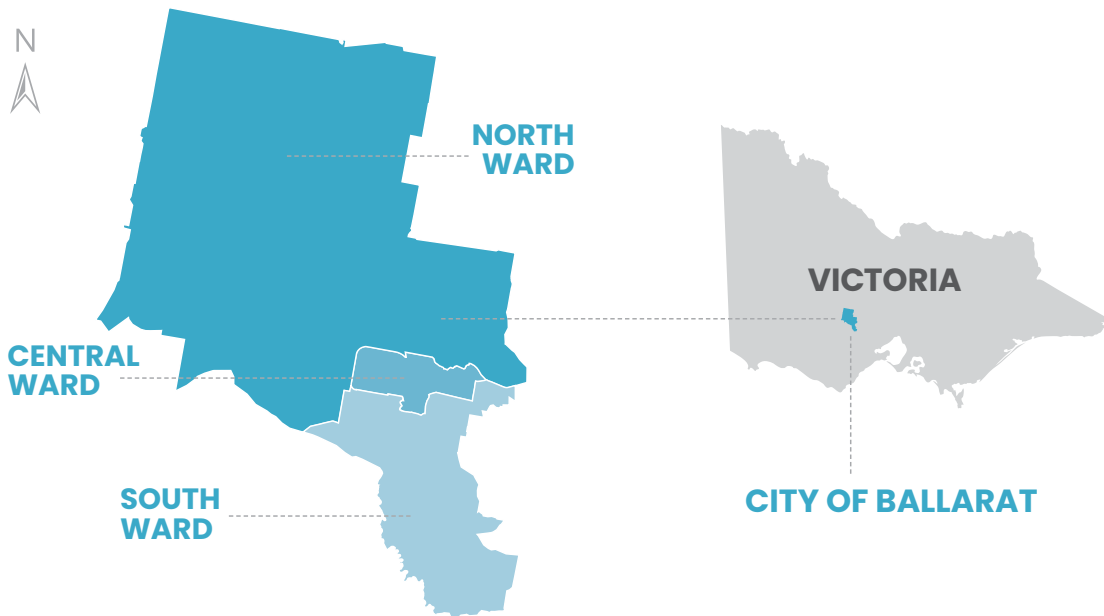
*“We need places, spaces and services that acknowledge the changing population’s social and health needs, consider the impacts of climate change, and connect us with the modern and sophisticated world beyond but also pay respect to our heritage and regional setting.”*

Resident, 35-49 years

# A snapshot of Ballarat

## > Ballarat or Ballaarat (Historical Spelling) 740km<sup>2</sup> and the 3rd largest City in Victoria

'balla' meaning 'elbow' or 'reclining on the elbow' + 'arat' meaning 'place': from two aboriginal words signifying a camping or resting place.



**113,725**

Population in 2021

Source: forecast.id



**19%**

Population growth 2010-2019

Source: forecast.id



**144,108**

Population forecast for 2021-2036 a growth of 26.72%

Source: forecast.id



**9.5%**

Population were born overseas

Source: profile.id



### Our top industries

- Health care and social assistance
- Professional, Scientific and technical services
- Education and training
- Construction
- Manufacturing

Source: remplan



**1.4%**

Population identify as Aboriginal or Torres Strait Islander

Source: profile.id



**9,156**

Businesses

Source: Australian Bureau of Statistics



**48,443**

Jobs

Source: remplan



**\$7.129B**

Gross Regional Product

Source: remplan

## We asked our community

***How do we make Ballarat an even greater place to live?  
What should we focus on to get us there?***

### **Stage 1:** **Whole community engagement**

Community members of all ages and backgrounds from right across the municipality told us what they would like to see for the future of our community.

They shared their priorities through surveys, conversations with family, friends and groups they were involved in, submitted written responses, left comments on Facebook and participated in face-to-face engagements across the municipality.

Almost 2,000 responses were received. More than 4,000 ideas were shared by our community.

### **Stage 2:** **Community Panel**

The ideas received in Stage 1 were gathered together, sorted into themes and further developed by a Community Panel randomly selected to represent the diversity of our Ballarat community.

The Panel developed the vision statement, identified the overarching principles and further developed the key themes and priorities for action outlined in this document.

### **This is your vision**

The first Community Vision for our city, it outlines the aspirations of our community and articulates the type of city that allows our community to thrive.

**We are excited about this vision for our great city.**

We will work alongside you – our community – to achieve it.





*“Equity and inclusion should be a priority across all business areas.”*

Resident, 18-24 years



*“Because it seems as if Victoria and Australia in general are not doing much for our planet we should just go ahead and make the path.”*

Resident, 12-17 years



*“Our appreciation of the need to take risks – we are a community which understands that innovation comes with risk, including the risk of failure.”*

Resident, 50-59 years



## COMMUNITY VISION

**Ballarat, Victoria’s heritage city:  
leading the way as a sustainable,  
innovative and inclusive community**

### PRINCIPLES

The key considerations in all of Council’s decision-making to ensure we achieve our community’s vision

#### Environmental sustainability

- How will this action impact our environment?
- How could this action promote environmental sustainability?
- How could a focus on environmental sustainability shape our ideas and actions for this project or service?

#### In 2031...

Ballarat is a city that has risen to the challenges of climate change. We lead in sustainable practice, development and industry. Our city is well-designed to adapt to changes in weather patterns and our people live in sustainable and energy-efficient homes. Our natural environment thrives and is home to a diverse range of plants and animals.

#### Innovation

- Does this action reflect an innovative approach and a willingness to try new things?
- Does the challenge being addressed also provide opportunities we could harness?

#### In 2031...

Ballarat is a city where challenges are faced with a curious and creative eye. We are known for identifying opportunities and delivering innovative solutions to health, social, economic and environmental issues. We are committed to learning from the experiences of others and building on those learnings to deliver outcomes suited to our community.

#### Inclusion

- How will this action promote inclusion for all residents?
- How will this action lead to better social and economic outcomes, particularly for people who experience greater challenges?

#### In 2031...

Ballarat is an inclusive city where diversity is not only accepted but welcomed and celebrated. Our city values the contribution of all people and our spaces, places, programs, events and services are designed to be welcoming and accessible to all. We recognise not everyone has the same experience and we work to make sure that people receive the support they need to ensure that no one is left behind.



## THEMES

The key areas for action to ensure we achieve  
our community's vision

**A well-planned and  
interconnected city**

**A healthy, connected  
and inclusive community**

**A diverse and  
agile economy**



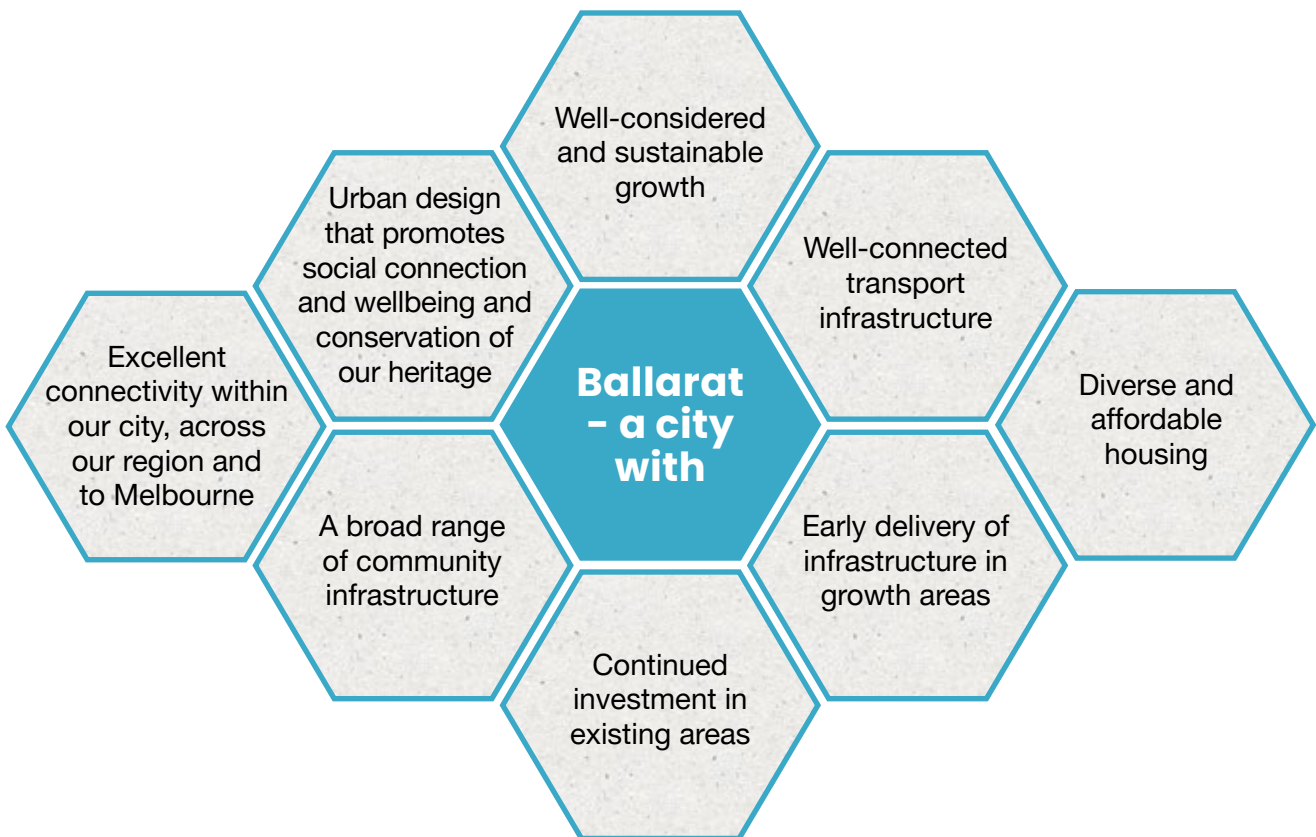


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VICTORIAN RAILWAYS

# Our vision for a well-planned and interconnected city

Ballarat is a city with well-considered growth, with environmentally sustainable development and design. We have well-connected public transport and active transport infrastructure, reducing our dependence on cars. We can easily get around our city, to other parts of the state and to Melbourne. We continue to conserve our heritage while developing as a modern city. Infrastructure is delivered early in growth areas, and we continue our investment in our existing suburbs to ensure equitable access to facilities. There is a broad range of community infrastructure to service the community including community centres, arts and cultural facilities and formal and informal recreation facilities. There is diverse and affordable housing to meet everyone’s needs. Our city is designed to bring people together and promote healthy and active living.





*“I would like to see Ballarat become a champion, a world-leading example of sustainable development... to reduce emissions across energy use, transport and all other sectors and minimise the effects of climate impacts.”*

Resident, 35-49 years



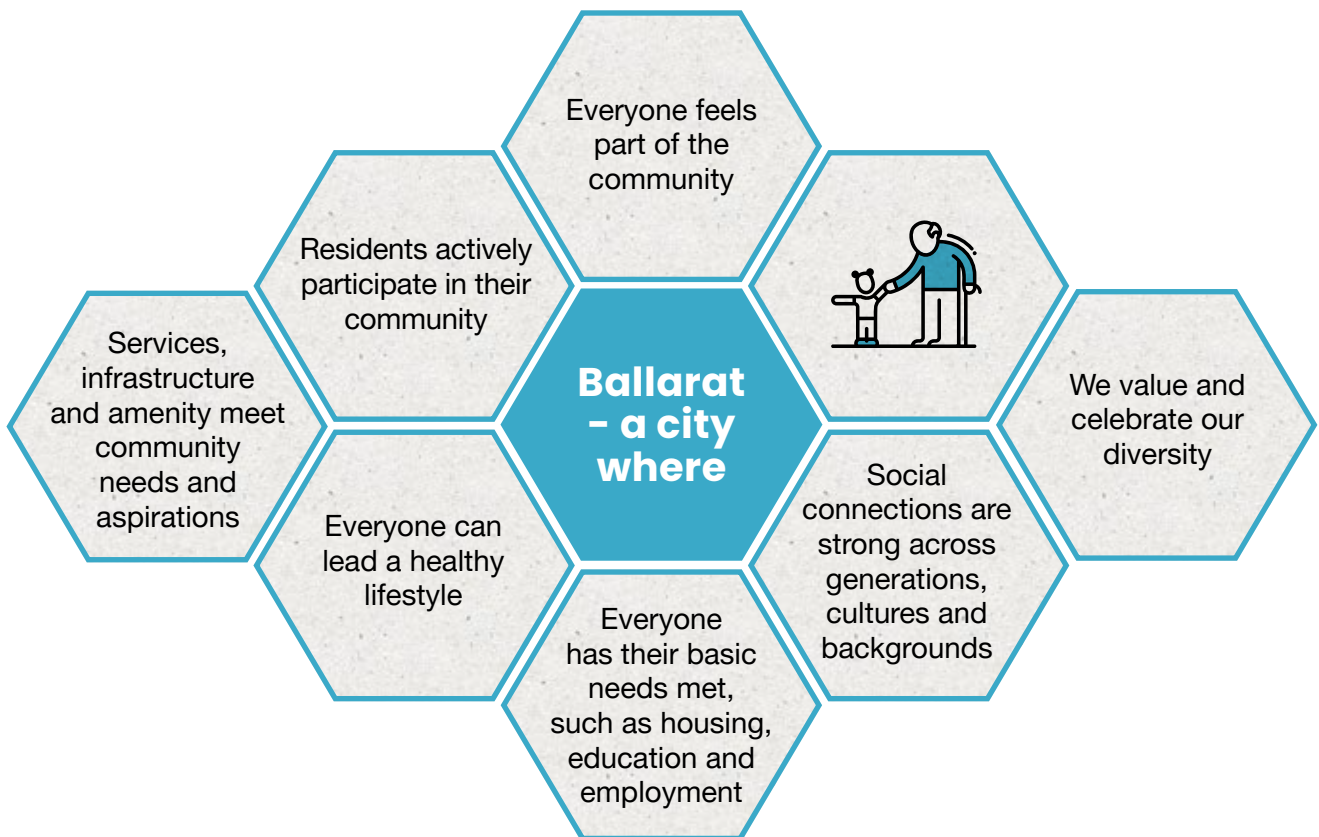
*“We need affordable environmentally friendly sustainable development that pushes 7-star minimum housing and social and public housing quotas in all new developments, as well as compulsory infrastructure.”*

Resident, 35-49 years



# Our vision for a healthy, connected and inclusive community

Ballarat is a city where every person feels part of their community and can participate fully in life. It is a city that values and celebrates diversity in all its forms. Social connections are strong across generations, cultures and backgrounds. Everyone has their basic needs met for secure housing, quality education and stable employment. Services, infrastructure and amenity meet community needs and everyone has the opportunity to lead a healthy lifestyle in a well-designed city. Our residents are invested in their community and take an active role in decisions that affect them.







*“Keep people socialising to help (strengthen) a strong sense of community – this is what keeps Ballarat feeling like a big country town.”*

Kitchen table conversation  
2 people, aged 70-84 years



*“Ensure local planning and development encourages and supports a healthy and active lifestyle, promotes diverse and affordable housing and ensures easy access to local health services.”*

Female, 50-59 years



*“Stop racism.”*

Resident, 5-11 years



# Our vision for a diverse and agile economy

Ballarat is a city where our economy delivers a diverse range of business and employment opportunities to our community. Our economic diversity makes us resilient to economic shocks. Local people are trained and employed close to home. There is continued investment in long-standing industries (such as health, tourism and education). We are an agile city that harnesses emerging opportunities. Together with quality planning and infrastructure, our easy access to Melbourne attracts investment in our city.





*“Attracting employment opportunities through industry, small businesses and government. If you have employment you have people spending and investing in the city and it will prosper.”*

Residents, 60-69 years



*“A strong regional city with a diverse and innovative economy... providing jobs and great initiatives to benefit Ballarat.”*

Residents, 12-17 years



## How we will bring your vision to life

### > City of Ballarat's role

The Community Vision will be reflected in Council's overarching strategic document, the Council Plan 2021-2025, which outlines the steps this Council will take over the next four years to work to achieve this vision. It will also provide direction to a range of other strategic documents to guide Council's work.

Council is just one of a range of stakeholders responsible for acting to bring this vision to life. We will play a key role in three areas: delivering key initiatives and priorities; collaborating and partnering with strategic stakeholders – including Victorian and Australian governments, the private and not-for-profit sectors and community groups – to deliver the work; and playing a lead role in bringing parties together to advocate and promote our community's best interests and priorities to other levels of government and decision makers.

This vision goes well beyond a four-year Council term, allowing us to consider and plan for longer-term outcomes. It will be reviewed every four years to ensure it continues to capture our community's aspirations for our great city.

## Message from the Mayor of Ballarat

### > City of Ballarat's commitment

To all who live, work, study and play in Ballarat, this is your vision. It has come from and belongs to you, our community.

We asked you to tell us what your priorities are for our city. We heard you, and we will act on what you told us. Your vision will inform our strategic direction and planning to ensure the voice of our community is considered in all of Council's decisions and work.

We sincerely thank everyone who participated in the development of this vision. Thank you to every community member or group who filled out a survey, took part in a conversation, submitted a written response or left a comment about what kind of city you want to live in. Thank you to the members of the community panel who represented the diverse voices of our whole community. Your engagement in this important work reflects an engaged and empowered community.

This process has provided an opportunity to build relationships and two-way communication between Council and our community. We look forward to continuing to work with you to bring your vision to life.



**Cr Daniel Moloney**  
Mayor



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