



## Project Explainer

# Planning for Winchelsea's future

## Winchelsea Structure Plan Surf Coast Shire Council

Council is starting to prepare a new Structure Plan, which will guide how Winchelsea grows and changes in the future.



LEARN MORE INSIDE →



# From Place Plan to Structure Plan

The project draws on community engagement from previous projects.



## Growing Winchelsea (2015)

Winchelsea's previous structure plan, which has guided growth and development over the last 10 years.



## Urban Futures Strategy (2025)

Identifies Winchelsea as a key location in the Shire for the longer term.



## Winchelsea Place Plan (2026)

The community's vision and principles for Winchelsea, co-designed with a community working group.

## Winchelsea Structure Plan (now)

Guided by the Winchelsea Place Plan, Council's Urban Futures Strategy and ongoing community and stakeholder input, the Structure Plan will set a clear framework for managing Winchelsea's sustainable growth over the next 15-20 years.

### Phase 1:

#### Opportunities and Constraints

October 2026

### Phase 2:

#### Growth options analysis

Mid 2027

### Phase 3:

#### Draft Structure Plan

Mid 2027

### Phase 4:

#### Final Structure Plan

Late 2027

### Phase 5

#### Commence Implementation of Structure Plan

2028

## What is a Structure Plan?

A structure plan sets out a clear, high-level, practical framework to help manage sustainable development and plan for a future the community wants.

### What it can influence ✓

- Where new homes, shops and jobs will go
- How streets, paths and the transport network will work
- Where parks, open spaces and community facilities are needed
- Which features should be preserved or enhanced
- What infrastructure is needed to support future growth

### What it doesn't ✗

- Guarantee state and federal government funding for major health, education or transport services
- Influence where development happens or whether a shop, business or developer chooses to invest or build
- Guarantee how many people move to the town

# Winchelsea Place Plan Vision

The project builds on the principles from the Place Plan, which reflect what the community values and wants for Winchelsea's future. These principles will help guide how the town grows and changes over time.

Winchelsea is a vibrant, inclusive and connected community – a place where people of all backgrounds and ages feel they belong, thrive and contribute. We celebrate our rural spirit grounded in agriculture and farming, and we enjoy living in harmony with the land and nature.

We envision a future where the community and First Nations People walk together with a deep respect for Country. Where our growth and development enhance our natural environment, honour our rural heritage, support thriving businesses and accessible services for all, and strengthen our social fabric.

## Key Principles

Seven principles were developed to help achieve the desired future vision for the town. These principles will shape and inform the development of the Winchelsea Structure Plan.

1



Managing Growth  
and Rural Character

2



Strong Community  
Connection

3



Environmental  
Stewardship

4



Celebrating Culture  
and Heritage

5



Inclusive Access  
to Services and  
Infrastructure

6

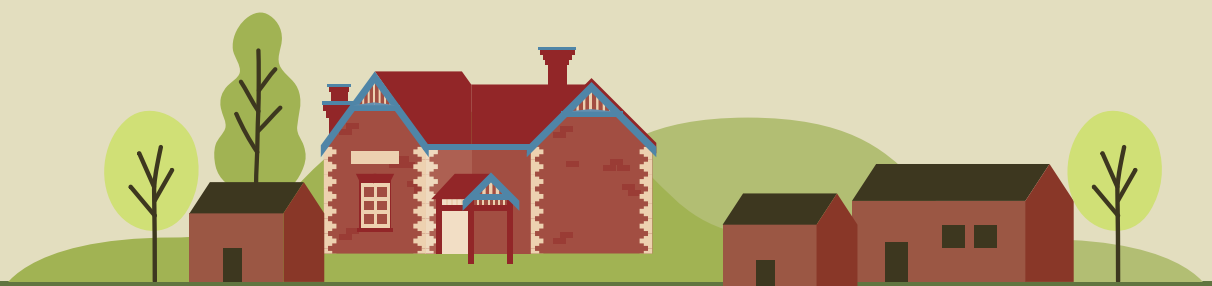


Walkable and  
Connected Town

7

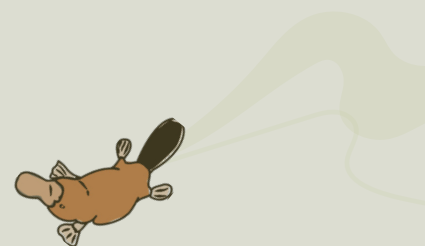


Healthy Local  
Economy and  
Opportunity



## Our community today

| Population  | Health                                                                                  | How We Live  | Employment  |
|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>41</b><br>median age                                                                      | <b>8.7%</b><br>require assistance                                                                                                                                        | <b>\$1,399</b><br>median weekly household income                                                | <b>53%</b><br>employed                                                                         |
| <b>82%</b><br>born in Australia                                                              | <b>23%</b><br>have at least one long term health condition                                                                                                               | <b>\$1,560</b><br>median monthly mortgage repayments                                            | <b>1.4%</b><br>unemployed                                                                      |
| <b>1.5%</b><br>First Nations people                                                          | <b>Volunteering</b> <br><b>14%</b><br>participate in group or organisational activities | <b>\$290</b><br>median weekly rent                                                              | <b>36%</b><br>not in labour force                                                              |



## Our changing community

Over the next 25 years, Winchelsea's population is expected to increase from about 2,000 people in 2021 to between 10,700 and 18,700 by 2051. The number of homes we need to plan for will increase significantly too.

| Population               | 2021  | 2036  | 2051   |
|--------------------------|-------|-------|--------|
| Moderate growth scenario | 2,024 | 5,180 | 10,771 |
| or                       |       |       |        |
| Higher growth scenario   | 2,024 | 6,155 | 18,757 |
| Homes                    | 2021  | 2036  | 2051   |
| Moderate growth scenario | 952   | 2,275 | 4,535  |
| or                       |       |       |        |
| Higher growth scenario   | 952   | 2,667 | 7,531  |

**Visit Your Say Surf Coast**

Scan the QR code or visit <https://yoursay.surfcoast.vic.gov.au/WSP>

