



WHAT'S THE FUTURE, WHYALLA?

COMMUNITY LEADERS WORKSHOP
21 SEPTEMBER 2023

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GLOOM TOWN TO BOOM TOWN

GREEN CITY FOR ALL

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WHYALLA: POPULATION TRIPLED

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THE TOWN THAT HELPED ITSELF

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WHYALLA: NO 1 TOURIST DESTINATION IN AUSTRALIA

SUMMARY REPORT
PREPARED BY
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WHYALLA WINS WAR ON CLIMATE CHANGE



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1. About the workshop

On Thursday 21 September 2023, from 4-6pm at the Whyalla Secondary College, approximately 100 local community leaders and key stakeholders gathered for a community workshop.

The workshop was called *What's the Future, Whyalla?* and was independently facilitated by Becky Hirst, from Becky Hirst Consulting.

It was purposefully designed to encourage participants to think BIG in envisioning a future for Whyalla as part of the development of a community plan. The workshop followed on from a larger community workshop held in April 2023 where community members had brainstormed their priorities for the future, resulting in a collection of key themes.

Keynote presentations by Professor Marnie Hughes-Warrington AO and Kristen Whittle set the scene for the workshop. The biographies used to introduce the speakers can be found at Appendix 3.1.

2. What we heard

The first half of the workshop included a mayor's welcome followed by the keynote presentations.

The second half of the workshop was undertaken in three parts –

1. **Participants were guided through a visualisation exercise.** The script used for the visualisation can be found at Appendix 3.2. The purpose of this visualisation exercise was to provide participants with the time and opportunity to visualise what they hope for Whyalla in 2040, being guided on a journey where a series of questions were asked. Immediately after this exercise, participants made notes of their key takeaways from the process. These can be found at Appendix 3.3.
2. **Participants were asked to reflect on their visualisations relating to the 5 senses** – taste, smell, touch, sound, and sight. This activity was designed to tap into creative thinking that was different to 'business as usual' thinking. The final question in this section was about their overall dream from their visualisation. These responses were collected via Mentimeter.
3. **Participants worked together to write media headlines from 2040**, to indicate what they hoped the world's media would be saying about Whyalla. This activity was designed to be the culmination of the inspiration from the keynote speakers, combined with the visions participants had of the future.

These headlines articulated concise yet bold visions for the future!

2.1.3 How or what did you feel during your visit to Whyalla in 2040?



2.1.4 What did you hear during your visit to Whyalla in 2040?



2.1.5 What did you see during your visit to Whyalla in 2040?

<ul style="list-style-type: none"> • Games arcade • People enjoying the beach • Art installations • Wildlife parks • Green space • 2 story Westlands • Bright colours • Lots of colour • Possibility • Smiles • Play cafes • More green spaces and places. • Lots of outdoor recreation facilities • Country estate housing has expanded • Beautiful houses • Solar panels on roofs • Parks and streets lined with trees • Arcades • Rooftop bars! • Happy families • People enjoying themselves • Floating houses over land • Gloria Jeans coffee shop • Architecture old, new and fantastic • Activities • Happiness, people waving • No rubbish • At night - city lights. Vehicle lights moving along main streets. • Green landscapes. • 40 hydrogen tankers at anchor in the gulf • Happy people • Art • Lots of people • More green spaces and places • Outdoor cinema • Higher education opportunities for young people • Green spaces • A new cultural and community centre • Art galleries with coffee shops • Attractions • Markets and artisan stalls around the revitalised downtown creative precinct • Respect • Whyalla High School as a open friendly homeless shelter 	<ul style="list-style-type: none"> • People of all ages • Night time vibe • Tidy town • Connected communities with bike paths • Free Public transport system in continuous loop • Sculptures and plenty of public art • New exciting architecture • So much green from streets lined with native trees • All buildings/houses/streets/parks/roads look cared for • People gathering • Smooth access to all buildings • Harmony • Children playing in the water park • Safe inviting well-lit spaces with lots of gardens • Master planned city • Unique buildings • Party parade decorations for a community celebration 🎉 🎉 • Open spaces • Sports complex with green spaces, accessible to everyone • Botanical gardens • Tourist attractions • Tidy streets and well looked after front yards • Thriving small local business • Plastic free land and sea • Sunsets • Community hubs, well maintained and interesting and modern buildings • Driverless cars • New designs in major buildings • Bicycles riding in a dedicated lane • New hospital • A sculpture trail that tells our past • Lots of walking and bike pathways • A bridge to Pirie • Well maintained streets • Free Hop on hop off driverless public transport system • More room for older people • New medium density houses • International airport
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<ul style="list-style-type: none"> • Interacting with our play spaces • Grassed footpaths. • Accessibility, hives of community activity, retail outlets, busy main street, restaurants, open air theatre • Bustling eateries and wine bars. • A city focussed outward on the vistas, growing up rather than out • Blended culture • Accessibility • 3D printed buildings • Better beach • A combined complex at the beach for all the boat clubs • A bridge/tunnel to Pt Pirie • Sea life • Respect • Trees, trees, trees 	<ul style="list-style-type: none"> • Cuttlefish underwater aquarium • Bigger town • Stormy weather • smiles • Shaded walking trails • Centralised CBD • People moving and going places • Restored art deco • A mangrove trail • Greenery • Water parks • Theme park • Children playing and laughing feeling safe • Lots of nature play open spaces with families and community engaging and enjoying time together • Live music • 2040 state of the art training facilities • Foreshore development • Pedestrians and cyclists
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2.2 My dream for Whyalla

What's your dream for Whyalla 2040? Which part of your amazing adventure do you want to come true?

<ul style="list-style-type: none"> • All of it... • A walkable/cyclable city • Vibrant main street • Better sense of COMMUNITY • More people • I want our youth to be happy engaged and excited to learn a life skill. • Large population • Double the population! • Feeling connected with the rest of the country and the world • Waterfront showcase • Green streets and parks in a smart city powered by green energy. • Vibrant city where people want to come to and want to stay • Climate proof, community oriented with pride of residence • A truly green city, deliberately redesigned with the purpose of delivering an attractive lifestyle 	<ul style="list-style-type: none"> • World leader • Bustling foreshore full of water parks, shops, restaurants, pubs and families • Big franchises coming to the city • Retirement living • To be a success, observing new families enjoying a vibrant city • A diverse population of families living their best lives with great futures for their kids • Multi-storey mixed use contemporary housing (no differential between students, workers, and residents) • Boardwalk in the mangroves, people enjoying our over 300 days of sunshine • Community cluster housing for aged / single • A desired tourist destination offering everything that attracts tourists- walks, history, cafes, places to relax and play • Communities connected by transportation options with multiple choices for careers being developed across sustainable industries
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- Lots of housing
- To be the CEO of the ballooning business!!
- World leaders in practice
- Kids hub with play cafe, Timezone, king pin, skating - all things kids
Waterfront shopping, bars and cafes
- Vibrancy
- Eco friendly city
- Population growth
- Child friendly entertainment zone
- A reason to stay and not just passing through
- Eco friendly city
- Abundance of attractions for families and tourists
- Diversity
- Housing
- Rejuvenated Main Street
- A sense of place, a community looking out for each other
- A exciting buzzing city that is safe vibrant, housing and fantastic health services
- Whyalla on the map!
- Decarbonisation of Heavy Industry
- Vibrant small businesses across the citty
- Art gallery / coffee shop
- That the population doubles, a flourishing Whyalla
- Inclusion
- Activities integrated in the natural landscape (hills, bush)
- A town people want to visit - green city and attractive lifestyle
- Better health facilities
- Fleet of Hydrogen ships based in Whyalla, 50,000 plus people from all over the globe
- Better beach access
- Participation

- Social connections
- Walking trails
- All people feeling content
- Housing. Access to services past Gepps cross.
Free transport
A safe space for families
Greener Whyalla
Sustainable employment
- Investment and renewal
- Thriving clean green innovative industry
- Incredibly contemporary sustainable homes with integrated paths for e travel with a bustling foreshore and Main Street full of tourists. A wave pool constructed near the wetlands.
- Joined up education training and employment
- Beach hotel
- Carefully vegetated public spaces and roads- attractive 'bones' for the city
- The world's first hydrogen powered amusement and water park with an international airport to get there
- People connected
- To be a tapestry of culture and innovation
- A wave of new clean industry
- Prosperity
- The most sustainable on earth.
- Whyalla: voted most sustainable city in the world
- Australia First Nation to Hit Net-Zero off the Back of Whyalla
- Whyalla now known as WHYAMI
- Whyalla wins Australia's most liveable city
- A place, Whyalla, that is truly safe for everyone. All are welcome and feel that they belong 💜

2.3 What the world's media will be saying about Whyalla in 2040

At the end of the workshop, in small groups, participants were set the challenge to write headlines that will be in the media for Whyalla in 2040.

1. Whyalla receives international recognition as the world's most liveable net-zero hydrogen city. Hydrogen generated in Whyalla not only powers all homes and businesses in Whyalla. It also powers a number of countries and provides green steel and green or. Whyalla: world's most liveable, hydrogen city, Whyalla - from woe to wow.	30. Thriving, clean city with a community with a sense of belonging.
2. See spectacular vistas that will surprise you. Australia's secret.	31. Energy freedom for life, work, and play.
3. Whyalla No 1 tourist destination in Australia.	32. Green city for all. Wealth for all.
4. Whyalla named cleanest city in South Australia!	33. Gloom town to Boom town
5. Whyalla named Australia's best city to live!	34. Green energy in city
6. Whyalla number one liveable city in Australia.	35. Blueprint for the world. Greenprint for the world
7. Innovation	36. Green city for all
8. Two green tales of the city... Green steel and green tourism.	37. Self-sufficient and regenerative City Whyalla
9. Whyalla Wows World with noble prize win! Energy Crisis Cracked.	38. Giant cuttlefish owners, Whyalla, basic public company rises to a Essex top 100
10. World's first ever flying hydrogen car soars out of Whyalla	39. Giant Australian cuttlefish number one on the ASX 100
11. World votes Whyalla as most liveable city with record growth faster than Adelaide.	40. Global capital in world well-being rankings.
12. Whyalla, the next you a E	41. Whyalla: where experts gathered to learn about hydrogen.
13. Most liveable city in the world... Again	42. Whyalla wins war on urban renewal.
14. Eco city booms!	43. Whyalla awarded world's most liveable city.
15. Whyalla's native food trail takes out best tourism attraction in Australia.	44. Property prices through the roof in the world's first green city.
16. Whyalla, a blueprint for the world!	45. Global green powerhouse. Most liveable city.
17. Whyalla greenest cleanest liveable city in the world.	46. Phoenix risen from the ashes.
18. Whyalla: an amazing transformation. The town that helped itself.	47. Global green powerhouse. Whyalla voted as number one place to raise a family.
19. Whyalla spectacular growth. The first city in the world to eradicate social disadvantage.	48. Wonderful Whyalla wows the world!
20. Whyalla steel works drives city transformation and booming economy.	49. Whyalla: Population tripled.
21. Cuttlefish, employment opportunities great education. Please apply.	50. Australia hits net-zero on the back of Whyalla.
22. Workers needed, pristine environment.	51. Whyalla, the progressive city!
	52. Industry leader in hydrogen
	53. Whyalla is world's creative capital
	54. Whyalla has been named one of the most diverse and connected cities in Australia and possibly the world.
	55. World's most liveable city.
	56. The town that helped itself. Whyalla has used natural resources to create a sustainable future.
	57. Back in black (green)
	58. Clean city with opportunities for all.
	59. Green energy city with thriving community
	60. Whyalla wins Australia's most liveable city.

23. World's most liveable city 24. Cuttlefish™ tops the stock exchange. 25. Whyalla number one in world for green start-ups. 26. \$1.50 for a newspaper is just the start 27. Cuttlefish Inc. Tops Stock Exchange 28. #1 in the World for Green Startups 29. Australia First Nation to Hit Net Zero off the Back of Whyalla	61. Whyalla: the Sleeping Giant has awoken 62. From Whyalla Steel to Green Whyalla 63. Worlds most innovative city – Whyalla 64. Whyalla: new UN world heritage city 65. Whyalla, why not? 66. Manufacturing's back in the green: Whyalla 67. Global Green Powerhouse 68. Why Not Whyalla - World's Most Liveable City!
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2.4 Feedback from participants

Participants were asked to provide feedback on the workshop via Mentimeter. The following responses were received –

- Good!
- Fabulous
- Great
- Engaging
- Inspiring..... but too many bananas
- Well prepared
- Loved participating. Enjoyed the format
- Well presented
- Great work WCC!!

3. Appendices

3.1 Speaker biographies

3.1.2 Professor Marnie Hughes-Warrington

A Rhodes Scholar originally from Tasmania, Marnie is Deputy Vice Chancellor Research and Enterprise and Professor of Philosophy and History at the University of South Australia.

UniSA is Australia's most industry intensive university, and a proud supporter of Whyalla.

Marnie is the author of numerous books and articles, and her work is used in universities and classrooms around the world.

She explores the ways in which most people learn history, why people make histories, and how to prevent hate histories.

Her latest project explores how machines write histories, and therefore how AI is an historical discipline.

In 2022 she was made an Officer in the Order of Australia for Distinguished service to Higher Education Governance, Leadership, and Mentoring.

3.1.3 Kristen Whittle

Kristen is an internationally awarded architect and urban designer.

He is a British-born Australian and graduate of Southern California Institute of Architecture in Los Angeles, California.

As Design Director of Bates Smart from 2005-2019, Kristen created BHP's Global Headquarters 171 Collins Street Melbourne, the new Royal Children's Hospital Melbourne, the VRC Club Stand Melbourne and the forthcoming New Australian Embassy, Washington D.C, USA, set for completion in Q4 2023.

In 2011 Kristen took part in the Climate Commission run by the Australian Federal Government to uncover the human sustainability features developed at the Royal Children's Hospital.

He has also been a team member of Herzog & De Meuron in Switzerland and London where he collaborated on the Stirling Prize Winning Laban Dance Centre and the prestigious Tate Modern Art Gallery London which led to the firms Pritzker Prize.

In 2019, Kristen opened his socially and environmentally focused architecture practice called Studio Kristen Whittle.

This practice enables him and his team to address the critical and creative challenges of the twenty-first century.

3.2 Guided Visualisation Script

Script adapted from *Creative Community Planning - Transformative Engagement Methods for Working at the Edge*, Routledge, 2010, Wendy Sarkissian, Dianna Hurford, Christine Wenman.

“Sitting down, settle yourself, close your eyes if you are comfortable doing so, or just look down. Become aware of your bodyweight on the chair below you.

Notice if you are scrunching the skin around your eyes and allow it to spread and soften. Notice if you are clenching your jaw and allow the lower jaw to be free. Allow your shoulder blades to slide down over your back ribs a little to open your chest.

And as you relax now, see if you can let something different happen. Start to listen to your own hopes for your community – here, where nobody will judge you. Let your mind be free and playful to enjoy this journey.

I wonder what it would be like if you were to transport yourself into the year 2040?

What if you could imagine Whyalla as the best place to live, a healthy place, a place where you belong, a place you were involved in shaping?

Feel yourself now standing on a local street and see that a young woman is walking towards you. She might be your daughter, young granddaughter or maybe a friend's daughter. Her name is Kim and you have arranged to meet her to look around Whyalla today.

Kim has grown up in Whyalla. She is 16, about to turn 17. She was born in 2023 when the process of reimagining Whyalla really started to take shape. You absolutely adore Kim. You smile because Kim is full of enthusiasm and when you are ready, you and Kim begin to walk down a typical street in Whyalla, here in the year 2040.

As you walk, notice what different kinds of houses are here now? Can you see some front doors and yards? How many storeys are the highest ones? How close together are they? Notice how many people are on the streets? Who is around? And what are they doing? What kinds of sounds do you hear from the neighbourhood and from the natural surroundings? You may also notice that there is a real sense of safety in Whyalla. What has changed to make the streets feel safer?

You keep walking and find Kim is leading you to a place that is special to her. What kind of place does she lead you to where young people like to go in Whyalla?

What if you could turn around in a full circle, what kinds of things would you see? What kind of scents do you smell? And what sounds do you hear? How does it make you feel to be in this place? What kinds of feelings come up for you now? Hear Kim telling you what makes this place so wonderful for her? What do you hear her say?

Now that Kim has told you all about her favourite place, you make your way to a local park to sit for a while and watch. Can you see how many people are there using the park? And what ages do you think they are? How do they interact with each other? Notice how you feel as you sit in this park. As you rest here, taking in the surroundings, Kim announces that she has a surprise for you and you see her pointing to a huge hot-air balloon.

You walk towards it and climb aboard. Allow yourself to feel safe and excited while the balloon gently lifts into the sky. Looking down you see the Westland's Shopping Centre and familiar streets around it. You can see Jubilee Park. You can see Bennett Oval. As you float high above the city, you can see the Old Whyalla High School down below. You can see the foreshore. You can see the Steelworks. You can see the airport.

You see how different it has become in 2040 from the way it used to be.

Notice the open space and green areas. How many are there? Where are they? You can see the roads and pathways from up here. How do you see people moving around down below? Are they on foot, bike, car or bus? Or something else? Are there drivers?! Maybe there are hoverboards!

And now you start to notice the buildings. What is the mix of houses and other buildings? Where are the taller buildings and the taller housing buildings located, if there are any? And can you see how the housing areas are linked with other parts of the neighbourhood – like transport, recreation, schools, churches and shopping centres? What kind of industry are you aware of as you float above Whyalla? What kind of businesses are here now?

The balloon begins to come back down. As it lands, you return to the present – to the year 2023. You step out of the balloon and with your eyes still closed, you come back to the present moment – here in this room. Now with your eyes still closed and still in silence. Gently go back over the most powerful aspects of your journey in your mind. Which images are the most important to you? Only when your inner journey is clear in your mind, you can open your eyes and record your images on the paper on your tables IN SILENCE for a few minutes.

As we are now back in the room, let's take a few minutes to chat with the people next to us about what we saw on our journey into the future."

3.3 General notes by participants of visualisation process

1. More people, smaller footprint. Greenery everywhere. Busy streets more pedestrians. Artist studios. Pools of water running through city. Birdsong.
2. Autonomous transport link between key centres. Consolidated sports hub bringing community together.
3. Recycled water focus to deliver an oasis in the desert.
4. Revised visual gateway from the north.
5. Kim was free healthy felt safe to create her life. Empowered. The vibe was high to connected/integrated. People communicated nicely. They were supportive and encouraging.
6. Whyalla's wide streets and footpaths. Green, filled with native plants and trees, there are so many birds everywhere.
7. The wide foot paths, a safe place to ride and walk. Lots of green public transport.
8. The downtown area is full of cafés and artisan stores with lively markets on the weekends.
9. More parks, greenery, and trees. Old, abandoned buildings renovated and re-purposed.
10. Net zero businesses and households. Little street noise from electrified hydrogen powered campus. Hydrogen powered recreation/amusement park/waterpark. Hydrogen powered international airport.
11. Board walk-through mangroves.
12. Apartment buildings along Nicholson Avenue.
13. Green spaces for families connecting the wetlands to other spaces.
14. Prosperity, calm, unique, relaxed, technology, place to be, energy, welcoming, accessibility, tourism, giant cuttlefish.
15. Transport meaning larger aircraft - accessibility and cheaper access. Satellite recreational hubs.
16. More atmosphere socially for young and old. Waterfront shopping, eateries, bars. A city better streamlined and set out to capture visitors. Accommodation. Better options for flights in and out of Whyalla at affordable rates. A celebrated history of our town.
17. Developed - but a pedestrians-only foreshore - full of coffee, shops, cocktail bars, boutiques, etc. where people walk happy and chatty lots of green areas and streets lined up with trees. Lots of recreational places for youth.
18. Interaction by people of all ages. Housing quality and density. Lots of green space in city. Walking and bike paths linking up easily. Diversity of people. Multi sports complex. Cultural centre. Education and skills. Across the lifespan.
19. People working on the shaded trees. Fresh. Electric tram or train encircling Whyalla, circular route, quiet country estate housing, smell of eucalypt.
20. Multidiscipline, sporting complex accessible to everyone and lots of greenery and open spaces. Every person has a sustainable greenhouse/home.
21. Green open streets with occupied buildings – 2-3 stories on main roads. Vibrant café and park culture. Neat and ordered.
22. No omissions from steel works. Electric vehicles and hydro vehicles, large and small. Drones (Uber Air), freight, green street lines lots of shade, vibrant main streets, lots of retail clothes shops, Vibrant foreshore area, lots of people out and about new buildings, renewal, clean and green.
23. Safety, police presence and integration with youth. Open spaces with facilities/shade accessible spaces.
24. Beautiful sustainable housing - timber iron and steel. Open spaces, outdoor activities, gardens, shade areas, walking and bike trails, low level as it is not three or four-story housing, open air dining, multicultural.
25. Busyness, large green parks, linked with waterways. Community gathers. City events, signage, beachfront facilities, where kids can grow, huge development.

26. Hills are free of houses, but have beautiful red land gardens. School groups come and take in the vistas; photographers and painters coming to paint; while it is the place that protected their natural beauty.
27. Green spaces trees everywhere, less pollution from steelworks, people in the Main St., Mall cafés and walking dogs, the bridge to Port Pirie.
28. Tourism is optimising on natural beauty, clean, green, solar enterprises, multi-faceted buildings. And walks that tell history proud of our past. Café and coffee precinct. Purposeful buildings that are planned. Open green spaces.
29. Waterpark. Outdoor swimming pool. Hotel. Resort caravan park. Skate rink. No pollution. Spenny Bridge. Museum and art gallery
30. After my flight into the future I can see no change at all. Council needs to be proactive if change is to occur. After 53 years nothing has changed and until Whyalla is recognised by state and federal governments, then we will still be told we will get new industry but in 20 years nothing will change. What I would like to have seen is green parks, efficient, transport, and amenities with safe areas for all citizens. I would like to have seen a close-knit happy community.
31. Green and trees, clean, no dirt and dust, quiet, sports facilities that are modern, longevity, supply boats, motels, high-rise (max 10) and café and shops, people engaging.
32. Streets with people walking and parks with young families, playing, communities with mixed low and medium density, eco-friendly, housing, new eco-industry, Parks with micro manufacturing, labs and eco-food, green energy, and fuel.
33. Good access to education, eco-friendly, housing, cultural, tourism, aboriginal culture recognised, drones.
34. Wide streets, housing blending into the earth, green areas, parks, people moving, no smoke.
35. The nations award-winning recreation centre water park, and unique open space for all ages families, enjoying a celebrated history, proud from where we have come and where we are going.
36. Social public spaces, integrated, clean, transport hub screen, space industry, clean, re-purpose
37. Emission free steel works thriving hydrogen plant developed bustling for sure with play areas, shops, restaurants, pubs.
38. Tall resort, build, and a city precinct with Art Deco buildings retained in the city uptown area.
39. Connectivity with the rest of the world, ports, variety of industries, people from various walks of life in places, tall buildings, entertainment, a sense of not being isolated.
40. People traveling by bicycle on a dedicated lane.
41. Community the first to benefit from any future industries. Safety, accessibility, revegetation.
42. Everyone has a sense of belonging and happy, entertainment and fun park, single level houses, clean air quality, no slums, big beautiful Jubilee Park, city centre in centre of the city.
43. Direct flights to Melbourne and Sydney, hydrogen plant near Port Broughton, clean green power station using Hydro, E bikes and segways, automated public transport.
44. Green spaces, open parklands, busy city centre, no poverty, everyone gets along, safe to walk along street, not all pink.
45. Play cafés, bounce, arcade, games, bowling alley, wildlife parks.
46. Children playing in the streets. All the buildings and houses, streets, parks and roads look cared for. From the air the town looked similar to now but more green places and spaces. Solar panels on rooftops. Areas of cafés and restaurants.
47. Clean, diverse young and old people modern friendly, positive healthy
48. We hear birds, wind, trees rustling. We feel sun on my skin and face. We see streets with houses that are two-story. All around me – chatter, happy noises, clean, green, bright colours. I recognize the heritage and beauty attractions unique experiences. Children playing and laughter.
49. Clean. Happy people.

50. Restore old buildings keeps a history through the new developments. A safe healthy future for the current incoming youth.
51. New development medium density with lots of trees and pocket parks. Steel works - no dirty smoke.
52. Green city. Large population.
53. The big ship was surrounded by water and revitalized as a tourist destination. The parks were lively and safe.
54. The beach was filled with rides a great view and a lot of attractions.
55. Greenery, community events, beach facilities, water, parks, art galleries, university with most courses available, better drivers, so many support, workers beach markets, clean, smells disability access, small communities with a larger community, festivals cafés restaurants.
56. Foliage cover, green buildings, avenues, hubs of activity, green steel Works, music, birds, laughter, and people.