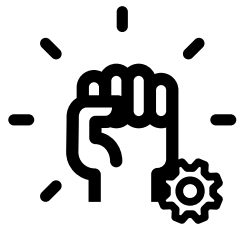


# SWOC Summary



## STRENGTHS

Our community is strong, diverse, and caring, with a vibrant spirit that embraces inclusivity and innovation.

Residents benefit from quality education, thriving businesses, and a growing manufacturing sector that creates jobs.

Our prime location near the capital, housing affordability, and access to nature offer an excellent lifestyle.

Cultural festivals, recreational opportunities, and initiatives like Riverlink and foodbanks, all foster community well-being, connectivity, and resilience.



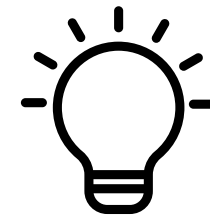
## WEAKNESSES

The city faces challenges in poor transport and water infrastructure, social inequities, and environmental risks.

Issues like homelessness, high cost of living, and family violence highlight social disparities.

Economic limitations include a shortage of skilled, high-paying jobs and uncertainty around funding for key projects.

Natural hazard, pollution, and climate change risks require urgent attention, but a mindset of complacency can hinder proactive planning.



## OPPORTUNITIES

Our city has opportunities to collaborate to drive innovation and economic development while supporting social growth.

Investing in disaster preparedness, education, and revitalisation projects like RiverLink can enhance long-term sustainability.

Neighborhood-focused initiatives, like healthy homes, can improve well-being.

Embracing diversity, celebrating achievements, and fostering a learning city will help create a thriving and inclusive future.



## CHALLENGES

We face challenges in balancing growth with preserving history while managing increasingly diverse communities.

Rising living costs, educational engagement, and health issues like obesity require focused solutions.

Natural hazards and climate change raise concerns about insurability and the need for proactive planning, including potential retreat strategies.

As the city evolves, addressing these challenges while embracing diversity and scientific advancements will be key to a sustainable future.