Wyndham is the fastest growing municipality in Victoria however road and public transport infrastructure has not kept pace with population and housing growth. When Council asked residents what their top four priorities were, transport / congestion alleviation emerged as the top priority.

In December 2013, Wyndham City adopted a 2-year campaign ‘Get Wyndham Moving’ to tackle traffic and transport congestion in Wyndham. Although there were two distinct phases of the campaign, in the first year - 2014, the campaign focus was on engaging community support and advocating to Government for more transport funding.

Through the implementation of an effective campaign that included advertising, events, publicity, collateral and a digital presence ‘Get Wyndham Moving’ was thrust in front of millions of eyeballs. Wyndham City also recruited 12 local transport champions representing diverse parts of the community to be the face of the campaign. 34% of Wyndham residents spontaneously recognised the advocacy campaign, the Get Wyndham Moving petition achieved 5,535 signatories and there were 43,122 views on the website between March and December 2014.

In the lead up to the Victorian State election (November 2014) the campaign advocated for 7 asks to reduce traffic congestion and post-election - 6 of 7 are being delivered.

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