



Fremantle Economic Development Strategy 2011-2015

Action plan update as at 22 September 2011

ONE

Economic development leadership & collaboration

1.1

Establish a Fremantle economic partnership to facilitate a collaborative approach to economic development activities in Fremantle

Status

Initial meetings with the proposed partnership members are being held in August and September.

TWO

Urban form & infrastructure

2.1

Prepare a planning scheme amendment for city central that supports development necessary to establish Fremantle as a primary centre

Status

Planning scheme amendment for City Central initiated at Council's 24 August meeting.

2.2

Implement the Fremantle Retail Model Plan 2010 recommendations relating to the 'development of additional retail space'

Status

David Shetliffe appointed in an external development facilitation role in April 2011. Significant in-confidence work is underway. Proposed Kings Square Project announced.

2.3

Identify and establish an implementation model for development in the Fremantle CBD

Status

Fremantle Union established. First meeting proposed for mid October. Community reference group to be established. Initial projects: Structure Plan for Fremantle CBD and surrounds, Kings Square Project and Victoria Quay/Fremantle Railway Station and Surrounds Masterplan.

2.4

Improve way-finding and place making

Status

Audit of signage into and within Fremantle CBD to proceed. Installation of available car bay signage for Queensgate and Collie Street under investigation.

THREE

Business capability & capacity

3.1

Implement the Fremantle Retail Model Plan 2010 recommendations relating to better whole-of-city retail management and coordination

Status

The BID Steering Group meeting regularly. Consultation with business community commences in October. BID proposed to commence operation on 1 July 2012.

3.2

Establish a new and better resourced Fremantle Visitor Centre

Status

City purchased the Fremantle Visitor Centre in June 2011. Volunteer tourist guides being integrated into Centre. Initial upgrade to layout and functionality imminent. Upgrade of Visitor Centre website has been scoped. Consideration being given to incorporating a new Visitor Centre into the proposed Kings Square Project.

3.3

Pursue initiatives that enhance Fremantle as a creative city

Status

Options for extending free wi-fi in the Fremantle CBD under investigation. Initial extension into Fremantle Fishing Boat Harbour prior to the commencement of Perth 2011 confirmed. Investigation of the potential for establishment of Fremantle Centre for Creative Excellence commenced.

FOUR

Marketing

4.1

Collate and disseminate relevant economic data to support existing and new businesses

Status

Investment and business pages on City's website now live. City's call centre and reception staff receive regular training on the role and responsibilities of the economic development and marketing unit. Development of an Investors Guide to Fremantle underway.