



Fremantle Economic Development
Strategy 2011-2015
Action plan update as at 1 August 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 to be held in August and September.

TWO

Economic development leadership & collaboration

2.1

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

Status

Report of the City Centre Strategic Sites Working Group adopted by Council on 27 July. Recommendation to initiate a planning scheme amendment for city central will be presented to Council's 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.

2.3

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

Status

The Mayor has convened an initial meeting of the agency heads of the Department of Transport, Public Transport Authority, Department of Planning, Western Australian Planning Commission and Fremantle Port Authority on 4 August to consider the establishment of the Fremantle Union.

2.4

Improve way-finding and place making

Status

Project brief has been prepared for commissioning an audit of signage leading into and within the Fremantle CBD, the identification of redundant signage, and requirements for refreshed and additional signage.

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

An implementation plan has been prepared. Initial meeting of the BID Steering Committee held on 28 July.

3.2

Establish a new and better resourced Fremantle Visitor Centre

Status

The City has purchased the Fremantle Visitor Centre from the private operators. Transfer of ownership took place on 24 June. Initial incremental improvements to the Centre and the Centre's website have been identified and will be implemented during August and September.

3.3

Pursue initiatives that enhance Fremantle as a creative city

Status

Options for extending free wi-fi in the Fremantle CBD are under investigation. Incremental extension is a likely outcome.

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 is receiving regular training on the role and responsibilities of the economic development and marketing unit. Work to prepare Investors Guide to Fremantle is being scoped.