



# 2010—15 strategic plan



## Community update

August 2014



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# Background

Council adopted its new strategic plan in June 2010 with an overall vision for “Fremantle to be recognised as a unique city of cultural and economic significance”. The plan contains seven ‘strategic imperative areas’ within which there are a number of projects that the council determined were priority projects to achieve the outcomes it sought in each of these strategic areas. This document provides an update on some of the key projects within each area.



# Our strategic imperatives

## Economic development

Strengthen Fremantle's economic capacity

## Urban renewal and integration

Provide a great place to live, work and play, through growth and renewal

## Climate change and environmental protection

Lead in the provision of environmentally sustainable solutions for the benefit of current and future generations

## Transport

Lead in the provision of environmentally and economically sustainable transport solutions

## Character

Sustain and grow arts and culture and preserve the importance of our social capital, built heritage and history

## Community and safety

Create a community where people feel safe in both private and public spaces

## Capability

Deliver on the achievement of our strategic imperatives through good governance, strong leadership, effective communication and excellence in delivery



# Economic development

Strengthen Fremantle's economic capacity.



## Desired outcomes

- 1 Improved retail sector attracting greater retail spend in Fremantle and providing local employment.
- 2 New commercial businesses established in Fremantle providing employment opportunities.
- 3 Maintain and grow tourist and visitor servicing.

## What has been done?

### BUSINESS ATTRACTION INCENTIVES

Four businesses have been successful in their applications for financial support from the City's new business attraction incentives policy. The incentives are designed to help Fremantle's new generation of high quality niche retailers establish themselves in the port city. The successful businesses include Common Ground store and cafe, Bibi Vintage & Fair Trade boutique on High Street, the 3D Printing Studio on Marine Terrace and Escape Hunt (a new tourism attraction which will be opening soon within the Piazza shopping arcade).

So far the establishment of these businesses has seen 17 jobs created and over 1 000 sqm of previously vacant commercial space leased out.

Read the [media release](#).

### \$220M KINGS SQUARE PROJECT WINNING ARCHITECT DESIGN ANNOUNCED

Kerry Hill Architects have been announced as the competition winner for the design and planning of a \$45m development forming part of the \$220m [Kings Square Project](#) in central Fremantle.

The winning concept was selected from a field of 53 entries submitted from around the world. An independent jury shortlisted the submissions to Kerry Hill Architects, McBride Charles Ryan and CODA before carefully selecting Kerry Hill Architects as the winner.

Kerry Hill Architects are now working with Sirona Capital to design various aspects of the Kings Square precinct including the library, civic chamber, City administrative offices, urban room, cafe and specifically retail; together with public space within the iconic Kings Square precinct.

Visit the [Kings Square architectural design competition website](#).

### UNIQUE FOOD VEHICLES

The City has recently endorsed a new permit which allows high quality food trucks to operate within pre-approved locations in order to bring activity to underutilised spaces. The unique food vehicle permit is the result of a 10 month trial which was overwhelmingly supported by the public (in a survey of 750 people, more than 95% supported the initiative).

Read the [media release](#).

### FREMANTLE INVITES THE WORLD TO BE 'PART OF THE STORY'

The City has rolled out its innovative new place marketing campaign: "Fremantle. Be part of the story." The campaign is the result of a comprehensive review of the City's marketing strategy.

The cornerstone of the campaign is a website that showcases all that Fremantle has to offer, categorised into: arts & culture, eat & drink, see & do, events & festivals and shopping.

Visit [www.fremantlestory.com.au](http://www.fremantlestory.com.au)

### GOVERNMENT DEPARTMENT RELOCATION UPDATE

Sirona Capital and The City continue to work collaboratively on a marketing campaign for the Kings Square Project, aimed at attracting the Department of Housing as the anchor tenant. The Mayor and acting CEO met with the Minister for Finance, Minister for Planning, Minister of Housing and the Premier in June to update and reinforce the project.

## Urban renewal and integration

Deliver on the achievement of our strategic imperatives through good governance, strong leadership, effective communication and excellence in delivery.

### Desired outcomes

- 1 More affordable and diverse (mixed use) housing for a changing and growing population.
- 2 Expand and improve the amount of shared recreational space in proportion to increasing suburban in-fill housing and high density housing in the CBD.
- 3 Innovative and renewed city and suburban areas.

### What has been done?

#### AFFORDABLE HOUSING GETS GO-AHEAD

Council has adopted the 7 Quarry Street, Fremantle business plan which will result in the property being sold to Fremantle Park Investments based on the use of 25 National Rental Affordability Scheme credits going towards affordable new housing. The business plan fits with City's [Strategic Plan 2010–15](#) – which includes the delivery of affordable housing.

View the [from the council chambers e-newsletter](#).

#### SUPPORT TO LEASE WARDERS' COTTAGES

The state government has announced that the 150 year-old historic cottages revitalisation will be funded by a \$4m State Government Revolving Fund, of which \$2m has been allocated specifically to the cottages' restoration.

View the [media release](#).

#### NEW TEMPORARY MURAL AT CANTONMENT HILL SIGNAL STATION

A temporary mural has been installed at the Cantonment Hill signal station as part of the \$150k interim activation works. The mural was painted by artist, Nami Osaki and was inspired by the indigenous history of the site. The Cantonment

Hill Project will set about re-establishing Cantonment Hill as an attractive destination for tourists and locals.

View the [Cantonment Hill Working Group page](#).

#### COUNCIL AGREES TO ENTER INTO LEASE TO DEVELOP J SHED

Council has agreed to enter into a 21-year lease with Sunset Events to develop the J Shed area at Fremantle's Arthur Head. A maximum of 400 patrons will be allowed during normal operation with an allowance of 850 under council discretion.

The centrepiece of the lease agreement is a boutique craft brewing and food operation with a strong emphasis on live music and other creative industries. The City is now finalising the lease based on the essential items with the lease to be formally executed once it is approved by council at a future date.

View the [media release](#).

#### WEST END HERITAGE ASSESSMENT SUBMITTED

Heritage consultants have completed the draft heritage assessment of the West End and have submitted it to the Heritage Council for their consideration.

#### LEFROY ROAD QUARRY SITE STRUCTURE PLAN COMPLETED

Council and the West Australian Planning Commission have approved the Lefroy Road quarry site structure plan. Landcorp will organise a meeting with the City and other landowners shortly to determine the approach to site development, including timing and financial arrangements.

#### ROAD IMPROVEMENTS COMPLETED

The City of Fremantle Road Rehabilitation and Improvement Program continues to be implemented with the completed works at Queen Victoria Street, Adelaide Street, Marine Terrace and Ladner Street.

#### DEVELOPMENT OPTIONS FOR STAN REILLY (NEXT TO FREMANTLE OVAL)

Council has approved a report recommending the preferred use of the site to include affordable housing as part of the development. Another detailed report will be submitted at the end of the year.

## Climate change and environmental protection

Lead in the provision of environmentally sustainable solutions for the benefit of current and future generations.

### Desired outcomes

- 1 Adaptation and mitigation strategies in place to minimise impact of sea level rises, storm events and coastal erosion.
- 2 Reduced carbon emissions.
- 3 Decreased water reliance.

### What has been done?

#### ONE PLANET FREMANTLE STRATEGY

In September 2013 The City embarked on the development of a One Planet Council strategy. The aim of the strategy is to create a future where it is easy, attractive and affordable for people to lead happy and healthy lives within a fair share of earth's resources. The strategy uses 10 guiding principles as a framework to help the City and its partners examine the sustainability challenges we face and to develop appropriate solutions.

Some highlights include funding for the implementation of the Low Carbon Schools program, installation of real time energy monitoring systems for Hilton PCYC and the Fremantle Town Hall administration building/town hall, development of a car share policy and the Waste Not initiative (organic waste recycling and communication strategy for selected City facilities).

Visit the [One Planet Fremantle page](#).

#### NEW BINS FOR PUBLIC PLACE RECYCLING PROGRAM

New 'recycling only' bins have been installed in the CBD as part of the City of Fremantle Public Place Recycling Program. The bins are designed to take recyclable waste including glass, paper and cardboard, plastic, metal tins and aluminium cans. The bins are located at strategic spots in the CBD and contain colourful stickers on the front showing what items are accepted.

#### FREMANTLE PARK HYDROZONE UPGRADE COMPLETED

The City upgraded the Fremantle Park irrigation system as part of the hydrozone concept plan to ensure water efficiencies were in line with the City's waterwise strategies without compromising community park use. The upgrade will save 7 500 litres per year.

#### FREMANTLE LEISURE CENTRE ENERGY EFFICIENCY PROJECTS

The projects included geothermal bore, heat pump, cogeneration plant and a new boiler system. The equipment will save The City of Fremantle over \$100 000 a year in decreased operating costs, a facility energy reduction of around 25%, abate 250 tonnes of greenhouse gas and shave 5% off the City's total greenhouse gas profile.

View the [Fremantle Leisure Centre page](#).

#### NEW GREEN SPACES WORKING GROUP

A new working group will be established in the coming months to identify opportunities for new green spaces in Fremantle and to recommend options for upgrades to existing parks and linkages. The Green Plan Working Group will build on the principles of the City's Green Plan (2001) to produce a 'green' Fremantle.

View the [from the council chambers e-newsletter](#).

## Climate change and environmental protection

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### Desired outcomes

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- 2 Reduced carbon emissions.
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### What has been done? *(continued)*

#### ANNUAL TREE PLANTING PROGRAM

The City continues to increase the green landscape around the CBD and surrounding suburbs with 1 000 trees planted in 2013–14 and a further 1 000 planned for the 2014–15 financial year.

#### PLASTIC BAG LOCAL LAW UPDATE

Council has agreed to resubmit the innovative City of Fremantle Plastic Bag Local Law to the State Legislative Council. The only substantive change is that the law will no longer require retailers to charge a minimum of 10 cents for each alternative shopping bag provided to shoppers. Some penalties have also been revised for consistency with laws in other jurisdictions.

View the [plastic bags local law page](#).

#### LOW CARBON CITY PLAN

Projects from the plan continue to be rolled out with the low carbon schools project beginning soon after receiving funding from the CRC for Low Carbon Living. Other projects include the completion of the City-supported Josh's House project, development of sustainable housing guidelines and the progression of car sharing, electric vehicle and cycling initiatives.

## Transport

Lead in the provision of environmentally and economically sustainable transport solutions.

### Desired outcomes

- 1 Fremantle is the centre of the region with access to other economic hubs and population catchments.
- 2 Improved public transport options for the efficient movement of people, and/or decreased reliance on private transport.
- 3 Fremantle recognised as a pedestrian and cycle-friendly city.
- 4 Developed road and rail solutions for transport of freight to and from the port.

### What has been done?

#### HIGH STREET WIDENING PROJECT NOT SUPPORTED

After careful consideration and input from the community over the past months, council felt that Main Roads Western Australia's (MRWA) High Street Fremantle upgrade project was not in the best interests of the area and could not support their proposal.

Main Roads proposed a four-lane dual carriageway with a six lane road reserve for a section of Leach Highway. The plan would result in significant impacts on property and the natural environment (loss of trees). Council voted for a more appropriately scaled upgrade to reduce impacts on the local community.

The City is now waiting on confirmation from the federal government on how the High Street upgrade project will be affected by the Perth Freight Link.

View the [from the council chambers e-newsletter](#).

#### DRAFT BIKE PLAN RELEASED

The City has begun implementing its City of Fremantle Local Bicycle Plan 2014–15 with the completion of the Leighton Beach shared use path upgrade and the South Terrace

bicycle lanes construction. The plan examines the current cycling environment and identifies facilities the City has for cyclists and key areas for improvement. The plan focuses on three approaches:

1. Everyone has access to a bicycle.
2. Hard infrastructure – well-connected, safe and secure cycling infrastructure.
3. Soft infrastructure – education and promotional programs.

The plan aims to double cycling rates from the present 2.9% to 5.8% in 2017.

Download the plan from the [strategic and key documents page](#).

#### FREMANTLE PARKING APP LAUNCHED

The City launched the Fremantle parking app for the iPhone which gives motorists access to an interactive map displaying the location of parking in the CBD, hourly rate and open hours.

Real time parking availability signs have also been installed at South Terrace (corner of Norfolk Street), Queen Victoria Street (corner of Parry Street) and High Street (corner of Parry Street).

#### INTEGRATED TRANSPORT STRATEGY SCOPING BEGINS

The transport strategy will enable council to establish its priorities for the future of the transport network covering the cycling network, future population and employment growth, car parking and possible future sustainable transport projects.

View the [from the council chambers e-newsletter](#).

#### NEW OPTIONS FOR RESIDENTIAL DENSITY

City officers have begun researching specific areas along South Street (from Marine Terrace to Stock Road) that could be suitable for intensive residential development as part of the state government's transit corridor development. A residential properties review in the area will also be completed and submitted with the report to council later this year.

View the [from the council chambers e-newsletter](#).

## Character

Sustain and grow arts and culture and preserve the importance of our social capital, built heritage and history

### Desired outcomes

- 1 A city that attracts diverse original arts and artists, culture and events.
- 2 Strengthened sense of place.
- 3 The city is a creative cultural centre with vibrant festivals and street life.

## What has been done?

### ESPLANADE YOUTH PLAZA GRAND OPENING

The \$1.6m family-friendly youth plaza was launched on Sunday 13 April with a grand opening which featured the plaque unveiling, all ages skateboarding and parkour clinics, family entertainment as well as skateboarding, BMX, scooter, parkour, rollerderby and slackline demonstrations. The plaza's location in the south eastern corner of the Esplanade Reserve was carefully designed and located to be a highly visible inner-city hub for families and young people.

Visit the [Esplanade Youth Plaza page](#).

### ARTS IN FREMANTLE GETS A BOOST

Council has adopted a new City of Fremantle Cultural Development Strategy 2014–15 which focuses on the action areas of public art, infrastructure, cultural capacity and engagement and includes an extra \$100k for public art expenditure. The plan will ensure shorter-term actions continue during the local government reform transition before a broader community engagement process can begin for the development of a new, longer term plan.

Visit the [strategic and key documents page](#).

### FOCUS ON HERITAGE BUILDING MAINTENANCE AND RENEWAL

The City has committed \$8.5m for new community facilities/upgrade of existing buildings (including heritage building restoration). Some of the major heritage projects include \$560k for restoration works at the Fremantle Town Hall, \$850k for stage 1 of the old Fremantle Boys School upgrade and \$500k for the Fremantle Markets conservation.

View the [media release](#).

### NEW AGE FRIENDLY CITY PLAN

The City of Fremantle Age Friendly City Plan 2013–14 has been completed with the 2014–15 plan to be submitted for council approval in August. Some of the successful projects completed over the last year include the bi-monthly Come and Try program and the regular One Stop Shop activities.

### FREMANTLE LEISURE CENTRE REOPENS

After being closed for 10 months for renovations, the leisure centre re-opened on Monday 7 April revealing a highly anticipated make-over. The upgrade consisted of fully tiling all swimming pools, access ramps and access chair to three swimming pools, new toddlers' pool with water feature equipment, a new concourse and new cardio and strength equipment in the fitness centre.

View the [Fremantle Leisure Centre page](#).

### ABORIGINAL CULTURAL CENTRE

An estimated 300 people attended the grand opening of the Aboriginal Cultural Centre (ACC) at 12 Captain's Lane, Arthur's Head on Monday 10 March which was run in conjunction with the Journey to Recognition walk. The centre runs workshops, demonstrations, informative talks, tours and artist exhibitions.

Visit [www.fremantle.wa.gov.au/acc](http://www.fremantle.wa.gov.au/acc)

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## What has been done? *(continued)*

### AUSTRALIA DAY 2014 CELEBRATIONS A SUCCESS

The City enjoyed another successful Australia Day with an estimated 15 000 attending the Fremantle Australia Day Festival at Esplanade Reserve. The festival was followed by the Indian Ocean Fireworks at Bathers Beach. Over 40 000 people watched as 2 700 fireworks were launched into the night sky.

View the [media release](#).

### PUBLIC ART IMPLEMENTED

The 2014 ephemeral art project at Kings Square was completed as part of the City of Fremantle Public Art Plan.

Download the plan from the [strategic and key documents page](#).

### ARTHUR'S HEAD ARTS PRECINCT IN FULL SWING

Arthur's Head has been developed into an arts and culture destination with infrastructure upgrades, tenants working group established, ongoing marketing and promotion, signage, lighting, trails and activation activities. The City is now working with tenants to increase patronage.

Visit the [Arthur's Head project page](#).

### NEW CORPORATE WEBSITE

The City has begun working on a new corporate website ([www.fremantle.wa.gov.au](http://www.fremantle.wa.gov.au)) with the aim of going live on 1 July 2015. A community survey asking questions on what information ratepayers looked for and what would make it easier for them to find information was open over May and June with 266 people responding.

A community focus group will be held on Wednesday 20 August to help design a logical menu structure and what is required on the homepage. The results will be considered with previous research collected by the City. Web developers will be offered to provide a quote to build the new website in early September.

## Community and safety

Create a community where people feel safe in both private and public spaces.

### Desired outcomes

- 1 City and suburban areas are safe places to be.
- 2 Review and continue to implement initiatives from the community safety plan and anti-social behaviour working group.

### What has been done?

#### **CBD SAFETY & LIAISON PATROL**

The City's two-person security patrol continues to operate seven days a week from 12 noon to 8.00 pm. Patrol officers walk the Fremantle city centre working alongside local businesses to enhance the experience of visitors.

#### **PUBLIC HEALTH PLAN DEVELOPED**

The City of Fremantle Health and Wellbeing Strategy 2014–18 has been developed and will be submitted to council shortly, before it is submitted to council for consideration. The draft strategy reflects best-practice community development and public health initiatives and addresses key issues identified in the City's Health and Wellbeing Profile 2013.

#### **CCTV CAMERA COVERAGE EXTENDS TO SOUTH BEACH**

The City now has a total of 26 fully-operational CCTV cameras operating in the Fremantle CBD which have been used to assist police cases.

#### **NEW SPORT AND RECREATION PLAN**

The City of Fremantle Strategic Recreation Needs Strategy 2011–14 has been completed and a new plan for 2014–15 has been developed for council approval in August. Achievements include: audit of recreation buildings and infrastructure, upgrade of leisure centre, construction of the Esplanade Youth Plaza, development of a 'play spaces' long term plan, activities encouraging participation and implementation of the KidSport program.

#### **REPORT FOR CRIME PREVENTION PLAN**

The City is currently putting together a report on the outcomes and future community safety requirements from the City of Fremantle Community Safety and Crime Prevention Plan 2011–15.

## Capability

Deliver on the achievement of our strategic imperatives through good governance, strong leadership, effective communication and excellence in delivery.

### Desired outcomes

- 1 Good governance structures, supporting council focus on strategic areas.
- 2 Organisational capacity for project delivery and effective and efficient services.
- 3 Clear understanding of how and when to engage with stakeholders and the community.

## What has been done?

### LOCAL GOVERNMENT REFORM

Planning is underway to ensure a smooth transition when new council boundaries come into effect in July 2015 (as part of the state government's council reform process).

Although the final boundaries are yet to be announced, the City has undertaken significant work to ensure the impact on our communities is minimal.

Some of the ways the City has done this is by budgeting \$1m for a reform contingency fund, the establishment of a special projects committee to advise on major projects significant to Fremantle and a communication plan, including an FAQs section on the City's website, to advise ratepayers on the process and any variations to their regular services.

A final decision on boundaries is expected in September 2014.

### FREMANTLE 2029 COMMUNITY VISIONING PROJECT

The community workshop portion of the innovative Fremantle 2029 visioning project has concluded following a launch and four public workshops. The next step will involve an elected member community

summit followed by the presentation of the visioning project results. The results of the workshops will help form the basis of the City's next strategic plan to guide Fremantle's future.

Visit the [Fremantle 2029 page](#).

### SPECIAL PROJECTS COMMITTEE ESTABLISHED

The special projects committee has been established to consider and make recommendations to council on major projects significant to Fremantle, including matters relating to local government reform. The committee meets on the second Wednesday of each month and acts in an advisory role. The committee does not have delegated decision making authority from council.

View the [from the council chambers e-newsletter](#).

### HAT-TRICK TO FREMANTLE LEISURE CENTRE

Fremantle Leisure Centre staff have brought home gold for the third year in a row at the Royal Life Saving Society and Leisure Institute of Western Australia 2014 Pool Lifeguard Challenge.

View the [media release](#).

### COUNCIL ADOPTS \$97M BUDGET

Council adopted its 2014–15 budget which has totalled \$97.3m in expenditure with \$100k surplus. The budget includes \$27m in capital expenditure and a \$1m local government reform contingency reserve to ensure smooth transition through the reform process.

View the [media release](#).

### COUNCIL ADOPTS 10 YEAR FINANCIAL PLAN

Council has adopted the City of Fremantle Long Term Financial Plan 2015–25. The plan captures the essence of the City of Fremantle Strategic Plan 2010–15 which has seen the City focus on delivering seven key imperatives to revitalise and renew Fremantle.

Visit the [strategic and key documents page](#).

### COMMUNITY ENGAGEMENT PLAN IMPLEMENTED

The City of Fremantle Community Engagement Action Plan has been developed to improve organisational engagement practice and commitment and contains 25 actions to be completed. An external facilitator has been appointed to work with an internal 'engagement leadership group' to oversee its role.



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