



ADDITIONAL DOCUMENTS

Ordinary Meeting of Council

Wednesday, 28 November 2012, 6.00 pm

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**PSC1211-180 DOURO ROAD NO. 25 (LOT 95) SOUTH FREMANTLE -
ALTERATIONS TO EXISTING RESTAURANT (CROWDED
HOUSE): 2008 COUNCIL REPORT**

The Planning Services Committee requested at its meeting on 21 November 2012 that the 2008 Council report for 25 Douro Road be forwarded to Elected Members for consideration when PSC1211-180 is considered by Council on 28 November 2012.

The 2008 officer recommendation and PSC decision for the use of the rear courtyard was for refusal as:

“the proposal is contrary to the objectives of clause 4.2.1 ii) of the Neighbourhood Centre Zone for the following reasons:

- a) the proposed outdoor covered dining area will adversely impact on the amenity of the adjoining and surrounding residential properties due to noise; and*
- b) the proposed extended trading hours of the restaurant activities, coupled with the proposed outdoor dining area, will exacerbate the potential adverse impact on the adjoining/surrounding residential properties.”*

The difference between the 2008 proposal and current proposal is highlighted below:

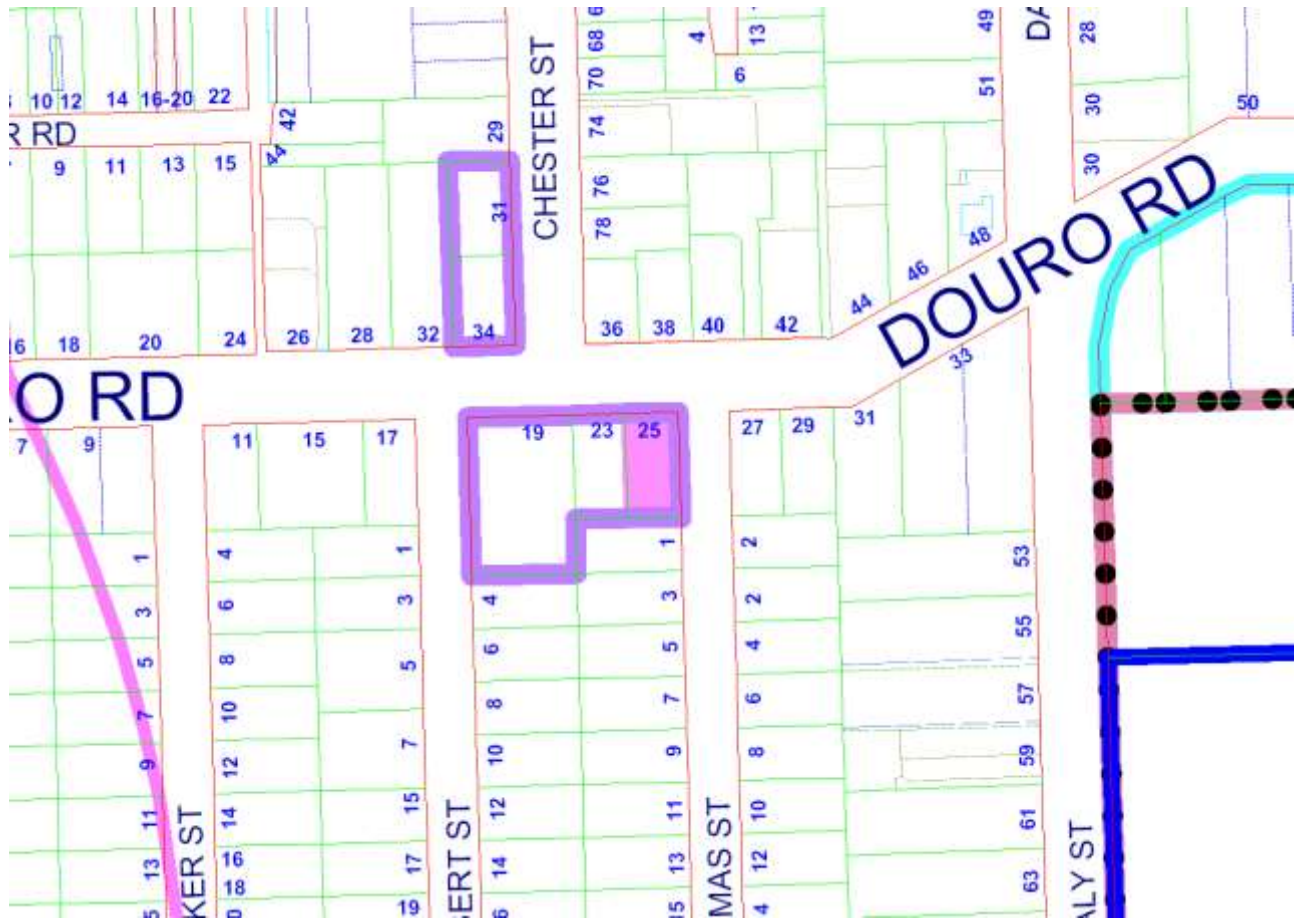
2008 proposal	Current proposal
Hours of operation: 11pm weekend finish	Hours of operation: 10pm weekend finish
No noise attenuation measures	Significant noise attenuation measures proposed and a recommended condition that requires a report by a Noise Consultant.

2008 COUNCIL REPORT FOR 25 DOURO ROAD

ADDITIONAL DOCUMENTS - ORDINARY MEETING OF COUNCIL - OFFICE 2007

DataWorks Reference: 059/002
Disclosure of Interest: Nil
Responsible Officer: Manager Development Services
Actioning Officer: Planning Officer
Decision Making Level: Planning Services Committee
Previous Item Number/s: Nil
Attachments: Development Plans
Date Received: 2 July 2008
 Revised plans received 1 October 2008
Owner Name: Lisa Ramakrishnan & Naimish Patel
Submitted by: Alexander Gibson & Pam Townshend
Scheme: Neighbourhood Centre
Heritage Listing: Management Category Level 3
Existing Land use: Restaurant

Use Class: Restaurant
Use Permissibility: A



EXECUTIVE SUMMARY

The development application is referred to the Planning Services Committee meeting for determination as numerous submissions have been received of which the concerns outlined cannot be resolved via conditions of approval.

The applicant is seeking Planning Approval for the creation of a rear outdoor dining courtyard for an existing restaurant, extended hours of operation and replacement signage at No. 25 Douro Road, South Fremantle. No additional seating from the originally approved restaurant use is proposed by the application, only the location of the seating.

The use of the proposed outdoor dining area is anticipated to have a detrimental impact on the amenity of the surrounding residential properties. Consequently, the proposal will not satisfy the objectives of the Neighbourhood Centre zone as set out in clause 4.2.1 ii) of Local Planning Scheme No 4 (LPS4).

Accordingly the application is recommended for refusal.

BACKGROUND

The subject site is zoned Neighbourhood Centre and is located within the South Fremantle Local Planning Area as described in Schedule 12 of the City's LPS4. The site is listed on the City's Municipal Heritage Inventory as a Management Category Level 3 due to the property's contribution to the streetscape, local area and Fremantle as a collective whole.

The subject site is located on the south-western corner of Douro Road and Thomas Street, and coupled with the properties to the west, are within the Neighbourhood Centre Zone. Although the property at No. 23 Douro Road is zoned Neighbourhood Centre, the property is used for residential purposes. The land immediately to the south of the site (1 Thomas Street) and located on the western side of Thomas Street are all zoned Residential.

Conditional Planning Approval was granted under Town Planning Scheme No. 2 (TPS2) for a Restaurant use on 19 March 1986 (DA2/86).

The site has operated as a restaurant since this approval date with the exception of a period of a few months in late 2005 and approximately the last six months. Both of these periods of non-use were due to the refurbishment of the building.

Planning Approval was granted on 23 May 2006 under Town Planning Scheme No. 3 (TPS3) for the replacement/restoration of windows and awning, disabled access and internal refurbishment at the subject site. The applicant also proposed additional dining floor space within the rear outdoor courtyard. The use of the courtyard for dining purposes was refused on the basis that the applicant had not adequately demonstrated the provision of the required number of additional car parking bays.

DETAILS

The applicant submitted a new application for Planning Approval to the City on 1 October 2008. The current application involves:

- relocating some of the approved seating to the proposed outdoor covered dining area;
- change of hours of operation; and
- proposed signage change.

The applicant is proposing to reduce the number of internal dining seats and to provide dining for 38 people in the existing rear covered outdoor courtyard. The overall number of dining seats (80) on the subject site is proposed to remain unchanged. Furthermore, it is proposed to amend the approved opening times of 7pm to 10pm to 6pm to 11pm, six days a week.

The proposed signage consists of a single illuminated rectangular box type sign approximately 2.0 metres long and 0.35 metres high. The sign is to be attached horizontally to the building façade above the verandah facing the corner of Douro Road and Thomas Street. There already exists an illuminated box type sign in the same location as the proposed sign however a review of the City's records has failed to locate planning approval for the sign.

The applicant is not proposing any other structural or material changes to the premises.

STATUTORY AND POLICY ASSESSMENT

Local Planning Scheme No.4

Objectives of Zone

The objectives of the Neighbourhood Centre zone state that development shall –

- i) *provide for the daily and convenience retailing, shops, café, office, administration and residential uses (at upper levels) which serve the local community and are located within and compatible residential areas,*
- ii) *ensure that development is not detrimental to the amenity of adjoining owners or residential properties in the locality, and*
- iii) *conserve places of heritage significance the subject of or affected by the development.'*

Land Use

The proposed type of restaurant use is consistent with the original Restaurant Planning Approval issued for this site under TPS2. Further, as a Restaurant use is a permitted (discretionary) land use under the City's Local Planning Scheme No.4 (LPS4), Planning Approval is not required for a change in the type of restaurant use.

In this instance, the closure of the restaurant at different times does not affect its approval rights. If a Restaurant use was prohibited within the Neighbourhood Centre Zone under LPS4, then the non-conforming use provisions of LPS4 would be applicable. However, this is not the case and the non-conforming use provisions do not apply in this situation.

The proposed changes to the original approval do require the application to be assessed against the development standards of the existing LPS4.

Car Parking

There will be a total of 80 dining seats provided on-site, which represents no change from the number of seats originally approved for the restaurant. As such the current proposal is not required to be assessed against the car parking requirements of Clause 5.7.2 of LPS4.

During the community consultation process a number of submissions were received that related to the provision of car parking for the restaurant use. Whilst the current application does not require assessment against the car parking requirements of LPS4, discussion regarding the provision of car parking for the restaurant is contained within the 'Planning Comment' section of this report.

Council Policies

D.B.H6 Signs and Hoardings

The proposed signage complies with the relevant requirements of the City's *Signs and Hoardings Policy*.

D.B.H13 Impact of Developments on Heritage Places Policy

The application satisfies the requirements of the City's *Impact of Development on Heritage Places Policy*.

CONSULTATION

Community

The development application submitted to the City during 2008 was for a change of use to restaurant. In accordance with Clause 9.4 of the LPS4 and the City's *LPP1.3 Public Notification of Planning Proposals Policy*, the proposed change of use application was required to be formally advertised. This was on the basis that the proposed land use was a Restaurant, which is an "A" use in a Neighbourhood Centre zone. At the conclusion of the advertising period, being 21 July 2008, the City had received seven submissions. The following issues were raised:

- Provision of adequate car parking;
- Implications on local traffic given the other restaurant uses in the vicinity;
- Whether a restaurant use is permitted; and
- General complaints associated with food providers – noise, smells, littering.

A subsequent detailed review of the property file found that a change of use application was not required as the site had a valid Planning Approval to be used for restaurant purposes. Consequently, the development application to be determined is for the use of an existing outdoor covered courtyard for dining purposes and replacement signage. The issues raised during the consultation period have been addressed in the 'Planning Comment' section.

PLANNING COMMENT

The site has continued to operate as a Restaurant since the original Planning Approval was issued in 1986, albeit with at least two periods where the business was not operating. These periods of non-operation do not mean that the approved land use of the premises is still not valid. The issues to be considered in relation to the proposed Restaurant activities include:

- impact on adjoining residential properties through noise;
- car parking; and
- proposed change to hours of operation.

Noise

The southern (rear) portion of the site abuts residential properties to the west and south. The current application proposes to utilise the rear outdoor courtyard area for dining purposes. The proposed outdoor dining area is in close proximity to the adjoining residential properties at No.1 Thomas Street and No.23 Douro Road. Whilst the applicant has stated that there will be no music played in this area, the general noise associated with persons socialising and dining will inevitably be heard from the adjoining residential properties. This associated noise is considered to be detrimental to the amenity of these adjoining properties and therefore, the proposed outdoor dining area is not regarded as compatible with the surrounding residential use.

Further, the proposed later closing time of the restaurant is also expected to impact on the amenity of the adjoining properties.

In this regard, it is considered that the impact of noise from the proposed outdoor eating area will adversely impact on the surrounding properties and as such would not meet objective ii) of the Neighbourhood Centre Zone.

Car Parking

The existing restaurant use was approved on 19 March 1986. Under TPS2, the restaurant use was required to be provided with 16 car parking bays. Table 2 of TPS2 did not specifically state the required car parking requirement for a restaurant use and unfortunately, the officer's report does not elaborate on how the 16 required car parking bays were calculated. No on-site parking was provided, however, the following condition of approval was applied:

- (ii) *Parking facilities for sixteen cars shall be provided on-site or in the near vicinity.'*

No on-site parking facilities are provided and it is assumed that this has been the case since the time of approval. Unless further detailed historical investigations are carried out over the last 22 years, there appears to be an existing shortfall of 16 car parking bays associated with the approved use of the premises.

The restaurant has previously used the vacant lot at No. 19 Douro Road, South Fremantle (former Liquorland premises) for the provision of car parking bays. The applicant intends to continue using these car bays and has provided the City with a copy of a lease agreement with the owner of No. 19 Douro Road demonstrating the leasing of 10 car bays for the use of the restaurant. However, as a lease agreement can be terminated by either the lessee or lessor, it is not considered an appropriate arrangement to secure the future provision of car parking. Furthermore, the City is currently in receipt of a development application for a two storey mixed use development at No. 19 Douro Road that, if approved and constructed, would remove all of the available parking for the restaurant.

The applicant has acknowledged the potential problems with the provision of car parking for the restaurant and seeks to minimise the disruption to the surrounding

residential premises. The applicant has provided the City with a business plan outlining a valet parking service that would transport patrons from the nearby South Beach public parking area. The proprietor of the restaurant has purchased a 7 seater van and has stated that a dedicated staff member will be available to operate the service. The proprietor has stated that patron's parking in the vicinity of the restaurant will be expressly discouraged in all advertising material and when taking customer bookings. However, it is not possible to prevent customers from parking in close proximity to the existing development.

The review of the files has not provided any information as to whether the 1986 condition of approval has been satisfied or having regard to the time that has lapsed (some 22 years), it may not be possible to enforce the 1986 condition of approval. On the basis that the number of dining seats proposed as part of the current application is in accordance with the existing planning approval for the property, the existing parking arrangements have been taken as meeting the requirements of the Scheme.

Council Policies

D.B.H6 Signs and Hoardings Policy

The signage is considered to be appropriate to the location and function and of the site and would not diminish the visual amenity, aesthetic, heritage significance and character of the locality or detract from the appearance of buildings and places.

The proposed signage displays the name of the business, identifies the nature of the business and is attached to the building where the business takes place. The proposed signage is considered to contribute to the urban environment as the signs' functions are to convey information to the public.

The proposed horizontal signage is applied to horizontal elements of the building and does not cut across any vertical elements of the building. The proposed signage to be applied to the façade of the building is considered to be appropriate to the period and function of the building.

As the proposed sign is to be illuminated, a condition of planning approval is recommended to be included prohibiting any flashing or moving light at any time, should Council decide to approve the application.

The proposed sign is considered to satisfy the relevant requirements of the City's *D.B.H6 Signs and Hoardings Policy*.

D.B.H13 Impact of Development on Heritage Places Policy

The City's *Impact of Development on Heritage Places Policy* aims to ensure that Council has regard to heritage issues when determining applications, particularly with respect of impacts of proposed developments on heritage places and their site and streetscape contexts.

The proposed outdoor dining area is not anticipated to impact on the heritage significance of the property as the proposal does not include any structural or material changes to the building.

The proposed signage is to be attached to the building façade above the verandah facing the street. There already exists a similar sized sign in that location. The overall size and appearance of the sign is not anticipated to be detrimental to the heritage characteristics of the property and is therefore considered appropriate and acceptable.

Submissions

The following issues were raised during the community consultation process. As previously mentioned, the original application was incorrectly advertised as a change of use to restaurant.

- Provision of adequate car parking

The applicant is reducing the number of internal dining seats to accommodate for the number of dining seats to be provided for in the outdoor dining area. There is no change in the number of dining seats from the approved use and as such the application is not required to be assessed with LPS4 car parking requirements.

- Implications on local traffic and on-street car parking given the other restaurant uses in vicinity

It is acknowledged that there are presently issues regarding the demand and provision of on-street car parking associated with the other commercial type uses in the area. However the current application for outdoor dining does not result in an increase in the number of required car parking bays to be provided by the restaurant from that of the restaurant's current planning approval. The proposed outdoor dining is not anticipated to contribute further to the existing car parking issues.

- Whether a restaurant use is permitted

The appropriateness of the use of the site for restaurant purposes was determined as being acceptable in 1986 when Planning Approval was granted for the site to be used for restaurant purposes. Although the restaurant use may have ceased on two previous occasions, the current circumstances are such that a restaurant use can continue to occur from the site.

- General complaints associated with food providers – noise, smells, littering.

Whilst matters such as noise, smells and littering can be considered in the general context of the proposal, the monitoring and enforcement of these matters are dealt with under various health and noise regulations. It has been stated earlier in the report that noise associated with proposed outdoor dining area is likely to be detrimental to the amenity of the adjoining residential properties.

Conclusion

The proposed changes to the operation of the restaurant (provision of outdoor dining area and proposed change of operation hours) are not considered to satisfy the objectives of the Neighbourhood Centre zone as set out in clause 4.2.1 of LPS4. In particular, the proposed outdoor dining area is considered to be detrimental to the amenity of the adjoining residential properties and thus, incompatible with the surrounding residential area. Accordingly the application is recommended for refusal.

It should be noted that if Council decides to refuse the changes to the proposed operations of the existing restaurant, the property would still be able to continue operating lawfully as a restaurant in accordance with the planning approval dated 19 March 1986. By refusing this current application, Council is refusing planning permission for an outdoor dining area and change to the hours of operation, but not the restaurant use which was already determined in 1986.

The proposed signage is considered to satisfy the City's *D.B.H6 Signs and Hoardings Policy* and *D.B.H13 Impact of Development on Heritage Places Policy*. Should the applicant wish to seek planning consent for the proposed signage in the future, it is advised that the application may be supported.

OFFICER'S RECOMMENDATION/COMMITTEE DECISION

MOVED: Mayor, Peter Tagliaferri

- 1. That the application be REFUSED under the Metropolitan Regional Scheme and Local Planning Scheme No. 4 for the use of an outdoor covered area for dining purposes, change of hours of operation to an existing Restaurant use and a replacement sign at No. 25 (Lot 95) Douro Road, South Fremantle, as detailed on plans dated 1 October 2008, as the proposal is contrary to the objectives of clause 4.2.1 ii) of the Neighbourhood Centre Zone for the following reasons:**
 - a) the proposed outdoor covered dining area will adversely impact on the amenity of the adjoining and surrounding residential properties due to noise; and**
 - b) the proposed extended trading hours of the restaurant activities, coupled with the proposed outdoor dining area, will exacerbate the potential adverse impact on the adjoining/surrounding residential properties.**

CARRIED: 5/1

For	Against
Mayor, Peter Tagliaferri Cr John Alberti Cr John Dowson Cr Robert Fittock Cr Jon Strachan	Cr Bill Massie

**C1211-1 ANNUAL REPORT 2012
AGENDA ATTACHMENT: ANNUAL REPORT 30 JUNE 2012**

City of Fremantle
Annual Report
2011–12
Draft

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Fremantle profile

Fremantle is a historic port city located at the mouth of the Swan River, south–west of Perth, the state capital of Western Australia.

Established in 1829 as the port for the new Swan River Colony, Fremantle was Western Australia's major centre for much of its early history. As the first port-of-call for ships crossing the Indian Ocean from Great Britain and Europe, from colonial times and through the 20th century, it was a gateway for migrants coming to Australia – today, this is reflected in Fremantle's rich mixture of cultures and nationalities.

One third of Fremantle residents were born overseas, with most coming from Europe, New Zealand, South Africa and the USA. 15% of residents are from non-English speaking backgrounds – of these, 4.5% have Italian origins. Over 50% of Fremantle residents are Christian, while 27% do not identify with any religious faith.

The population of Fremantle has grown steadily over the past 20 years from 23 500 in 1990 to 29 383 in 2011. Recent growth has been buoyed by residential developments in the northern part of the city.

Despite a growing population, Fremantle residents are getting older, with the proportion of people under the age of 18 falling from 21% in 1991 to 17.6% in 2006. Over the same period the percentage of residents over 50 has increased from 29.5% to 36.4%.

Fremantle households tend to be small, with 70% of dwellings housing one or two people, while only 4% have five or more residents. Car ownership reflects this, with 13% of households having no vehicles and fewer than 10% having three or more cars.

Fremantle people are well educated, with 24% of residents holding a bachelor's degree or higher. At 6.6%, unemployment in the city is slightly higher than the national average.

The Fremantle economy is diverse, with 2 000 registered businesses operating across a wide range of sectors. Many of the city's enterprises are small businesses, with 20% of active businesses employing fewer than five people.

Fremantle's biggest employment sector is health care and social assistance – 17.5% of the city's workers are employed in this area, reflecting the important influence of Fremantle Hospital. Transport, postal and warehousing provides jobs for 12.6% of workers, with retail employing a further 10.2%.

In 2011, the city's industrial economy was dominated by the transport, postal and warehousing sectors (total value added \$645 million); manufacturing (\$523 million); and health care and social assistance (\$433 million). The Local Gross Product of Fremantle rose to \$3 678 million in 2011.

The City of Fremantle is home to Western Australia's principal general cargo port, with the Inner Harbour handling 26.1 million tonnes of cargo in 2010–11, worth \$25.9b, including general cargo, motor vehicle imports, and livestock exports. The outer harbour at Kwinana is one of the nation's major bulk cargo ports, handling a variety of bulk commodities, from grain to LPG.

Fremantle is an increasingly popular destination for cruise ships, with 39 visits in 2011 – 2012. Growing numbers of tourists are discovering Fremantle's appeal as a holiday destination – in 2010–11, visitors spent more than 956 100 nights in Fremantle, attracted by the city's mix of culture, heritage, sport and entertainment; its vibrant al fresco cafe and bistro scene; and its delightful climate, maritime flavour and relaxing lifestyle.

Mayors report

As we move into the 2012–13 financial year I can reflect back on 2011–12 as a year in which many of the most anticipated new revitalisation initiatives in Fremantle's history were debated, vigorously at times, to provide Fremantle with a clear vision for the future.

The initiatives I'm referring to relate predominantly to the City's two major planning and development projects, namely, amendments to the local planning scheme (Amendment 49) and the development of Kings Square and surrounding areas within the precinct (Kings Square Project).

Both of these initiatives came about after careful research, a focus on long-term planning and strong community engagement. In combination these projects are set to provide the Fremantle CBD with the biggest boost since the city hosted Australia's America's Cup Defence here in 1987. In fact, I would even go so far as to say that they are possibly the most important new development initiatives in our city's history for many decades. It's a big call, I know, but one that I stand by and firmly believe will be the case when people look back in 50 years time.

The much-publicised Amendment 49, which involves planning scheme amendments covering 12 key sites in the city's inner east, was adopted by council in March 2012 in what was the most important decision the current council has been involved in. The amendments to the scheme will allow increased building heights across strategic sites in the run-down non-heritage areas of the city and are aimed at providing the ability for significant sustainable development. The overall goal is to increase the amount of people living, working, shopping and being entertained in the Fremantle CBD.

The Kings Square Project has a similar goal of attracting more people to the centre of our city and is focused on Kings Square and surrounding buildings. It is unique in many ways in that it provides for integrated development or redevelopment of a number of City-owned properties in conjunction with the redevelopment of the adjoining Myer building owned by Sirona Capital Management.

Following a range of workshops, community meetings and even the City's very first 'citizens' jury' event, council adopted an urban design strategy to guide new development. I'm very proud of both the end result of this strategy and the process for getting to this point. We are currently continuing negotiations with Sirona to transform Kings Square into the vibrant civic and social hub that it rightfully deserves to be.

As I outlined in last year's annual report, one of council's most important long-term goals is the recognition of Fremantle as a primary centre as defined in the state government's Directions 2031 planning framework. This recognition would provide Fremantle with increased state government funding and would reinstate Fremantle's status as Perth's second city. It is a goal worth striving for and council had made no secret of the fact that this is something we think is very achievable in the coming years.

Part of any good governing body is knowing when to relinquish control of certain functions to ensure a more efficient allocation of resources. The Fremantle Business Improvement District (or BID) initiative is a prime example of this. The Fremantle BID is a vehicle by which CBD businesses within the Fremantle CBD will now be able to set and allocate appropriate funding for infrastructure and other projects within the BID area. The City will collect the pre-existing differential rate on behalf of the BID but it will be the BID board, not the city, who will decide on where it will be spent.

It is these types of innovative new approaches to improving the way things are done that sets us apart from other local governments. As a council, we will continue to look 'outside the box' and will challenge the status quo if we think a better way of achieving goals can be put in place.

While the focus in the past couple of years has clearly been the revitalisation of Fremantle, we continue to deliver the key services and functions that our community expects and deserves. Our festivals were another standout success in 2011–12 with the annual Fremantle Festival and Street Arts festival bringing big crowds to Fremantle yet again. In fact a study carried out at this year's Street Arts festival showed that the event brought in over 100 000 visitors and contributed about \$2 million to the Fremantle economy!

Along with our festivals, the other main attraction last year was Fremantle's hosting of the ISAF World Sailing championships in December. The event was a huge success and among other benefits, generated a great deal of exposure for Fremantle as a world-class tourist destination.

Our maritime roots were also on show with the return to Fremantle of the *HMB Endeavour* replica. It was great to see her back in her home port and for a new generation of West Australian's to see her in all her glory.

Keeping with the maritime theme, I was very pleased to see the completion of the Old Port Project at Arthur Head. This important heritage project has brought that area of Fremantle into the spotlight, particularly Bathers Beach, which is now the jewel in Fremantle's coastal crown and a fantastic and accessible community space.

Our focus on sustainability is something that is very important to the current council. To this end we have implemented many aspects of the City's low carbon city plan and in every new project or initiative, sustainability is a strong consideration. We were the first carbon neutral council in WA and we will continue to build on this strong base to be an environmental leader of the future.

Hopefully, this has given you a taste of what was achieved in 2011–12. There are too many highlights to include everything here but please take the time to read through the operation reports for more detail on these and other innovative new initiatives and projects.

I would like to thank my fellow elected members and City staff for making 2011–12 a year in which many new and exciting initiatives were implemented. I would also like to thank the community for their engagement with these initiatives, in many cases making important contributions to the final outcomes.

I'm pleased that the council's strong and strategic vision for a vibrant and sustainable Fremantle has been made possible because of the support of you - our residents and ratepayers. - Thank you for taking such a great interest in these initiatives.

I have the utmost confidence that together we are shaping a future for Fremantle that will ensure the port city's standing as a unique place of consequence.

Dr Brad Pettitt, Fremantle Mayor

Elected members

1 July 2011 to 14 October 2011

Mayor

Dr Brad Pettitt – term expires 2013
Library advisory committee
Planning services committee
Strategic and general services committee

Beaconsfield ward

Cr John Alberti – term expires 2011
Strategic and general services committee
Library advisory committee

Cr Josh Wilson – term expires 2013
Planning services committee

City ward

Cr Donna Haney – term expires 2011
Library advisory committee
Strategic and general services committee

Cr Tim Grey–Smith – term expires 2013
Planning services committee

East ward

Cr Dave Coggin – term expires 2013
Library advisory committee
Strategic and general services committee

Cr John Dowson – term expires 2011
Planning services committee

Hilton ward

Cr Bill Massie – term expires 2011
Planning services committee

Cr Sam Wainwright – term expires 2013
Library advisory committee
Strategic and general services committee

North ward

Cr Doug Thompson (Deputy Mayor) – term expires 2013
Strategic and general services committee

Cr Robert Fittock – term expires 2011
Planning services committee

South ward

Cr Andrew Sullivan – term expires 2013
Planning services committee

Cr Georgie Adeane – term expires 2011
Library advisory committee
Strategic and general services committee

15 October 2011 to 30 June 2012

Mayor

Dr Brad Pettitt – term expires October 2013
Library advisory committee
Planning services committee
Strategic and general services committee

Beaconsfield ward

Cr Josh Wilson – term expires 2013
Planning services committee

Cr David Hume – term expires 2015
Library advisory committee
Strategic and general services

City ward

Cr Rachel Pemberton – term expires 2015
Planning services committee

East Ward

Cr Dave Coggin – term expires 2013
Library advisory committee
Strategic and general services committee

Cr Ingrid Waltham – term expires 2015
Planning services committee

Hilton ward

Cr Bill Massie – term expires 2015
Planning services committee

Cr Sam Wainwright – term expires 2013
Library advisory committee
Strategic and General Services Committee

North ward

Cr Doug Thompson (Deputy Mayor) – term expires 2013
Strategic and general services committee

Cr Robert Fittock – term expires 2015
Planning services committee

South ward

Cr Andrew Sullivan – term expires 2013
Planning services committee

Cr Jon Strachan – term expires 2015
Library advisory committee
Strategic and general services

Council/committee meeting attendance 2011–12

**Attendance record for the period
1 July 2011 to 14 October 2011**

Elected member	Ordinary council meeting (4)	Planning services committee meeting (7)	Strategic and general services committee meeting (3)
Mayor Brad Pettitt	4	4	2
Deputy Mayor Doug Thompson	3	N/A	2
Cr Andrew Sullivan	4	7	1
Cr Bill Massie	4	7	0
Cr Dave Coggin	2	N/A	3
Cr Donna Haney	4	N/A	3
Cr Georgie Adeane	4	N/A	2
Cr John Alberti	3	N/A	3
Cr John Dowson	4	6	0
Cr Josh Wilson	3	5	0
Cr Robert Fittock	4	7	1
Cr Sam Wainwright	3	N/A	3
Cr Tim Grey-Smith	4	5	0

**Attendance record for the period
15 October 2011 to 30 June 2012**

Elected member	Ordinary council meeting (9)	Planning services committee meeting (14)	Strategic and general services committee meeting (8)
Mayor Brad Pettitt	7	8	6
Cr Doug Thompson	6	N/A	6
Cr Andrew Sullivan	9	12	1
Cr Bill Massie	9	13	1
Cr Dave Coggin	8	N/A	7
Cr Ingrid Waltham	9	13	0
Cr Rachel Pemberton	8	12	1
Cr Jon Strachan	8	N/A	7
Cr David Hume	9	N/A	8
Deputy Mayor Josh Wilson	7	11	0
Cr Robert Fittock	7	12	1
Cr Sam Wainwright	8	N/A	7
Cr Tim Grey-Smith	6	N/A	6

Explanatory notes:

- council elections held in 2011 with the change over on Saturday 15 October
- when an elected member cannot attend a committee meeting, the other EM for that ward may be deputised in their place, even if not a regular committee member
- the Mayor's attendance at planning services committee meetings is optional, not a requirement.

CEO's report

The last 12 months have been particularly productive for the City as we work toward our vision of creating a “unique city of cultural and economic significance”. Much of the progress being made in revitalising our city has been summarised in the Mayor's report so I won't dwell on or repeat that commentary.

Instead, my report is going to focus on the future of local government in metropolitan Perth following the announcement in July 2011 by the Minister for Local Government that he had established a Metropolitan Perth Local Government Review Panel. The purpose of this was to research and report back to the Minister by June 2012, with recommendations on how local government in the metropolitan area could be restructured to reduce the number of local governments. The full terms of reference were as follows:

- identify current and anticipated specific regional, social, environmental and economic issues affecting, or likely to affect, the growth of metropolitan Perth in the next 50 years
- identify current and anticipated national and international factors likely to impact in the next 50 years
- research improved local government structures, and governance models and structures for the Perth metropolitan area, drawing on national and international experience and examining key issues relating to community representation, engagement, accountability and State imperatives among other things the panel may identify during the course of the review
- identify new local government boundaries and a resultant reduction in the overall number of local governments to better meet the needs of the community
- prepare options to establish the most effective local government structures and governance models that take into account matters identified through the review including, but not limited to, community engagement, patterns of demographic change, regional and State growth and international factors which are likely to impact
- present a limited list of achievable options together with a recommendation on the preferred option.

The Minister said it would be the panel's objective to submit recommendations to him by June 2012 on optimal local government structures or governance, resulting in the drawing of new local government boundaries. The panel would directly engage with the Perth community, local governments, peak bodies, and government agencies and departments.

The Mayor and CEO met with the panel in September 2011 to discuss initial thoughts and views, and the council endorsed a written submission to the panel's “draft findings” in May 2012.

The council deliberately did not make any submission on what it thought appropriate boundaries for local government were, instead articulated a number of key principles that it considered essential if government was to implement a restructure that involves amalgamations and/or changes to existing boundaries. The council also sought the opportunity for further input following the release of the final report, as the

draft findings report only provided options for new boundaries and did not give any indication of the panel's preference in respect of those options.

The Minister tabled the final report in parliament in October 2012 and has agreed to allow submissions to be made in response to the recommendations contained in the report until April 2013. The report recommends the effective dissolution of existing local governments and the formation of 12 new local governments centred on strategic activity centres identified in the state government's Directions 2031 planning document. This recommendation is consistent with the council's principles detailed in its submission in May.

The frustrating part of this rather lengthy submission period is that it keeps the sector in a state of uncertainty about its future. Clearly the result of the state government election in March 2013 will have a major bearing on the immediate future for existing local governments in Perth. However, it would be helpful if the government would articulate its position on reform prior to the election. In the absence of a statement from the government we must presume the intent is to proceed with a forced change post election if the current government is returned.

What does this mean for Fremantle?

The panel's final report recommends two options, both of which involve an amalgamation with the Town of East Fremantle. In the first option, the City of Melville would also be part of the new local government. In the second option, most of the City of Melville and part of the City of Cockburn would be incorporated into the new local government.

As with any amalgamation, the existing communities will have their levels of local representation reduced. Whether that reduction will ultimately have detrimental effects on the communities is unknown. Supporters of larger local governments would say not, and of course opponents disagree. The reality is that there is little evidence anywhere to make any definitive statement on this matter.

It is essential for the City to be engaged in this discussion to ensure the best possible outcomes for Fremantle in terms of our strategic vision of becoming a primary centre of strategic importance within the greater Perth metropolitan area and regaining our reputation as Perth's second city. Therefore, I will be preparing a submission for the council to consider early in 2013.

As I mentioned in the very beginning of my report, we remain very focused as an organisation on implementing the council's strategic plan imperatives. Aside from that very strong organisational focus and effort in implementing the strategic plan imperatives, the organisation continues to seek to improve and innovate in all areas of operations. Many of these are reported on in the following directors reports and I encourage you to read those reports to see just how much the City does in providing services and facilities for our community.

As we head into the latter part of 2012 and beyond we can look forward to further successes and some challenges. The City has won a number of awards for its work in the planning, economic development, tourism, and community development areas

in the first few months of 2012, including the recently announced Premiers Awards and I congratulate everyone involved in the work that earned those awards.

Both state and federal elections will be held in 2013 which may well see changes in either or both spheres of government (if you believe the opinion polls). Elections often bring opportunities and I'm certain the very competent and focused council we currently have will be seeking to take advantage of those opportunities.

Finally, as always, I take this opportunity to thank the very dedicated and hard working staff and elected council of the City for their continued commitment to Fremantle. Working in local government is not always easy, but it is rewarding when you work as a team to achieve outcomes that provide lasting benefits for the residents and business owners of the city.

Graeme Mackenzie, Chief Executive Officer

City of Fremantle organisational structure

City management

- economic development & marketing
- elected members
- governance

Left column

Community development

- community development
- cultural development
- Fremantle Arts Centre
- Fremantle Leisure Centre
- library

Middle column

Corporate services

- commercial properties
- customer service
- finance services
- human resources
- information technology
- parking and ranger services

Second middle column

Planning and development

- development services
- planning projects and policy

Right column

Technical services

- city works management
- infrastructure services

Directors 2010–11

Graeme Mackenzie

Chief Executive Officer

- Economic development
- elected members
- elected members' support
- event management
- governance
- implementing council plans
- key liaison between elected members and staff
- marketing
- organisational leadership
- visitor information.

Marisa Spaziani

Director community development

- Community housing – Tapper Street, Mews and Fred Wright Homes
- festivals and events
- Fremantle Arts Centre – Moores Building
- Fremantle Legal Centre and Warrawee
- library and information
- positive ageing, youth, aboriginal engagement
- community engagement
- public art and City art collection
- sport and recreation, Fremantle Leisure Centre and Samson Recreation Centre
- The Meeting Place, Hilton Community Centre and Fremantle Community Care program.

Glen Dougall

Director corporate services

- Commercial properties
- finance services
- human resources
- information technology
- parking services
- ranger services
- rates
- record management
- service and information.

Philip St John

Director planning and development

- strategic planning

- development and building approvals
- building and development compliance
- city development projects
- environmental health
- heritage
- provide advice on directorate operations to council
- sustainable development
- urban design.

Peter Pikor

Director technical services

- City's infrastructure assets including;
- footpaths
- graffiti
- maintenance of buildings
- parks
- plant fleet
- reserves
- roads
- stormwater drainage
- waste management.

City management highlights

Economic development

The City's economic development focus in 2011–12 has continued to be on the implementation of the Fremantle Economic Development Strategy 2011–15. The strategy has four major themes – economic development leadership and collaboration; urban form and infrastructure; business capability and capacity and marketing. During 2011–12 significant progress has been made in progressing the key actions of each theme.

Fremantle Leaders Luncheons and Fremantle Economic Development Forum

The first of the reoccurring Fremantle Leaders Luncheons in 2011–12 was addressed by Fremantle Mayor, Dr Brad Pettitt, on the topic *Revitalisation of Fremantle city, the City responds*. The luncheons, presented in association with the Fremantle Chamber of Commerce, provide the opportunity for Fremantle civic and business leaders to come together to hear about, first hand, the steps being taken to revitalise the Fremantle economy, and particularly the Fremantle CBD.

Three subsequent luncheons were held:

- Richard Poulson, *why Fremantle was chosen as the first Morrison store*;
- David Shetliffe, *The Kings Square Project*;
- David West, *Worldwide movement to establish Business Improvement District in High Street environments*.

The inaugural Fremantle Economic Development Forum was also held on 25 July 2011.

Planning Scheme Amendment 49

The adoption by council of Planning Scheme Amendment 49 (PSA49) opens up the opportunity to achieve, in the years ahead, the targets in the economic development strategy for increased residential, A-grade commercial office, retail and hotel accommodation within the city centre.

The planning scheme amendments cover 12 key sites in the city central area of the CBD, focused around Queen Street between the Fremantle Railway Station and Kings Square. These sites were identified by the City as capable of supporting redevelopment that would make a significant contribution to achieving a multitude of strategic imperatives as identified in the [City of Fremantle Strategic Plan 2010–2015](#).

The Fremantle Economic Development Strategy identifies key targets for the addition of:

- 20 000 sqm of retail area
- 70 000 sqm of office space
- 1 500 new dwellings.

Achievement of the above targets and objectives would support Fremantle's role as a Strategic Metropolitan Centre as identified in the State Government's spatial strategy ['Directions 2031 and Beyond'](#). Achieving these targets will also contribute to Fremantle's overall aim of becoming a 'primary centre' as defined in this spatial strategy. The scheme amendments are also designed to provide an urban environment of vibrant, comfortable and human-scaled public spaces throughout Fremantle's City Central area.

At the end of the annual report period, PSA49 was with the Western Australian Planning Minister for approval. It has since recently been approved.

Kings Square Project

The Kings Square precinct, as well as being the geographical centre of the city, is also Fremantle's civic hub and has been deemed as a key redevelopment site to facilitate council's overall vision to revitalise the Fremantle city centre.

The Kings Square Project involves the integrated development or redevelopment of a number of City-owned properties—these including the library, council offices, Queensgate Centre, Queensgate car park, the vacant Spicer site, Fremantle visitor centre and the civic space within Kings Square—in conjunction with the redevelopment of the adjoining Myer building, which is owned by Sirona Capital Management Pty Ltd (Sirona).

On 27 June 2012 council adopted key development guidelines that form the [Kings Square Urban Design Strategy](#). The guidelines, created with feedback from an intensive community consultation phase, provide the framework for development of buildings and open spaces within the Kings Square precinct of Fremantle.

The purpose of the urban design strategy is to establish design principles and development guidelines for the development of key sites within the project area; and a concept plan for the improvement of the public spaces within the project area.

It is expected that in the 2012–13 financial year the City and Sirona will sign binding contacts for a staged development of the Kings Square precinct.

Fremantle Business Improvement District (BID)

A further development in the economy of Fremantle is expected when the Fremantle BID Company Limited begins to do its work. Derived from recommendations in the Fremantle Retail Model Plan (2010) the Fremantle BID (business improvement district) will bring the city centre business community together to urgently address changes that customers want in the Fremantle retail environment.

This model (known as a business improvement district, or BID) is funded by the business community via mechanism differential rate collected by the City of Fremantle. Over the next five years the City will redistribute over \$1.7 million dollars of these rates back to the Fremantle business community, via the BID, who will then allocate funding to projects the BID Board decides are the most important to improve the retail experience for visitors to the Fremantle city centre.

The Fremantle BID Company Limited's four key areas of concentration are:

- a united business voice (for more efficient strategic relationships)
- high standards of safety and security (for better customer and staff experiences, and business retention and attraction)
- marketing, promotions and events (to attract more shopping dollars)
- a welcoming place (improvements to the public realm to make Fremantle more inviting for customers and community).

Event management

The event management team continued to add new events to its already expansive list of responsibilities. The team is now responsible for the planning and execution of the Indian Ocean Skyshow, incorporating the Australia Day Celebrations, NAIDOC week, Christmas Spirit, Foundation Day celebrations, the ANZAC Day, Battle for Australia and Remembrance Day commemorations, citizenship ceremonies, Sister City exchanges and recognition day's and many other civic and corporate events.

In addition to their role with regular and ad hoc events, the team is currently working with Community Development on the activation of Kings Square and a range of events for the centenary of ANZAC in 2015.

The events team continues to manage the bookings of the Fremantle Town Hall, other civic halls in the City and the City's many reserves and public areas for a diverse range of events. The team also now manages the bookings of the City's sporting facilities including seasonal club bookings, casual sports events and the beach wheelchair located at South Beach.

2012 saw the completion of the refurbishment of facilities at the North Fremantle Hall and Dick Lawrence Clubrooms.

Governance

The governance project team has continued to assist council and the Chief Executive Officer provides good governance and ensure the City of Fremantle complies with its statutory and community obligations. Key achievements during 2011–12 include working toward compliance with the Department of Local Government's Integrated Strategic Planning Framework, developing an extranet for the elected members, completing the City of Fremantle's 2011 compliance audit return, reviewing and maintaining governance documents and facilitating the development of 2011–12 business unit plans.

Marketing and communication

The economic development and marketing unit coordinate the marketing and communication functions for the City of Fremantle, Fremantle the visitor destination and the Fremantle CBD as a retail precinct.

The marketing activities are guided by the City of Fremantle marketing and communication plan 2011-2015, the Fremantle destination marketing plan 2011–15 and the Fremantle CBD (retail and professional services) marketing plan 2011–15.

This year saw a new targeted, cooperative approach to promoting Fremantle through continued emphasis on, and growth in, the destination marketing and CBD (retail and professional services) marketing prospectus.

The City's organisational marketing and communications program focused on utilising existing and online communication channels to ensure the City's strategic goals and vision are communicated effectively to the community. Key projects this year included:

- biannual community update reporting progress of the implementation of the City's strategic plan
- quarterly reporting to key stakeholders about progress of strategic planning and development
- introduction of an improved rates booklet that describes key budget initiatives and reports on progress of strategic plan imperatives

Key achievements for the City's destination marketing included:

- find yourself in FREMANTLE TV campaign in partnership with Tourism Western Australia, Experience Perth, Qantas and five Fremantle businesses that resulted in a destination database of 10 000 email addresses
- six of eight campaigns fully subscribed by Fremantle operators and over \$350 000 spent on marketing Fremantle as a destination to tourists
- development and implementation of the maritime strip branding to all destination campaigns

Key achievements for the City's CBD marketing included:

- seven campaigns implemented consisting of print and radio advertising promoting a consumer competition to win a shopping experience in advertising businesses resulting in a CBD database of 1600 email addresses with roving talent utilised for the Valentine's Day and Christmas campaigns
- support by Fremantle businesses resulted in \$200 000 spent marketing Fremantle as a shopping precinct
- introduction of a retail bunting competition to encourage Fremantle CBD businesses to decorate their shop windows with campaign bunting during the promotion period

Visitor services

The Fremantle Visitor Centre, following its purchase by the City in June 2011, has made some significant changes to both the physical and operational aspects of the business.

The centre is a largely commercial driven business and makes in excess of \$2 million worth of accommodation, tour and merchandise sales per annum. The centre uses two online booking systems to access accommodation and tours. The centre's website www.visitfremantle.com.au is the destination website for the City of Fremantle and includes accommodation and tours fed in from an online booking system called Bookeasy. This website also provides information about local business, attractions, food and drink as well as general information about Fremantle. The redevelopment of the www.visitfremantle.com.au website is in its final stages. The redeveloped website is due to be completed in early 2013. The centre's other

online booking system; Tourism Exchange Australia (TXA) is currently only available to the centre's sale consultants. However, a second website www.bookfremantle.com.au, is being developed to enable the public to access the accommodation and tour product available through this booking system.

Following the City's purchase of the centre, to accommodate the needs of visitors to Fremantle, the opening hours of the centre were increased by two hours on a Saturday, three hours on a Sunday and the centre is now open on public holidays. Following an audit of the centre's internal and external signage the centre's external signage was upgraded and signage in the CBD directing visitors to the centre was significantly improved.

A new large map of the Fremantle CBD was installed in the office window to assist visitors arriving at the centre after hours. Window display advertising was also introduced allowing businesses to promote their product outside of the centre's opening hours. Arrangements for the installation of a digital television screen in the window of the centre, with 15 second looping advertising spaces, are well advanced.

The centre's internal layout and appearance has been given a well over due facelift, including new carpet, better placed desks for the sales consultants and volunteer tourist guides creating more space for visitors, new computers and large format photographs of Fremantle. Other improvements to the centre have been the introduction of an afterhours key collection box, an improved telephone system with a message on hold capability, an upgraded electronic door counter, new merchandise shelving and installation of flexible brochure racking with dividers for each regional destination. Staff and the volunteer guides have also been provided with new highly visible uniforms.

The Fremantle tourist guides, previously located at the Fremantle Railway Station, were integrated into the operation of the centre at the end of 2011. The guide's core role is to greet visitors as they come into the centre and respond to general information requests whilst referring visitors wishing to purchase accommodation and/or tours to the centre's sale consultants. The guides also provide valuable assistance during the cruise season. In excess of 30 volunteers support the centre.

An expanded of locally made and produced merchandise has been introduced into the centre, resulting in a significant increase in merchandise sales. The merchandise ranges from souvenirs, art and craft, maps and books to postcards and gifts.

Community development highlights

Community development provides a range of services, activities, community events and programs, with the aim of improving quality of community life through participation and contribution, community engagement and ultimately, stimulating a vibrant culture within Fremantle making it a great place to live, work and recreate.

Fremantle City Library and Information Service

The library rated 84% in the Community Satisfaction Survey, continuing to be highly valued by the community. Library visitors numbered almost 220 000 during 2011–12 with 112 000 of them borrowing over 220 000 items, 22 700 using a library computer and 13 000 using the wi-fi service.

Self serve loan stations were introduced to enable staff to more proactively assist people to have a better customer experience when visiting. Changes to floor layout improved access to and visibility of stock on the shelves, and created a better space for library events in time for celebration of 2012 as National Year of Reading.

New online resources were introduced, music tracks from the Sony music catalogue are free to library members via the web page, and downloadable audio books are now available in the same way. Planning is underway for the addition of ebooks to this suite of services.

Fremantle Community Legal Centre

2035 clients were assisted. Twenty two community legal education sessions were delivered including Law Week in the Woolstores with 5 solicitors, 18 customers and 8 law students. Information sessions were provided to community groups regarding Centrelink appeal right to indigenous youth about income support.

Aboriginal engagement

The Wardarnji Festival and NAIDOC week celebrations were held to celebrate local Nyoongar culture. The Indigenous Action Group was established and met on two occasions and a conversation was held with Traditional Owners. Dual signage was included during the Old Port Project to represent the Indigenous significance of the location.

Warrawee Women's Refuge

The refuge continued to support families and children escaping domestic violence. Warrawee successfully applied for a LotteryWest for refurbishment of the building and a new playground.

The Meeting Place Community Centre

The Meeting Place offered an average of 45 community education courses per term meeting the diverse needs of the local community. Courses in cooking, languages including English conversation for CALD participants, fitness and health were popular options with sustainability and mental health wellness becoming increasingly popular. A variety of one off talks on topics of interest also attracted interest. Over 1000 community members participated in programs offered at the Centre.

Community groups such as GROW, South Fremantle Playgroup and Speakeasy were amongst the many groups (over 20) to meet regularly at the Centre. A project in partnership with the ELS team at Challenger Institute of Technology also increased the number of CALD participants attending courses at the centre.

Hilton Community Centre

This new service opened in December. Since opening we have had 129 room hire bookings across the Centre and have offered 10 adult community education courses attracting over 100 participants. The centre has a full time administration/resource officer who along with the community centres coordinator is developing positive relationships in the Hilton area to increase usage of the centre.

Youth

The City continued to deliver a range of events, activities and programs for young people between 12 and 25 years. This included urban art projects at the Fremantle Leisure centre and North Fremantle skate park partnering professional artists with local young people. Over 300 young people have been involved in free or low cost school holiday workshops including parkour, hip hop, theatre, skateboarding and fashion. The National Youth Week Incubate youth art and music event also attracted over 250 young people.

The Norfolk Lanes Youth Festival and Kings Square Sounds continued to showcase upcoming local Fremantle bands in free community performances attended by over 2 000 people. The Youth Plan 2012–15 was approved following extensive consultation.

Community engagement

The City undertook 53 community engagement processes, involving a total of 2 316 participants who provided feedback to assist the City's decision-making processes.

Some of the community engagement processes used, such as a citizen's jury and dialogue mapping workshop, were trialled for the first time by the City of Fremantle, in line with its commitment to develop and implement leading contemporary engagement processes.

Fremantle Volunteer Service

Fremantle Volunteer Service referred a total of 563 volunteers, this reflects a significant increase from the previous year and indicates that the volunteering profile is being raised in the Fremantle area. 113 organisations were assisted with volunteer recruitment, and there was an increase in CALD and youth participation in volunteering largely due to partnerships with Notre Dame University and Challenger Institute of Technology.

Recreation services

A strategic recreation needs assessment was completed in 2011 and is being used to establish facility development priorities, identify opportunities to improve local parks and ensure good quality and accessible recreation opportunities are available to the Fremantle community now and in the future. An eight week Saturday night

basketball program was trialled at the Hilton community centre with up to 50 young people attending. This project was supported by a number of other agencies including PCYC, Nyoongar Sports, Department of Communities and South Metropolitan Public Health.

Positive ageing

In order to respond to the challenges of an ageing population in 2011 the City developed an Age Friendly City Plan as an action of the Strategic Plan 2010-15. A number of actions have been implemented as a result of the plan with over 500 community members over the age of 55 participating in programs such as the free 'Come and Try' health and wellbeing courses and workshops including ukulele lessons, golf and laughter yoga. The Meeting Place also facilitated courses with high participation of the over 55s. An Aboriginal art project was facilitated for Aboriginal people to explore Fremantle as an age friendly City.

Buster the Fun Bus

Buster the Fun Bus provided supported parenting sessions at a number of locations in Fremantle and Melville to parents of children aged 0–5 years in. South Beach attracted a large number of families. About 90 families attended a buster session weekly.

Fremantle Community Care

A range of services were coordinated and provided by Fremantle Community Care for the frail aged and people with disabilities, including:

- the Dial A Ride transport program to assist with shopping and Monday outings for Home and Community Care (HACC) assessed clients.
- the podiatry service, three days a week.
- the weekly Freo Club recreation and social club for people with disabilities.

Cultural development

The City provided a number of festivals and events which drew large audiences of locals and visitors including the Fremantle Festival (inclusive of the Childrens Fiesta, Norfolk Lanes Youth music event and Wardarnji Festival), the 2012 Street Arts Festival, the Heritage Festival and the new Hidden Treasures music festival that enlivened the streets and secret places of the West End in winter with Fremantle music.

Fremantle Arts Centre

Fremantle Arts Centre presented 11 exhibitions to a total audience of 54 000 people. The ***Shaun Tan, Suburban Odyssey*** exhibition attracted 21 000 visitors to become FAC's most popular exhibition ever. FAC also presented ***spaced*** with IASKA as part of the 2012 Perth International Arts Festival and ***Primavera***, a touring exhibition from the Museum of Contemporary Art (Sydney).

The artists in residency program accommodated 55 Artists (31 WA, 14 inter-state overseas, 10 inter-states) in the 11 studios at FAC and Moores Building. The annual free summer Courtyard Music program ran over 24 Sundays to a new record total audience of 20,100 and featured numerous Fremantle based musicians. Fremantle Community Bank, Bendigo Bank returned as the series' sponsors.

Ten major concerts, including John Butler, Legends of New Orleans Jazz, Cat Empire and the City of Fremantle Candlelight Carols were presented on the South Lawn.

The learning program enrolled 3,900 students (25% children) in classes that ran day-time, evenings, weekends and school holidays. Courses offered included painting drawing, jewellery ceramics and photography.

Moores Building Contemporary Art Gallery

The Moores Building galleries were fully utilised with 26 exhibitions showing over 400 artists and attracting more than 30 000 visitors. Highlights for the year included the 2012 FotoFreo exhibition. The Moores gallery along with the café continue to evolve as a key cultural and social hub in the West End.

Public art and City of Fremantle art collection

Several temporary mural projects were approved and installed, as well as a memorial work at Bathers Beach. A new dedicated ground floor Collection gallery was opened at Fremantle Arts Centre in May. The Collection presented six exhibitions, displaying 119 artworks at Fremantle Arts Centre, Fremantle City Library and John Curtin College of the Arts. The City purchased 19 artworks and received 11 gifts and donations to build the City's Collection of prints and paintings.

Fremantle Leisure Centre and Samson Recreation Centre

Attendances at the leisure centre continue to grow with 432 877 visits over the past twelve months. Samson Recreation centre had a total of 3 854 people participate in COF operated programs including netball, badminton and yoga. This is limited due to the facility being occupied by Wanslea Family Services for after school and holiday care. In addition, 165 groups hired the recreation facility totalling 835 sessions.

The newly constructed program pool has been well accepted with positive feedback received. The pool has been constructed to improve access / egress to the pool, specially designed steps and hand rails for learn to swim, concourse access around the pool and state of the art filtration and disinfectant systems which produces excellent water quality.

The swim school has just under 6 500 enrolments this financial year catering for 12 week year old babies through to adults. The aqua baby program has over 1 700 babies enrolled in this period.

The leisure centre constantly remains between 1 500–1 600 members, with a retention rate of renewing members ranging from 50% to 60% which is considered high in the health and fitness industry.

The aquatic team had no major injuries in the past twelve months, with a 40% reduction in minor injuries from 88 in 2010–11 down to 52 in 2011–12. For the second time, the aquatic's team won for the Royal Lifesaving Society and Leisure Institute of Western Australia Aquatics Pool Lifeguard Challenge. This consisted of three events involving 25m team relay, super lifeguard team challenge and emergency simulation.

Corporate services highlights

2011–12 has seen continued progress in our Enterprise Resource Plan (ERP) with the implementation of enterprise budgeting, carbon accounting, customer service requests and the implementation of the customer contact centre.

Customer service

This year the City continued the focus on improved customer service by imbedding its customer contact centre. The centre is generally the first point of contact for residents and visitors seeking information of services from the City. The main driver for the centre has been to ensure there is an improvement on the level of information and detail that can be provided at this first point of contact so that residents and customers are able to deal with their issue concisely and also ensure that any follow up is achieved in as short a time frame as possible.

This has been achieved through the construction of a Customer Request Management System which allows the City to develop a process for dealing with common issues to ensure consistency in dealing with these matters. It also ensures that follow up of requests is monitored whilst being dealt with. This also relied on the improved telecommunication to ensure contact could be made.

The City will continue to monitor and report on the various aspects on service requests to ensure that where improvements can be made in delivery of services, we ensure that they are reviewed.

Community safety and rangers

The City was successful in receiving further grant funding to implement the final two stages of the closed circuit television (CCTV) program. Success has been achieved with both Federal and State governments agreeing to support the final two stages. The City now has 26 fixed locations and one mobile camera.

The City implemented one of the major recommendations from the Community Safety Plan in providing liaison officers to monitor the inner City areas of Fremantle. This program has officers walking through Fremantle and liaising with businesses, tourists, general public, police and other essential services to ensure the social environment meets community expectations.

Parking services

A review of parking services in and around Fremantle commenced in the later part of the year. This review is considering matters from street parking timing and zones to whether off street parking incentives can be provided.

A tender has also been released at the very end of the year to implement way-finding signage which provides statistics on available bays located in the significant car parks, including private car parks. This is to allow visitors to Fremantle to make decisions about parking on their approach to Fremantle, rather than once they arrive.

Commercial leases

Management of our commercial properties enables the City to maintain a variety of revenue sources which supports the longer term financial sustainability of the City. The weaker economic outlook requires the City to closely monitor the market to ensure that these properties continue to be used to their optimum.

During the year the City negotiated for an extension of lease until January 2013 with Hoyts cinemas in Queensgate. The City is still reviewing options for this site and has maintained the tenancy in the short term to allow time for council to consider its options for this site.

The City has commenced a new tender process for the future sale of Point Street. There are still several stages of the process to be undertaken in the consideration of sale of this property to ensure that the City achieves the best outcome in the east end of the CBD.

Human resources

The City has been working towards a target of 4% of the workforce coming from an indigenous background. During this year the City achieved the 2.3% mark and is looking forward to achieving its target by 2015.

During the year the team has completed the transition of the new industrial relations environment into our two enterprise agreements. A review and audit of HR policies has been substantially undertaken and will be completed early in the next year.

A new enterprise agreement was approved by staff and the organisation for the outside employees which will see benefits to both over the next four years.

The delivery of HR services on-line was commenced and is anticipated to be rolled out over the next twelve months. An “e” learning environment was implemented to allow delivery of induction and common skills at the desk top level to ensure all employees are able to keep their knowledge and understanding of the organisational procedures up to date.

Information technology

The City of Fremantle has configured a vBlock 0 private cloud via the Virtual Computing Environment (VCE) coalition. The coalition consists of three information technology industry leaders Cisco (compute/switching), EMC (storage) and VMware (virtualization software). The VCE coalition offers an accelerated approach to data centre management by providing dramatic efficiencies, scalability and significant reductions within both capital and operating expenses. As a result the City has received best-of-breed technologies from three vendors whilst receiving end-to-end vendor accountability and support via one direct channel, which is the VCE.

A large amount of work has been invested in upgrading our core business systems software including revision updates to both Technology One and ECM/DataWorks. Continued development within our Geospatial, Business Planning, Personnel Evaluation and Project Management applications has been made with a number of integration projects underway to facilitate information transfer between business processes and systems.

The City has made bold commitments to climate change and environmental protection, with conservation of energy and mitigation of CO2 emissions key. The City's ICT Cloud strategy is underpinning these goals due to the heavy reduction in rack style server equipment and on premise appliances.

Finance

Finance plays a key role in assisting the City by providing efficient and effective financial management practices. This year the City has engaged an external provider to undertake internal audits of various aspects of the organisation. This process started with a review of key aspects of the organisation to develop an Organisational Risk Management Plan which was then used to identify various aspects for review under the internal audit contract. A two year audit plan was agreed to by council's Audit Committee with year two being completed this year. A report will be provided back to committee to look to continue this valuable program.

Planning and development highlights

The planning and development directorate has engaged in a number of key planning projects in support of the City's strategic plan. This has occurred whilst maintaining the day to day core business activities of determining statutory planning and building applications, providing environmental health inspection and licensing services, and development compliance.

Key projects and initiatives include:

City centre strategic sites planning scheme amendment (Amendment 49)

City of Fremantle Planning Scheme Amendment 49 proposes changes to development standards and other scheme provisions for a number of key strategic sites within the city centre, aimed at achieving the council's objectives for increased retail and commercial activity and residential population in the CBD. The amendment was the subject of an extensive community consultation process during October to December 2011, prior to being adopted by council in March 2012. Final approval of the amendment by the planning minister is anticipated before the end of 2012.

City owned key development sites

The City entered into a Memorandum of Understanding with the owner of the Myer building as a basis for investigations into the viability of a joint development and place making project involving some or all of the City-owned properties adjoining Kings Square and William Street. A revised business planning process was undertaken in preparation for the invitation of tenders for the purchase of the City owned Point Street property, bounded by Adelaide, Point and Cantonment Streets and Princess May Park, to facilitate redevelopment of the site.

Kings Square urban design strategy

To complement and provide a frame of reference for the potential redevelopment of key sites in and around Kings Square as provided for in scheme amendment 49, the City engaged a consultant team to work with the Chair of the City's Design Advisory Committee and City staff and elected members to produce an Urban Design Strategy for the area. The project involved an innovative community engagement process culminating in a Citizen's Jury.

Small secondary dwellings

An amendment to the local planning scheme to facilitate development of small secondary dwellings in rear gardens of existing houses, allowing for much greater diversity and affordability of housing within Fremantle, received final approval from the Minister for Planning in December 2011.

Implementation of the *Building Act 2011*

The *Building Act 2011* came into operation on Monday 2 April 2012. It introduces permit issuing authorities, enables private certification of design compliance and is designed to streamline and clarify the building process. Process improvements have been introduced by the City's Building Surveyors to ensure that the City continues to provide exceptional service to the community and meets its legislative obligations.

Updating of the municipal heritage inventory and heritage list

In September 2011, council adopted recommendations for modifications to the categorisation of places on the heritage list and the addition of over 30 new listings.

New policies adopted and customer services initiatives

New policies adopted include:

- local planning policy for Wray Avenue precinct
- neighbour mediation policy
- revised planning compliance policy

Lefroy Road quarry site

In January 2012 council adopted the structure plan intended to guide future redevelopment of the former quarry site for a combination of residential development and public open space use. Endorsement of the plan by the Western Australian Planning Commission is expected to be completed in August 2012.

Significant planning decisions

Some of the significant planning approvals that have been issued during 2011–12 (but not yet implemented) include:

- 200 person backpackers accommodation at the world heritage listed Fremantle Prison
- 93 room hotel in Bannister Street
- 6 storey mixed use development at No. 11 Queen Victoria Street
- redevelopment of the Myers building.

Key issues and challenges for 2012–13

- monitoring and responding to the impacts of private certification of building approvals under the *Building Act 2011* upon demand for building surveying services provided by the City.
- implementation of the new Residential Design Codes

Plans/key projects for 2012–13

- preparation of Activity Centres Structure Plan for Fremantle city centre, and adoption of precinct design policies to complement planning scheme provisions for the city centre core area and the east end precinct
- completion of study on identification of preferred alignment for rapid public transit corridor linking Fremantle city centre with Cockburn Coast development area.
- review of the Residential Streetscape Planning Policy
- implementation of electronic lodgement of building and planning applications
- consideration of a significant tree register.

Technical services highlights

The technical services unit is responsible for managing the City's infrastructure assets, including roads; storm water drainage, footpaths, parks, reserves, vehicle fleet and maintaining the City's building portfolio. It provides a comprehensive range of technical skills covering infrastructure management and provision of project management expertise for specific projects undertaken by the City. City Works is the preferred contractor for construction and maintenance works to manage these assets.

The City completed \$4.0 million of improvements in its infrastructure capital works program, partly funded by \$1.2 million of grants from bodies such as Main Roads WA and the Federal Department of Transport and Regional Services (Roads to Recovery program). The City also spent nearly \$4 million on routine maintenance of the City's infrastructure assets.

Major programs exist for road reconstruction and rehabilitation, drainage, footpath replacement, street vision projects and traffic management projects, as well as parks and environmental projects.

Projects included:

- major road and streetscape upgrade for Queen Victoria Street
- new road crossing over the railway at Mews Road and Cliff Street
- various bicycle facilities / infrastructure and on road bicycle improvements including a contra flow lane at the Mews road rail crossing
- carpark improvements associated with the Arthur Head and Bathers Beach redevelopment
- carpark extension at South Beach
- traffic management improvements included :
 - High Street and East Street traffic signals modifications
 - Ellen Street and Ord Street channelisation treatment.
- \$1 million spent annually on the road preservation program, which included sites on Hampton Road and East Street
- \$300 000 on the continuation of the footpath replacement program
- Additional parking bays at Winterfold Primary School
- Street lighting upgrade in various streets including South Terrace
- lighting of Moores Heritage Building
- upgrade of the Hilton Community Centre development
- the Dick Lawrence pavilion upgrade and extension
- roof replacement at Bruce Lee Public toilets and Stevens Street Reserve Clubrooms
- refurbishment to the Public Toilets at Parmelia Park and South Beach
- upgrade to the North Fremantle Hall
- repair works to the internal walls at the Roundhouse
- skate park at Gordon Dedman Reserve
- drainage improvements at Keegan Street and Davies Street
- streetscape improvements associated with the ISAF Sailing Championships

- the planting of over 1000 street trees under the major tree planting program through direct planting and customer requests.

A major focus for the infrastructure team was the development of advanced asset management plans and cost gap analysis, which have been completed for individual asset classes of roads, paths, drainages, buildings, parks, street furniture and fleet. Each one of these plans describes the asset and attempts to provide information about the whole of life implications (mainly budgetary) about owning these assets. Planning is underway to improve renewal programs that have been derived from these plans.

There was a strong focus on renewal projects and maintenance works to improve the look of the City. Some of these special works included installation of bollards, renewal of street furniture in the Central Business area including at Kings Square, upgrades to bus shelters, irrigation cubicles and minor repairs to the buildings.

- over \$200 000 was spent on maintenance to assets including street signage and for graffiti removal.

Challenges exist for technical services in continuing to provide a balanced infrastructure asset management strategy from available financial resources, given the relative age and condition of these assets and the demands for other funding programs.

Waste management

The below table shows the approximate tonnages of Fremantle waste disposed:

Method of waste disposal (t)	
Total household waste – green bin	Tonnes
Total tonnes collected	10 390
- Total to Regional Resource Recovery Centre (secondary waste processing)	6 860
- Total to landfill	3 530

Total household waste – yellow top recycling bin	Tonnes
Total tonnes collected	3 556
- Total to materials recovery factory	3 556
- Total to landfill	0

Additional waste services	Tonnes
Green waste collections (verge)	1000
Green waste (drop off)	165
Junk/whitegoods/metals (verge)	1000
Junk (drop off)	210
Public area litter and street litter bins	1 300
Street sweeper waste	450

Statutory reporting

RECORDS MANAGEMENT

Under the *State Records Act 2000* the City of Fremantle, is required to provide an annual report as outlined in the record-keeping plan.

Commitment to Records Management

The City is committed to records management and has adopted a policy that all records are to be managed in an efficient and effective manner, at a cost commensurate with operational, information and legislative requirements. This is to enhance their retrieval and ensure their integrity, physical safety and security, as well as supporting the City of Fremantle's compliance with record-keeping legislation and privacy principles.

Record-keeping audit

A record-keeping audit of the Fremantle Leisure Centre/Samson Recreation Centre was conducted during August/September 2011.

Areas of strength included the majority of staff having a good knowledge of the City's record keeping policies and procedures and understanding the importance of creating, capturing and maintaining complete and accurate records. Staff were also interested in attending additional training to further develop their knowledge and skills.

Thirty eight (38) audit action items were identified as areas requiring some improvement and will be addressed by the Director Community Development over the next twelve (12) months.

Record-keeping training program

Regular training is conducted for all staff in relation to records management and our electronic document management system DataWorks. It is compulsory for all new staff members to attend a records management information session and DataWorks training (conducted monthly).

Employees are provided with details of their record-keeping roles and responsibilities, along with supporting case studies to ensure a good understanding is ascertained at the onset of employment. The training program, procedures and records processes were again reviewed this year and updated accordingly.

To indicate the increase in awareness, the statistics below highlight the number of documents placed into DataWorks, during each financial year, since its implementation in September 2002:

	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Total documents recorded	47 178	72 872	73 403	82 836	91 290	114 732	104 695
	2009-10	2010-11	2011-12				
	93 549	111 962	122 761				

Disability access and inclusion plan (DAIP)

Striving towards best practice in access and inclusion in the Fremantle community through the Disability Access and Inclusion Plan (DAIP) continued to be a strong focus and commitment for the City of Fremantle in 2011–12.

It is a requirement of the *Disability Services Act (1993)* amended in 2004, that all public authorities develop and implement a Disability Access and Inclusion Plan that outlines the ways in which the authority will ensure that people with disabilities have equal access to its facilities and services.

The plan is governed by the *WA Disability Services Act (1993)* and Commonwealth *Disability Discrimination Act (1992)* with implementation facilitated through the City's disability access officer across all areas of council.

At an operational level the Disability Access and Inclusion Plan (DAIP) is one component of an interlocking set of strategic plans aiming to achieve the objectives of the City of Fremantle Strategic Plan, the overarching document for the City of Fremantle.

A sample of key new initiatives delivered in 2011–12 is listed below, while a full report is available on request.

Achievements

The City has implemented a number of initiatives to ensure access and inclusion for people with a disability. There are many examples and these are just a few key initiatives:

- developed and implemented the Age Friendly City Plan, Youth Strategy and Sport and Recreation Plan
- Fremantle Leisure Centre now has improved stair access/egress with wider stairs and handrails into Program Pool. Forward planning for access ramps into both 50 and 25 metre pools is underway
- The Fremantle Arts Centre, in the last six months two galleries have been shifted to the ground floor so that now all arts centre galleries are 100% wheelchair accessible. A compliant ramp was also installed.
- the City's style guide now includes the following statement:
 - *All visual design work, corporate documents and promotional collateral for the City of Fremantle must comply with the relevant sections of the 'accessible information' section of the State (Western Australian) Government "" Access Guidelines for Information Services and Facilities (a guide to assist government, business and community groups to create Western Australia as an accessible and inclusive community"", the Accessible Information Policy and*

Guidelines for Local Government"" and the Association for the Blind of WA (inc) ""General Guidelines for Accessible Print"".

- budget has been approved for purchase of a print to audio scanner for placement in the library in 2012–13
- the Hilton Community Centre was upgraded and is now being used by several disability groups
- the City developed a Community Engagement Framework and established a community engagement team who assists and supports others in the organisation to plan engagement and taking into account the needs of all ages and abilities
- the City's sport and recreation clubs supported by the regional club development officer
- the library welcomes and is actively and regularly used by people with disabilities, the homebound delivery service is used for information dissemination as well as provision of library materials. Fre-info community information records include disabled access notation.

**C1211-5 AMENDMENT TO OFFICER'S RECOMMENDATION: APPROVAL
FOR THE TRIAL OF THE PROPOSED SATURDAY
MULTICULTURAL FOOD MARKETS AT BATHERS BEACH,
ARTHUR HEAD RESERVE, FREMANTLE (SUBMITTED BY
CR R PEMBERTON)**

ALTERNATIVE RECOMMENDATION

- A. To amend point 2 to add the following wording:
2. *Trading can be extended to include Friday and Sunday (from 5pm until 9pm) should the applicant wish to do so during the trial period.*

REASON/S FOR CHANGE TO COMMITTEE RECOMMENDATION

The community support for more social / hospitality venues at Bathers Beach has been overwhelmingly positive since the closure of Kelp Bar. If the markets are a success and not found to be detrimental to nearby businesses, they should be able to operate over the entire weekend, without the need to come back to full council.

- B. To amend point 4 to read as follows:
4. *The market will be limited to no more than 20 food stalls and 30 stalls in total.*

REASON/S FOR CHANGE TO COMMITTEE RECOMMENDATION

To ensure that the markets are a low cost trading environment and can include local arts and crafts plus buskers – some flexibility with the number of stalls will be beneficial. By not adding to the number of food stalls, which compete with nearby restaurants and food outlets – the additional stalls are limited to other traders that will act as attractors to the entire area.

**C1211-6 AMENDMENT TO OFFICER'S RECOMMENDATION : TENDER
ACCEPTANCE ESPLANADE RESERVE YOUTH PLAZA
(SUBMITTED BY CR A SULLIVAN)**

The regional nature of Fremantle and The Esplanade warrant a Youth Plaza, incorporating skate facilities, that is of a size and functional capacity that serves the greater Fremantle region. Based on other such venues around Australia, a budget range of \$1.4 - \$1.6 million is likely to provide an appropriately sized facility for this destination. While initial investigations indicate a very high probability that the Council would gain a more modest grant of \$400,000 from LotteryWest, it also remains open and reasonable to apply for the desired target budget of \$1.6 million from both LotteryWest and other State Government sources including those derived from the proceeds of crime. To give the Council the best chance of producing an appropriately sized and functioning Youth Plaza, the Council should in the first instance have designs developed that demonstrate how such a facility could be integrated into The Esplanade.

AMENDMENT TO OFFICER'S RECOMMENDATION

To amend the wording to read as follows:

That Council:

Accept the proposal from Convic for the design and construct of the Esplanade Reserve Youth Plaza on the basis of two options: being

- **Stage 1 working to a budget in the range of \$600,000 to \$1.0 million; and**
- **Stage 2 working to a \$1.6 million budget,**

and on the understanding that Councils capital contribution to the project is an initial budget of \$600,000 and that if a LotteryWest application and/or State funding from the proceeds of crime funds are successful, the project budget could increase from \$600,000 to approximately \$1.6 million.

REASON/S FOR CHANGE TO OFFICER'S RECOMMENDATION

To have designs developed that demonstrate how such a facility could be integrated into The Esplanade to give Council the best chance of producing an appropriately sized and functioning Youth Plaza.