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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 2011–12, 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 2011-12. 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.
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.
Mayors report

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 Perth 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 Australians 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

#### North ward:
Cr Doug Thompson (Deputy Mayor)  
Term expires 2013  
Strategic and general 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

#### 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

#### Beaconsfield ward:
Cr John Alberti  
Term expires 2011  
Library advisory committee  
Strategic and general services committee

#### East ward:
Cr Dave Coggin  
Term expires 2013  
Library advisory committee  
Strategic and general 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

#### Mayor:
Cr John Dowson  
Term expires 2011  
Planning services committee

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<tr>
<td>Deputy Mayor Doug Thompson</td>
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<tr>
<td>Cr Andrew Sullivan</td>
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<tr>
<td>Cr Bill Massie</td>
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<tr>
<td>Cr Dave Coggin</td>
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<tr>
<td>Cr Donna Haney</td>
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<td>Cr Georgie Adeane</td>
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<td>Cr John Alberti</td>
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<td>Cr John Dowson</td>
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<td>Cr Josh Wilson</td>
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<td>Cr Robert Fittock</td>
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<td>Cr Sam Wainwright</td>
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<tr>
<td>Cr Tim Grey-Smith</td>
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City of Fremantle | Annual Report 2011-12

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Mayor:

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

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

North ward:

Cr Doug Thompson
Term expires 2013
Planning services committee

Cr Robert Fittock
Term expires 2011
Planning services committee

East ward:

Cr Ingrid Waltham
Term expires 2015
Planning services committee

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

City ward:

Cr Rachel Pemberton
Term expires 2015
Planning services committee

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

Cr Josh Wilson (Deputy Mayor)
Term expires 2013
Planning services committee

Strategic and general services committee

South ward:

Cr Andrew Sullivan
Term expires 2013
Planning services committee

Cr Bill Massie
Term expires 2013
Library advisory committee
Strategic and general services committee

Cr Tim Grey-Smith
Term expires 2013
Planning services committee

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

Hilton ward:

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

15 October 2011 to 30 June 2012

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<td>Cr Doug Thompson</td>
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<td>Cr Andrew Sullivan</td>
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<td>Cr Ingrid Waltham</td>
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<td>Cr Rachel Pemberton</td>
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<td>Deputy Mayor Josh Wilson</td>
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<td>Cr Robert Fittock</td>
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<td>Cr Sam Wainwright</td>
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<td>Cr Tim Grey-Smith</td>
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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.
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.
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

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.
City of Fremantle organisational structure

Directors 2011-12

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.

Peter Pikor
Director technical services
City's infrastructure assets including:
- maintenance of buildings
- stormwater drainage
- waste management
- parks
- reserves
- roads
- footpaths
- graffiti.

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.

City management
Elected members
Economic development and marketing

Corporate services
- Commercial properties
- Customer service
- Finance services
- Human resources
- Information technology
- Parking and ranger services

Community development
- Community development
- Cultural development
- Fremantle Arts Centre
- Fremantle Leisure Centre
- Fremantle City Library

Planning and development
- Development services
- Planning projects and policy
- Fremantle Arts Centre
- Fremantle Leisure Centre
- Fremantle City Library

Technical services
- City works management
- Infrastructure service
"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."
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 reoccuring 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 2010–15.

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).
City management highlights

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 days 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 to provide 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 2011–15, the Fremantle destination marketing plan 2011–15 and 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 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.
“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.”
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.

**Warraview Women’s Refuge**

The refuge continued to support families and children escaping domestic violence. Warraview successfully applied for a Lotterywest grant 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 1 000 community members participated in programs offered at the centre.

Community groups such as GRO W, 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 Australia 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 City of Fremantle 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. 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
Community development highlights

• 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 (FAC) 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 residence program accommodated 55 artists (31 WA, 14 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 12 months. Samson Recreation centre had a total of 3 854 people participate in City of Fremantle 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 12 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 the Royal Lifesaving Society and Leisure Institute of Western Australia Aquatics Pool Lifeguard Challenge. This consisted of three events involving 25 m team relay, super lifeguard team challenge and emergency simulation.
Corporate services highlights

“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.”
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.

This year the City continued the focus on improved customer service by embedding 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 12 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 council to look to continue this valuable program.
Human resources advisor

CCTV on the Cappuccino strip

Information technology
“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.”
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

“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.”
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 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 W Interfold 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 Oval 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 Perth 2011 ISAF Sailing Championships
- the planting of over 1,000 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 tables (below) show the approximate tonnages of Fremantle waste disposed:

![Waste management chart](chart.png)
Dick Lawrence upgrade launch

New bicycle lanes on Parry Street

The front of the Hilton Community Centre after the upgrade
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 graph below highlights the number of documents placed into DataWorks, during each financial year, since its implementation in September 2002:

Total documents recorded

Staff earning over $100,000 per year

annual salary range x $1000 (as at 30/6/2012)
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 2010-15, 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.
Gordon Dedman Reserve skate park

Wray Avenue roundabout

View down High Street
Abbreviated financial report
for the year ended 30th June 2012

Local Government Act 1995
Local Government (financial management) regulations 1996
The attached financial report of the City of Fremantle being the annual financial report and other information for the financial year ended 30 June 2012, are in my opinion properly drawn up to present fairly the financial position of the City of Fremantle at 30 June 2012 and the results of the operations for the financial year then ended in accordance with the Australian Accounting Standards and comply with the provisions of the Local Government Act 1995 and regulations under that Act.

Signed on the 7 December 2012.

Graeme Mackenzie, Chief Executive Officer
INDEPENDENT AUDITOR’S REPORT
TO THE RATEPAYERS OF THE CITY OF FREMANTLE

The accompanying concise financial report of the City of Fremantle comprises the Statement of Financial Position as at 30 June 2012, and the Statement of Comprehensive Income Statement of Changes in Equity and Statement of Cash Flows, for the year ended 30 June 2012. The concise financial report does not contain all the disclosures required by the Australian Accounting Standards.

Councillors’ Responsibility for the Concise Financial Report
The Council is responsible for the preparation and presentation of the concise financial report in accordance with Accounting Standard AASB 1039 Concise Financial Reports. This responsibility includes establishing and maintaining internal control relevant to the preparation of the concise financial report; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor’s responsibility
Our responsibility is to express an opinion on the concise financial report based on our audit procedures. We have conducted an independent audit, in accordance with Australian Auditing Standards, of the financial report of the City of Fremantle for the year ended 30 June 2012. Our audit report on the financial report for the year was signed on 20 November 2012 and was not subject to any modification. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report for the year is free from material misstatement.

Our procedures in respect of the concise financial report included testing that the information in the concise financial report is derived from, and is consistent with, the financial report for the year, and examination on a test basis, of evidence supporting the amounts, discussion and analysis, and other disclosures which were not directly derived from the financial report for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the concise financial report complies with Accounting Standard AASB 1039 Concise Financial Reports.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Grant Thornton Audit Pty Ltd ACN 130 913 594, a subsidiary or related entity of Grant Thornton Australia Limited ABN 41 127 556 389.

Grant Thornton Australia Limited is a member firm within Grant Thornton International Ltd. Grant Thornton International Ltd and the member firms are not a worldwide partnership. Grant Thornton Australia Limited, together with its subsidiaries and related entities, delivers its services independently in Australia.

Liability limited by a scheme approved under Professional Standards Legislation.
**Auditor's opinion on the Concise Financial Report**

In our opinion, the concise financial report of the City of Fremantle for the year ended 30 June 2012 complies with Accounting Standard AASB 1039 Concise Financial Reports.

GRANT THORNTON AUDIT PTY LTD  
Chartered Accountants

M J Hillgrove  
Partner - Audit & Assurance

Perth, 20 November 2012
City of Fremantle
Statement of comprehensive income by nature or type
for the year ended 30th June 2012

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2012</th>
<th>2012 Budget</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rates</td>
<td>24</td>
<td>32,535,406</td>
<td>32,539,146</td>
</tr>
<tr>
<td>Operating grants, subsidies and contributions</td>
<td>30</td>
<td>5,106,249</td>
<td>4,294,355</td>
</tr>
<tr>
<td>Fees and charges</td>
<td>29</td>
<td>24,692,568</td>
<td>22,873,115</td>
</tr>
<tr>
<td>Service charges</td>
<td>26</td>
<td>421,357</td>
<td>419,022</td>
</tr>
<tr>
<td>Interest earnings</td>
<td>2(a)</td>
<td>2,571,024</td>
<td>1,941,531</td>
</tr>
<tr>
<td>Other revenue</td>
<td></td>
<td>600,074</td>
<td>448,600</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td></td>
<td>65,926,678</td>
<td>62,515,769</td>
</tr>
</tbody>
</table>

| **Expenses** | | | |
| Employee costs | (29,206,799) | (29,347,694) | (27,753,403) |
| Materials and contracts | (23,476,594) | (20,498,622) | (19,929,185) |
| Utility charges | (1,878,007) | (1,836,647) | (1,616,408) |
| Depreciation on non-current assets | 2(a) | (9,065,660) | (9,559,810) | (9,125,034) |
| Interest expenses | 2(a) | (596,278) | (596,015) | (636,749) |
| Insurance expenses | (755,550) | (638,210) | (563,027) |
| Other expenditure | | (1,443,922) | (1,428,056) | (1,578,423) |
| **Total Expenditure** | | (66,422,810) | (63,905,054) | (61,202,229) |
| **Non-operating grants, subsidies and contributions** | 30 | 3,665,804 | 4,156,800 | 5,001,354 |
| **Fair value adjustments to financial assets at fair value through profit or loss** | 2(a) | (317,445) | 556,744 |
| **Revaluation & impairment of property, plant & equipment** | (662,824) | (3,968,715) |
| **Revaluation of infrastructure assets** | (405,719) | (1,166,239) |
| **Profit on asset disposals** | 22 | 150,000 | 0 |
| **Loss on asset disposal** | 22 | (50,686) | (446,590) | (1,772,208) |
| **Net result** | | 1,732,998 | 2,470,925 | (1,201,154) |

| **Other comprehensive income** | | | |
| Revaluation of assets | (3,739,285) | 0 | (2,738,702) |
| Joint venture - change on equity | 1,088,033 | 0 | 865,047 |
| **Total other comprehensive income** | | (2,651,252) | 0 | (1,873,655) |
| **Total comprehensive income** | | (918,254) | 2,470,925 | (3,074,809) |

The full financials and accompanying notes are available on the City's website: www.fremantle.wa.gov.au/cityoffremantle under ‘strategic and key documents’.
## Statement of financial position
for the year ended 30th June 2012

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2012 $</th>
<th>2011 $</th>
<th>1 July 2010 $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>3</td>
<td>18,691,792</td>
<td>20,366,160</td>
</tr>
<tr>
<td>Investments</td>
<td>4</td>
<td>3,487,881</td>
<td>5,684,188</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>5</td>
<td>2,527,933</td>
<td>1,907,441</td>
</tr>
<tr>
<td>Inventories</td>
<td>6</td>
<td>185,961</td>
<td>178,704</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td></td>
<td>24,893,567</td>
<td>28,136,493</td>
</tr>
<tr>
<td><strong>NON-CURRENT ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other receivables</td>
<td>5</td>
<td>1,003,700</td>
<td>1,197,252</td>
</tr>
<tr>
<td>Investments</td>
<td>4</td>
<td>9,373,437</td>
<td>8,049,486</td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>7(a)</td>
<td>135,158,869</td>
<td>134,388,483</td>
</tr>
<tr>
<td>Investment property</td>
<td>7(b)</td>
<td>56,125,000</td>
<td>56,115,000</td>
</tr>
<tr>
<td>Intangibles</td>
<td>7(c)</td>
<td>734,842</td>
<td>1,238,443</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>8</td>
<td>198,765,083</td>
<td>198,273,095</td>
</tr>
<tr>
<td><strong>TOTAL NON-CURRENT ASSETS</strong></td>
<td></td>
<td>401,160,931</td>
<td>399,261,759</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td></td>
<td>426,054,498</td>
<td>427,398,252</td>
</tr>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>9</td>
<td>7,188,178</td>
<td>6,959,086</td>
</tr>
<tr>
<td>Long term borrowings</td>
<td>10</td>
<td>1,596,419</td>
<td>2,285,758</td>
</tr>
<tr>
<td>Provisions</td>
<td>11</td>
<td>5,208,846</td>
<td>4,973,781</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
<td></td>
<td>13,993,443</td>
<td>14,218,625</td>
</tr>
<tr>
<td><strong>NON-CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long term borrowings</td>
<td>10</td>
<td>8,320,744</td>
<td>8,590,603</td>
</tr>
<tr>
<td>Provisions</td>
<td>11</td>
<td>757,338</td>
<td>687,797</td>
</tr>
<tr>
<td><strong>TOTAL NON-CURRENT LIABILITIES</strong></td>
<td></td>
<td>9,078,082</td>
<td>9,278,400</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td></td>
<td>23,071,525</td>
<td>23,497,025</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td>402,982,973</td>
<td>403,901,227</td>
</tr>
<tr>
<td><strong>EQUITY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retained surplus</td>
<td></td>
<td>152,115,845</td>
<td>148,602,090</td>
</tr>
<tr>
<td>Reserves - cash/investments backed</td>
<td>12</td>
<td>8,026,208</td>
<td>8,718,932</td>
</tr>
<tr>
<td>Reserves - asset revaluation</td>
<td>13</td>
<td>242,840,920</td>
<td>246,580,205</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY</strong></td>
<td></td>
<td>402,982,973</td>
<td>403,901,227</td>
</tr>
</tbody>
</table>

### City of Fremantle

**Statement of changes in equity for the year ended 30th June 2012**

<table>
<thead>
<tr>
<th></th>
<th>RETAINED SURPLUS $</th>
<th>RESERVES CASH/INVESTMENT BACKED $</th>
<th>ASSET REVALUATION RESERVE $</th>
<th>TOTAL EQUITY $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance as at 1 July 2010</strong></td>
<td>146,323,685</td>
<td>11,333,444</td>
<td>249,318,907</td>
<td>406,976,036</td>
</tr>
<tr>
<td><strong>Changes in accounting policy</strong></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td><strong>Correction of errors</strong></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td><strong>Restated balance</strong></td>
<td>146,323,685</td>
<td>11,333,444</td>
<td>249,318,907</td>
<td>406,976,036</td>
</tr>
<tr>
<td><strong>Net result</strong></td>
<td>(1,201,154)</td>
<td>0</td>
<td>0</td>
<td>(1,201,154)</td>
</tr>
<tr>
<td><strong>Total other comprehensive income</strong></td>
<td>865,047</td>
<td>0</td>
<td>(2,738,702)</td>
<td>(1,873,655)</td>
</tr>
<tr>
<td><strong>Reserve transfers</strong></td>
<td>2,614,512</td>
<td>(2,614,512)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Balance as at 30 June 2011</strong></td>
<td>148,602,090</td>
<td>8,718,932</td>
<td>246,580,205</td>
<td>403,901,227</td>
</tr>
<tr>
<td><strong>Net result</strong></td>
<td>1,732,998</td>
<td>0</td>
<td>0</td>
<td>1,732,998</td>
</tr>
<tr>
<td><strong>Total other comprehensive income</strong></td>
<td>1,088,033</td>
<td>(3,739,285)</td>
<td>(2,651,252)</td>
<td>0</td>
</tr>
<tr>
<td><strong>Reserve transfers</strong></td>
<td>692,724</td>
<td>(692,724)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Balance as at 30 June 2012</strong></td>
<td>152,115,845</td>
<td>8,026,208</td>
<td>242,840,920</td>
<td>402,982,973</td>
</tr>
</tbody>
</table>

The full financials and accompanying notes are available on the City’s website: www.fremantle.wa.gov.au/cityoffremantle under ‘strategic and key documents’.
## City of Fremantle Statement of cash flows for the year ended 30th June 2012

### Cash flows from operating activities

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2012</th>
<th>2012 Budget</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td><strong>receipts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rates</td>
<td>32,359,997</td>
<td>32,539,000</td>
<td>29,897,184</td>
</tr>
<tr>
<td>Operating grants, subsidies and contributions</td>
<td>5,106,249</td>
<td>4,294,000</td>
<td>4,864,139</td>
</tr>
<tr>
<td>Fees and charges</td>
<td>24,096,419</td>
<td>22,873,000</td>
<td>21,777,496</td>
</tr>
<tr>
<td>Service charges</td>
<td>421,357</td>
<td>419,000</td>
<td>613,520</td>
</tr>
<tr>
<td>Interest earnings</td>
<td>2,571,024</td>
<td>1,942,000</td>
<td>2,397,260</td>
</tr>
<tr>
<td>Goods and services tax</td>
<td>3,982,650</td>
<td>2,700,000</td>
<td>3,644,964</td>
</tr>
<tr>
<td>Other revenue</td>
<td>543,559</td>
<td>0</td>
<td>587,683</td>
</tr>
<tr>
<td><strong>total receipts</strong></td>
<td>69,081,255</td>
<td>64,767,000</td>
<td>63,782,246</td>
</tr>
</tbody>
</table>

**payments**

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2012</th>
<th>2012 Budget</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Employee costs</td>
<td>(28,755,109)</td>
<td>(29,340,000)</td>
<td>(27,167,109)</td>
</tr>
<tr>
<td>Materials and contracts</td>
<td>(23,191,854)</td>
<td>(19,344,000)</td>
<td>(19,073,655)</td>
</tr>
<tr>
<td>Utility charges</td>
<td>(1,878,007)</td>
<td>(1,836,000)</td>
<td>(1,616,408)</td>
</tr>
<tr>
<td>Insurance expenses</td>
<td>(755,550)</td>
<td>(638,000)</td>
<td>(563,027)</td>
</tr>
<tr>
<td>Interest expenses</td>
<td>(624,553)</td>
<td>(596,000)</td>
<td>(667,368)</td>
</tr>
<tr>
<td>Goods and services tax</td>
<td>(2,908,084)</td>
<td>(3,000,000)</td>
<td>(2,637,663)</td>
</tr>
<tr>
<td>Other expenditure</td>
<td>(1,443,922)</td>
<td>(1,428,000)</td>
<td>(1,578,423)</td>
</tr>
<tr>
<td><strong>total payments</strong></td>
<td>(59,557,079)</td>
<td>(56,182,000)</td>
<td>(53,303,653)</td>
</tr>
</tbody>
</table>

**net cash provided by (used in) operating activities**

9,524,176 8,585,000 10,478,593

### Cash flows from investing activities

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2012</th>
<th>2012 Budget</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Payments for development of land held for resale</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payments for purchase of property, plant &amp; equipment</td>
<td>(3,278,775)</td>
<td>(4,651,000)</td>
<td>(3,248,031)</td>
</tr>
<tr>
<td>Payments for construction of infrastructure</td>
<td>(11,686,302)</td>
<td>(14,271,000)</td>
<td>(12,296,872)</td>
</tr>
<tr>
<td>Advances to community groups</td>
<td>(1,641,396)</td>
<td></td>
<td>(1,515,237)</td>
</tr>
<tr>
<td>Payments for purchase of investments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-operating grants, subsidies and contributions</td>
<td>3,665,804</td>
<td>4,157,000</td>
<td>2,951,354</td>
</tr>
<tr>
<td>Proceeds from sale of plant &amp; equipment</td>
<td>272,131</td>
<td>920,000</td>
<td>227,017</td>
</tr>
<tr>
<td>Proceeds from advances</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proceeds from sale of investments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>net cash provided by (used in) investing activities</strong></td>
<td>(12,668,538)</td>
<td>(13,845,000)</td>
<td>(13,881,769)</td>
</tr>
</tbody>
</table>

### Cash flows from financing activities

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2012</th>
<th>2012 Budget</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Repayment of debentures</td>
<td>(2,308,758)</td>
<td>(2,286,000)</td>
<td>(2,160,755)</td>
</tr>
<tr>
<td>Repayment of finance leases</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proceeds from self supporting loans</td>
<td>232,885</td>
<td>0</td>
<td>228,135</td>
</tr>
<tr>
<td>Proceeds from new debentures</td>
<td>1,349,560</td>
<td>1,850,000</td>
<td>1,990,541</td>
</tr>
<tr>
<td><strong>net cash provided by (used in) financing activities</strong></td>
<td>(726,313)</td>
<td>(436,000)</td>
<td>57,921</td>
</tr>
</tbody>
</table>

### Net increase (decrease) in cash held

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2012</th>
<th>2012 Budget</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Net increase (decrease) in cash held</td>
<td>(3,870,675)</td>
<td>(5,696,000)</td>
<td>(3,345,255)</td>
</tr>
<tr>
<td>Cash at beginning of year</td>
<td>26,050,348</td>
<td>25,472,000</td>
<td>29,395,603</td>
</tr>
<tr>
<td><strong>cash and cash equivalents at the end of the year</strong></td>
<td>22,179,673</td>
<td>19,776,000</td>
<td>26,050,348</td>
</tr>
</tbody>
</table>

The full financials and accompanying notes are available on the City’s website: www.fremantle.wa.gov.au/cityoffremantle under ‘strategic and key documents’.
The City of Fremantle is committed to incorporating sustainability principles into our decision making and operational processes and this annual report is printed on Monza recycled paper, 55% recycled (30% pre-consumer, 25% post-consumer) plus FSC certified virgin pulp Certified Carbon Neutral. ISO 14001 Environmental Accreditation. The paper mill is an ISO 14001 certified mill which utilises renewable energy sources.

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Design by - EC DESIGN, printed by eC PRINT Greenstamp certified and utilising 75% renewable energy.