

# **Expression of Interest**

**Kings Square Place  
Development Working Group**

**Stakeholder Representative  
Positions**

## BACKGROUND

The City of Fremantle is currently seeking expressions of interest from the Fremantle business community to participate in the Kings Square Place Development Working Group.

The construction of the Walyalup Civic Centre which forms part of the broader Kings Square redevelopment has been under construction since 2018. Construction is now nearing completion and the 2021 calendar year will see a large majority of the broader redevelopment completed and operational.

As the project moves from construction into its operational life, the ongoing place management and activation of the precinct and collaboration with surrounding stakeholders to achieve this will be critical in realising the benefits associated with the broader project.

The City has been progressing the development of approaches to the successful place management and activation of the precinct and how it can be leveraged to attract more visitors, foot traffic and investment into the broader CBD. Engagement and collaboration with key external stakeholders to further develop this approach will be critical to the success of the precinct.

The completion of the broader Kings Square development presents a significant opportunity to promote the current revitalisation of Fremantle's city centre and build positive perceptions among potential visitors, residents and investors.

The ongoing development and success of the Kings Square precinct will require strong consideration and planning around the following:

- Short to medium term approaches to activating the square to drive visitation to Fremantle's CBD.
- Development and delivery of brand, marketing and communications strategies including the establishment of a brand narrative for the precinct to drive external awareness.
- Engagement and collaboration with adjacent and surrounding businesses.
- Enabling access to, engagement with and community ownership of the space for the broader community.
- Enabling the private sector, major existing stakeholders and other partners to contribute to and participate in the initial activation of the precinct.

The City's economic development team is in the process of developing a place management implementation plan for the precinct which intends to identify and communicate priorities and initiatives that will assist in the achievement of the above-mentioned objectives.

In doing this, officers wish to engage key stakeholders from the immediate precinct and the Fremantle business community to assist in the establishment of the plan.

As such the City is establishing the Kings Square Place Development Working Group. The purpose of the Working Group is to provide a mechanism for the City to engage with and seek feedback from key stakeholders on an initial 12-18 month approach to establishing Kings Square as a key attractor and catalyst for the revitalisation of Fremantle's City Centre.

Based on the advice and feedback sought from the group Officers will develop, for council's consideration, an implementation plan that outlines a coordinated approach to maximising the opportunity associated with the completion of the revitalised precinct over the immediate term.

Membership of the working group will include:

- Three elected members from the City of Fremantle, with one being the chairperson.
- Representatives from the following key stakeholders:
  - The Fremantle Chamber of Commerce
  - Sirona Capital
  - St. Johns Anglican Church.
  - The City's Destination Marketing Working Group.
  - The Department of Communities.

As part of this EOI process the City would like to invite up to five representatives from different sectors within the Fremantle business community to contribute as members of the group. Sectors to be represented include:

- One representative from Fremantle's hospitality business sector
- One representative from the Indigenous business sector
- One representative from Fremantle's retail business sector
- One representative from Fremantle's professional service business sector
- One representative from Fremantle's arts and culture sector

## SELECTION CRITERIA

Expressions of interest for participation in the Kings Square Place Development Working Group will be assessed against a set of selection criteria.

Priority will be given to applicants based on the extent to which they meet each or all of the following criteria:

- Suitable qualifications and or experience that includes but is not limited to:
  - Operation of a business or organisation that is located within or on the immediate perimeter of Kings Square; and or
  - Operation of a business or organisation that is directly impacted by activities that occur within Kings Square; and or
  - Delivery of initiatives that have contributed to the activation or management of major public spaces.
  - Demonstrated alignment of your business or organisation to the industry sector representative position that is being applied for.

## APPLICATION PROCESS

Applicants are required to complete the form provided in this EOI document as well as provide a written statement addressing the selection criteria.

A completed application form and statement addressing selection criteria must be submitted via email to [business@fremantle.wa.gov.au](mailto:business@fremantle.wa.gov.au) or in hard copy to the City of Fremantle by 5.00pm AWST on Friday the 23<sup>rd</sup> April.

For questions relating to the working group or your application please contact [business@fremantle.wa.gov.au](mailto:business@fremantle.wa.gov.au)

The City reserves the right to:

- Leave a representative position vacant if it is determined there are no applicants that meet the required selection criteria, or there are no applications received for that position.
- Decline any or all applications received as part of this process should they be deemed not to be suitable.

## **DISCLAIMER**

The contents of this Expression of Interest (EOI) are believed to be accurate and complete as of the date of issue of this EOI.

The statements, opinions, projections, forecasts or other information contained in this EOI are subject to change.

## **CANVASING OF ELECTED MEMBERS AND OFFICERS**

If an Applicant, whether personally or by an agent, canvasses any of the City's Elected Members, Officers, Contractors or their Representatives (as the case may be) then regardless of such canvassing having any influence on the acceptance a submission, the Applicants submission will be omitted from consideration.

## EOI FORM – KINGS SQUARE PLACE DEVELOPMENT WORKING GROUP

### Applicant Details

Business or Organisation Name: \_\_\_\_\_

Name of Applicant: \_\_\_\_\_

Position of Applicant: \_\_\_\_\_

Business or Organisation Address: \_\_\_\_\_

\_\_\_\_\_

### Contact Details

Business Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Position Selection

Hospitality

Indigenous Business

Retail

Professional Services

Arts and Culture

### Application Checklist

EOI form completed

Statement addressing criteria attached

**PRIVACY DISCLOSURE STATEMENT**

Attached is the City of Fremantle’s Privacy Disclosure Statement. It is important that you read the statement.

Each person who has provided to the City of Fremantle personal information in this standard form acknowledges, by signing below, that he or she has received and read the City of Fremantle Privacy Disclosure Statement attached and agrees to the collection, use and disclosure of that personal information in the manner and for the purposes set out in the important Privacy Disclosure Statement.

**SIGNED:**

**DATED:** \_\_\_\_\_

## PRIVACY DISCLOSURE STATEMENT

In submitting this application/tender you authorise the City to collect personal information from you for the purpose of assessing your application/tender. Personal information collected for the purpose of assessing your application/tender may include your name, address, phone number, financial details, credit worthiness, business information and lease premise details. This information may be collected from you when you submit any written application, form or document to the City or by other means including telephone or email contact with you. All personal information collected will be used for the sole purpose of processing applications and tenders. If you do not provide us with your personal information we may not be able to process your application/tender or deal with your request. We share your personal information only to the extent necessary to assess and determine your application/tender or request. Personal information may be shared with persons or third parties that assist us in the assessment and determination of your application or the provision of our services, which may include City Officers, Councillors, referees or guarantors. In order to assist us to contact you, we store your personal information onto our database. By signing the form to which this statement is attached, you acknowledge that you have read this statement and consented to the collection, use and disclosure of your personal information in the manner and for the purposes set out in this statement.