

FREMANTLE 2029 >> Community Visioning Project

report on community ideas
2013/14



Workshops conducted by:



CONTENTS

EXECUTIVE SUMMARY

SECTION 1 - Introduction

SECTION 2 - The visioning process

SECTION 3 - Methodology

SECTION 4 - Community's views

SECTION 5 - Action areas

CONCLUSION

EXECUTIVE SUMMARY

The Fremantle 2029 Community Visioning Project was an innovative, professional and interactive community engagement exercise which involved a wide range of Fremantle people including those who are not normally engaged in the future of Fremantle.

During 2013, close to 1 000 people attended five major workshops and three stakeholder forums. The visioning made the most of Fremantle’s extraordinary local talent and knowledge among the presenters and the participants and used digital (including social) media and local networks to reach a diverse group of stakeholders in the community. The interactive workshops enabled participants to have their say on key Fremantle issues and to be informed about the long term strategic issues facing council. Visioning ideas and issues identified by participants are shown on Figure 1.

Six key themes were distilled from the various discussions, ideas and priority issues identified by participants throughout the visioning process. There were 17 discussion topics that generated a range of ideas among participants. The ideas were recorded and are detailed in Section 4 –Community views. This report also provides council comment and a brief status update in response to the ideas raised. The themes and actions that emerged from this visioning process have been used to inform the council’s long term strategic planning and priority projects.

The issues most frequently mentioned by participants during the workshops included:

- slowing traffic and making the city better for pedestrians, cyclists and improving public transport
- supporting independent small business and the creative sector
- protecting and enhancing the natural environment, green spaces and heritage features of the city
- improving the connectivity around Fremantle, especially to the waterfront.

Since the visioning workshops took place in 2013, council has implemented or initiated a number of priority projects that were identified as important to participants. These include establishing the *Future Freo* collaboration, the *Green Plan Review*, the new *Integrated Transport Strategy* and the soon-to-be released *Freo 2029 Transformative Moves* document. Fremantle Council will also be developing a new economic development strategy and a 2015-20 strategic plan.

As we go forward it’s important that the information and views collected through the Fremantle 2029 Community Visioning Project are filtered through a range of policies, programs and initiatives that can be implemented by the Fremantle Council, the Fremantle BID and community organisations.

Achieving our shared vision is inevitably the result of hundreds of smaller choices and we hope this visioning document is useful to inform the choices we make over the years ahead as we make Fremantle into the city we want by 2029.

KEY THEMES

Six key themes emerged as being important to the people of Fremantle:

- 1 PEOPLE ▶ A welcoming place for all people.
- 2 PROSPER ▶ A diverse and unique local economy and a recognised centre of excellence.
- 3 PLAN ▶ A liveable city that serves its residents needs.
- 4 GREEN ▶ A city that values its environment and heritage.
- 5 CREATE ▶ A dynamic, innovative city with a strong knowledge economy and arts sector.
- 6 DECIDE ▶ A collaborative and connected community with a shared vision and good governance.

KEY ISSUES

- The issues most frequently mentioned by participants during the workshops included:
- slowing traffic and making the city better for pedestrians, cyclists and improving public transport
- supporting independent small business and the creative sector
- protecting and enhancing the natural environment, green spaces and heritage features of the city
- improving the connectivity around Fremantle, especially to the waterfront.



SECTION 1

INTRODUCTION



The Perth metropolitan area is undergoing a period of massive change and as a result, Fremantle requires a clear long-term vision to be a sustainable, liveable and vibrant place over the coming decades.

In 2029 it will be 200 years since Captain Fremantle landed at Manjaree (Bathers Beach) and the place we now know as Fremantle began to take shape. We now have an opportunity to shape the next 20, 50 and even 100 years by the actions we take now.

For Fremantle to be the place we all want, we not only need to define a shared vision but together as a community we need to own it. We also need to agree on the key steps, big and small, needed to reach this vision. The Fremantle 2029 Community Visioning Project was created with this in mind and had the unofficial tagline ‘community planning - by and for the people’.

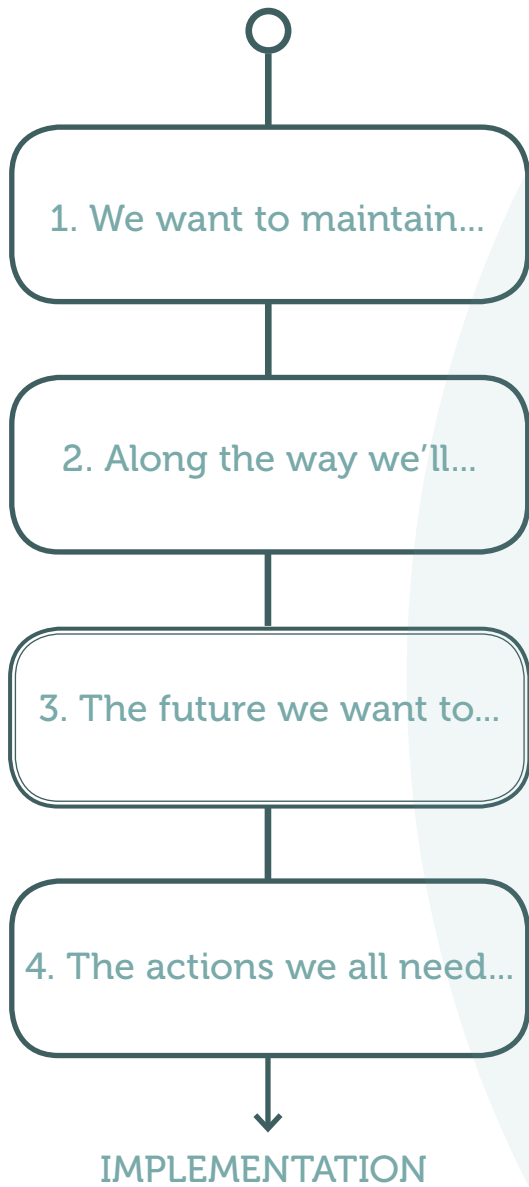
The core question that Fremantle 2029 asked was “what would we like Fremantle to be like in 2029 and what steps can we take now to get there?” By tapping into what is a diverse and passionate community, the Fremantle 2029 visioning process was able to generate valuable ideas and feedback which will help guide the way we plan for the future.

The City thanks everyone who took time to participate in this process.

*Dr Brad Pettitt
Fremantle Mayor*

*Mr Graeme Mackenzie
Chief Executive Officer*

Investing in community visioning



"A campaign for exciting shop front displays (high art or quiriness etc) all shopfronts lit at night, Empty shops to host community group displays – interesting & to a high standard."

"Promoting Fremantle's potential for the movie industry with heritage backdrops."

"Where there is no vision the people perish."
Proverb 19:18

WHY?

"There is no power for change greater than a community discovering what it cares about."
Margaret Wheatley

"A Federation of Free Environmental Groups -- Sharing ideas and resources between local environmental groups."

"Keep cars out of central Fremantle with outskirts parking connected to frequent fast Public Transport e.g CAT bus to east- Hilton, Coogee. Replace CAT bus with tram when population can sustain cost."

SECTION 2

THE VISIONING

"Bringing back the focus on the artistic nature of Fremantle, through commissioned art, a variety of spaces, more affordable housing and business letting. Flexible term contracts for commercial leases."

Planning for the future of the people, for the people, by the people...

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

Charles Darwin

"Riding school bus – the bike convoy."

"Getting the Freo blogs to talk up what's on offer, what food they've tried and recommend etc."

Visioning as a catalyst

Visioning is a process used to identify a community's aspirations and priorities, and to better understand the values and hopes of people in order to create brighter futures.

Visioning is an ideal way of fostering positive conversations about innovative local planning and growth management policies – essentially a tool to help communities better manage complex change in the place they live, work or visit.

The ideation process works best with the participation of all stakeholders thinking long-term about their desired future while making quick wins today. The outcome of this process is the creation of a shared vision for the community about the place they live, work or recreate in.

This collective view on what matters makes productive change much easier to achieve.

Visioning acts as a catalyst in bringing together stakeholders and creating a more vibrant sense of community, engagement and belonging.

SECTION 3

METHODOLOGY



Methodology

The questions we use to guide visioning:

- What do we love about the place we live, work or play in? What do we wish to protect and enhance?
- What are the local challenges/ external factors/ global trends of our future vision that we need to consider?
- The future we want to create will look like this...what are the guiding principles that should steer the process of creating our visions?
- What actions do we all need to take to create the future we want?

A straightforward process for facilitating discussions, solving problems, planning and deciding what actions to take was used, known as the S.A.I.D. Method:

SITUATION: Get the facts, focus attention, what do people see, hear, touch, think?

ATTITUDES: Emotional responses, feelings

IMPORTANT: Layers of meaning and purpose, significance, past associations

DO: Decisions, actions

Situation (facts)	Attitudes (likes & dislikes)	Important	Do (decisions, actions)
What are the facts?	What do you like?	What is important in all this	What can we do?
What do we all agree is the situation	What's working well?		Why ... ?
	What don't you like?		
	What is not working well?		



SECTION 3

METHODOLOGY

Fremantle 2029 timeline

The visioning process began with the community launch on Thursday 16 May 2013. The event featured a range of local speakers from a range of demographics who shared their views, hopes and dreams for Fremantle. The audience was invited to contribute their ideas by responding to a series of questions and there was a discussion on how the visioning process would progress. A digital record of that event is available on the City’s website by visiting www.fremantle2029.com.au.

Four workshops were held throughout 2013, each centred around one of the four key visioning questions. A digital record of each of those events are linked below / available on the City’s website by visiting www.fremantle2029.com.au.

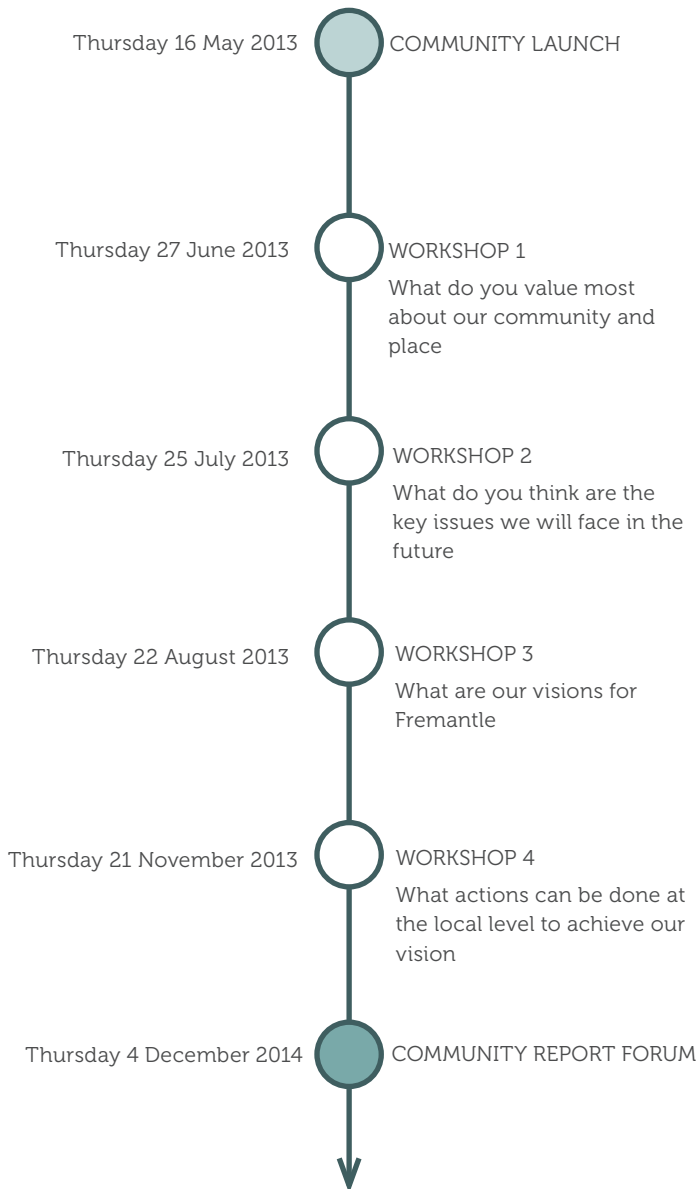
- [What do you value most about our community and place \(Thursday 27 June 2013\)](#)
- [What do you think are the key issues we will face in the future \(Thursday 25 July 2013\)](#)
- [What are our visions for Fremantle \(Thursday 22 August 2013\)](#)
- [What actions can be done at the local level to achieve our vision \(Thursday 21 November 2013\)](#)

In addition, three stakeholder forums were held; a combined precinct group forum, a Fremantle Chamber of Commerce member’s forum and a forum at the Meeting Place. In total there were 950 participants who came to one or more of these events.

A community report forum was held on 4 December 2014 to report on the findings of the Fremantle 2029 Visioning Project. The Town of East Fremantle is undertaking its own visioning process in 2014-15.

In July 2015, the City of Fremantle will become a new local government entity with expanded boundaries that include East Fremantle, Bicton, Palmyra, Hamilton Hill and part of North Coogee. A new strategic plan is also due and will include these new areas.

It is envisaged that these two visioning processes will be used to inform the 2015 - 2020 strategic plan for the new expanded City of Fremantle. This will be the subject of further community consultation.



SECTION 4

THE COMMUNITY'S VIEWS

Action Area 1.

Fremantle as the cultural capital of WA

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Internationally recognised • Incredible number of great cafes and restaurants • World-class quality of our food, arts, events, services and facilities • Lots of choice • Vibrant during the weekend, but quiet during the week and most nights 	<ul style="list-style-type: none"> • 'Can do' attitude • Interesting fun place • Different look and feel to the rest of Perth • Unique heritage setting • People who don't give it a go • Those that complain and don't frequent the places on offer • Reluctance to change • Need more housing near CBD so we can walk home 	<ul style="list-style-type: none"> • Confidence builds capacity – so visitors want to come to Fremantle rather than going elsewhere • Spruce up and clean the place up. It's a little dirty and grubby compared to the Americas Cup days. Give people free paint to paint their houses and fences to improve streetscape. A volunteer army to assist • Marketing and promotion • A safe place to live, work and visit • A sea pool at at Bathers Beach

Community ideas ...

"Build an ocean pool/shark enclosure."

SECTION 4

THE COMMUNITY'S VIEWS

There were 17 topics, or "Action Areas" that were identified as being of importance and interest to participants. Using the SAID method, participants' ideas for action were recorded. The council has also provided a brief response or status update on the ideas, shown in the table below.

DO (Decisions and actions):

Ideas (Suggestions about what could be done)	Current status
Put more of a focus on the world class places we have – WA maritime museum, Fremo prison and make more of the stories that we have that are so special eg Catalpa	Fremantle Story, State Heritage Listing application for the West End
Liven the streets with things like fairy lights/ lights in trees etc – not tacky – use sustainable/solar lighting	Underway in parts of the CBD, City to welcome locals to implement ideas in their area
Creating a coalition of champions for each major and significant streets – building owners, businesses and retailers to come together for periodic 'busy bees' for projects to enhance their street = a community task force to clean up derelict building fronts and neglected streets "Clean up Fremantle"	The Business Improvement District has initiated "Street Activation Groups" to do this within the CBD
Clean, Paint and Plant Program (CPP) to uplift the quality of the public realm	The Men's Shed is paid to help with graffiti clean up, in addition to the council's regular cleaning schedule and the BID has introduced planter boxes to beautify the CBD
Establish Fremantle as a cultural hub with a focus on diversity/quirkiness in shops, spaces – create a point of difference to rest of 'dullsville'	The City of Fremantle Economic Development unit offer incentives and assistance to new independent businesses that want to get started in Fremantle. Pop-up shops and local markets also encouraged and facilitated
Encourage residents living in the region to come to Fremantle rather than Northbridge, Leederville or Victoria Park	New marketing campaign (Fremantle. Be part of the story) to encourage visitation, plus regular events, festivals and activities designed to attract people to visit from within the region
Finding a tag line that's out of the ordinary (eg keep Austin Weird! In a mostly conservative Texas, Austin is "Weird" because of that and because it continues to be liberal and progressive politically, socially, in culture, in the arts and in music, among other things. "Keep Austin Weird" moves beyond a mere slogan, to reflect the values that distinguish Austin)	The Mayor has occasionally adopted "keep Fremantle weird" when talking about Fremantle in the media. Need to find a tag line that captures the unique spirit of Fremantle
Hosting sporting events such as fun runs, bike rides and other events for local ordinary (rather than elite) people to join in	Underway through event bookings and sponsorship eg Fremantle Fun Run, V Adventure Race, Tweed Run, Sporting events as part of the Festival such as Fremantle Volley Ball Competition and 5-a-side Soccer Competition, and more
Promote and improve access to natural environment (beach, climate, closeness to ocean, flora)	Improvements at Bathers Beach and better access, signage and lighting Green Plan update underway
Build an ocean pool/shark enclosure	In consideration for Bathers Beach as a starting point, have approached state government and swimming bodies for funding contributions

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 2.

Fremantle's quality of lifestyle, urban character and natural environment retained as the metropolitan area grows

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> Perth's population is growing quickly Pressures to accommodate more people in Fremantle Perception that more people equals more traffic congestion, fewer places for locals at cafes, restaurants, bars etc Demand for more green space 	<ul style="list-style-type: none"> 'More diversity More choice of retail, food and drink places local events and festivals Congestion Pressure on unique heritage Increasing costs. especially on property prices and the cost of housing Growth that destroys the very thing that attracts people! 	<ul style="list-style-type: none"> The increasing importance of green spaces and trees as the city density increases – from a sanctuary and mitigation of the urban heat island effect A strong sense of community - like the benefits of living in a country town but in an urban environment Maintaining the values and charm that is Fremantle – we don't want to look like Perth with its stainless steel and no soul

DO (Decisions and actions):

Ideas (Suggestions about what could be done)	Current status
Publish a community asset inventory of the groups and projects working to make a difference	Library Freo-info is a community database of local groups and organisations, Freo Space lists and features the precincts across Fremantle
Comprehensive revitalisation plan for Freo which includes full community asset inventory and then inclusive strategy which includes all big ideas presented	Freo 2029 – Transformational Moves report will be released in early 2015 that shows the long term vision for the revitalisation of the CBD
Promote what has already been done (transparency)	The City of Fremantle's website has much of this information, however it is being redeveloped and will showcase more clearly the work that has been done and is underway
New municipal inventory prepared to facilitate a discussion about our heritage assets and relationship with ocean and river	Municipal heritage is reviewed annually, the next review will include "representative examples of late twentieth century architecture, which have aesthetic, historic and social values as part of the post World War Two development of Fremantle, including the settlement in Fremantle of non-British migrants"
Use Hobart as an example – MONA revitalisation. Economic and social outcomes = Enhanced lifestyle. Fremantle is wonderful when it has lots of people in it	Agree (although MONA was funded by a private philanthropist)
Pedestrian priority - Extended traffic light signals for pedestrians	Agree The Integrated Transport Strategy has identified the CBD as an area for pedestrian priority with slower traffic speeds and shared zones Local centres are also being made more pedestrian friendly as part of renewal planning (eg Wray Avenue, Hilton, North and South Fremantle)

SECTION 4

THE COMMUNITY'S VIEWS

Ideas (Suggestions about what could be done)	Current status
Make Market Street / South Terrace, from Norfolk Street to High Street more pedestrian friendly. No cars on weekends, to begin with, and possibly as a permanent change if initial outcomes are favourable. Use the extra space to open up alfresco dining, more room for stalls, pop-up bars. Using the space for people	<p>Trial of temporary closure of the Cappuccino Strip on Sundays over summer 2014/15</p> <p>The Integrated Transport Strategy has identified the CBD as an area for pedestrian priority with slower traffic speeds and shared zones</p> <p>Aim for 10km per hour for vehicles along the Cappuccino Strip and parts of West End</p>
More pedestrians will generate more customers for local businesses. Convincing shop owners along Market Street/South Terrace that they will benefit from pedestrianising the street – involve them in the process	As above
Map future tram routes - similar to 'the valley' in Ipswich QLD, host fun runs and cycle races along future tram lines	The Integrated Transport Strategy has identified the preferred route for future light rail that would link Fremantle to the east and the south. Land use planning and zoning changes are being reviewed to help facilitate this
Re-routing traffic and buses if possible. Thinking about congestion of traffic by preventing it from occurring	<p>This is being investigated and is supported by the Integrated Transport Strategy which identifies a "to - not through" approach to traffic in the CBD</p> <p>Parry and Beach Streets and Marine Terrace are identified as a CBD 'ring road' with future parking facilities to help cars avoid coming in to the CBD unnecessarily</p>
Better connections in Fremantle, between the city, port and beach, with increased density through affordable and diverse housing, business and cultural activities	The Victoria Quay precinct planning, done in conjunction with Fremantle Ports and Public Transport Authority is working towards this
Keep cars out of central Fremantle with outskirt parking connected to frequent fast Public Transport e.g CAT bus to east-Hilton, Coogee. Replace CAT bus with tram when population can sustain cost	Agreed – see Integrated Transport Strategy and points above
More trees/ green walls – a canopy of green to provide shade while walking on the street	Agreed – the Green Plan is under review and aims to achieve this
Putting a value on trees, heritage list trees, for example a 100 year old tree would have a monetary value that could imposed as penalty if cut down without approval	Agreed – but very hard to do. The Green Plan review will investigate an appropriate mechanism within legal constraints
Public conversation about what can be done, current impediments and how we as a community can do more to have every building/ space fully occupied	Agreed – Economic Development Strategy is currently being reviewed and aims to achieve this
What statutory regulations can be introduced to oblige property owners to take better care of their investment?	<p>Agree</p> <p>Fremantle Council one of first in WA to introduce demolition by neglect legislation and will continue to work with owners to achieve further changes in this area</p>
Encourage verge planting - especially flowers and vegetables. Subsidy on raised beds	Verge garden policy is already in place with information and encouragement to plant verges. Council regularly offers discounted local native seedlings from APACE and supports an annual verge garden competition
Planting full size trees wherever there's space -- more shade trees planted as 'avenues' streetscape improvements – verges improved through mulching, native and kitchen garden plants and planting fruit trees in public places	<p>Agreed, however younger trees establish better in situ and are likely to last longer and have less maintenance and water requirements. However the most mature trees suited to the site are selected</p> <p>A trial planting of fruit trees as street trees has been approved in the Kim Beazley development site in White Gum Valley</p>

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 3.

Diversifying our local economy

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Strong sense of community in Fremantle with a vibrant quirky local economy • Maritime city • Port and facilities for shipping etc • Service industry • Educational city with university and TAFE • Hospital as big employer as well as alternative medicine • Historic city • Sport including an AFL football club • Music scene and venues • Creative reputation and melting pot with new talent • Windy city 	<ul style="list-style-type: none"> • Strong community • Fashion • Music • Arts culture, creativity • Alternative, innovative • Coastal/maritime • Great international brand • Compulsive negativity • Anti-social behaviour • Reluctance to embrace change • Bureaucratic process of the City – red tape • Poor local marketing • Lack of diversity of retail sector • Lack of organisation and specialisation in Freo – needs clear zones and precincts • Need clearer and better access to our water • Shading/lighting – nothing on the beach • Depiction of cultural history 	<ul style="list-style-type: none"> • Fremantle creating a modern way of doing business • Marketing Freo central to local suburbs • Accessibility to new communities • Showcasing Freo's strengths • Diversification of retail to meet local community's needs • Creative growth • Linking precincts, better defined activity areas, connectivity, corridors of activity

Community ideas ...

"Marine education centre on the beach."

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (Suggestions about what could be done)	Current status
Promoting Fremantle's potential for the movie industry with heritage backdrops	Good idea! Forwarded to the economic development team
Create a cultural centre, connected to the migration museum, maritime museums, a convention centre, Old Fremantle Prison etc	Noted
Look at other great pedestrian cities for how they do it? (ie. Rome) Make Fremantle accessible and linked – foot traffic – a whole engagement plan (that shows how best to link/relate areas of action)	The Integrated Transport Strategy aims to do this. Agreed a communications and engagement strategy to support this would be useful.
One area should lead to another – connect bars and restaurants, cultural experiences, residential to the CBD, Water -- getting more access/ connection to our water (river and ocean)	The soon to be released Freo 2029 Transformational Moves document and the Fremantle CBD structure plan, Victoria Quay Masterplan and wayfinding improvements hope to achieve this
Public art linking our living culture	Agreed. The City has a public art plan that is currently being delivered and includes a "percent for art" scheme that aims to increase and improve public art in Fremantle. Street Art and ephemeral works are a current part of the public art plan
Marine education centre on the beach	Good idea
Better depiction of cultural history	Agreed
Using the local oval as a sports precinct	Agreed – when the Dockers release their lease, South Fremantle Oval will become a community asset once again. Other local ovals are used this way and can be hired by groups
A local marketing campaign – local Fremantle rebranding	The Fremantle Story branding and website launched in 2014 aims to achieve this
Capitalise on our industry/ knowledge – maritime, logistics, culture and arts etc	Agreed
Better use of shipping industry - sporting, recreational, international comps, manufacturing	Agreed
Building on our jazz and blues festivals - more frequently find ways to open our festivals and more accessible	Agreed The four annual City-run festivals are open to community participation, and often showcase local artistic talent
Develop a retail diversification plan	Agreed, the Economic Development Strategy is currently under review and seeks to achieve this
Slow traffic, or less traffic, public transport only in the city centre	Agreed – see the Integrated Transport Strategy
A plan to get young creatives back into Freo – grants and subsidies	Agreed, the economic development team has incentives and assistance available to encourage this. The council supports the MANY6160 collective
Incentive to share retail space - cooperatives ?	As above
Create/ offer incentives for large appropriate companies to move here eg inet, zappos	Noted

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 4.

Creating future business, retail and tourism

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Impact of on-line retailing increasing • CBD is too quiet after 5.00 pm and on weekdays • Garden City is big competition for products/goods and is expanding but doesn't have much atmosphere • We could do more to attract locals who currently go to Garden City • Perception that parking is too difficult in Fremantle 	<ul style="list-style-type: none"> • Local friendly service • Hand-made products • Living and working close by • Open fresh air , main street shopping (not in a box like Garden City) • Some things can't be found in Fremantle and we are forced to Garden City • CAT buses also need to run later at night • Parking Cost 	<ul style="list-style-type: none"> • A conversation about future proofing the economy – if you don't support the local retailers they won't survive • Fostering knowledge (professional services) and creative/ arts industries: a place that encourages industries and organisations to locate in Fremantle, for example joining the digital revolution with our arts and culture industry • More small bars and fewer beer barns • Jobs of the future • Diversified economy • Choice of goods and services/ choice of jobs • Good public transport – access and hours of operation • Securing a couple of big office based employers will generate confidence for future investment

Community ideas ...

"Supporting and encouraging non-multinational chains eg Luna on SX, Fremantle Arts Centre, op shops and second hand shops, local and unusual."

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (Suggestions about what could be done)	Current status
Organise a summit of retailers, property owners and real estate agents to discuss "what next"	Noted 'Fremantle Leaders Luncheons' aim to do this on a more informal basis Discussions are ongoing with these groups and the Economic Development team
Host a forum to discuss excessive rents and neglect of property	Noted Council tried to do this but structural limitations of the buildings and Building Code of Australia and fire regulations that are outside of the City's jurisdiction made it hard, however this is still an aim of council in collaboration with building owners
Encourage small accessible shopping areas (eg Wray Avenue, North Fremantle, Victoria Street, etc...) local to where people live	Agreed. Planning regulations and council approvals already support this
Establish business incubators, business mentors and sustainable business loans to generate the jobs of the future. Creating affordable places to live and start a business in Fremantle: Living and running a business in Fremantle needs to be economically sustainable. Provide opportunities: places where people want to visit, work, live, spend time	Agreed. The council supports new small and creative business through its economic development strategy and initiatives including MANY6160 and the new business grant scheme Council also encourages more affordable housing in Fremantle through its planning regulations, reform and approvals
A campaign for exciting shop front displays (high art or quirkiness etc) all shopfronts lit at night, Empty shops to host community group displays – interesting and to a high standard	Agreed, competitions for Dockers finals and Christmas decorations already in place to encourage shop owners to decorate in theme. Opportunity to expand further?
Fostering knowledge (professional services) and creative/ arts industries: a place that encourages industries and organisations to locate in Fremantle, for example joining the digital revolution with our arts and culture industry	Agreed
Supporting and encouraging non-multinational chains eg Luna on SX, Fremantle Arts Centre, op shops and second hand shops, local and unusual	Agreed
Bringing back the focus on the artistic nature of Fremantle, through commissioned art, a variety of spaces, more affordable housing and business letting. Flexible term contracts for commercial leases	Agreed
Challenge landlords to make leases more affordable, because otherwise they are not earning money, the property values will decrease	Agreed, but council has little influence over this
Getting landlords and council on board to support an artistic community to continuously enhance our colourful and interesting city	Agreed. See the cultural development strategy and street arts policy and "percent for art" scheme
If a building remains untenanted for a period of time, penalties, adverse possession (leasehold), for example if it remains untenanted for three years the council should sub-lease the premises and offer a start-up entrepreneur subsidised market rent. Better access to commercial tenure for a diversity of uses, space-cubed-esque, retail, art space, small business, small hospitality venues, community services	Private property cannot be taken over by council Financial penalties (increase in rates for vacant property) were imposed by council, but overturned by the state government Other strategies and incentives are now being investigated

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 5.

Food and tourism centre of Perth

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Fremantle has a good range of cafes and restaurants • Great choice and quality of the food and drink offerings • Some great value for money establishments • Getting home after a late night is difficult if you don't have a skipper – need better late night transport options including taxis, buses and CAT service 	<ul style="list-style-type: none"> • Local friendly character of the food and small bar scene • High quality of the food and service • Fantastic food and range of choice • Chefs trying new things • New venues • People talk about Northbridge and Mount Lawley, but Fremantle is just as good • Fremantle is seen as too far and too difficult to get to, competing for free parking in some places 	<ul style="list-style-type: none"> • People love going out to eat, make them think Fremantle is the place to go • Bringing the foodies together to celebrate what we have. • Restaurants and cafes working together to bring patrons to Fremantle who may not think about it now • Promoting Fremantle as the food and discerning drink centre of Perth • Getting the Freo blogs to talk up what's on offer, what they've tried and recommend etc

Community ideas ...

"A long lunch – in summer turn Kings Square into a big outdoor restaurant, musicians, a couple of very long tables set up and a surprise menu – could do the same in precincts for community get togethers. Get a roster of restaurants to create the food."

"Create a progressive food events in restaurants with the chef explaining while they cook. Eg Nico (urbanprovider.com.au) gourmet cooking theatre on a grand scale. Get the patrons to use social media while they are entertained and fed."

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (Suggestions about what could be done)	Current status
Host a forum of the hospitality industry to address the perception that Fremantle is quiet and dead after 6.00 pm, nowhere to buy coffee, no beach bar and night life – joint promotion to cement Fremantle as the food and tourism centre of the region	Three new hospitality venues have been approved at Bathers Beach Updated economic development strategy will include how we can improve the city's night time economy
Create a progressive food events in restaurants with the chef explaining while they cook. Eg Nico (urbanprovider.com.au) gourmet cooking theatre on a grand scale. Get the patrons to use social media while they are entertained and fed	Good idea
A long lunch – in summer turn Kings Square into a big outdoor restaurant, musicians, a couple of very long tables set up and a surprise menu – could do the same in precincts for community get togethers. Get a roster of restaurants to create the food	Good idea
Council to support and promote a small bar culture focusing on precincts (start in the West End)	Agreed. Underway in Fremantle CBD through red tape reduction for small bar change of use
Raised vegetable beds in Fremantle parks. Edible landscape – Fruit trees, olive, citrus, rosemary	Noted and trial to begin as part of Kim Beazley development in White Gum Valley
Completely deregulate trading hours and coordinate residents in walking distance supporting businesses, restaurants, small bars, cafes to stay open in evenings. Invite/ offer incentives for visitors from further away come	Noted, however trading hours are a state government responsibility
Getting the Freo blogs to talk up what's on offer, what food they've tried and recommend etc	Good idea

What is being done ...

"Three new hospitality venues have been approved at Bathers Beach. Updated Economic Development Strategy will include how we can improve the city's night time economy."

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 6.

Urban Renewal

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Fremantle is a vibrant city with unique character • Maintenance and upkeep of old buildings can be tricky and expensive • Pressure to accommodate a growing population and more people who wish to live in the CBD 	<ul style="list-style-type: none"> • Maintaining / supporting the intactness of the built (heritage) environment and the amenity of the town • Do we have adequate resources to maintain the heritage buildings • Pressure from developers to build cheap bland buildings • Some new buildings don't appear to be in keeping with our heritage look and feel 	<ul style="list-style-type: none"> • Good planning policies to maintain character • Review reinstatement of verandas • Inclusion of heritage / culture as part of big picture planning • Get architects to show more imagination and demonstrate their understanding of the importance of our heritage character

Community ideas ...

"Maintaining the sense of a Fremantle community/identity – people live, work and play in Fremantle."

What is being done ...

"Esplanade Youth Plaza opened in April 2014. Further stages possible. The City has a current youth plan that focuses on engaging and creating participation and spaces for young people regardless of where they reside in the City."

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (Suggestions about what could be done)	Current status
Maintaining the sense of a Fremantle community/identity – people live, work and play in Fremantle	Agreed
Diversify employment / job opportunities/ providing framework to create the jobs of the future	Agreed, the economic development strategy and scheme amendment 49 seeks to achieve this
Linking with outer Fremantle suburbs (CAT buses, mini buses, better cycle paths, extend the service, better parking for locals)	Agreed, see the integrated transport strategy
Diversity of shopping experiences so people can do the bulk of their shopping locally	Agreed. The updated economic development strategy underway will seek to achieve this
Improving the amenity of the footpaths and road crossings in the inner city	Agreed – see the integrated transport strategy
Facilities for youth in the inner city as well as outer suburbs	Agreed – Esplanade Youth Plaza opened in April 2014. Further stages possible. The City has a current youth plan that focuses on engaging and creating participation and spaces for young people regardless of where they reside in the City
Diversity of housing stock – choice of types of housing and access to all – affordability focus	Agreed, planning regulations, reform and innovation and approvals seeks to do this
Diversity of facilities – education, recreation, culture	Agreed
Support arts and cultural events eg Sculpture by the Sea, Fotofreo	Agreed – Sculpture at Bathers Beach is supported by the City of Fremantle The City runs and operates a range of arts and cultural events and facilities, festivals, Fremantle Arts Centre, Arthurs Head Arts Hub, numerous artists in residence, and much more (see the cultural development strategy) The City has a community funding program that financially supports a number of community events and activities, and has a specific arts grants category
Promote a transparent formula for extra height, % for sustainability, % for heritage restoration, % for art as payback for extra height	This is already done to some extent through the local planning scheme and local planning policies, but State government policies and approval requirements limit the extent of requirements the City can seek in new development
Improve activation and signage to Bather's Beach. Also need to provide/improve facilities (showers, toilets), bring back Kelp. Keep it simple	Completed, new signage, showers, paths, lighting and approval of new hospitality venues including "Kelp". Uplighting of Arthur's Head cliffs completed in November 2014
Research global waterfront and vibrant cities for ideas	Noted

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 7.

Affordable/ accessible housing

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • A range of definitions around affordable housing • Students – University demand for affordable housing • People seeking change lifestyle ie retirement • Homeless a key issue • Singles, low income and key worker housing needed • Increasing value of Fremantle housing 	<ul style="list-style-type: none"> • Desire to have affordable housing options • Good to have different economic and skills in our community • Holistic policy at state and local government • Few examples of real outcomes although lots of rhetoric and good intent • Disappointing that many artisans are no longer in the heart of our city 	<ul style="list-style-type: none"> • Community acceptance of alternative housing types • Identifying methods of implementing diverse housing options • Economic reality is not able to support affordable housing in Fremantle under current, controls, funding and public authority methodologies

Community ideas ...

“Activate the upper floors in the West End. Relax zoning and other regulations on upper floors. Resolve planning issues.”

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (Suggestions about what could be done)	Current status
Need for a very proactive approach to implement affordable and accessible housing	Agreed and implemented through planning policies which require minimum affordable housing component for development areas and council land. Small dwelling scheme to provide affordable rentals was adopted in 2011 and further planning reform to encourage more affordable housing (the diverse housing scheme) is in progress
Support for the current level of policy and statutory structure, however need a holistic and more specific strategies to improve choice and affordability	Noted
Need for leadership (preferably council) to explore options for development to accrue value in housing outcomes and rent or return to the community, some may be supporting rental outcomes, where people indirectly return benefits to Fremantle and potential supporting short term housing solutions ie; homelessness	Noted
Ensure financial outcomes remain with the City, even if only latent in the short term	Noted
Organise a summit of property owners and real estate agents to deal with high rents and neglect of property	Noted
Activate the upper floors in the west end. Relax zoning and other regulations on upper Resolve planning issues. Property survey floor development	Agree. Wide range of uses permitted on upper floors. Council tried to facilitate greater activation, but a lack of independent access for upper level (separate to street front shop) and complex Building Code of Australia compliance created unexpected challenges. Where possible, council is still keen to facilitate this
Insufficient affordable housing to rent and buy, not enough people living in central part of city; loss of students, creative and culturally diverse population; lack of density required to support amenities = create a cooperative that can purchase land and develop environmentally sustainable housing with the aim of offering affordable rents	<p>Agreed. Planning reform, innovation and approvals aims to address this</p> <p>Stan Riley redevelopment plans includes a mandate for sustainable affordable housing for students, elderly and/or key workers</p> <p>The sale or redevelopment of other council land (eg Bannister Street car park and the council depot site) also requires minimum 5 star Green Star and an affordable housing component.</p> <p>Small dwelling scheme aims to provide more affordable rental housing – since its introduction, 22 small dwellings have been approved in Fremantle</p>
Creating more affordable housing by changing the town planning scheme to mandate a diversity of one & two bedroom apartments and high density living	The local planning scheme already includes mandatory requirements for a range of unit sizes including smaller one bedroom units in apartment developments

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 8.

Fremantle to have the best connected public transport and bike system in Australia

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> Generally central Freo/CBD public transport services are good However need better (more frequent/better routes) services to connect outer Freo (ie suburbs like Hamilton Hill etc.) CAT bus – good from central Freo Freo train line is excellent Bike system is pretty good in Freo region but needs improvements through areas that are not connected, some dead ends and not enough safe crossings Living Smart courses are great 	<ul style="list-style-type: none"> Positive council attitude towards bike infrastructure and promotion Good steps in terms of planning CAT system good for tourists Many advantages to cycling/ catching public transport Train is great Stereotypes about the types of people who cycle i.e. hippies/greenies/lycra sporting riders Fears that it is not safe to ride especially fears about night time riding Thoughts that it will take 'too long' or it is too hard to cycle Concern with motorists and or cyclists not following road rules. Issues about helmets Fears about risks for children riding bikes 	<ul style="list-style-type: none"> Many reasons why this issue is important, especially joining the public transport system to the bike network Safe bike parking next to bus and tram stops Bikes on trams and trains 24/7 Health – healthy active lifestyle choice, good for mental health too Environmental – reduce CO2 and pollution Social and fun – meet other people/ interact with them and the environment Ease congestion of roads Cost effective – no need to spend money on maintaining roads as bikes don't damage roads, and other cost saving Needs to be easy and Fun community life and sense of community Helmet should be optional Need legislative protection for cycles having right of way

DO (Decisions and actions):

Ideas (Suggestions about what could be done)	Current status
Involve the public in the conversation about integrated public transport system	The integrated transport strategy is out for public comment (November/December 2014)
Bikes on trains all the time (not just off peak as current)	Agreed, however this is a state government decision
CAT buses to have a bike trailer	Noted, however the CAT bus is operated by the Public Transport Authority
Get/develop smart phone app to show the best and safest cycle routes	Good idea
Better maps for cycle routes around and in Freo	Noted. The Fremantle Travelsmart map does show cycle routes but agree this could be improved
Improve route connections (esp at busy intersections)	The updated bike plan (2014-18) aims to achieve this. Council is also working with the Fremantle Bicycle Users Group to address local cycling issues

SECTION 4

THE COMMUNITY'S VIEWS

Ideas (Suggestions about what could be done)	Current status
Increase capacity of free bike hire in Freo	Noted
More end of trip facilities	Noted. The Bike Plan includes some additional end of trip facilities. New commercial developments over a certain scale must include end of trip facilities. New Kings Square development will include these
Better signage and more safe crossings	Noted
Complete separation of bike lanes and car parking and roads	Agreed, but not always feasible within the budget and land area available
Paint bike paths green	Green paint is used to distinguish conflict areas between cars and bikes so as to draw attention to the risk and reduce the likelihood of an accident
Raise cycle path level if possible - away from cars	Noted. Agree separated paths are ideal from a safety perspective if possible
Better lighting and glow in the dark paths for riding at night time	Noted
Design the city for pedestrian right of way crossing roads – raise streets to pavement level. Cars have to give way to pedestrians and bikes	Agreed, being implemented in some areas, such as Marine Terrace and Wray Avenue. The CBD will also implement pedestrian priority throughout with lower traffic speeds and shared zones where possible and appropriate
Wide scale bike share scheme – would be commercially viable if we explained why this is important (one shot at making it work) and also restricted cars in the CBD – provide gophers for those that can't cycle!	There are free Bike Hire Schemes operating in the Fremantle CBD. Bike share in local centres are hoped to be trialled soon. Gopher share noted
Expand the CAT services to North and East Fremantle	This has been adopted for future consideration as part of the Integrated Transport Strategy and as a result of amalgamation with East Fremantle.
Riding school bus – the bike convoy	Good idea
Bike maintenance workshops	Workshops are run out of Dismantle on the Esplanade reserve regularly. Also offered as part of council's Bike Week and cycle to work events
Bicycle hub with parking. Showers, end of trip facilities, repair shop etc	Bicycle repair stations will be introduced in 2014/15 The new council building in Kings Square includes public end of trip facilities
Close South Terrace to cars for bike week	Noted
Have "shed your car" and/or "Park(ing)" days	Park(ing) day has been held in Fremantle for the past two years
Extension of train line down to Coogee	Included in the integrated transport strategy
Make cheap bike helmets available for purchase	Noted
Map future light rail/ rapid transit routes	The Integrated Transport Strategy includes this
Shared roads with bike safety as priority	The trial of the "Bicycle Awareness Zones" in the Fremantle CBD seeks to do this and the integrated transport strategy includes shared zones and prioritises pedestrians first, then cyclists.
Electrification of the rail to Coogee	Included in the integrated transport strategy
Light rail service from Freo along South Street to the Murdoch interchange – ultimately to the airport	Included in the integrated transport strategy
Remove vehicles from the centre of Fremantle, pedestrian priority, change into malls, seating etc, show how easy it is to catch the CAT bus (and free) from the suburbs	Elements of this included in the integrated transport strategy

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 9.

Aging in place

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> As prices rise, some locals find it hard to afford to stay in Fremantle Fremantle has traditionally accommodated multiple generations in the one neighborhood Services and facilities close by – walk to school, deli, bus Demographic change looming with a large group about to retire Family homes with aging parents If retirees can afford to downsize can they find appropriate homes in their neighbourhood 	<ul style="list-style-type: none"> Being close, in the same neighborhood, to see family, especially grandparents Being able to live in the same neighborhood during the many transitions during life from student flat, family home and retirement apartment Being priced out of my neighborhood Kids not being able to find any accommodation in the area Services and facilities too far away to access in my gopher As Fremantle grows it becomes noisier and more congested 	<ul style="list-style-type: none"> Locals are assisted with ageing in place The whole community is engaged and planning for future types of housing services Recognise changing family structures and an ageing population Significant shift in demographics will also have an impact on spending capacity of the community – where majority of residents are retirees

Community ideas ...

“Engage the whole community in planning for future types of housing and services that will be needed in Fremantle.”

“Develop an economic model of shifting demographics and the impact on spending capacity of the community – where majority of residents are retirees.”

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (Suggestions about what could be done)	Current status
Engage the whole community in planning for future types of housing and services that will be needed in Fremantle	Noted / agreed
Data/ research on changing family structures and the percentage of ageing population in Fremantle	The City has social demographic information (Profile ID) that is a version of ABS statistics for our region available via the City's website
Develop an economic model of shifting demographics and the impact on spending capacity of the community – where majority of residents are retirees	Noted / agreed

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 10.

Fremantle as a centre for sustainability expertise

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Fremantle has established its sustainability credentials • Fremantle trying but up against State and Federal governments • Grassroots support for sustainability • Already have wave energy off the coast • High percentage of solar panels and Fremantle Council owned roof space • Surplus wind, sun, waves in Freo • Moved away from manufacturing towards community and livability • Mentality around being a port/ industrial area 	<ul style="list-style-type: none"> • Fremantle pride/patriotism – celebrates things • Bohemian element of Fremantle wants to continue with the greening • Freo traditionally supports grassroots organisations and ideas • Potential to harness renewable energy to supply Freo. Fremantle council should utilise roof space for solar panels • Party politics bickering over the extent of the challenges for Freo • Short term decision making • Decisions not made on facts and evidence-based 	<ul style="list-style-type: none"> • Freo as a leader in sustainability as an example to rest of Australia – centre of excellence in relation to sustainability • WA should be the Saudi Arabia of wind, sun and waves, and Freo should be the Dubai of that province • Sustainability should be encouraged It should be cheaper to build sustainable houses etc • Become experts in sustainable technology ie. green walls • Better environment - less local pollution and cleaner air • More welcoming environment for visitors • Community interaction: with each other and the environment • Demonstration projects showing how easy and cost effective to retro-fit and for new properties to design in the technology.

Community ideas ...

"Sustainability initiatives eg. Use waste recycling from cafes/restaurants as compost for planter boxes and green walls."

"Community gardens, kitchen gardens in as many parks as possible."

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (suggestions about what could be done...)	Current status
A Federation of Freo Environmental Groups - Sharing ideas and resources between local environmental groups	Good idea
Fremantle Council – establish its own electricity/energy company that uses solar, wind and wave energy, enough people keen to be fully sustainable, even if we start with street lighting	Noted. Solar farm being planned for the South Fremantle tip site
Composting toilets encouraged (bypass older system and infrastructure)	Noted. Currently used at Booyeembara Park
Promote the benefits of planting native flora, teaching residents how to grow natives	Agreed. Verge garden policy and subsidised local seedlings aims to do this
Fremantle council to lead by planting parks and gardens	Agreed. The Council's hydro-zoning program is gradually updating the local parks to reduce water use and increase native vegetation. The green plan review will also look at improving quality and appropriate plantings The Cantonment Hill masterplan, which is now being implemented includes extensive planting and landscaping improvements 1000 new trees per year in strategic plan
Green walls on all available buildings – a program to help property owners, show them how to do it, make the equipment available (a business opportunity) teach skills at The Meeting Place, Fremantle Council to demonstrate how easy it is to do by building green walls on their buildings	Noted. Green walls have been trialled as part of a council initiative with Curtin/Murdoch/UWA on the council and Target buildings
Sustainability initiatives eg. Use waste recycling from cafes/restaurants as compost for planter boxes and green walls	Agreed. The City's One Planet initiative includes steps to try to encourage less waste and better use of green waste. The council building now has composting bins for green waste generated on site
'Greenifying' Fremantle = green walls, tree canopy shade trees along streets	Noted, see above and the green plan review
Community gardens, kitchen gardens in as many parks as possible	The community garden policy was adopted by Council in May 2014. Since then, a new community orchard has been approved in White Gum Valley
Change city by-laws to allow kitchen gardens on verges as of right	As above
Trees in courtyards at University of Notre Dame	The green plan review includes investigation of how tree planting on private land can be encouraged
Formal and public partnership with stakeholders like CUSP, Fremantle Council and residential groups = transparent discussions and timely updates	Noted
Incentives for people/ business to make an effort: possible subsidies? 'Greenifying' award	Noted
Diversity and varieties of plants for their environmental sustainability (for the plant, community and animals ie. Birds) and capacity to survive climate change with rising temps and declining rainfall	The green plan review includes planning vegetation that improves local biodiversity, cools the local climate and reduces water use
Incentives to install water tanks where practical	Noted

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 11.

Carbon neutral city

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Council has a Carbon Neutral Plan • Being carbon neutral saves money and helps the planet 	<ul style="list-style-type: none"> • Fremantle residents support environmentally sustainable initiatives • People will do the right thing if they think everyone else will • People who can afford to do the right thing but don't • Poor leadership from government and big business – demonstrate by doing • Talking, talking, talking and no action 	<ul style="list-style-type: none"> • Integrating renewable and carbon neutral initiatives • Providing sustainable housing, walkability, cycling priority transport, accessibility, green shaded walkways and living green walls etc • Using situations that focus attention to leverage off environmental/natural disasters or disturbances to create change • Every home needs a carbon neutral plan

Community ideas ...

"Installation of a PV solar farm on South Fremantle tip site."

"Wind farm on Rous Head."

"Council to lead by setting sustainable building standards."

"Business to lead with every new commercial building to have solar panels."

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (suggestions about what could be done...)	Current status
Demonstrate that investment in carbon neutral activities is cost effective in the long term – research project that can be communicated in easy to understand language	The City is currently involved in a CRC for Low Carbon Living Project researching the benefits of sustainability measures across ten Fremantle homes. We are also developing a new reporting framework to capture all measurable data from our operations to ensure that projects are not only environmentally and socially beneficial; they hit cost efficiency targets as well. Results from these projects will be available via the CRC for Low Carbon Living, and will be embedded in the annual One Planet Fremantle report publicly available from www.fremantle.wa.gov.au
Make use of government financial and regulatory levers	Noted – the climate change adaptation and climate change mitigation plans seek to do this. In 2013 council installed geothermal power at the Fremantle Leisure centre funding with part funding through CEEP (the Federal Community Energy Efficiency Program) In 2014 council received CEEP funding to install tri-generation at Fremantle Arts Centre to reduce energy use
Use financial incentives/disincentives and regulations towards sustainability	As above City has divestment policy to reduce financial exposure to institutions not actively seeking to limit carbon intensive activities
Installation of a PV solar farm on South Fremantle tip site	Currently under investigation and likely to go to tender in early 2015
Wind farm on Rous Head	Supported by Fremantle Council, but not under control of council. Needs Fremantle Ports support
Offering a living smart course for residents – especially new residents (as an 'induction' on the unique opportunities in Fremantle	Three Living Smart courses are run in Fremantle, with the financial support of council, every year
Council to lead by setting sustainable building standards	Agreed and underway as part of our redevelopment plans. All new council buildings are minimum 5 star green rated
Business to lead with every new commercial building to have solar panels	Noted. Solar PV economics is likely to support this

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 12.

Local arts, culture, music and sport

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Fremantle is the arts and culture centre of Perth • Many artists live and work in Fremantle but many struggle with increasing cost of having a place to work and live • Fremantle's charm and culture is a great environment for artists to work in 	<ul style="list-style-type: none"> • Freedom to do and experiment in Fremantle • Appreciative audiences • Great spaces to work, exhibit and play in • High living costs forcing many artists out of Fremantle • Difficult to make the transition from emerging to professional artist 	<ul style="list-style-type: none"> • Coordinated approach • The arts philanthropists to open an equivalent of MOMA as we haven't got a dedicated art gallery to support Fremantle Arts Centre • Places for artists to work, live and exhibit

Community ideas ...

"Competitions for spaces -- Contributes to Fremantle's culture."

"Making visiting museums (eg prison, maritime museum) more affordable. Eg one day a month free like in Paris, with special invites to groups."

"Fremantle oval - developing a sports precinct around the area incorporating general housing."

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (suggestions about what could be done...)	Current status
Commissioned street art/ indigenous art/ murals	Underway, new street art on the Cantonment Hill Signal Station, the back of Dome, 100 Hampton Road, Tydeman Street and more in the planning phase
Engage the youth/ prominent artists	The City's youth plan includes initiatives to engage youth and artists and the 25 under 25 program is a youth arts project run by the City annually
Competitions for spaces -- Contributes to Fremantle's culture	Noted. Support a range of sort and long term lease spaces for artists. The Fremantle Arts Centre operates a residency program and Arthur's Head provides a number of arts spaces at a subsidised rate to local artists
Paint the kerbs of certain areas	Noted
Consider wider policy on street art with commercial and residential properties (inc partnership with the University of Notre Dame Australia)	The Street Art Policy seeks to encourage street art and include mechanisms for private property
Recognition of Indigenous/ multicultural history	Agreed. The Walyalup Aboriginal Cultural Centre opened in March 2014 and runs arts, culture and language programs New dual language signage has been installed at Wardan Street, and at entry points of Fremantle. Local Aboriginal names have been added to the list of new street names to be used An Aboriginal and Traditional Owner Engagement Strategy is currently being developed
Conduct an audit of the cultural opportunities/ patronage etc and map the values of Fremantle people – for example performing arts, fine arts, cultural, heritage, social	Noted. An arts and culture map for Fremantle is being completed and due for release in the new year
Map our products and facilities against best practice examples of similar sized leading towns around Australia and the world – for social and built infrastructure	Noted
Making visiting museums (eg prison, maritime museum) more affordable. Eg one day a month free like in Paris, with special invites to groups	Noted, however not in control of council. Forwarded to Economic Development team to try to negotiate
Keeping ovals for sports use, providing lighting for night time sports/ exercise to make it safer and easier to use	Local ovals are available for use by sporting groups and night time hire includes lighting (where available). Sporting facilities are well used by the community for junior and senior sporting competitions
Fremantle oval - developing a sports precinct around the area incorporating general housing	Noted

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 13.

Uniting the city with the port to benefit our community and economy

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> The port operational area is fenced off from the city Heavy truck traffic is an issue No real connectivity for cruise to tourism passengers No community vibrancy/ few places for community to go at port Potential future land-use residential on North side when container port moves to Kwinana 	<ul style="list-style-type: none"> Like to watch ships (activity, colour and movement) Recreational fishing Maritime Museum Rottneest ferry Town plan that separates the city from the water Lack of access across the rail line Visitors on ships have little incentive to come into Freo 	<ul style="list-style-type: none"> Improve links between city and port Better realise economic benefit of cruise ships in Fremantle Move the passenger terminal closer to the city CBD Open connection for people to the water from the Fremantle city centre

Community ideas ...

“An oceanographic institute for the future of the maritime industry – leveraging off our place by the sea: joining together the many ocean based industries to create something world scale. Port Authority, Fishing Boat Harbour, Fremantle Sailing Club, Challenger Institute, Maritime Museum, University of Notre Dame Australia and the Australian Marine Complex.”

“Investigate moving the arrival points of tourists to the west end of the harbour and promote walking tours of Fremantle.”

“Encourage small enterprises to attract people to port e.g. small bars”

“Create a beautiful, international standard high quality multi-use promenade that runs from the old traffic bridge in the inner harbour through to South Beach along the waterfront (incorporate existing under quay walk under Victoria Quay).”

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (suggestions about what could be done)	Current status
Holding a public discussion about a waterfront strategy to enable its public access/use development	Undertaken as part of the Victoria Quay Masterplanning process. Further opportunity for public comment and engagement in response to council's submission and also the Fremantle transformational moves paper (Early 2015)
An oceanographic institute for the future of the maritime industry – leveraging off our place by the sea: joining together the many ocean based industries to create something world scale. Port Authority, Fishing Boat Harbour, Fremantle Sailing Club, Challenger Institute, Maritime Museum, University of Notre Dame Australia and the Australian Marine Complex	Noted. Will raise with the University of Notre Dame Australia
Investigate moving the arrival points of tourists to the west end of the harbour and promote walking tours of Fremantle	Agreed and included as part of the council's submission to Fremantle Ports about the Victoria Quay redevelopment
Work with future developments on port to ensure they provide conduits rather than barriers for community access	Agreed and occurring as part of the Victoria Quay Masterplan
Investigate potential for use of north side of port for mixed use residential and office space long-term when container storage moves elsewhere – with fast ferry CAT style service	Noted but under control of the port, not council
Affordable housing using innovative design e.g. container structures like Christchurch NZ	Noted and possible within council policies and planning regulations
Encourage small enterprises to attract people to port e.g. small bars	Agreed, updated economic development strategy will seek to do this
Create a beautiful, international standard high quality multi-use promenade that runs from the old traffic bridge in the inner harbour through to South Beach along the waterfront (incorporate existing under quay walk under Victoria Quay)	Noted. Starting with linking Fishing Boat Harbour to Victoria Quay
Locate community facilities within the Port	Noted
Involving the community in long term planning around Fremantle, James Point Port and Cockburn -- Need to make the working port sustainable by looking at rail and relationship to James Point Port	Noted but under the state government's planning control
Port south side development – from passenger terminal redevelop port area. Put port authority in CBD	Noted but under the control of Fremantle Ports
Develop port building into a hotel with a revolving bar/lounge overlooking the (still working) north side of the port	Noted but under the control of Fremantle Ports, but believed to be under consideration
Make the salt water pool west of Bathers Beach a reality and heated with geothermal	Noted. Shark net also a possibility
Allow the Kidogo bar to open up	Approval for a small bar from council was granted in 2014
Develop the existing shed area into housing, retail, and commercial spaces	Victoria Quay masterplan includes retail and commercial development, but not residential due to port buffer zone
Connect the Port and the CBD through an extension of the existing rail line through to Port Coogee	Agreed, see the integrated transport strategy

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 14.

Creating an integrated university town

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Notre Dame is a major player in Fremantle • The university is not integrated fully into Freo community life • West End is a ghost town after the students leave in the afternoon and during student breaks • Parking a problem when students attending lectures 	<ul style="list-style-type: none"> • Sharing • Connections • Working together • Knowledge • Young people creating vibrant places • Perception that the university does what it wants without considering the needs of locals 	<ul style="list-style-type: none"> • More students living around Fremantle and the CBD • Community access to university facilities • connecting students with places – creating business and jobs and vibrant active environments • Creating a more sustained 'university town' economy – how do we create this when students are away on holiday?

Community ideas ...

“Make Fremantle an intellectual centre of excellence.”

“More small research centres with a link to education, institutions, the maritime industry.”

“Notre Dame to be activated during the evening eg public lectures, activities, opening facilities to locals – eg share library, gym etc.”

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (suggestions about what could be done)	Current status
More small research centres with a link to education, institutions, the maritime industry	Good idea
Make Fremantle an intellectual centre of excellence	Agreed
Further information on research and development funding. Assessing the competition around the world and the demand for those training and education facilities	Noted
A world class centre of excellence in oceanographic research	Noted. As above
Encouraging a variety of peripheral hi tech centres/ jobs for the future	Agreed
University of Notre Dame Australia to be activated during the evening eg public lectures, activities, opening facilities to locals – eg share library, gym etc	Agreed – the MOU seeks to achieve some of this, but ultimately it is Notre Dame's decision

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 15.

Establishment of a 'Committee for Fremantle'

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Various stakeholder groups currently still operating in silos • Lack of trust between groups • Lack of understanding on how long it takes to do things in Freo • Passion/ caring and good will across-the-community • Already have a base to work off 	<ul style="list-style-type: none"> • Passion for place • Leadership is present but not galvanised • Visioning ~ Freo2029 • Amendment schemes and framework for revitalisation in place • Mood for change is turning • The idea of a network of networks • Difficult to do business in Freo • Decision making is complex when operating in silos 	<ul style="list-style-type: none"> • Galvanising the leadership in Fremantle across the community • Place making (getting visual cues) • Breaking down barriers between groups • Increasing dialogue through visioning • Need for a few good quality big wins to occur • Bringing groups together to piggyback ideas rather than compete/ working together to prepare for future conditions • Freo has a multitude of interest groups, business groups, green groups, heritage groups, community groups and rock groups. • These groups need a collective voice which echoes the uniqueness of Freo. • More connected understanding of what's going on - a united vision to carry toward 2029

Community ideas ...

"Identify leaders who can bring groups together – high-level community leadership with Business and government."

"Assess what has worked in the past and what has failed in bringing stakeholders together."

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (suggestions about what could be done...)	Current status
Establish a group to facilitate the community sector, business and government's working together through our shared vision, collaborative action, and good government to achieve a positive future	Noted
Identify leaders who can bring groups together – high-level community leadership with Business and government	Agreed
Assess what has worked in the past and what has failed in bringing stakeholders together	Agreed
Objectives of body to be established/ roles and relationships to other groups clearly defined	Noted
A community model including business and decision-makers.	Noted
Source of credible facts - influencing body sharing information to all so that dialogue is balanced	"Future Freo" is a joint research initiative with The University of Western Australia, the Committee for Perth will carry out research to collect information that will help Fremantle make more informed decisions about the region's future
Very specific purpose = to facilitate visioning	Noted
Committee for Fremantle becomes the champion for the many visions	Noted
Committee to re-establish trust amongst key groups	Noted
Flexible approach depending on issues	Noted

What is being done...

"Future Freo" is a joint research initiative with The University of Western Australia, the Committee for Perth will carry out research to collect information that will help Fremantle make more informed decisions about the region's future."

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 16.

Facilitating change

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> • Change is hard for some to understand or appreciate • We don't have enough facts about why Perth/ WA is going through such profound and rapid change • Some people ignoring change and hoping that it goes away – are actually making things worse in the long term as the response will be more disruptive when it inevitably happens • Those opposed to change can't see that they are preventing others from improving their situation 	<ul style="list-style-type: none"> • Change that we understand and can keep up with • Keeping the good things about Perth and continuously improving those things that don't work so well (improving choice on when we can shop, moving around the city etc) • Change that we understand and can keep up with • Keeping the good things about Perth and continuously improving those things that don't work so well (improving choice on when we can shop, moving around the city etc) 	<ul style="list-style-type: none"> • Leadership innovation capability focused on future conditions • Process of change that helps people assess understand, and on and accept change • Community responding to key challenges, global factors and local impacts • Freo people want to be involved in their community, part of making something happen, building the strength of community

Community ideas ...

“Finding diverse ways to share and disseminate information that will enable the public to deliberate based on accurate independent” Information and education – shared via deliberative techniques; use of social media etc.

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (suggestions about what could be done...)	Current status
Research facts about why Perth is growing so rapidly and the potential impact for Fremantle – not relying on emotions or opinions about the situation	Future Fremantle has been established and their mandate includes this research
Providing opportunities/ events for people to come together - Motivating individuals, for example by improving their connection with each other, mother nature and spirit of community	Noted
Use psychological understanding about how individuals and groups interpret and accept new ideas and take action	Noted
Finding diverse ways to share and disseminate information that will enable the public to deliberate based on accurate independent information and education – shared via deliberative techniques; use of social media etc	New City website with enhanced community engagement tools in development
A centre for democracy, building capacity to discuss difficult issues – formal conversations, hypotheticals, presentations from visiting luminaries, etc to show the rest of Perth how to have positive dialogue about the future	Noted

What is being done...

“New City website with enhanced community engagement tools in development.”

SECTION 4

THE COMMUNITY'S VIEWS

Action Area 17.

Empowering community collaboration

Situation (facts)	Attitudes (likes & dislikes)	Important
<ul style="list-style-type: none"> Disadvantage and alienation can lead to disengagement and antisocial behaviour Free locals are engaged and interested in local issues 	<ul style="list-style-type: none"> Community working together The bigger outcomes that can be achieved with a group of passionate residents, than a lone soul doing what they can Those who put their self interest ahead of the community interest – if you move next door to a pub, don't try to have it closed down when the music is too loud 	<ul style="list-style-type: none"> Responding together as a community Working on projects together to focus effort Expand The Meeting Place concept to other precincts. Maintain the excellent programs – include a crèche, and reduce fees How do we give stronger support to precincts and community based organisations?

Community ideas ...

“Community engagement and participation - People will turn up for fun and meaningful events (problems are a turn-off such as insurance/legal risks that can stop communities from going ahead e.g. Truffle Festival canned in Mundaring).”

“Small community groups – supported to create local activities.”

“Building the involvement of young people – creating experiences that become on-going.”

“A local network for helping people who are less mobile due to ageing, disability or chronic illness, with practical tasks such as putting out the rubbish bins, doing some shopping, helping with gardening, or walking pets.”

SECTION 4

THE COMMUNITY'S VIEWS

DO (Decisions and actions):

Ideas (suggestions about what could be done...)	Current status
Community engagement and participation - people will turn up for fun and meaningful events (problems are a turn-off such as insurance/legal risks that can stop communities from going ahead e.g. Truffle Festival canned in Mundaring)	Noted
Create and take opportunities to deliberate as a way of life, including grass roots community action	Agreed
Small community groups – supported to create local activities	Agreed City has a precinct system that is involved and supported by the City to engage on a range of City issues
Find ways of working within the big picture – and sharing local stories and success with the wider community	Noted
When people have the relevant information and know what the context is – they are more likely to participate meaningfully	Agreed
Building the involvement of young people – creating experiences that become on-going	Agreed. This is an action in the youth plan
A special project like the street festival in Hulbert Street that ultimately resulted in strong neighbourly relationships, the fences pulled down, community kitchen gardens on street verges and so much more	Noted
A local network for helping people who are less mobile due to ageing, disability or chronic illness, with practical tasks such as putting out the rubbish bins, doing some shopping, helping with gardening, or walking pets	Noted. The City's volunteer service can link people to local service providers
A local directory for responding to risk from natural disasters or disaster alerts, for information sharing, risk prevention and response arrangements	Noted
A local gardening network where people growing vegetables and fruit can exchange ideas, tools, and advice, and organise distribution of produce	Noted
A local sharing network for tools, lawn mowers etc	Noted
A revamped version of Neighbourhood Watch to address community safety issues where people get to know the people living in the neighbourhood – streets alive, a big morning tea, Christmas street parties etc	Noted

SECTION 5

ACTION AREAS

By reviewing and synthesising the discussion and ideas that were generated during the visioning, 20 actions across six key themes were identified as potential projects to continue the journey. These are activities that will serve as a catalyst in bringing the community together.

PEOPLE

- 1 Fremantle celebrates its diversity including the cultural and economic diversity of residents and visitors, and embraces local indigenous culture and artists.
- 2 Fremantle makes people feel at home, whether they are new to Fremantle or have been here for generations.
- 3 Fremantle prioritises people and offers a high quality of lifestyle – a desirable place for people to live, work and play.

PROSPER

- 4 Fremantle capitalises on its unique attributes to diversify our local economy such as leveraging off our creative industries and other bespoke opportunities.
- 5 Local businesses and retail serves the needs of the local community and offers unique attributes that attracts customers and keeps them coming back.
- 6 Fremantle is the food and tourism centre for Perth.
- 7 Activities and developments are assessed for their contribution to a triple bottom line (social, economic and environmental) for greater Fremantle and by 2029, we are a recognised centre of excellence – demonstrating by doing.

SECTION 5

ACTION AREAS

PLAN

- 8** Urban renewal and integration with leading edge sustainability and sympathetic to our unique heritage and character. Our positive and productive conversations encourage excellent architecture and town planning and design.
- 9** Work towards a continued celebration of our affordable living and quality of life – especially affordable housing for ordinary people.
- 10** Fremantle will have a very well connected public transport and bike system including light rail running to the south and east.
- 11** Locals are assisted in ‘aging in place’ – we engage the whole community in planning for future types of housing and services we need for changing family structures and our ageing population.

GREEN

- 12** Fremantle continuously improves its sustainability credentials, by focusing more on becoming a centre for renewable energy, water reuse and green buildings. By 2029 we are a recognised centre of expertise for sustainable housing and design.
- 13** Carbon neutral city: Fremantle is known as a sustainable, carbon neutral city demonstrating sustainable housing, walkability, cycling, accessibility, living green shaded walkways and green walls to name a few.
- 14** As a community we come together to respond to our drying climate and rising sea levels.

CREATE

- 15** Building on our strengths in arts, culture, music and sport for more people to enjoy them.
- 16** An oceanographic institute for the future of the maritime industry, Leveraging off our place by the sea: joining together the many ocean based industries to create something world-scale, and which included the Fremantle Ports, Fishing Boat Harbour, Challenger TAFE and the Maritime Museum.
- 17** An education city – expanding the community links with the University of Notre Dame Australia and other universities, Challenger TAFE and the Maritime Museum.

DECIDE

- 18** Fremantle maintains and strengthens its ‘network of networks’ so that the community sectors, business and governments work together through shared vision, collaborative action and good governance to achieve a positive future. A vehicle to sustain the engagement of key stakeholders, knowledge and thought leaders in ‘vision keeping’.
- 19** Leadership, innovation and capability focused on future conditions – a process of change facilitation to help people assess, understand, comment on and accept changes. As a community we respond to key challenges, global factors and local impacts.
- 20** Creating a more connected community where neighbours know each other and work together to build a culture of collaboration and stronger, safer and happier community.



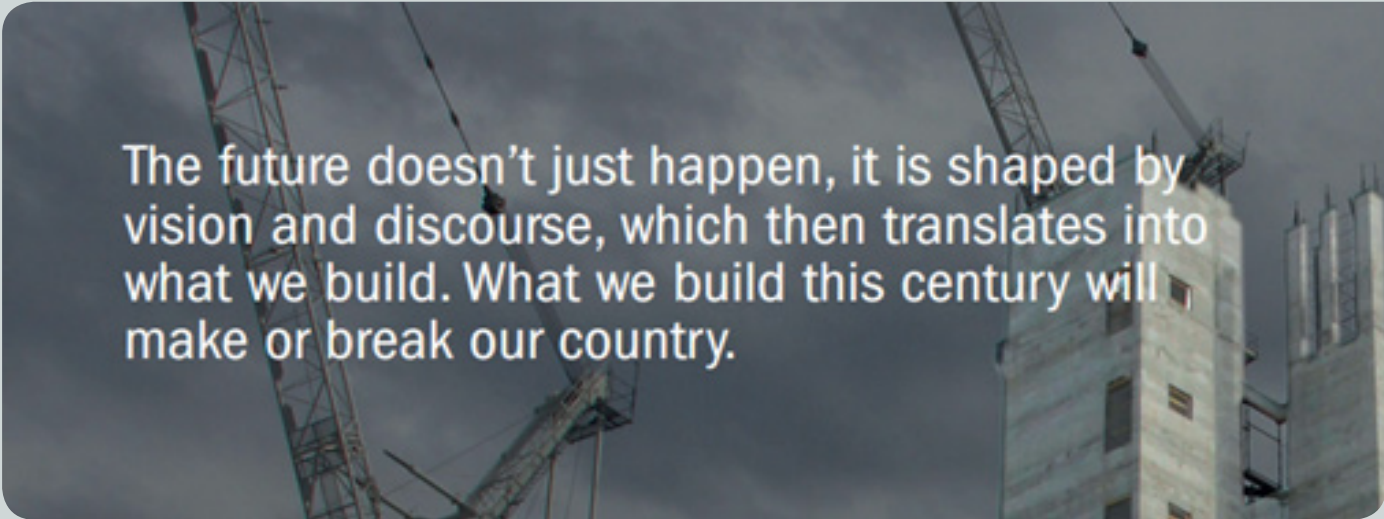
Where to now?

- FUTURE FREO
- GREEN PLAN REVIEW
- INTEGRATED TRANSPORT STRATEGY
- FREO 2029 TRANSFORMATIVE MOVES
- ECONOMIC DEVELOPMENT STRATEGY
- 2015-20 STRATEGIC PLAN

Since the visioning workshops took place in 2013, council has implemented or initiated a number of priority projects that were identified as important to participants. These include establishing the *Future Freo* collaboration, the *Green Plan Review*, the new *Integrated Transport Strategy* and the soon-to-be released *Freo 2029 Transformative Moves* document. Fremantle Council will also be developing a new economic development strategy and a 2015-20 strategic plan.

As we go forward it's important that the information and views collected through the Fremantle 2029 Community Visioning Project are filtered through a range of policies, programs and initiatives that can be implemented by the Fremantle Council, the Fremantle BID and community organisations.

Achieving our shared vision is inevitably the result of hundreds of smaller choices and we hope the visioning outcomes are useful in informing the choices we make to ensure Fremantle is the city we all want by 2029.



The future doesn't just happen, it is shaped by vision and discourse, which then translates into what we build. What we build this century will make or break our country.

Prof. Richard Weller and Dr. Julian Bolleter, *Made in Australia, The Future of Australian Cities* (2013)

Australian Urban Design Research Centre, Perth

