CITY OF
Fremantle

Community Health and Wellbeing Plan 2026–2031

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Acknowledgement

Kaya nidja Walyalup, whadjuk boodja wer nyidiyang boodja. (Hello, this Freo Whadjuk country and white fella country).

Ngalak kaadatj ngalang whadjuk moort wirin keniny, kawininy, kakarookiny wer warangkiny. (We acknowledge our Whadjuk families' spirits celebrating, laughing, dancing and singing).

The City of Fremantle acknowledges the Whadjuk people as the Traditional Owners of the Walyalup/Fremantle area and we recognise their cultural and heritage beliefs are still important today.

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Wardarnji 2023. Image credit: Jessica Wyld.



Introduction

Health and wellbeing are fundamental to a thriving, connected and resilient community.
The City of Fremantle Community Health and Wellbeing Plan 2026–2031 sets out how we will work with residents, community groups, businesses and government agencies to support the health and wellbeing of people who live, work and visit Fremantle.

This Plan has been developed under the Public Health Act 2016 and aligns with the WA State Public Health Plan 2025–2030, the City's Strategic Community Plan and other key strategies. It reflects a whole-of-Council commitment to ensuring Fremantle remains a healthy, inclusive and liveable city.

The City recognises that health and wellbeing are shaped by the conditions in which people are born, grow, live, work and age, as well as by the commercial environments that influence health behaviours and options. These social and commercial determinants of health can either support or undermine health outcomes and include factors such as housing, employment, social inclusion, transport, access to services, the availability of healthy food options, and exposure to the marketing and promotion of products that may harm health.

The actions within this Plan seek to create environments that support healthy surroundings and enable healthy activities for all, leading to more equitable outcomes and community wellbeing.

In developing the Plan for everyone within its area, the City acknowledges the ongoing impacts of colonisation, which continue to contribute to inequities in health and wellbeing outcomes for Aboriginal people. While the actions within this Plan are intended to benefit the whole community, the City is committed to considering the diverse needs, perspectives and experiences of Aboriginal people in the design, delivery and evaluation of public health initiatives. An equity-focused approach will be applied across all priorities and actions, and the City will seek opportunities to work in partnership with Aboriginal communities to support culturally safe and inclusive approaches that improve health and wellbeing outcomes for all.

While people in Fremantle generally enjoy good health and wellbeing, there are some important challenges we need to address together.

These include lower childhood immunisation rates, higher rates of suicide and self-harm, alcohol-related harm, homelessness and housing stress, and environmental health risks.

Community feedback played an important role in shaping this Plan. More than 600 people contributed through surveys, workshops, conversations and submissions, helping to identify six priority areas:

1. Creating a sense of belonging for all members of the community
2. Minimising harm from alcohol, drugs and tobacco products including vaping
3. Addressing homelessness and housing access
4. Making it safe and easy for people to access community spaces and the local environment
5. Promoting and supporting physically active lifestyles and access to affordable and healthy food
6. Protecting the community from public and environmental health risks

Our approach is guided by five principles:

Promote, Protect, Prevent, People Focused and **Partner.**

Actions are organised across three categories:

Information, Service Delivery and **Advocacy.**

Progress will be reported annually through the Corporate Plan, with regular reviews to ensure the Plan continues to meet the needs of our community. By working together with the community, government and local organisations, we aim to strengthen connections, reduce harm and help everyone in Fremantle live healthy and fulfilling lives.

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The City's Role

The City of Fremantle plays an important role in creating a healthy, inclusive and connected community.

We deliver programs, services and events that support people of all ages, backgrounds and abilities. We build and maintain community facilities, parks, streets and public spaces that encourage healthy and active lifestyles. We also provide funding, share information, advocate for community needs and work closely with health services, community organisations, government agencies and local residents.

Improving health and wellbeing is a shared responsibility. While the City cannot achieve these outcomes alone, we can help create the conditions that allow people and communities to thrive.

To guide our work, we will focus on five key principles:

1 **Promote**

The City will enable healthy and liveable environments.

2 **Protect**

Communities will be protected against public and environmental health risks.

3 **Prevent**

Communities will be enabled to be resilient and empowered to lead healthy lives.

4 **People-focused**

The City will provide inclusive opportunities for people to lead healthy lives.

5 **Partners**

Councils, communities and partners will work together to achieve evidence-based public health outcomes.

These principles guide how we deliver the priorities identified in this Plan and help ensure Fremantle remains a healthy, thriving and welcoming city for everyone.



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Strategic Alignment

Prepared in accordance with the Public Health Act 2016, this Plan aligns with the WA State Public Health Plan 2025-2030 and integrates with the City's Strategic Community Plan and supporting strategies. It reflects a whole-of-Council commitment to ensuring Fremantle remains a healthy, inclusive and liveable city.

The plan will reaffirm the City's commitments outlined in the Strategic Community Plan 2024–2034, particularly the following key focus areas:

A Liveable City

A liveable city that is vibrant, socially connected and desirable

A Resilient City

A resilient city that plans for the future and is empowered to take action

An Inclusive City

An inclusive city that welcomes, celebrates and cares for all people, cultures and abilities

Monitoring and Review

Progress against the actions contained within this Community Health and Wellbeing Plan will be monitored and reported annually through the Corporate Plan and associated reporting mechanisms. A combination of surveys, reports, indicators, and dashboards will be used to monitor the health and wellbeing of the community. Insights gained from this information will inform the ongoing development, planning, implementation, and evaluation of the public health initiatives outlined in this plan.

The Plan will be reviewed annually in accordance with the requirements of the Public Health Act 2016 to ensure it remains current, effective, and responsive to local public health priorities. The Plan is intended to operate for a five-year period, after which it will be evaluated and replaced with a new Community Health and Wellbeing Plan.

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Health and Wellbeing Profile

The Fremantle Health and Wellbeing Profile 2015–2024[1] provides detailed information on the demographic makeup and key health and wellbeing data for Fremantle's population.

The following data provided by the South Metropolitan Public Health Unit[1] illustrates a snapshot of the key health and wellbeing issues for Fremantle.

Our Community

Fremantle, known as Walyalup in Nyoongar language, is a vibrant community that is now home to approximately 37,542 people[2] spanning a range of cultures, ages and household types.

Fremantle is a pedestrian-friendly, age friendly and environmentally responsible city, and has been described as the most eclectic and spirited seaside destination in the world.[3]

Key Demographics

The most common countries of birth outside Australia are England, Italy and New Zealand, and 2.3% (752) of residents are Aboriginal or Torres Strait Islander.

Fremantle has a higher than WA average for people aged 50 years and over and has 1.6 times more tertiary qualified people when compared to the WA average.

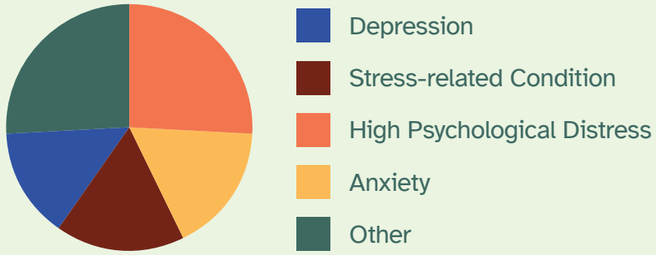
Couples without children (45%) are the most common type of household, followed by couples with children households (37%).[4]



Key Health Indicators

- Fremantle has the lowest immunisation coverage rates in the Perth South Primary Health Network (PHN) area, with only 91.7% of children fully vaccinated at 1 year, 88.3% at 2 years, and 91.6% at 5 years.[5] Herd immunity is reached when the vaccination rate reaches 95%.
- Fremantle has suicide and self-harm rates above both the State rate and the rate for Perth South PHN.[6] In 2021, 12% of Fremantle residents were accessing a GP regarding a mental health care plan.[7]

Proportion of common mental health conditions reported in 2024



- Fremantle has the highest proportion of people with a diagnosis of hepatitis C (1.5%) in the Perth South PHN[8], and higher than the national average of 0.66%.[9]
- The percentage of residents in Fremantle at greatest risk of long-term harm from alcohol consumption is 33.7%, which is over the State average (29.1%).[1]

Crime rates in Fremantle has remained reasonably consistent over the past decade. In 2016, 4,003 reported offences were recorded for the City, compared with 4,026 reported offences in 2024.[10]

Summary

Fremantle residents enjoy a high level of health and wellbeing when compared to the Western Australian average, but there is a range of key preventive health, environmental and lifestyle factors that have wide-reaching effects on a significant proportion of our population.

To improve health and wellbeing for everyone, we need to encourage active lifestyles, healthy eating, strong social connections, reduced alcohol and tobacco use, safer communities and better support for people experiencing homelessness.



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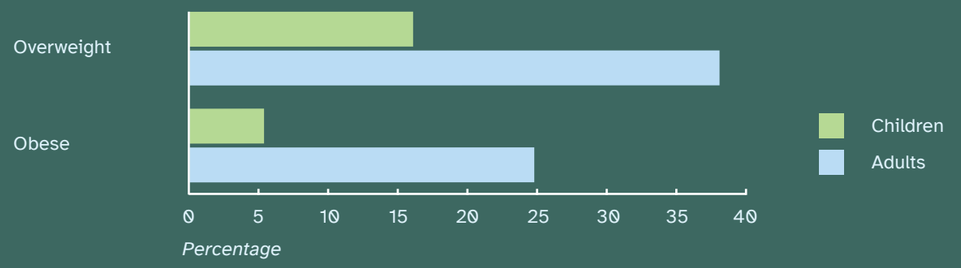
City of Fremantle Snapshot

Population

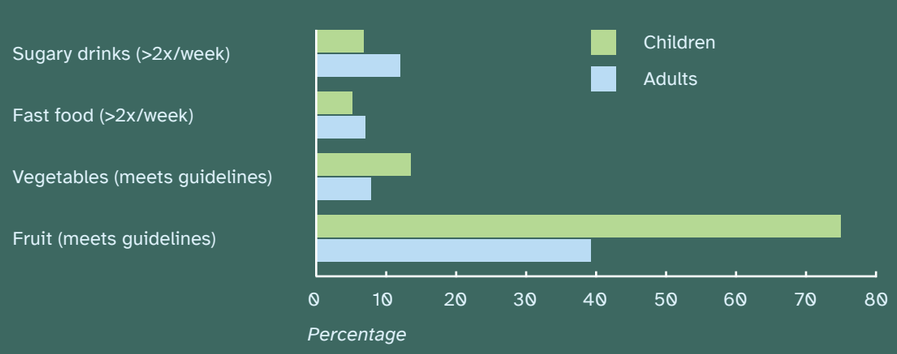
36,349

- **50.3%** Females
- **49.7%** Males
- **2.3%** Identify as Aboriginal or Torres Strait Islander persons
- **37.5%** Born overseas
- **22.7%** Speak another language
- **19.4%** Low income (<$64,999)
- **4.3%** Unemployed

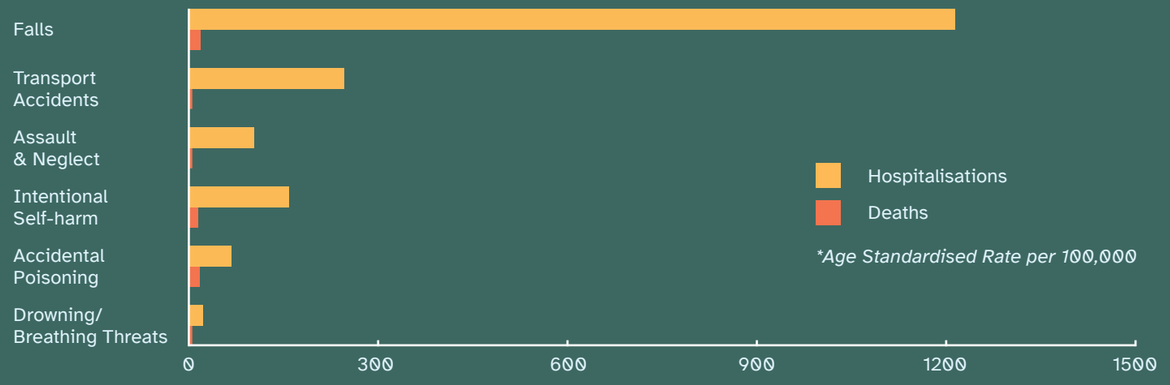
Overweight & Obesity



Nutrition



Injury & Harm



Physical Activity

Children

57.6% Not meeting activity guidelines

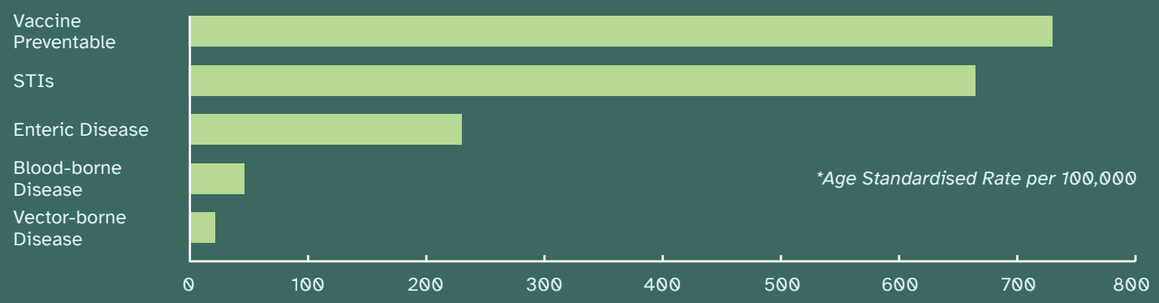
37.9% Excessive screentime

Adults

32.1% Not meeting activity guidelines

34.4% Excessive screentime

Infectious Disease



Data Source: South Metropolitan Public Health Unit. City of Fremantle Public Health and Wellbeing Profile 2015-2024

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Community and Stakeholder Engagement

The Community Health and Wellbeing Plan was developed in line with the City's Community Engagement Policy.

A public engagement plan designed around the IAP2 Spectrum of Public Participation Framework[12], was developed and aimed to:

- ➜ Involve people who live, work, or play in the City of Fremantle to contribute feedback and experiences in the development of a new Community Health and Wellbeing Plan.
- ➜ Educate the public on the benefits and uses of a Community Health and Wellbeing Plan.
- ➜ Develop a Community Health and Wellbeing Plan that meets the needs of the Fremantle community and aligns with State government obligations.

Community consultation strategies included an online survey on My Say Freo, which is the City's existing engagement platform; links to the survey on the City's social media sites and newsletter, direct email to over 3000 residents registered on the City's engagement network and a review of the Let's Talk Freo data generated in 2024.

Stakeholder consultation was conducted via an online survey with relevant people in the City, links to the survey in the City's This Is Business (TIB) newsletter program that reaches local businesses in the City Centre and through local media.

Both surveys asked a series of questions that examined social connection and the positive aspects of living in Fremantle; issues and concerns affecting wellbeing, as well as satisfaction levels with the existing facilities, programs, infrastructure, public amenity and services offered in Fremantle that enhance or support health and wellbeing.

The public engagement program reached 633 people through face-to-face conversations and online visits to the City's MySay portal. The City also received 49 formal submissions via its public engagement program.

In late August 2025, a priority setting workshop was held, which aimed to gain consensus on the top five issues to be included in the City's Community Health and Wellbeing Plan. A total of 21 people attended the workshop and included Elected Members, interest holders, City of Fremantle staff members and community members. This workshop presented the top 10 issues identified in the consultation (there were 13 issues presented as 3 issues were allocated the same score) and participants were able to discuss these issues, combine any and pitch for inclusion of any issues that were not included in the top 13.

A nominal group process was used to identify the top six priorities, and these issues were further ratified by the Council.



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Our Priorities

The priority issues for the Community Health and Wellbeing Plan were identified through an evidence and community informed process.

The public health priorities identified are:

1. Creating a sense of belonging for all members of the community
2. Minimising harm from alcohol, drugs and tobacco products including vaping
3. Addressing homelessness and housing access
4. Making it safe and easy for people to access community spaces and the local environment
5. Promoting and supporting physically active lifestyles and access to affordable and healthy food
6. Protecting the community from public and environmental health risks

The Community Health and Wellbeing Plan will align all actions under these key priorities to provide a long-term strategic approach to address health and wellbeing issues and achieve health outcomes for every individual to achieve optimum ‘quality of life’.

Three categories to inform the actions will provide the strategic direction for the promotion of public health within the City. These categories are:

Public Health Strategy

Category 1: Information

Provide the community with accessible and evidence-informed information

Category 2: Service Delivery

Support, assist and continue to provide services that promote public health

Category 3: Advocacy

Advocate for resources and funding to provide services that promote public health

In pursuing these key themes and categories, the City of Fremantle will build on its long history of delivering services that support the community to be healthy and thrive. These include the provision of programs and activities for people of all ages, backgrounds and abilities, the development and maintenance of infrastructure, provision of local funding, and our partnerships with other service providers, government bodies, community groups and residents to ensure efforts are combined to support strong health and wellbeing outcomes for everyone.

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Public Health Action Plan

The Public Health Action Plan outlines the actions the City will take over the next five years to support the health and wellbeing priorities identified by the community.

Many of these actions are already underway, while others represent new opportunities to strengthen our work or partner with existing programs and services. Together, they provide a practical roadmap for improving health and wellbeing outcomes across Fremantle.

The actions have been informed by community feedback, local health data and the requirements of the Public Health Act 2016 and the WA State Public Health Plan. Implementation of all actions will consider equity impacts and opportunities to support improved outcomes for Aboriginal people.

Some actions have been identified as high-value because they address significant community concerns or have the potential to create broad community benefit. However, all actions are valuable and contribute to achieving the goals of this Plan.

The delivery and timing of actions will be guided by available resources, community needs and emerging public health priorities. As community needs change, the Plan will be reviewed and updated to ensure it remains relevant and effective.

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Priority Area 1

Create a sense of belonging for all members of the community

New/Existing	Action	Category	Value
Existing	Continue to partner with statewide campaigns to promote consistent mental health messaging e.g. Think Mental Health, Act Belong Commit, Good Arts – Good Mental Health	Information	High
Existing	Continue to promote local mental health services available		High
New	Pilot “happy to chat” benches in targeted suburbs	Service Delivery	
New	Investigate feasible initiatives to reduce harm from gambling, including placing restrictions on gambling advertising on City land and at cultural and sporting events		
New	Develop initiatives to support and assist residents to grow and establish new community gardens/verge planting		
New	Survey the local community to gauge support for farmers/budget markets in North Fremantle and Samson Park		
Existing	Continue to provide free or affordable events that have a community focus across a range of demographics and cultures		
Existing	Continue to grow and expand the library as a place of meeting including out centres such as the Walyalup Aboriginal Cultural Centre		
Existing	Encourage applications to grant programs that encourage community-led ideas for healthy participation		High
Existing	Work with local community service providers to organise food vans and entertainment at rotating venues		High
Existing	Facilitate and promote opportunities for social connection, volunteering and community participation to foster mental health and wellbeing		High
Existing	Identify locations for social connection hubs, prioritising areas with high vulnerability		High
Existing	Deliver truth-telling initiatives under the City’s Reconciliation Action Plan (Truth-telling pillar, Action 17: explore and deliver opportunities for truth-telling to facilitate learning, healing and change) to build a stronger sense of belonging and connection for Aboriginal community members and Traditional Owners in Walyalup		
New	Consult with community and local businesses around the perceived aspirations for late-night cafes rather than bars	Advocacy	
New	Advocate for a Farmers’ Market in central Fremantle or West End – allowing more people to attend via public transport		
New	Approach South Metropolitan Health Service, community groups and schools, in the lower average socio-economic areas of the City, to encourage provision of accessible and healthy food initiatives		

Priority Area 2

Minimise harm from alcohol, drugs and tobacco products (including vaping)

New/Existing	Action	Category	Value
New	Develop information resources for the community on issues that raise awareness of alcohol, drug and vaping-related harms and provides practical strategies to mitigate or manage the associated risks	Information	
New	Link to and promote messages aligned with statewide campaigns – vaping, smoking and alcohol (Make Smoking History, Good Sports, Alcohol Think Again)		
New	Promote local alcohol, drug and vaping harm minimisation services available		High
New	Refuse applications for alcohol naming rights sponsorship of music events or other cultural events	Service Delivery	High
New	Reduce visibility of smoking related premises including the restriction of signage		High
New	Partner with stakeholder agencies, community groups and local business to initiate a local Local Drug Action Team		High
New	Partner with South Metropolitan Health Service and other relevant organisations to review, develop and install/upgrade appropriate 'no smoking/vaping' signage at high use playgrounds in the City		
Existing	Continue to promote and support a variety of events and activities where alcohol and drug consumption is not the primary focus of activity		
Existing	Continue to provide a safer Fremantle via Fremantle Liquor Accord actions and initiatives		
Existing	Review the Alcohol Management Council Policy to ensure that it sufficiently restricts alcohol advertising that can influence young people's behaviours and normalise consumptions – begin with Council owned assets		
Existing	Advocate for lower density convenience stores (suppliers of vapes)	Advocacy	
Existing	Continue to advocate for and deliver the Fremantle Liquor Accord		
Existing	Advocate for drug and alcohol diversion programs via medical access/diagnosis (reduce self-medicating)		High
Existing	Advocate for the Government of Western Australia to review that harm-minimisation benefits that could be provided by a supervised drug use facility in Fremantle		
Existing	Advocate for the Government of Western Australia to reconsider the WA Legislative Council Select Committee recommendation that the Department of Health and Mental Health Commission consult on demand for a Drug Consumption Room in Perth and Fremantle		

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Priority Area 3

Address homelessness and housing access

New/Existing	Action	Category	Value
Existing	Work with partners to ensure homeless people are connected with information and services from expert groups	Information	High
Existing	Continue to investigate sites and opportunities for crisis accommodation in Fremantle	Service Delivery	High
Existing	In consultation with key stakeholders, to investigate options for strengthening the City's capacity to combat homelessness, including consideration of a dedicated position that could enhance outreach coordination and connection responses for rough sleeping		
Existing	Continue to investigate sites and opportunities for crisis accommodation and supported housing options in Fremantle.		
New	Advocate for the development of affordable rental accommodation in central Fremantle for students, in turn creating a student collective in the City	Advocacy	
Existing	Continue to work with State Government agencies and specialist homelessness services to develop place-based approaches to ending homelessness, supporting Advance to Zero and By-Name List approach		
New	Advocate for the development of additional affordable rental accommodation options in the City, such as community land trust (CLT) estates, modular/pre-fabricated dwellings, tiny houses and granny flats		
Existing	Continue to advocate to State and Federal government to enable more support to be provided to the homeless community		High
Existing	Advocate for a large proportion of social housing in new developments, including examination of renting opportunities though and audit of vacant properties and proposed development that has yet to progress • Advocate for increased investment in social housing • Investigate improvements to the planning framework to encourage housing diversity		High

Priority Area 4

Making it safe and easy for people to access community spaces and the local environment

New/Existing	Action	Category	Value
Existing	Continue to encourage walking and prioritise pedestrian-friendly spaces over car use in Fremantle	Information	
New	Ensure this Plan aligns with the City's Disability Access and Inclusion Plan particularly around physical environments – modifications and upgrades	Service Delivery	High
New	Prioritise the establishment of tree planting along pedestrian/cycle access corridors to provide residents with shaded access to neighbourhood centres, community facilities/open space and coastal areas		
New	Partner with Injury Matters and other stakeholders to support the delivery and promotion of evidence-based injury prevention initiatives that address priority injury risks (such as falls) within the community		
Existing	Advocate for additional CCTV and activated shopfronts in vacant premises to promote a vibrant night-time economy	Advocacy	

Priority Area 5

Promote and support physically active lifestyles and access to affordable and healthy food

New/Existing	Action	Category	Value
Existing	Partner with statewide campaigns to promote consistent physical activity and healthy eating messaging e.g. LiveLighter, Your Move	Information	High
Existing	Continue to support and promote local sporting clubs		High
New	Restrict advertising of unhealthy food on City owned assets	Service Delivery	
Existing	Continue to provide and promote community-based physical activity and social connecting programs e.g. yoga in the park		High
New	Increase secure bike parking options across the City as part of the Bike Plan		
Existing	Improve the quality, amenity and functionality of key routes within the City's cycling and pedestrian networks		
Existing	Improve wayfinding and signage of the City's cycling network		
Existing	Develop a shade tree planting policy along walking and cycling paths		High
Existing	Aim to have connected paths with lighting, shade and wayfinding signs across the City		High
Existing	Continue to audit footpaths to ensure they are accessible for all ages and capabilities, and identify areas that require additional footpaths		
Existing	Encourage verge gardens of fruit and vegetables		
Existing	Expedite and upgrade the Strategic Bike Network in the development of an updated Bike Plan		
Existing	Regularly inspect and maintain City parks and recreation areas so that they are kept in good repair and to the appropriate standard.		
Existing	Review and compare the physical/mental health and economic benefits of increasing the pedestrianisation of the City centre to propose a well-considered approach to pedestrian friendly areas		
Existing	Restrict marketing of unhealthy food products on City owned assets which can alter children's food preferences and impact on diet quality		
New	Advocate for food relief programs in Fremantle	Advocacy	
Existing	Advocate to Department of Transport and Major Infrastructure (DTMI) Main Roads for ongoing funds to provide linked up and well-maintained walking and cycling routes		
Existing	Promote active transport and modal shift away from private vehicles		
Existing	Advocate for funds to provide dedicated bike safety lanes and Principal Shared Paths for key routes (into, around and out of the City)		
Existing	Advocate for more park runs across the City		
Existing	Encouraging sporting clubs to be family friendly, inclusive and health promoting environments		

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Priority Area 6

Protect our community against public and environmental health risks

New/Existing	Action	Category	Value
New	Provide advice, support and education resources for the community about health and wellbeing risks and protective measures associated with major events	Information	
New	Promote existing smoking laws and vaping recommendations within the Fremantle community, particularly with dining and hospitality venues, so both the public and businesses are easily capable of being well informed about the subject	Service Delivery	
New	Monitor and respond to traditional and emerging environmental and public health risks, such as noise and water pollution, mass gatherings, climate change and food safety		
Existing	Review how the City manages both current and future public health priorities and emergencies with a view to updating existing procedures to meet current and future needs		High
Existing	Install appropriate ‘no smoking/no vaping’ signage at high use playgrounds in the City and replace outdated or dilapidated “no smoking” signage		
Existing	Prioritise the regulation/enforcement of: • Smoking in outdoor dining areas; and • Smoking within 10 metres of a playground		
Existing	Continue to promote the importance of environmental health services within the City	Advocacy	

Endnotes

1. Epidemiology Directorate (2026). Health and wellbeing profile: City of Fremantle. WA Department of Health: Perth.
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   Available at **ashm.org.au/wp-content/uploads/2024/06/ASHM_ViralHepCReport_2024_WEB_final-revised.pdf**
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11. International Association for Public Participation (2018). IAP2 Framework. Available at **cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/iap2_spectrum_2024.pdf**

CITY OF
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Speak and Listen 1300 555 727 | SMS relay 0432 677 767

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