

OUR VISION – FREMANTLE IS A UNIQUE CITY OF CULTURAL AND ECONOMIC SIGNIFICANCE.

Through a series of workshops Fremantle Council has identified a number of themes and values that articulate a vision for a vibrant, creative and innovative, diverse, and sustainable Fremantle. These visions and values have been converted to seven key strategic priorities that will guide the allocation of funding for future projects and initiatives as we build the city for current and future generations to enjoy.

In improving Fremantle, the council undertakes to uphold the values of good governance, strong leadership, community engagement, inclusiveness, and above all to be a 'can do' organisation.

STRATEGIC IMPERATIVES

➤ **Economic Development**

Strengthen Fremantle's social and economic capacity

➤ **Urban Renewal and Integration**

Provide a great place to live, work and play, through growth and renewal

➤ **Climate Change and Environmental Protection**

Lead in the provision of environmentally sustainable solutions for the benefit of current and future generations

➤ **Transport**

Lead in the provision of environmentally and economically sustainable transport solutions

➤ **Character**

Sustain and grow arts and culture and preserve the importance of our community, built heritage and history

➤ **Community and Safety**

Create a community where people feel safe in both private and public spaces

➤ **Capability**

Lead our community based on good governance, strong leadership and excellence of service

PROMISES TO THE COMMUNITY – WHAT IS NEW

To deliver the strategic imperatives we will –

1. Work to provide a liveable city with a range of housing, work and recreation opportunities.
2. Provide for population and economic growth by planning and promoting renewal in designated precincts within the city.
3. Focus on providing strong environmental leadership for the benefit of current and future generations.
4. Promote encourage and fund environmentally friendly transport options
5. Sustain and promote strategic initiatives that will grow our diverse arts culture.
6. Protect and enhance our significant built heritage
7. Improve and strengthen strategic regional partnerships and resource sharing to improve our services.
8. Lead our community through good governance based on professional skills and an ongoing critical appraisal of our structures and processes.
9. Create and maintain safe public places and enhance community feelings of safety and security.

ECONOMIC DEVELOPMENT

GOAL: Strengthen Fremantle's social and economic capacity.

OUTCOMES	TARGET (IN THE NEXT 5 YEARS)	3 YEAR PLANS/PROJECTS
Improved retail sector attracting greater retail spend in Fremantle and providing local employment.	20,000sq Metres additional retail space (exclusive of ING)	<ul style="list-style-type: none">• Develop a Retail Model Plan and implementation schedule that identifies appropriate retail development opportunities• Develop plan for Queen Street from Railway Station to Kings Square
New commercial businesses established in Fremantle providing employment opportunities.	5 Major commercial projects underway or completed in central Fremantle (exclusive of ING)	<ul style="list-style-type: none">• Develop and implement an Economic Development Strategy that attracts innovative and creative new businesses to Fremantle with annual targets for stages of completion• Attract at least one new government agency to be located in Fremantle• Maintain existing government agencies in Fremantle and identify opportunities for expansion• Facilitate provision of at least one new accommodation hotel in city centre• Advocate to government for greater flexibility in liquor licensing legislation• Develop a West End activation strategy with key stakeholders including University of Notre Dame• Implement a strategy for City owned sites with staged completion dates for Spicer site, Point Street site, and Queensgate cinema redevelopment

		<ul style="list-style-type: none"> Establish city centre sites working group to work with private landowners with a view to having these sites re/developed – including (but not limited to) Westgate, Myer, Coke & Gas, Woolstores
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URBAN RENEWAL AND INTEGRATION GOAL: Providing a great vibrant City in which to live work and play, through growth and renewal.		
OUTCOMES	TARGET	3 YEAR PLAN/PROJECTS
More affordable and diverse (mixed use) housing for a changing and growing population.	Policy and Strategy Adopted	<ul style="list-style-type: none"> Develop affordable and diverse housing policy and implementation strategy
Expand and improve the amount shared recreational space in proportion to increasing suburban in-fill housing and high density housing in the CBD	Strategy adopted	<ul style="list-style-type: none"> Review open space policies and establish baseline information and develop strategy for improvement
Innovative and renewed City and suburban areas.	TBA	<ul style="list-style-type: none"> Complete planning for the East End and implement council streetscape improvements to encourage development as soon as possible Finalise Scheme amendments to enable development in the Knutsford East Precinct Finalise structure planning with Landcorp for the Swanbourne Street structure plan area Plan for the relocation of council's works depot Streetscape enhancement plan for revitalisation

		<p>of Hilton Village</p> <ul style="list-style-type: none"> • Conduct examination of Scheme Provisions to encourage redevelopment of North Fremantle Town Centre (Queen Victoria Street) and proceed with amendments if supported • Review standards required for traffic calming and start to implement a phased 5 year program of traffic calming giving priority to pedestrian and cycle traffic • Review verge management practices and develop and implement a verge management policy • Develop a joint approach to planning for west end of Victoria Quay with Fremantle Ports and other key stakeholders • Complete planning for Stan Reilly site
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<p>CLIMATE CHANGE AND ENVIRONMENTAL PROTECTION (Reduce total carbon footprint)</p>		
<p>GOAL: Lead in the provision of environmentally sustainable solutions for the benefit of future generations .</p>		
OUTCOMES	TARGET	3 YEAR PLANS/PROJECTS
<p>Adopted adaptation and mitigation strategies to minimise impact of sea rises, storm events and coastal erosion.</p>	<p>Policy and action plans adopted</p>	<ul style="list-style-type: none"> • Map expected sea level rises and develop a policy response with a specific plan for the protection of west end heritage • Develop action plan for mitigation and adaptation of expected rises • Developed action plan for mitigation and

		adaptation of expected storm events, including infrastructure requirements
Reduction in carbon emissions	<p>Organisational reduction in carbon emissions</p> <p>Commercial recycling commenced</p> <p>1,000 new trees planted annually</p>	<ul style="list-style-type: none"> • Develop and implement a ‘Low Carbon City’ Plan with clear targets including incentives for residents to reduce their carbon footprint • Expansion of Green Star rating requirements in all future commercial developments • Initiate Scheme Amendments and Local Laws for improved sustainable housing outcomes • Implement commercial recycling • Implement weekly household recycling • Heat Leisure Centre Pools with alternative energy source/s • Identify areas and plan for new trees to be planted annually
Decreased water reliance.	Reduce water consumption in accordance with State Water Strategy or better	<ul style="list-style-type: none"> • Provide incentives for residents to reduce water consumption • Water management for all council recreation areas with clear targets for reduction in water usage

TRANSPORT

GOAL: Lead in the provision of environmental transport solutions .

OUTCOMES	TARGET	3 YEAR PLANS/PROJECTS
Fremantle is the centre of the region with access to other economic hubs and population catchments.	Increase number of visitations to Fremantle	<ul style="list-style-type: none"> • Develop Integrated Transport Strategy that responds to emerging transport technologies and peak oil • Complete planning for public transit corridors linking Fremantle station to the expanding urban areas to the south and east of Fremantle
Improved public transport options for the efficient movement of people, and/or Decreased reliance on private transport.	Increase in visitations by public transport relative to private vehicles	<ul style="list-style-type: none"> • Review assumptions underpinning current parking strategy and develop a new strategy • Review existing public transport options to improve access into Fremantle
Fremantle recognised as a pedestrian and cycle friendly city.	Improved community satisfaction survey results	<ul style="list-style-type: none"> • Increase in cycling infrastructure to a specified target
Developed road and rail solutions for transport of freight to and from the Port.	Container transport strategy adopted	<ul style="list-style-type: none"> • Develop a community supported position on the High Street Upgrade and advocate its implementation to government • Work with Fremantle Ports to maximise container number on rail • Work with government to develop integrated road and rail freight solutions and a matching cap on container numbers

<p>CHARACTER</p> <p>GOAL: Sustain and grow our diverse and inclusive social composition, culture and arts; building on our history and heritage.</p>		
OUTCOMES	TARGET	3 YEAR PLANS/PROJECTS
City that attracts diverse original arts and artists, culture and events.	Increase in number of arts providers in Fremantle	<ul style="list-style-type: none"> • Provide residency and artists programs to attract artists • Increase communal space for artists to work and support arts organisations
Strengthened sense of place.	Improved community satisfaction survey results	<ul style="list-style-type: none"> • Improve physical presentation of the city including council buildings and streetscapes • Stronger focus on public art, particularly sculpture – including % for art in developments • Seek state heritage listing of West End • Provide lighting for key heritage buildings • Strengthen Indigenous relations and facilities for indigenous people • Greater engagement with youth and more youth activities and facilities • Develop ‘age friendly city’ plan
Retain and build cultural capital through the enhancement of a vibrant festival and street life.	<p>Increase in number of festivals with demonstrated positive flow on benefits to the city</p> <p>Improved satisfaction survey results</p>	<ul style="list-style-type: none"> • Increase number of events that link with local artists (particularly emerging young artists) and activities (arts, music, fashion, food) • Develop a 3 year coordinated plan to strengthen Fremantle’s status as a ‘Festival City’

COMMUNITY SAFETY

GOAL: Create a community where people feel safe in both private and public spaces

OUTCOMES	TARGET	3 YEAR PLANS/PROJECTS
City and suburban areas perceived as safe places to be	Improved community satisfaction survey results	<ul style="list-style-type: none">• Review and implement further initiatives from the Community Safety Plan and anti-social behaviour working group• Initiate collection of data to understand the underpinning elements contributing to public perceptions of safety in Fremantle• Implement actions to increase the public safety in Fremantle

CAPABILITY		
GOAL: Lead our community based on good governance and excellence of service.		
OUTCOMES	TARGET	3 YEAR PLANS/PROJECTS
Good governance structures, supporting Council focus on strategic areas.	Informed, skilled and professional elected member group	<ul style="list-style-type: none"> • Implement monthly reporting to council on strategic plan progress through 'Interplan' • Introduce performance review of council decision making processes and structures • Develop an integrated councillor portal to provide councillors with better access to information and learning opportunities • Ensure Fremantle's views are input into local government reform agendas
Organisational capacity for project delivery and effective and efficient services.	Funding ratio by 2015 to be 65:35	<ul style="list-style-type: none"> • Performance monitor council's financial capacity through benchmarks • Participate in at least one new resource sharing initiative in partnership with other local governments in the South West region • Appropriately skilled staff that are valued by the organisation
Stakeholder and community management.	Improved community satisfaction survey results	<ul style="list-style-type: none"> • Community engagement strategy • Establish strong partnerships with key stakeholders