

# GREATER FREMANTLE ACTION PLAN

## 2019 UPDATE

1 ECONOMIC GROWTH		2018 GFAP REPORT %	LEAD	2019 UPDATE
E1.1	Influence local businesses, local government and State Government agencies in Fremantle to "buy local" from Fremantle based businesses	0%	FCC	6%
E1.3	Identify underutilised space such as upper level floor spaces and investigate ways to meet or change regulations to enable these areas to be used for commercial or cultural uses	75%	FCC	62%
E2.4	Lobby local governments to develop opportunities for the establishment of UND student housing within bike-riding distance	50%	COF	30%
E2.5	Improve urban realm and access to the commercial areas of Fremantle – Hilton, O'Connor and Samson	0%	COF	3%
E2.6	Develop a Destination Profile for the CBD to assist in attracting new businesses to Fremantle. Need to identify the city's 'special qualities' from a business perspective	50%	COF	53%
E3.1	FCC conduct regular Maritime and Engineering Think Tank, Arts and Creative Industries Think Tank and Property Leaders Forum	15%	FCC	44%
E3.4	Identify opportunities and constraints for marine services to expand along Fishing Boat Harbour	0%	DOT (MARITIME)	8%
E3.5	Deepen entry to Fishing Boat Harbour to enable larger-scale maintenance and defouling locally	0%	DOT (MARITIME)	5%
<b>2. INFRASTRUCTURE AND TRANSPORT</b>				
I1.1	Completion of the Westport Port and Environs Strategy	30%	WESTPORT	70%
I2.1	Implement the Victoria Quay Waterfront redevelopment	25%	VQ STEERING / FPA	41%
I3.1	Progress the redevelopment of Kings Square	30%	COF	94%
I3.2	Investigate the opportunities to redevelop Fremantle Oval	20%	COF/LANDCORP	59%
I3.3	Identify and acquire key properties that align with Future Freo 2029	50%	COF	50%
I4.1	Implement the Phillimore /Cliff Street Masterplan and greater connection between City and Victoria Quay	25%	VQ STEERING	40%
TP1.1	Review the CAT service, including a possible shift to standard buses and expansion of routes into lower cost housing areas	25%	PTA	17%
TP1.2	Review bus stops on Market Street and investigate bus stop relocation to the Fremantle Oval side	0%	PTA	33%
TP1.3	Progress the reconfiguration of the Rail Station forecourt including relocation of buses to Queen Street	10%	PTA	40%
TP2.1	Implement a comprehensive Parking Strategy for Fremantle CBD 1. Parking - implementation of strategy. Identification and purchase of sites for multi-level decked parking (linked to commercial property acquisition) 2. On-street/off-street parking review 3. Maintain a high turnover parking strategy in key areas 4. Develop a loading zone parking policy to ensure loading bays are servicing the business community as part of the supply chain	50%	COF	54%
TP3.1	Design cycling paths to connect to adjacent, more affordable suburbs eg. principle shared pathway from Grant St to Fremantle	20%	COF/ DOT	54%
TP4.1	Review logistics and develop behavioural solutions to alleviate peak traffic pressure to Fremantle Ports	25%	Westport/DOT/FPA/Main Roads	43%
TP4.2	Review the inner harbour supply chain so that it operates more efficiently and with minimal impact on the community	25%	FPA/Westport	43%
TP4.3	Upgrades to Leach/High Street to minimise impact of freight transport	30%	MR	62%
TP4.4	Investigate replacement of the Queen Victoria Bridge	0%	MR/ STATE & FEDERATION	23%
NEW	Water Corp Pipes for Fremantle		Water Corporation	50%
NEW	Light rail and southern corridor connection(East-West and Southern links needed)		PTA/STATE	8%
<b>3. CULTURE &amp; COMMUNITY</b>				
C2.1	Obtain funding and develop brief for a Cultural audit of the Greater Fremantle region	0%	FCC	18%
C2.2	Conduct an audit of all Cultural organisations, services, facilities and key individuals that will be used to determine a support and development strategy	0%	COF	18%
C2.3	Investigate development of a Cultural Plan/Policy for the CoF area as a whole (not just for specific areas or festival programme only)	0%	DLG,S & CI (DCA)	19%
C2.4	Work collaboratively with neighbouring LGAs to develop a broader housing strategy that includes more affordable areas that are a bike ride away from Fremantle centre (White Gum Valley, Palmyra, Hamilton Hill)	0%	Dept Communities	5%
C3.1	Develop regular round table discussions required with SMTAFE, Fremantle Education Centre and University of Notre Dame to build the region's capacity as a 'Centre of Knowledge Excellence'	0%	FCC	42%
C4.1	Increase engagement with relevant agencies which deliver 'liveable services' e.g. health, safety, community development etc	0%	FCC	12%

Since its launch in August 2018, the Development & Infrastructure and Tourism Committee identified a number of strategic focus areas arising from the Greater Fremantle Action Plan. An estimate of percentage progress against these action areas is listed in the table below. We will continue to actively work alongside the leads responsible for these areas, and our own action items to deliver on these important priorities.

4. TOURISM		2018 GFAP REPORT %	LEAD	2019 UPDATE
TO1.1	Lobby to lift Fremantle's presence in Tourism WA's marketing campaign and collaborate in its implementation	15%	COF	69%
TO2.1	Investigate the possibility of forming a local Fremantle Tourism Organisation. A united marketing strategy will need to involve cooperation between the various players in the tourism industry	25%	FCC (TOURISM COMM)	78%
TO2.2	Brand Fremantle to broaden and capture domestic, interstate and international interest. Target audiences to be clearly defined and key motivations for visiting understood. The message must play to the city's strong points, but address the negative in a proactive fashion	10%	FCC/COF	64%
TO3.1	Develop a coordinated approach with all industry players, including agents, tour operators, hotels, government authorities and airlines enabling the development of coordinated deals with hotels, airlines, ferries and other attractions 1. Develop retail and hospitality cross-promotional links for day visitors to Rottnest Island 2. Promote offerings to come to Fremantle via free transport for select Fremantle street/ festival events 3. Connect the University careers service with FCC members to offer internships/employment	25%	COF	38%
TO4.1	Continue progressing the Place Marketing Strategy of Fremantle	10%	COF	50%
TO4.2	Improve visitor information at the Fremantle Passenger Terminal to promote attractions and accommodation within Fremantle	25%	FPA/ CoF/ FCC (TOURISM COMM)	31%
TO4.3	Review the Fremantle Visitor Centre considering relocation and online operation	0%	FCC (TOURISM COMM)	29%
TO5.1	Implement a Place Activation Strategy for VQ Waterfront	0%	FPA/ VQ STEERING	68%
TO5.3	Research successful cities that maximise cruise ship tourism to help understand the market demands for accommodation, retail and food and beverage offerings and share findings with local businesses	0%	FCC (TOURISM COMM)	17%
TO5.4	Fishing Boat Harbour - explore opportunities to better connect the city to the water	0%	FBH, DOT (MARINE)	13%
TO6.2	Consistent implementation of the 2008 Short Stay Accommodation Local Law and Differential Rate	20%	COF	20%
TO7.1	Examine data related to existing events and festivals and include a business sector perspective on delivery	10%	COF	18%
TO7.2	Undertake research to understand the key attributes required to attract events and conferences that have maximum benefit to the local economy 1. Identify events and conferences that require attendees to stay in Greater Fremantle overnight 2. Identify national and international events 3. Develop a strategy to lure them to Fremantle	10%	COF/PCB	15%
TO7.3	Work in collaboration with key partners to develop a Fremantle Events Strategy to help position the city as a key events and conference destination	10%	COF	17%
NEW	Focus on ways to bring more events, business conferences and leverage success of festival focus			10%
<b>5. RETAIL, FOOD &amp; BEVERAGE</b>				
R1.1	Develop an implementation strategy to support retailers affected in the short term while major infrastructure works are being undertaken (e.g. Kings Square)	30%	COF/FCC	54%
R1.2	Maximise opportunities to activate the ground floor of existing buildings in the West End	15%	COF/UND	15%
R2.2	Develop night time economy and retail marketing strategies to promote Monday to Friday activation	0%	COF	5%
R3.1	Develop a new Retail Model Plan for 2018 onwards	10%	FCC	15%
R3.2	Develop a retail-based committee within the FCC to continue retail-related discussions	15%	FCC	93%
NEW	Build Business Capacity via Set the Month in Motion Podcasts and Forums		FCC	75%
R4.1	Maintain pedestrian counting for key events and general commercial activity to provide meaningful data to retailers and sound economic analysis of the impact events have on retail turnover and the number of visitors these bring to Fremantle (in particular, events that require road closure)	50%	COF	70%
R4.2	Facilitate discussion with property owners and developers to ensure a unified approach to retail development and promotion	0%	FCC	60%