

ANNUAL REPORT 2020/21



**Inclusive community,
balancing growth and lifestyle**



TOWN of
EAST FREMANTLE



The 2020/21 Annual Report can be downloaded from the Town of East Fremantle website.

The Town produces a limited number of hard copies of the Annual Report, in line with its ongoing commitment to sustainability and in keeping with our Disability Access and Inclusion Plan.

These may be viewed by the public at the Town's administration office in the East Fremantle Town Hall at 135 Canning Highway.

Acknowledgment of Country

In preparation of this document, the Town of East Fremantle acknowledges the Whadjuk Nyoongar people, who are the traditional custodians of the land in the region and pay respect to their elders past, present and emerging. The Town also acknowledges other Aboriginal language groups in the area.

Our Story

Created in 1897, when it separated from the City of Fremantle to become an independent local authority, the Town of East Fremantle now boasts a population of approximately 7,900. It is 3.2 square kilometres in area, bounded to the north and west by the Swan River. To the east it shares a common boundary with the City of Melville, and to the south and west with the City of Fremantle.

The Town has a rich history. The local Aboriginal tribe known as Nyoongar/Whadjuk obtained food and drinking water from the river foreshore and open grassy areas. The track that linked the fledgling Swan River Colony based in Fremantle to the future city centre of Perth in 1831 is documented traversing along the East Fremantle cliff edge finishing at the river ferry crossing at Preston Point.

Early European settlement of the area consisted of large farm holdings, however as the colony prospered during the 1890s gold rush the nature of settlement altered dramatically, rapidly changing to a residential area.

The Plympton precinct today contains many charming worker's cottages which were established largely between 1890 and 1910. Riverside precinct was established by the merchant elite of Fremantle and is perched high on the cliffs overlooking the river. Gracious homes, some from the goldrush era, are dotted along the escarpment. Further northwards, the Richmond Hill Precinct was developed in the 1950s with houses typical of the period also enjoying the expansive views over the river. The Woodside and Richmond precincts contain many homes dating from 1900–1940 exhibiting a distinct and unique character within the Town.

The Town has begun a process of healing and learning by developing a culturally sensitive, inclusive, and capable workplace, and the development of our Reflect RAP provides important guidance and direction for our journey.

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From the Mayor

On behalf of East Fremantle I am pleased to present our Annual Report for 2020/21. For our Town, the challenges were keenly felt by all, and our thoughts were with our elderly, families with young children, business community and those with family and friends interstate and overseas. However, Western Australia has come through this period relatively unscathed from a health, social and economic perspective. With everyone committed to the benefit of the entire community we should continue to do well. I thank the East Fremantle community for the concern they showed and the 'helping hand' they have extended to their neighbours and others.

While some Councils laid off staff, we retained our team as part of a compassionate approach that struck the right balance. We froze our salaries and wages, as well as costs including rent, fees, and charges for many services. Our Commonwealth Home Services Program (CHSP) supported those vulnerable people in our Town with regular check-ins, prescriptions filled, meals delivered, and phone calls made to those who were left isolated.

Our Operations Team found themselves in a new era where 'deep cleaning' of our assets and fencing off playgrounds became the norm, while our Regulatory Services Team developed new COVID-19 Safety Plans, and we conducted a "Look Local" campaign to keep supporting our businesses.

In the midst of all of this, the Town was one of the first local government administrations to go into full online service delivery mode with no disruption to services. Within the social distancing parameters, the Town's open and public spaces were still maintained. We delivered a major upgrade to Riverside Road, worth almost \$2 million, at the same time that our residents and visitors were using our footpaths and roadways for their daily exercise.

We delivered this project on time, within budget, and to a high standard. It is pleasing to see so many people enjoying the upgrades. We showed our adaptability too when, amid a major consultation process over the future of the East Fremantle Oval, we switched our engagement plan to one that was almost entirely digital. Despite this, our staff ensured no one was left behind, even printing out and delivering in person copies of the surveys to ensure everyone's voice was heard.

Reflecting now on that process, we are fortunate to have a \$20 million commitment affirmed by the State Government, and the Town has allocated \$5 million (plus another million drawn from our reserves) to deliver our promise to you. This will be a game-changing outcome for our Town. I personally thank everyone who helped us to achieve this result, including our ever-energetic local member, Lisa O'Malley MLA, who went above and beyond to advocate on our behalf on this issue and many more.

Sadly, due to the pandemic we were unable to host East Fremantle's George Street Festival in 2020. This disappointment, like many others during a challenging year, has been taken in good spirit. By the end of 2020, it was so encouraging to see our Seniors' Christmas Lunch being so well patronised and enjoyed by so many. We also gathered in Glasson Park in December to turn on our (renewable solar) Christmas lights and express our gratitude for the festive season with family and friends.

In early 2021, we confirmed our refined community vision through our Strategic Community Plan 2020-30, for an "inclusive community and lifestyle, balancing growth and sustainability." This change in emphasis reflects the values that you have expressed, and we will work towards delivering that vision on your behalf.

This Annual Report shares our progress on that journey with you. In March 2021 we received the results of our Community Survey which showed that we are doing most things right. Generally, our community are satisfied with the services Council provides and love living here.

In April we hosted a first of its kind Youth Meet Up event during Youth Week, as part of our new and ongoing commitment to doing more for our Town's young people – stay tuned for more on this.

Major progress was made in 2020/21 on two important issues – reconciliation and climate change, with new Council advisory groups formed and action plans developed. Thank you to everyone who has had input into this important work.

On behalf of the elected officials and the broader community I would like to thank our CEO Gary Tuffin and his team who responded magnificently in this challenging year and did us all proud. We are lucky to have committed and hard-working staff as well as a cohesive and professional Council. As Mayor, I am very pleased to work with our staff and dedicated elected members, serving our compassionate, supportive, and connected community.



Mayor Jim O'Neill

Mayor O'Neill officiating at a Citizenship ceremony at The Town Hall in June 2021





From the Chief Executive Officer

I am pleased to present an Annual Report for the 2020/21 financial year that highlights the commitment of Council and staff to delivering quality services to the community, in what has been a challenging year.

In a difficult operating environment, due to external factors, I am proud that our team continued to serve our community with dedication and according to our values of Respect, Integrity, Teamwork and Empathy.

No discussion of values would be complete without recognition of the need for reconciliation with our Whadjuk/Nyoongar community, and I am pleased to report that our Reconciliation Action Plan is well underway. I thank the members of this Working Group for their important contribution.

While showing compassionate and values-based leadership, our focus remains on financial sustainability, and as 2020/21 closes, our Town retains its sound financial position. This is borne out by the unqualified audit we received from the Office of the Auditor General. Given the complexity of our operations, this is no small feat, and I thank our Corporate Services Team for this good work.

We are seeing continued results from our Customer Service Improvement Program, including:

- Dozens of service upgrades recorded in the 2021 MARKYT© Community Scorecard (Community Perception Survey), since our previous one in 2019, and our overall performance – moved to second (2nd) out of all local Parliamentary governments in WA.

- Moving more services online and streamlining our internal processes to make things quicker and easier for our customers.
- Ongoing implementation of the Corporate Business Plan and Strategic Resource Plan (Long Term Financial Plan), both now in their second year.

We are delivering on our commitment to reducing waste and optimising recycling following the highly successful roll-out of our FOGO three-bin system. This was followed by a new waste-to-energy arrangement with plans underway to convert the FOGO materials we capture into useable products. It's an exciting space, and one that I know our residents are passionate about.

We are progressing well towards a gold accreditation by the Water Corporation, with new policies now in effect, as we examine our daily operations to conserve all our resources. Our overall approach in this space is guided by the insight of our well-credentialed Climate Change Action Reference Group, and I thank them for their input.

By year's end the Town has a visionary plan for the future of our East Fremantle Oval Precinct, with genuine consensus on a way forward, and secure funding in place. I thank everyone who had input into this vision – in particular our Working Group, tenant clubs and nearby residents - and look forward to partnering with local businesses to build this facility that will transform our public open space and create a real community hub in the heart of our Town.

Our biennial survey revealed that we need to do more to engage with and provide services for our young people, and with this in mind, funds are committed to providing more for them both in terms of policy planning, physical infrastructure, and services.

We are preserving and protecting our heritage through new policies and strategies to ensure our iconic streetscapes, building styles and public spaces are eclectic and inviting, balancing the need for more housing with good amenity and lifestyle.

The Town continues to work closely with the Southwest Group Alliance; the South Metropolitan Regional Council (SMRC); neighbouring local governments, the cities of Fremantle and Melville; WALGA and the Department of Local Government, Communities and Sport and our local Parliamentary members at State and Federal levels.

These important relationships provide fora for sharing ideas, finding efficiencies, learning from each other, with new opportunities being explored.

Thank you to the Mayor and Councillors for their leadership and continuing support, and to my team who went above and beyond this year, working with dedication and compassion. Finally, thank you to the community who are always keen to be involved and who contribute to helping make the Town the best place it can be.



Gary Tuffin
Chief Executive Officer

CEO receiving an accreditation from Water Corporation in August 2020 recognising East Fremantle as a Waterwise Council



Highlights in Brief - 2020/21

Our New Vision - Strategic Community Plan 2020-30

Despite disruptions to the Town's annual plans for events and activities, we pushed ahead with refining and reaffirming our future vision as part of the review of our Strategic Community Plan. This highest order planning document sets the overall direction for the Town, and it informs our Corporate Business Plan, Budget, and all other operating documents. The community attended both in person and online sessions and refined the vision to become an: Inclusive community and lifestyle, balancing growth and sustainability reflecting the importance of inclusion and sustainability in our future direction.

Business Continuity and Compassionate Leadership

By far the greatest challenge faced by the Town was adapting to the changing health and safety requirements posted by the pandemic. Having successfully managed a lengthy lockdown in April 2020, the Town's Business Continuity Planning team was re-convened on an as-needs basis to manage subsequent lockdowns and other new requirements.

The Town switched effortlessly to all services being available remotely and online, with no disruption to customer service. The Town demonstrated compassionate leadership of its community through the waiver of many fees and charges and the freezing of other charges until the worst of the pandemic was over. This compassion was also shown to staff with flexible, digital working arrangements in place ensuring that – where possible – business as usual was conducted. Special mention must be given to the Town's Operations Team who adapted quickly to a whole new set of working requirements in deep cleaning and making safe Town assets.

Instilling our Values

The past 12 months has had significant challenges with our organisation continuing to deliver our services at a very high level, including during four COVID-19 shutdowns. **Our values: Respect, Integrity, Teamwork and Empathy**, have provided the platform for working the RITE way at all times. We developed an internal newsletter, The Easterly, to ensure all staff were informed about important health updates, and to communicate staff news, new initiatives and stories that demonstrated how we were living our values.

Our Values

Respect, Integrity, Teamwork and Empathy



Walking Together on the Path to Reconciliation

The Town has begun a process of healing and learning by developing a culturally sensitive, inclusive, and capable workplace, and the development of our Reflect Reconciliation Action Plan (RAP) provides important guidance and direction for our journey.

The RAP is an expression of our commitment to reconciliation, and whilst our words are important – the promises we make and the terms we use for our places, our stories, our local land, animals and plants, our weather, and seasons – our actions are just as crucial. So that our words guide our actions, this Reflect RAP outlines the practical steps East Fremantle will take so that reconciliation is embedded in our policies, strategies, and plans, and into the way we conduct business in the Town.

The Town acknowledges the extraordinary expertise and life experience that the RAP Working Group was able to contribute to development of this plan. The members of the Town of East Fremantle Reconciliation Working Group were Nyoongar Elders; Malcom Champion, Gladys Yarran and Farley Garlett, Geoff Addison; consultants Tim Muirhead and Danny Ford; Gary Tuffin (CEO); Councillors Jenny Harrington (Deputy Mayor), Michael

Focus on Youth and Seniors

Although we were unable to schedule East Fremantle's George Street Festival in 2020, December did see us gather in George Street in a more low-key and socially distanced way when we gathered for the turning on of the Christmas lights in Glasson Park. For those of us who could not be with our distant friends and family, it was a moving experience to gather and reflect on a challenging year.

Then, reflecting the Town's new commitment to respecting the important contribution our young people make – now and for our future, with a new event – the East Fremantle Youth Meet Up being held on 22 April in Locke Park. Both seniors and youth (as well as families and the entire community) will also benefit from ongoing access to library services secured by our Shared Library Services agreement signed in September 2020.

East Fremantle's Youth Meet Up event -
photo by Kyle Spyrides



Highlights in Brief - 2020/21

Town Vibrancy Supported Through Public Art



The Town of East Fremantle supports public art in our Town through upholding its Public Art Policy, overseen by our Public Art Panel, presided over by Deputy Mayor Harrington, and featuring many local artists. At a special community celebration in August 2020, our community gathered to view our latest major acquisition. A series of new panels, designed and installed Ben Jones with the support of his father Tony, depicted and recalled the images and names of the most famous horses who once raced in the area. A highlight of the day was a race call featuring those horses, and the attendance of key members of the racing fraternity on the day. In November, the design for the new mural in Glasson Park was unveiled, featuring the work of local artist Jessee Lee Johns, depicting a visual and sensory map of key landmarks in the Town. A month later, the Town's Community Calendar – entitled Streets of Your Town – was unveiled, featuring photographs of public art in the Town and a map showing how to discover them. The next major acquisition is an edgy and contemporary sculpture that will be installed at the roundabout where Silas Street meets St Peters Road – stay tuned as we progress towards the unveiling of this new local icon.

Support for Clubs, Associations and Volunteers



The Town supported its volunteers through an event hosted in their honour during Volunteer Week, 17-23 May 2021. The Town connected our clubs and associations with various other forms of funding including COVID-19 relief and State Government support and stayed in close contact with our clubs to support them through the lockdowns. During the year, the Town also ran an expression of interest process that saw the Hurricane Paddling Crew find a new local home, with plans well underway to support Scouts WA to upgrade their facilities at Camp Waller. Community initiatives including street libraries, fairy gardens, the installation of a Peace Pole at Merv Cowan Park and the facilitation of a new community market run by the Lions Club were supported.



Family enjoying a picnic in Glasson Park

Community Rates East Fremantle as #1 Place to Live

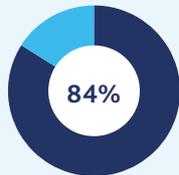
In early 2021, the Town of East Fremantle embarked on its biennial community survey, conducted by CATALYSE® through their MARKYT® Scorecard. This process saw 626 community members complete the survey and rate the Town on a broad range of metrics, with strong results received, and areas for further improvement identified.

The Town of East Fremantle is leading the industry in 3 areas:

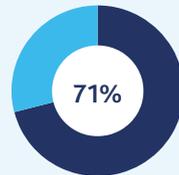
- Place to live
- Marine facilities (boat ramps, jetties, etc)
- E-newsletters



Overall score of 90/100 as a place to live – the highest rating in the sector in our State



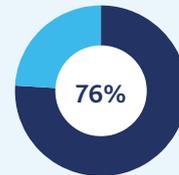
Positive rating The Town of East Fremantle as the organisation that governs the local area



Positive rating in our efforts to promote and adopt sustainable practices to manage climate change



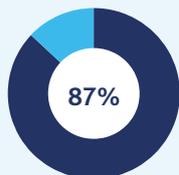
Positive rating for our playgrounds, parks and reserves facilities



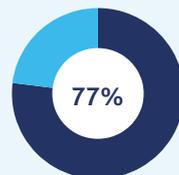
Positive rating for our footpaths and cycleways



Council's leadership rating of 83%



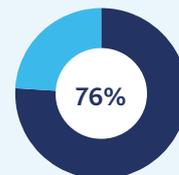
Positive feedback on our e-newsletter



Positive feedback on community safety and crime prevention



Positive feedback on managing responsible growth and development



Positive feedback on traffic management on local roads

Advocacy and Developing our Vision for East Fremantle Oval

The Town of East Fremantle drew in and attracted the attention and support of our State Government in an unprecedented fashion in 2020/21. We hosted Community Cabinet in August 2020, where our Mayor and Councillors focussed the attention of the Premier and State Government Ministers on local issues.

Among the guests were The Hon Dave Kelly MLA, Minister for Water; Forestry; Innovation and ICT; Science; Youth who grew up in East Freo. During the meetings, Mayor Jim O'Neill, Deputy Mayor Jenny Harrington, and CEO Gary Tuffin sought the support of Premier Mark McGowan and his Cabinet for local priorities including the redevelopment of East Fremantle Oval. Deputy Mayor Harrington also held discussions with Minister Templeman about the Town's public art programme.

In his remarks on the day, Mayor O'Neill explained that the Town – although small,

the second smallest municipality in Perth – punched above its weight. His efforts, those of the CEO and our local member, Lisa O'Malley MLA paid off in January 2021 when the State Government made a pre-election commitment of \$20 million for the project. This commitment matched an earlier statement made by the then State opposition leader, Zak Kirkup.

The proposal for the \$6.5 million state-of-the-art facility creates an entirely new model for community-based sports and recreation for all ages and abilities that will transform the site into an inclusive, open and welcoming space.

It is a brand-new concept in which the WAFL Club is seamlessly integrated with compatible community and sporting facilities as well as open recreational and function spaces, learning opportunities and complementary commercial spaces.





Premier McGowan with Milly from Palmyra AFLW Juniors

The guiding principles promote active lifestyles, making leisure and recreation available to all ages and abilities, making spaces where the community can gather with neighbours, families, and friends. A space where they can get fit, have fun, walk their dogs, play with their kids, host a function, learn a new skill, have a meal, celebrate a life event, as well as providing a range of club-based sports for everyone to have a go, from beginners to life-long players.

With the momentum generated by Community Cabinet, the Town engaged the support of Brad Paatsch of Paatsch Group and his team to guide the Town through finalising the Vision Plan, through a

range of different methods including online surveys, displays at the Town's Open House, news media articles and presentations held at different times of the day to maximise community participation. The online surveys included one for all ages and one specifically targeted at the Town's young people. With the vision affirmed, the Town engaged a multi-disciplinary design team, led by Hunt Architects to develop the detailed designs, including two animated videos that share the future vision of the Precinct.

We look forward to delivering this exciting project for our community.

Elected Members 2020/21



Mayor Jim O'Neill

*Mayor 2017 - 2021
(From 2013)*

📞 0413 211 873

✉ mayor.oneill@eastfremantle.wa.gov.au



Councillor Michael McPhail

*Councillor
2017-2021 (from 2013)*

Preston Point Ward

📞 0404 979 273

✉ cr.mcphail@eastfremantle.wa.gov.au



Councillor Cliff Collinson

*Councillor
2019-2023 (From 2007)*

Plympton Ward

📞 (08) 9339 6452

✉ cr.collinson@eastfremantle.wa.gov.au



Councillor Dean Nardi

*Councillor
2019 - 2023 (From 2015)*

Richmond Ward

📞 (08) 9339 5632

✉ cr.nardi@eastfremantle.wa.gov.au



Councillor Tony Watkins

*Councillor
2017-2021 (From 2013)*

Woodside Ward

📞 0427 980 907

✉ cr.watkins@eastfremantle.wa.gov.au

Elected Members 2020/21



Councillor Jenny Harrington

*Deputy Mayor 2021
Councillor 2017-2021 (From 2013)*

Plympton Ward

📞 0418 911 777

✉ cr.harrington@eastfremantle.wa.gov.au



Councillor Tony Natale

*Councillor
2019-2023*

Preston Point Ward

📞 0419 929 825

✉ cr.natale@eastfremantle.wa.gov.au



Councillor Kerry Donovan

*Councillor
2019-2023*

Woodside Ward

📞 0407 985 832

✉ cr.donovan@eastfremantle.wa.gov.au



Councillor Andrew McPhail

*Councillor
2017-2021 (From 2015)*

Richmond Ward

📞 0412 936 772

✉ cr.ajmcphail@eastfremantle.wa.gov.au



Elected Member Meeting Attendance 2020/21

Elected Member	Ordinary Council Meetings	Special Council Meetings	Town Planning Committee Meetings	Audit Committee Meetings	Concept Forum	Electors' Meeting	Total
Mayor O'Neill	10	3	9	1	10	1	34
Cr C Collinson	10	3	11	Not a member	9	1	34
Cr K Donovan	11	3	Not a member	Not a member	8	1	23
Cr J Harrington	11	3	9	-	9	1	33
Cr A McPhail	11	3	Not a member	2	10	1	27
Cr M McPhail	11	2	Not a member	2	8	1	24
Cr D Nardi	10	3	11	Not a member	8	1	33
Cr A Natale	10	3	11	2	9	1	36
Cr A Watkins	11	3	10	2	8	1	35

Attendance at Out of Hours Events

Event	Number of Occasions During 2020/21
Presentations/Briefings/Workshops	21
Training/Professional Development	4
Open House/Community Consultation Sessions	6
Citizenship Ceremonies	3
Public Art Panel Meetings	4
Climate Action Reference Group Meetings	8
Reconciliation Action Plan Working Group Meetings	4
Events Committee Meeting	1



How our Strategic Community Plan is used

The Strategic Community Plan outlines the vision for the Town of East Fremantle and identifies community priority areas for the next 10 years.

Strategic Priority Areas

Strategic Priority 1:
Social

Strategic Priority 2:
Economic

Strategic Priority 3:
Built Environment

Strategic Priority 4:
Natural Environment

Strategic Priority 5:
Leadership and Governance

Within each of the key result areas are the following elements to give the overall blueprint for the Town.

Vision

A descriptive statement of the future desired position for the Town of East Fremantle.

Objectives

What we are trying to put in place and achieve.

Strategies

High level statements about how we will achieve the objectives.

Measures

Specific data that will allow us to see how well we have implemented the Strategic Community Plan.

Monitoring

We will also monitor other key data that we, as a local government need to be aware of and consider, but do not control.

The strategic direction of the Town is translated into services and projects that are delivered to our community through the Corporate Business Plan which is reviewed annually. This ensures strategic priorities are translated into real actions.

Strategic Priorities

Strategic Priority 1: *Social*

"A socially connected, inclusive and safe community"

1.1 Facilitate appropriate local services for the health and wellbeing of the community

- 1.1.1 Facilitate or partner to ensure a range of quality services are provided at a local level
- 1.1.2 Strengthen the sense of place and belonging through inclusive community interaction and participation

1.2 Inviting open spaces, meeting places and recreational facilities

- 1.2.1 Provision of adequate recreational, sporting and social facilities
- 1.2.2 Activate inviting open spaces that encourage social connection across all ages

1.3 Strong community connection within a safe and vibrant lifestyle

- 1.3.1 Partner and educate to build a strong sense of community safety
- 1.3.2 Facilitate opportunities for people to develop community connections through events and celebrations
- 1.3.3 Enrich identity, culture and heritage through programs, events and celebrations
- 1.3.4 Facilitate community group capacity building

Strategic Priority 2: *Economic*

"Economic – Sustainable, locally focused and easy to do business with"

2.1 Actively support new business activity and existing local businesses

- 2.1.1 Ensure a "local" focus through supporting and promoting opportunities for local business
- 2.1.2 Investigate the development of business hubs and shared offices spaces
- 2.1.3 Facilitate opportunities/ forums where local business people can meet and share ideas

2.2 Continue to develop and revitalise local business activity centres

- 2.2.1 Facilitate local small business access through planning and activation to support community and business growth

Strategic Priority 3: *Built Environment*

"Accessible, well planned built landscapes which are in balance with the Town's unique heritage and open spaces"

3.1 Facilitate sustainable growth with housing options to meet future community needs

- 3.1.1 Advocate for a desirable planning and community outcome for all major strategic development sites
- 3.1.2 Plan for a mix of inclusive diversified housing options

3.2 Maintaining and enhancing the Town's character

- 3.2.1 Ensure appropriate planning policies to protect the Town's existing built form

3.3 Plan and maintain the Town's assets to ensure they are accessible, inviting and well connected

- 3.3.1 Continue to improve asset management practices within resource capabilities
- 3.3.2 Optimal management of assets within resource capabilities
- 3.3.3 Plan and advocate for improved access and connectivity

Strategic Priorities

Strategic Priority 4: *Natural Environment*

"Maintaining and enhancing our River foreshore and other green, open spaces with a focus on environmental sustainability and community amenity"

4.1 Conserve, maintain and enhance the Town's open spaces

- 4.1.1 Partner with stakeholders to actively protect, conserve and maintain the Swan River foreshore
- 4.1.2 Plan for improved parks and reserves

4.2 Enhance environmental values and sustainable natural resource use

- 4.2.1 Reduce waste through sustainable waste management practices including effective community and business education

4.3 Acknowledge the change in our climate and understand the impact of those changes

- 4.3.1 Improve systems and infrastructure standards to assist with mitigating climate change impacts

Strategic Priority 5: *Leadership and Governance*

"A proactive, approachable Council which values community consultation, transparency and accountability"

5.1 Strengthen organisational accountability and transparency

- 5.1.1 Strengthen governance, risk management and compliance
- 5.1.2 Ensure effective engagement with community and stakeholders
- 5.1.3 Improve the efficiency and effectiveness of services

5.2 Proactively collaborate with the community and other stakeholders

- 5.2.1 Foster and promote strategic collaborative relationships with neighbouring LGAs, State and Federal government representatives and agencies and NGOs

5.3 Strive for excellence in leadership and governance

- 5.3.1 Deliver community outcomes through sustainable finance and human resource management
- 5.3.2 Improve organisational systems with a focus on innovation
- 5.3.3 Increased focus on strengthening and fostering a positive customer service experience



Community Cabinet in August 2020

Strategic Priority 1

SOCIAL

"A socially connected, inclusive and safe community."

The review of the Town's Strategic Community Plan 2020-2030 included outreach with community groups, business and young people



Objectives <i>What we need to achieve</i>	Strategies <i>How we're going to do it</i>	Measures of Success <i>How we will be judged</i>
<p>1.1 Facilitate appropriate local services for the health and wellbeing of the community</p>	<p>1.1.1 Facilitate or partner to ensure a range of quality services are provided at a local level</p> <p>1.1.2 Strengthen the sense of place and belonging through inclusive community interaction and participation</p>	<p>Community perception of value of services, inclusiveness and wellbeing</p>

2020/21 Achievements

- Provided Commonwealth Home Support Program (CHSP) with enhanced service delivery for clients and for seniors including during COVID-19, plus home shopping, groceries, welfare calls and referrals for other support services
- Public Art Panel began implementing four-year Arts Program including:
 - Richmond Raceway Turnstile Booth artwork installed with a well-attended public launch event, featuring racing connections and live race call of historic horses
 - Public Art highlighted in Streets of Your Town Community Calendar including public art walking trail
 - New installations - Glasson Park mural by Jesse Lee Johns, installed December 2020, and design chosen for Silas Street roundabout
 - Ongoing support for Museum of Perth's "Streets of East Freo" historical project at Dovenby House
- Public Health Plan 2018–2022 implemented: water fountains installed, Act-Belong-Commit partnership, defibrillators installed/monitored, Healthy Eating Grant partnerships (2), cigarette butt litter survey education
- Disability Access and Inclusion Plan implementation plus new Shared Library Services agreement with City of Fremantle
- Reconciliation Action Plan Working Group formed, and Action Plan drafted and endorsed - many actions already underway

Objectives <i>What we need to achieve</i>	Strategies <i>How we're going to do it</i>	Measures of Success <i>How we will be judged</i>
1.2 Inviting open spaces, meeting places and recreational facilities	1.2.1 Provision of adequate recreational, sporting and social facilities 1.2.2 Activate inviting open spaces that encourage social connection	Community perception of value of recreational facilities and meeting spaces
2020 / 21 Achievements <ul style="list-style-type: none"> Extensive consultation on and widespread community endorsement of vision for East Fremantle Oval Precinct <ul style="list-style-type: none"> Funding commitment secured from State Government for \$20 million plus \$6 million commitment from Town of East Fremantle Preston Point North Recreation Precinct Masterplan finalised following community consultation Allocated over \$2.5m (including depreciation) towards Recreation and Cultural activities, including the Community Assistance Grants program Asset Management Plans incorporated into Strategic Resource Plan. COVID-19 safety measures implemented across all Council buildings and assets including playgrounds Enhanced Ranger Services with two new casual Rangers appointed reflecting community diversity 		
1.3 Strong community connection within a safe and vibrant lifestyle	1.3.1 Partner and educate to build a strong sense of community safety 1.3.2 Facilitate opportunities for people to develop community connections through community celebrations 1.3.3 Enrich identity, culture and heritage through programs, events and celebrations 1.3.4 Facilitate community group capacity building	<ul style="list-style-type: none"> Community perception of value of vibrancy and connectivity Increase community perception of safety Increase in community participation and satisfaction with events
2020 / 21 Achievements <ul style="list-style-type: none"> Look Local campaign to encourage residents and visitors to patronise local business, especially supporting takeaway sales during lockdowns Continued major sponsorship to the Glyde-In Community Centre worth \$87k per annum New brochures developed on parking, customer service charter, welcome packs and new community facilities map Community-led initiatives: Peace Pole (Merv Cowan Park), Fairy Gardens, community Facebook groups Community Assistance Grants <ul style="list-style-type: none"> Community Assistance Grants were paused due to COVID-19, but support was offered through waiver of rates for Clubs and tenants of Council buildings etc 		



Strategic Priority 2

ECONOMIC

"Sustainable, 'locally' focused and easy to do business with."

Throughout the pandemic, and afterwards, the Town supported local business



Objectives <i>What we need to achieve</i>	Strategies <i>How we're going to do it</i>	Measures of Success <i>How we will be judged</i>
<p>2.1 Actively support new business activity and existing local businesses</p>	<p>2.1.1 Ensure a "local" focus through supporting and promoting opportunities for local business</p> <p>2.1.2 Investigate the development of business hubs and shared offices spaces</p> <p>2.1.3 Facilitate opportunities / forums where local business people can meet and share ideas</p>	<ul style="list-style-type: none"> • Increased participation in attendance at business forums held in the Town • Community perception of value of support provided to business
<p>2.2 Continue to develop and revitalise local business activity centres</p>	<p>2.2.1 Facilitate local small business access for community and business growth</p>	

2020 / 21 Achievements

- Hosted a number of small business forums in partnership with the Small Business Development Corporation
- Partnership with South West Group of Local Governments to explore economic opportunities for the sub-region
- Assisted local businesses, sporting clubs, churches, community groups and tenants of Town buildings with COVID-19 Safety Plan prior to reopening and providing advice during pandemic to assist with compliance
- Enhanced engagement with local business through Town of East Fremantle's LinkedIn profile and social media
- Updates to community business directory via Town of East Fremantle website
- Local businesses supported through procurement of printing and design services for Town publications
- Commitment to include local businesses as part of the redevelopment of East Fremantle Oval Precinct where possible

Strategic Priority 3

BUILT ENVIRONMENT

“Accessible, well planned built landscapes which are in balance with the Town’s unique heritage and open spaces.”

Objectives <i>What we need to achieve</i>	Strategies <i>How we’re going to do it</i>	Measures of Success <i>How we will be judged</i>
3.1 Facilitate sustainable growth with housing options to meet future community needs	3.1.1 Advocate for a desirable planning and community outcome for all major strategic development sites	Community perception of value of strategic development site outcomes
	3.1.2 Plan for a mix of inclusive diversified housing options	
2020 / 21 Achievements <ul style="list-style-type: none"> • Draft Local Planning Strategy is updated in consultation with the Department of Planning, Lands & Heritage for consideration as suitable to be advertised • Facilitating Leeuwin Barracks Divestment with Department of Defence and consultants to deliver Planning Scheme Admendments • Major planning developments underway including: <ul style="list-style-type: none"> • Royal George Hotel – restoration and redevelopment • Former Woodside Maternity Hospital (Dalgety Street) – restoration and construction of aged care facilities • Roofing 2000 – development proposal to provide apartments and commercial opportunities 		
3.2 Maintaining and enhancing the Town’s character	3.2.1 Ensure appropriate planning policies to protect the Town’s existing built form	Community perception of value of the Town’s preservation of character
2020 / 21 Achievements <ul style="list-style-type: none"> • Scheme Amendment 14 – Roofing 2000 site (91-93 Canning Highway) – approved by the Minister for Planning and redevelopment plans under preparation • Scheme Amendment 17 (7-27 Canning Highway) – Council initiated the Scheme Amendment for advertising to reflect the Town’s position, guiding future development • Draft Local Planning Strategy finalised • Urban Streetscape and Public Realm Style Guide endorsed by Council 		
3.3 Plan and maintain the Town’s assets to ensure they are accessible, inviting and well connected	3.3.1 Continue to improve asset management within resource capabilities	<ul style="list-style-type: none"> • Asset Sustainability Ratio: 0.34 • Asset Consumption Ratio: 0.98 • Asset Renewal Funding Ratio: 1.37 Ratios indicate all Town assets are well maintained and in good order
	3.3.2 Optimal management of assets within resource capabilities	
	3.3.3 Plan and advocate for improved access and connectivity	
2020 / 21 Achievements <ul style="list-style-type: none"> • Strategic Resource Plan (Long Term Financial Plan – 15 yrs) under implementation • Funding strategies under development for delivery of capital works such as redevelopment of East Fremantle Oval • Development of Integrated Traffic Management and Movement Strategy - under consideration by Council 		

Strategic Priority 4

NATURAL ENVIRONMENT

“Maintaining and enhancing our River foreshore and other green, open spaces with a focus on environmental sustainability and community amenity.”

As part of the Town's commitment to sustainability, it funded the Native Plant Subsidy Scheme



Objectives <i>What we need to achieve</i>	Strategies <i>How we're going to do it</i>	Measures of Success <i>How we will be judged</i>
<p>4.1 Conserve, maintain and enhance the Town's open spaces</p>	<p>4.1.1 Partner with stakeholders to actively protect, conserve and maintain the Swan River foreshore</p> <p>4.1.2 Plan for improved streetscapes, parks and reserves</p>	<ul style="list-style-type: none"> • Community perception of value of the Town's conservation and management • Recycling Rates – kilogram per capita (maintain and aim to improve) • Waste to landfill – kilograms per capita (maintain or decrease)
<p>4.2 Enhance environmental values and sustainable natural resource use</p>	<p>4.2.1 Reduce waste through sustainable waste management practices, including effective community and business education</p>	
<p>4.3 Acknowledge the change in our climate and understand the impact of those changes</p>	<p>4.3.1 Improve systems and infrastructure standards to assist with mitigating climate change impacts</p>	
<p>2020/21 Achievements</p> <ul style="list-style-type: none"> • John Tonkin Reserve headlands works co-funded with State Government (DBCA), including replacement/construction of new rock headland, upgraded drainage and importation of 200 cubic metres of sand, plus new revegetation - project now complete • Successful completion of year one of FOGO rollout • Resource Recovery Group (formerly SMRC) awarded tender for waste-to-energy – Town considering participation within contract • Continued waste management partnership with RRG and successful joint campaigns to reduce waste and optimise FOGO and recycling • Key targets met, including: <ul style="list-style-type: none"> • Green waste collection diversion rate of 100% • Diversion rate of mixed solid waste was 65% of total waste (State's waste diversion target of 65% of all waste by 2020) • Recycling diversion rate was 84%, well above the State diversion target • Action on Climate Change: <ul style="list-style-type: none"> • Climate Action Reference Group formed in 2020 - Strategic Objectives developed and endorsed by Council, including Climate Energy Strategy and Sustainable Event Policy among other initiatives being developed 		

Strategic Priority 5

LEADERSHIP & GOVERNANCE

"A proactive, approachable Council which values community consultation, transparency and accountability."

The Town's approach to sustainability is guided by the Climate Action Reference Group



Objectives <i>What we need to achieve</i>	Strategies <i>How we're going to do it</i>	Measures of Success <i>How we will be judged</i>
5.1 Strengthen organisational accountability and transparency	5.1.1 Strengthen governance, risk management and compliance 5.1.2 Ensure an effective engagement with community and stakeholders 5.1.3 Improve the efficiency and effectiveness of services	<ul style="list-style-type: none"> • Achieve an unqualified audit • Community perception of value of the Town's communication and consultation processes • Community satisfied with Town's responsiveness • % of customer requests/enquiries responded to within target timeframes • Financial ratio levels for benchmarking of local governments
5.2 Proactively collaborate with the community and other stakeholders	5.2.1 Foster and promote strategic collaborative relationships with neighbouring LGAs, State and Federal government representatives and agencies and NGOs	
5.3 Strive for excellence in leadership and governance	5.3.1 Deliver community outcomes through sustainable finance and human resource management 5.3.2 Improve organisational systems with a focus on innovation 5.3.3 Increased focus on strengthening and fostering a positive customer service experience	



Strategic Priority 5

LEADERSHIP & GOVERNANCE

The community gathered at the unveiling of a new public art installation recalling the Town's horse racing history on 1 August 2020



2020 / 21 Achievements

Business System Improvements and Continuity Assured

The Town has continued its strong record of financial management with an unqualified Audit expected in 2020/21

Enhancements have been made to governance including review/endorsement of Delegated Authority Register in April 2020

Implementation of the Town's new Record Keeping Improvement Plan and Business Improvement Program including new payroll system successfully rolled out across the organisation

Business Continuity Plan deployed during COVID-19 including remote working arrangements and online services provided during Town Hall closures caused by the pandemic

Improvements in Services for Residents

Customer Service Improvement Project well underway with good results already achieved including:

- Ongoing improvements to customer service systems and processes, new personnel and deployment of Customer Service Charter
- Customer service statistics now shared monthly online to increase transparency and visibility of service standards
- Implementation/integration of Snap Send Solve app for reporting of external maintenance requests in the Town
- New Fact Sheets covering 36 content areas – now available in hard copy and online
- New three-year Library Services Agreement in place, new Library scheduled to open in December 2021
- Online services and payments including e-rates, pet registration renewals, building application lodgements and tracking
- Ongoing enhancements for Town Business Enterprise System and internal reporting mechanisms
- Customer service system improvements have resulted in First Call Resolutions rising from 56% to 74%

Advocacy and leadership

Continued collaboration with SWG and SMRC on waste management, business systems, environmental and river management and key transport issues including the Swan River Crossings project plus Smart Cities technology

Building and Developing a Strong Team

- Workforce Plan review implemented - new employees including Community Engagement Officer, Manager Assets and Infrastructure
- Implementation of Communications and Engagement Strategy (endorsed August 2020) yielding strong results - doubling of readership of e-news which is #1 rated in WA LGAs
- Town developed and implemented Definitiv payroll system, generating savings and efficiencies in staff time
- Implementation of E-Learning Platform LEARN RITE, including online performance appraisals

Working the RITE way – embedding workplacd safety and health and our values of Respect, Integrity, Teamwork, Empathy

- Values project developed and being implemented incorporating internal communications, Town Culture Club, recruitment, workplace health and safety
- WSH Committee prioritised reflecting new workplace health and safety challenges re: COVID-19/business continuity

Fast Facts 2020-2021



3,280
residential dwellings



7,908
Population



Rates
\$7.99m



Total operating
revenue \$10.63m



50 staff



42 citizens
affirmed



140 Development
applications worth
\$27,346,739



The average
processing time for
planning applications
was 38 days



Building Permit
applications – 186



Total Development
Value: \$21,763,096



Registered cats - 290



Registered dogs –
1,129



Foodsafe audits – 4



Foodsafe Online
training – 13 food
handlers



Public building
Inspections – 10



Public Swimming
Pool samples – 16



River samples – 18



210,000m2 of parks
maintained:21 ha



1,600m2 of footpath
upgrades



46kms of roads
swept



4km of Swan River foreshore maintained
100,000m2 of natural bushland cared for
including at Locke Crescent, Niergarup Track
and Jerrat Drive cliff top



Communication and Community Engagement

The Town has significantly expanded its commitment to and delivery of communications and engagement in 2020/21. In July 2020, the Town's Communication and Engagement Strategy was refined and formally adopted and is generating strong results – in the words of one of our elected officials: "is transforming, and has transformed, the Town's relationship with the community". Highlights of our achievements include:

E-Newsletter – The E-Newsletter is produced and circulated to subscribers on a monthly basis and provides information and links to relevant and timely information on the Town's website. The community perception survey conducted by CATALYSE in April 2021 revealed that the Town has the highest rated e-newsletter in the sector in WA, which is read by 2,500 people on a monthly (and often more regular) basis.

Website – the Town has made significant improvements to the website by implementing the findings of an independent audit into its

functionality and accessibility and has put in place a new framework for quarterly content checks, as well as appointing content champions from among our team of talented content experts. Funding has been allocated for a complete overhaul of the site within the next year. To follow our progress, visit www.eastfremantle.wa.gov.au.

Social Media – the Town has a twin presence on Facebook in its own right and as the curator and organiser of East Fremantle's George Street Festival. The readership of both pages is growing strongly, and together reaches over 7,000 people. During the year, the Town launched its Instagram feed that now reaches over 1,000 people, as well as a revamped presence on LinkedIn which we use for corporate messaging. We also commissioned new videos to share our achievements in an engaging and contemporary way via YouTube, and we were the first WA local government to develop our own TikTok channel. Stay tuned as we develop our presence in these growing channels.



Filming at Riverside Road



Town Hall Open Days were well attended - pictured here are Peter and Bron from Corporate Services

Town Hall Open Days

The Town developed a new model for engagement in late 2020 that reflects the scope and scale of the many important projects underway that are led both by the Town and external partners. Open Days were held in August 2020 and March 2021 and were well attended and well-received by our community.

Community Engagement – during 2020/21 the Town's capacity in this area lifted following the completion of training by several staff in the best practice models and principles of the International Association for Public Participation (IAP2). Although many events were cancelled due to COVID-19, fun gatherings were held at Christmas, and during special events for our youth and seniors, and at Christmas time.

Capacity Building – In March 2021, the Town farewelled Karen Dore, who worked tirelessly and with great energy across many projects in the Town (pictured here on graduating with her Diploma in Community Development). We thank her for her enormous contribution over many years. In June 2021 the Town welcomed Carly Filbey into the newly created position of Community Engagement Officer, and already her strong experience in events and local government is recognised.

Community Engagement Officer Carly Filbey was appointed in June 2020



Coordinator Community Engagement, Karen Dore, receiving her Diploma of Community Development from The Hon David Templeman MLA, then Minister for Local Government



Corporate Services

The Corporate Services team is a multidisciplinary business unit that manages and oversees the Town's finances and systems, as well as leading and coordinating our Ranger and Customer Services for our community. The Corporate Services Department is responsible for a diverse range of internal and external services ranging from Neighbourhood Link (Aged Care Services), Ranger Services, Customer Services, Financial Services including Rates, Records Management, Information Technology, Leasing and Contracts. Below is an overview of some of these services, and a listing of achievements and activities for the 2020/21 financial year.

Neighbourhood Link Services

Neighbourhood Link provides personalised support service that allow clients to get the most out of life and stay active, independent, and connected. As part of our personalised approach, we work in partnership with clients and caregivers to meet their needs and foster independence. Support is offered to eligible clients over the age of 65 years through the Commonwealth Home Support Program (CHSP). An assessment is required through My Aged Care for eligibility. Clients receiving a Home Care Package (HCP) may also access these services through a brokerage agreement with Neighbourhood Link and the clients Home Care Package provider.

Ranger Services

Ranger Services are responsible for managing compliance with State Government Legislation and Local Government Local Laws, including the Dog Act, Cat Act, Litter Act, Bushfires Act, Local Government Act and Parking Local Laws. The breadth of responsibility is very significant.

To assist the community in understanding the requirements under different legislation, numerous Fact Sheets were developed during the 2020/21 financial year and are available on the Town's website:

- Dog Exercise Areas
- Nuisance Barking Dog
- Untethered Vehicles

- School Parking
- Skip Bin Permit
- Barking Dog Card
- Dog and Cat Registrations

The Town is focused on community education and voluntary compliance resulting in 2,817 cautions being issued in the report year, compared to 1,032 infringement notices. Ranger Services also captured 467 graffiti reports and 574 maintenance reports.

Customer Services

The Town of East Fremantle is proud of its history working together with the local community to provide essential services to the customer. The needs of the community are at the forefront of everything we do, therefore it is important to us that we strive to deliver customer service to the highest standard. The Town has published a Customer Service Charter which outlines the Town's service levels. Numerous documents were produced in the report year to support the Town's commitment under this Charter, including Fact Sheets on such subjects as rates, parks and reserves, parking, and venue hire, and the location of defibrillators in the Town, to name a few.

As part of our focus on continuous improvement, the team are focused on enhancements to the services we offer our residents, with the following enhancements made during 2020/21.

- Customer Service Request procedures
- Reserve Hire Booking Form
- Skip Bin Permit Form
- Monthly Stats Reports
- Building Maintenance Form
- Mooring Pen Form
- Launching Ramp Permit Form
- Dog Registration Form

Our busy team processed 5,765 customer service requests in the report year and registered 21,256 corporate records.



Mayor O'Neill with Bron and Rachael receiving the Town's new bus during Volunteers Week, May 2020

Financial and Other Services - Fast Facts

<p>98.36%</p>		<p>8.03%</p>	
<p>The Town collected 98.36% of rates levied including arrears</p>	<p>The Town made a total of 2,047 payments and processed 3,538 supplier invoices</p>	<p>8.03% of payments were made to businesses with an East Fremantle post code</p>	<p>The Town provided direct funding of \$238k to community groups and sporting clubs</p>
<p>Staff reviewed and implemented 60+ internal financial and audit controls</p>	<p>Staff manage 24 lease and community license agreements</p>	<p>Staff processed 53 maintenance requests under tenure agreements</p>	<p>The Town prepared and administered 5 funding agreements with community groups</p>

Technical Services and Operations

The Technical Services team oversees, manages, and maintains the Town's infrastructure including roads, streets, footpaths and verges, parks and reserves, waterways and foreshore and the maintenance of the Town's built assets.

New Management

The most significant change that took place during the year was the departure of Steve Gallagher as Manager Operations and the commencement of Nicholas King as Executive Manager Technical Services. We thank Steve for his many years of service to the Town. Following his departure we are already seeing major changes in the strategic direction in this area, with the creation of a new position of Supervisor – Infrastructure and Assets, now filled by James Morrison, to support Nick. Both come to the Town with a wealth of local government experience which is already being put to good use.

Field Staff

The staffing complement remains in place, and they have successfully implemented a new, digital method of tracking and recording their time in the field, which is generating administrative savings for the team. The crew provide invaluable support to the administrative team across a broad range of areas, and this will only continue.

Upgrades to Riverside Road and Niergarup Track

The highest profile and most prominent project delivered by the team during 2020/21 was the completion of the Riverside Road upgrades, worth \$1.9 million, two-thirds of which was funded through grants from Main Roads. The Town conducted extensive community consultation on the landscaping plan, and the species choice was guided through input from industry experts and prioritised local and native species that are waterwise and fauna-friendly. Significant works were also undertaken on the Niergarup Track, including the upgrading of the limestone walkway and a landscaping plan which was developed but has been postponed until the next planting season begins in mid-2022.

Footpath Upgrades

Major progress has been made on the implementation of the upgrades to the Town's network of footpaths, a process that began in 2019. During this year, improvements were made to Stratford Street (north of Canning Highway), Fortescue Street footpath upgrade, south of Canning Highway, and further works in this area will be ongoing.

John Tonkin Foreshore

The Town's Operations staff completed a multi-year project to upgrade the foreshore at John Tonkin Reserve, including enhancements to the river groyne and beach inlet, which we know is a well-used local spot given its proximity to the river, cafes, and playgrounds. The Town co-funded this work with the majority of resources coming via the Department of Biodiversity, Conservation and Attractions. We are grateful for their ongoing support.

Silas Street Reserve Dog Park

During COVID-19, the need to walk and conduct socially-distance appropriate exercise was highly important, and with this in mind, the Town identified the need for an off-leash park where residents could walk their dogs. To deliver this, Silas Street Reserve is now a dog park and is already very popular with residents. Part of this project included installing and reorienting the seating in the park so that visitors can face towards it, and improvements to the overall amenity.

Parks and Reserves

Lee Park is now well-irrigated and maintained following the replacement of the bore in that park – this is one of many waterwise initiatives undertaken by the Town that balances the maintenance of green spaces with using precious water resources efficiently.



Newly upgraded footpaths

Infrastructure Upgrades

The team had significant input into the planning and technical aspects of major infrastructure upgrades in the Town, partnering with Main Roads' community engagement on the Swan River Crossings (replacement/redesign of bridges spanning the Swan River), Water Corporation (Pipes for Perth – urgent upgrades to the water pipes running under the Town adjacent to Canning Highway) and others, including plans to replace the Town's lighting with LEDs and a major overhaul of the drainage system.

The team had significant input into the planning and technical aspects of major infrastructure upgrades in the Town



Safe and efficient movement through our Town is important to our residents



Regulatory Services – Town Planning and Building

Town Planning

During 2020/21 the Town's Regulatory Services team continued the important work of protecting the environment, aesthetic value, heritage, and overall character of the Town. Major headway on several important strategic projects was made by Council. Other projects were commenced that will guide and shape the Town's built environment beyond 2021 including:

- The Local Planning Strategy;
- Heritage Area Precincts;
- Local Commercial Centres Needs Assessment and Strategy;

It is expected these projects will continue to strengthen the Town's overall planning framework. The following projects were completed in 2020/2021:

Urban Public Realm and Streetscape Style Guide

The Urban Streetscape and Public Realm Style Guide is a design guide that combines three documents; the Contextual document, the Urban Streetscape and Public Realm Style Guide (Style Guide) and the Precinct Pamphlets which together provide a set of appropriate and consistent design guidelines for the road reserves, footpaths and public spaces and includes such aspects as materials, verges, and public furniture.

The Town undertook an extensive engagement strategy prior to finalising the Guide. The submissions received were generally supportive of the document and provided useful additional information and suggestions. Council in December 2020 endorsed the suite of documents for implementation and the Operations Department is actively working with the documents to improve the Town's streets and verges.

Scheme Amendment 14 for the Roofing 2000 site was approved by the Minister for Planning in January 2020. Plans for the redevelopment of the site are now being prepared.

Scheme Amendment 17

In July 2021 Scheme Amendment 17 was endorsed by Council. Advertising of the Amendment took place earlier in 2021. Amendment 17 proposes to modify the Scheme Text. The Amendment site comprises six lots on the south side of Canning Highway between East and Glyde Street. This land has been identified in the draft Local Planning Strategy as a western gateway site which can facilitate urban consolidation by promoting residential land use intensification within an identified urban (transport and development) corridor.

The intent of the Scheme Amendment is to allow for more intensive residential development of these six lots most likely in the form of apartments. The future redevelopment of the lots would be guided by a Local Development Plan (to be prepared). It is envisaged that redevelopment would occur at a density of Residential R80 which could facilitate the development of approximately 29 apartments and/or town houses in buildings ranging from two to four storeys.

The Department of Defence (Defence) advises that they are temporarily suspending the disposal of Leeuwin Barracks to allow for a study of the long-term Defence estate requirements in the Perth and Fremantle region. The study is expected to be completed by the first quarter of 2022, and pending the findings, Defence will inform the community about the outcome for the future use of Leeuwin Barracks. For updates, visit: defence.gov.au/id/propertydisposals/Leeuwin.asp



The preservation of the style of historic George Street precinct, and other key zones in the Town, was protected in the Urban Streetscape and Public Realm Style Guide

Community members and stakeholders will be invited to attend these community consultation workshops to learn more about the site, speak with the project team and share their thoughts about the Development Principles. The consultation workshops were to be scheduled for the first half of 2020. However, with the social distancing measures and other constraints in place as a result of COVID-19, the workshops will be rescheduled at an appropriate time. Defence and the Town look forward to re-engaging with the community and stakeholders and will provide further updates in due course.



Environmental, Waste Reduction and Climate Change

Action on Climate Change

Over the last year, the Town has continued to work towards a green and sustainable future for East Fremantle. In November 2019 the Town of East Fremantle recognised the Climate Emergency and supported the community call for action on climate change on both a local and international level. Furthermore, as a result of the Annual Electors meeting on 17 March 2020 the Town resolved to form a Climate Action Reference Group (CARG) to assist with the formation of a Climate Emergency Strategy and Climate Emergency Action Plan. Then in June 2020, a call was made for expressions of interest to form the CARG whose task is to:

- Assist in identifying targets, projects, and actions that the Town and its community can undertake to assist with meeting the challenges of the future in relation to climate change.
- Act as a conduit between the Council and community in providing recommendations to assist the Town in developing a Climate Emergency Strategy, Climate Emergency Action Plan and provide expertise and opinion on other sustainability issues.

On 20 July 2020, Council formally accepted the Strategic Objectives formulated by the Climate Action Reference Group. These Strategic Objectives will feed into the Climate Emergency Strategy which is planned to be completed by the end of 2021. The Strategy will be a guiding document providing the framework for Council to address the climate emergency. It will be the first part of Council's three-step response:

Step 1 Climate Emergency Strategy

Includes visions and high-level goals to set the direction for how Council responds to the climate emergency.

Step 2 Climate Emergency Action Plan

Includes detailed programs, projects, and actions to meet the high-level goals and visions set out in the Climate Emergency Strategy, including budgetary costings

Step 3 Implementation

Puts the programs, projects, and actions in place.

Waste

Since the rollout of the Three Bin Food Organics, Garden Organics (FOGO) service in July 2019, the Town has continued to provide residents with ongoing education and support to ensure low contamination across all waste streams. In total, the Town has provided the FOGO waste service to over 96% of residential properties and provided the service to a number of commercial businesses and community groups. To aid residents and to reduce contamination the Town has continued to provide free compostable liners to residents and has provided over 700 rolls of compostable liners to residents in the last financial year alone.

To further improve recovery rates, the Southern Metropolitan Regional Council provided bin tagging to over 1,000 properties in the Town aimed at improving behaviour relating to correct waste separation.



Bulk and Green Waste

164
Mattresses recycled
through Soft Landings



233 tonnes
of Green Waste

122 tonnes
bulk waste collected



Fremantle Recycling Centre

- 

Town partnered with Fremantle Recycling Centre for third year
- 

Highest visitation Jan 2020 (280 visits)
- 

HHW site opened at Fremantle Recycling Centre
- 

Fremantle Recycling Centre opens as a Container Deposit facility
- 

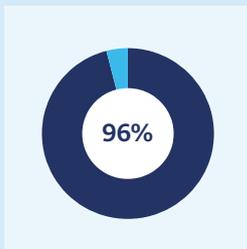
Town staff worked with City of Fremantle to deliver Containers for Change bins to Richmond Primary School, East Fremantle Town Hall, and Depot, as well as various businesses and community groups across the Town



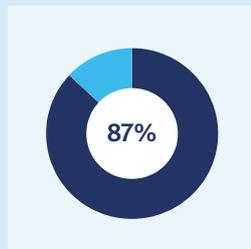


Caring for our Swan River foreshore, Town awarded significant funds for Coastal Hazard Risk Management Adaptation Plan

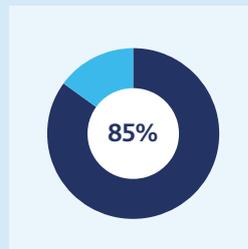
Key Facts on Sustainability



FOGO waste service provided to 96% of residential properties in the Town as well as businesses and community groups



87% recovery on Food Organics Garden Organics (FOGO) bin



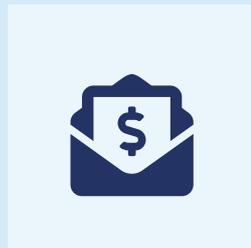
85% recovery on Recycling (Yellow top recycling bin)



2 rounds of bin tagging to over 1,000 properties across the Town



700 rolls of compostable liners provided to residents free of charge



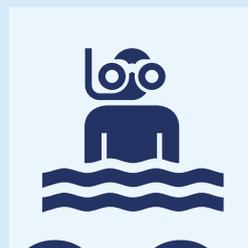
\$47,00 in funding for the implementation of the Town's Waste Plan



SMRC Winner Waste Sorted Awards for 20-year project Regional Resource Recovery Centre (April 2021)



Collection of
104kg of bottle tops
115kg of bottles
25kg of light bulbs
23kg of printer cartridges



2 dive cleanups removing over 500k of waste from the Swan River



The Town planted hundreds of new trees during 2020/21

Sustainability in Action



Waterwise Council Award from WaterCorp – August 2020. Town endorsed as a Waterwise Council for a second year



Partnered with Plastic Free July in 2020 for the second year



Development of Waterwise Verge Policy, Sustainable Event Policy and Pool and Spa Cover Policy



Operations planted 80 verge trees and 90 park trees



Awarded \$47,500 in funding for a Coastal Hazard Risk Management Adaptation Plan



Annual Native Plant Sale in May 2021



Sustainability Tent at East Fremantle Youth Festival showcasing FOGO potting mix and native plants from APACE nursery

Environmental Health

COVID-19 response procedures implemented at Council Facilities, including:

- Pandemic Plan activated during snap lockdowns in February and April 2021 ongoing provision of QR codes
- Hand sanitiser available for all staff and Council vehicles and masks
- Metropolitan Environmental Health Managers Group (MEHMG) Meetings
- PEHO attended the inaugural combined District Emergency Management Committee (DEMC) meeting and Navitas training exercise



Community Health and Safety

Physical Health



Launch of Move Your Body event hosted at the East Fremantle Tennis Club (February 2021)



Disability and Access Inclusion Plan – endorsed by Council (February 2021)



Flu vaccination for 35 staff (March/April 2021)



All staff attended disability Awareness Training (Autism) at the Town Hall in (April 2021)



South Metropolitan Public Health Service Injury Matters, City of Fremantle and City of Melville



Skin checks completed for 30 staff (June 2021)

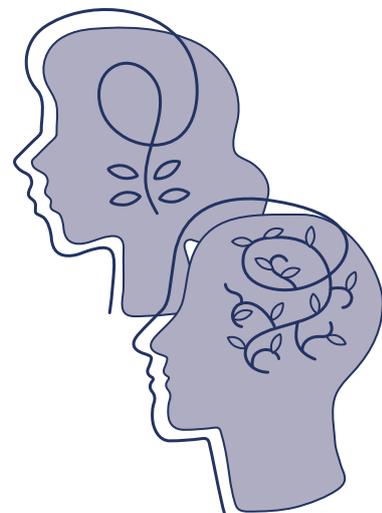


Feel Good February Staff Calendar developed

Mental Health

Attendance at a Local Government workforce Risk Forum (April 2021) which aimed to assist with:

- Creating happy and resilient teams and productive workplaces
- Methods to improve psychological health and stress management
- Men's mental health event for World Mental Health Day with a guest speaker from Bouncing Back and whole of staff attendance at a morning tea
- Attendance at a Mental Health Promotion Forum delivered by South Metropolitan Health Service in partnership with the Mental Health Commission, aimed at Mental Illness, Alcohol and Other Drug Prevention to help guide local governments to increase optimal mental health and wellbeing (May 2021)





Community Health - Fast Facts



Food Poisoning Investigation – two cases at a local premise – E coli and Campylobacter



Notification of Notifiable Diseases – 2 cases of Ross River Virus



High and medium risk food premises inspections = 38



Low risk food premises inspections = 9



Foodsafe audits = 4



Foodsafe Online training = 13 food handlers



Public building inspections = 10



Public swimming pool samples = 16



River samples = 18



Asbestos samples = 5



Statutory Reports

Record Keeping Plan (RKP)

The Town undertook the 5-year statutory review of the RKP in 2018, which was approved by State Records in November 2018. The RKP includes a 5-year improvement plan, which has commenced. The RKP will be benchmarked against the Western Australian Auditor General Report of Record Management in Local Government (April 2019). The RKP addresses the six recordkeeping principles each of which contains minimum compliance requirements:

- Principle One: Proper and Adequate Records
- Principle Two: Policies and Procedures
- Principle Three: Language Control
- Principle Four: Preservation
- Principle Five: Retention and Disposal
- Principle Six: Compliance

National Competition Policy

The Competition Principles Agreement is an intergovernmental agreement between the Commonwealth and State/Territory Governments that sets out how government will apply National Competition Policy principles to public sector organisations within their jurisdiction.

The State Government released a Policy Statement effective from July 1996 called the Clause 7 Statement, which forms part of the Competition Principles Agreement. The Clause 7 policy document sets out nominated principles from the Agreement that now apply to Local Government.

The provisions of Clause 7 of the Competition Principles Agreement require local government to report annually as to the implementation, application, and effects of the Competition Policy. The Competition Principles Agreement, under Clause 7, specifies three broad areas of reporting.

These are:

- Competitive Neutrality
- Structural Review of Public Monopolies
- Legislative Review

In accordance with the requirements of the National Competition Policy, the Town of East Fremantle makes the following disclosures for 2020/21.

Competitive Neutrality

The objective of competitive neutrality is introducing measures which effectively remove any net competitive advantages arising as a result of government ownership of a business entity. The Town of East Fremantle has previously assessed its operations and considers that it does not have any business activity that would be classed as significant under the current guidelines.

The Town of East Fremantle does not operate a business enterprise that has been classified by the Australian Bureau of Statistics as either a Public Trading Enterprise or Public Financial Enterprise. All activities within the Town are continually being examined to identify opportunities to generate efficiency improvements. This must be balanced with the type and level of service provision and statutory requirements.

The number of activities to which competitive neutrality principles have been considered but not applied in the reporting period is zero. During the reporting period the Town did not become aware of any allegations of non-compliance with the competitive neutrality principles made by a private entity against the Town.

Legislative Review

All local laws have been reviewed for compliance with NCP and all amendments to existing, and all future local laws are monitored to ensure no anti-competitive practices are included. In the year under review the Town undertook no activities that met the financial benchmark for disclosure.

Structural Reform of Public Monopolies

The Town of East Fremantle is not classified as a natural monopoly, nor does it conduct any business activities that could be classified as public monopolies.

Register of Complaints (Rules of Conduct)

Minor breaches of the rules of conduct or a local law adopted in accordance with the Local Government Act 1995 by Council members and any action taken are recorded in a register of complaints. No complaints pursuant to the Rules of Conduct were received by the Town in the year under review.

Employee Remuneration

In accordance with Regulation 19B of the Local Government (Administration) Regulations 1996 the Town is required to disclose the number of employees with an annual cash salary of more than \$130,000.

The number of employees with an annual salary entitlement that falls within each band for 2020 is as follows:

\$130,000 - \$140,000	1
\$140,000 - \$150,000	1
\$150,000 - \$160,000	1
\$170,000 - \$180,999	0
\$180,000 - \$190,000	0
\$190,000 - \$200,000	1

Local Laws

The Town currently has nine (9) Local Laws:

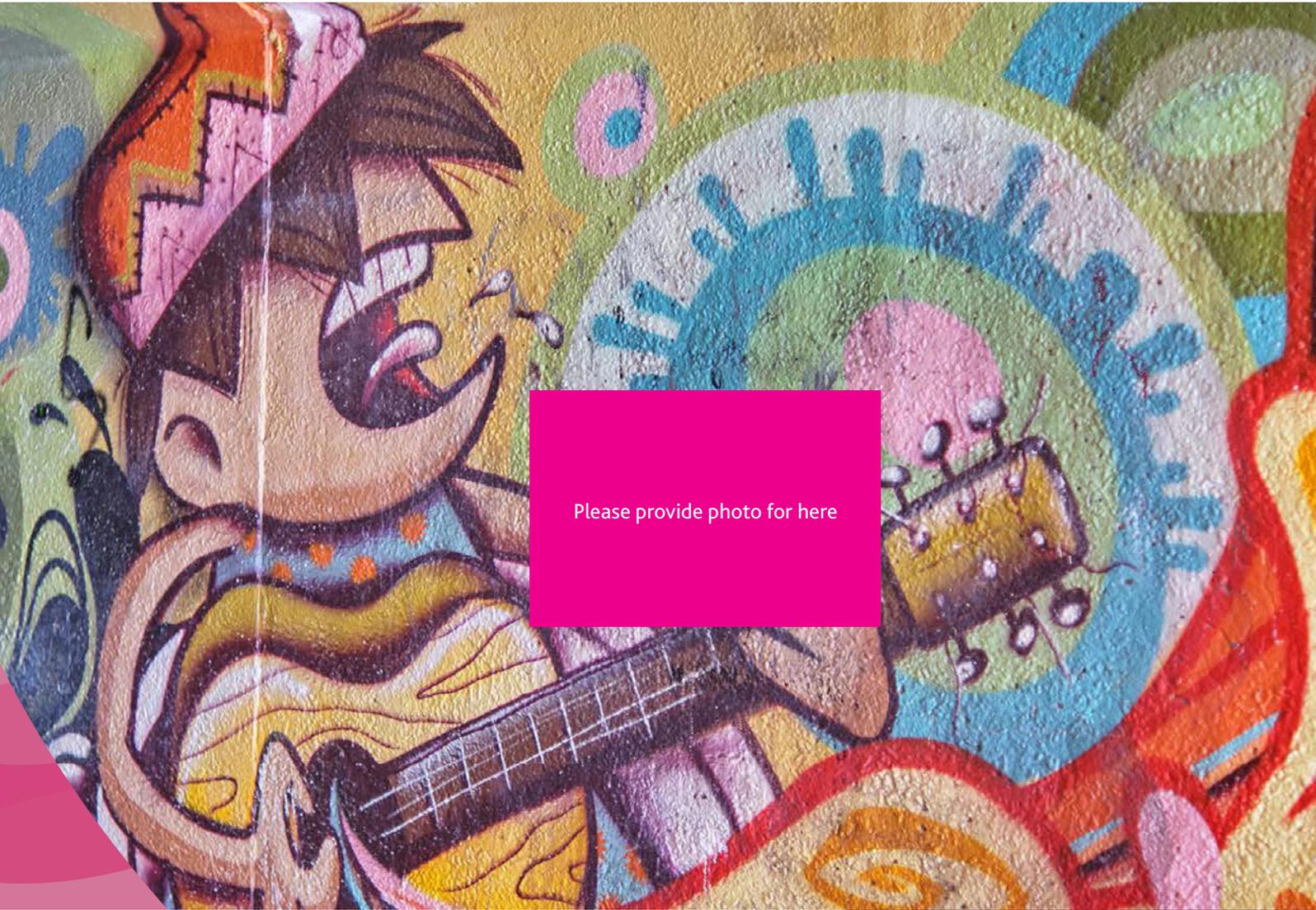
- Waste Local Law 2017
- Waste Amendment Local Law 2017
- Meeting Procedure Local Law 2016
- Public Places and Local Government Property Local Law 2016
- Cat Local Law 2016
- Dog Local Law 2016
- Parking Local Law 2016
- Penalty Units Local Law 2016
- Fencing Local Law 2016

In the year under review 1,147 infringements and 3,279 cautions were issued in relation to breaches of local laws. 2,817 cautions being issued in the report year, compared to 1,032 infringement notices. Ranger Services also captured 467 graffiti reports and 574 maintenance reports.

Customer Service team



FINANCIAL STATEMENTS 2020/21



Please provide photo for here

Any quote can go here?

Please provide quote / statement



TOWN of
EAST FREMANTLE



Financial Statements Content

- # Director's Report
- # Independence Declaration
- # Statement by the Directors
- # Independent Audit Report
- # Statement of Financial Position
- # Statement of Comprehensive Income

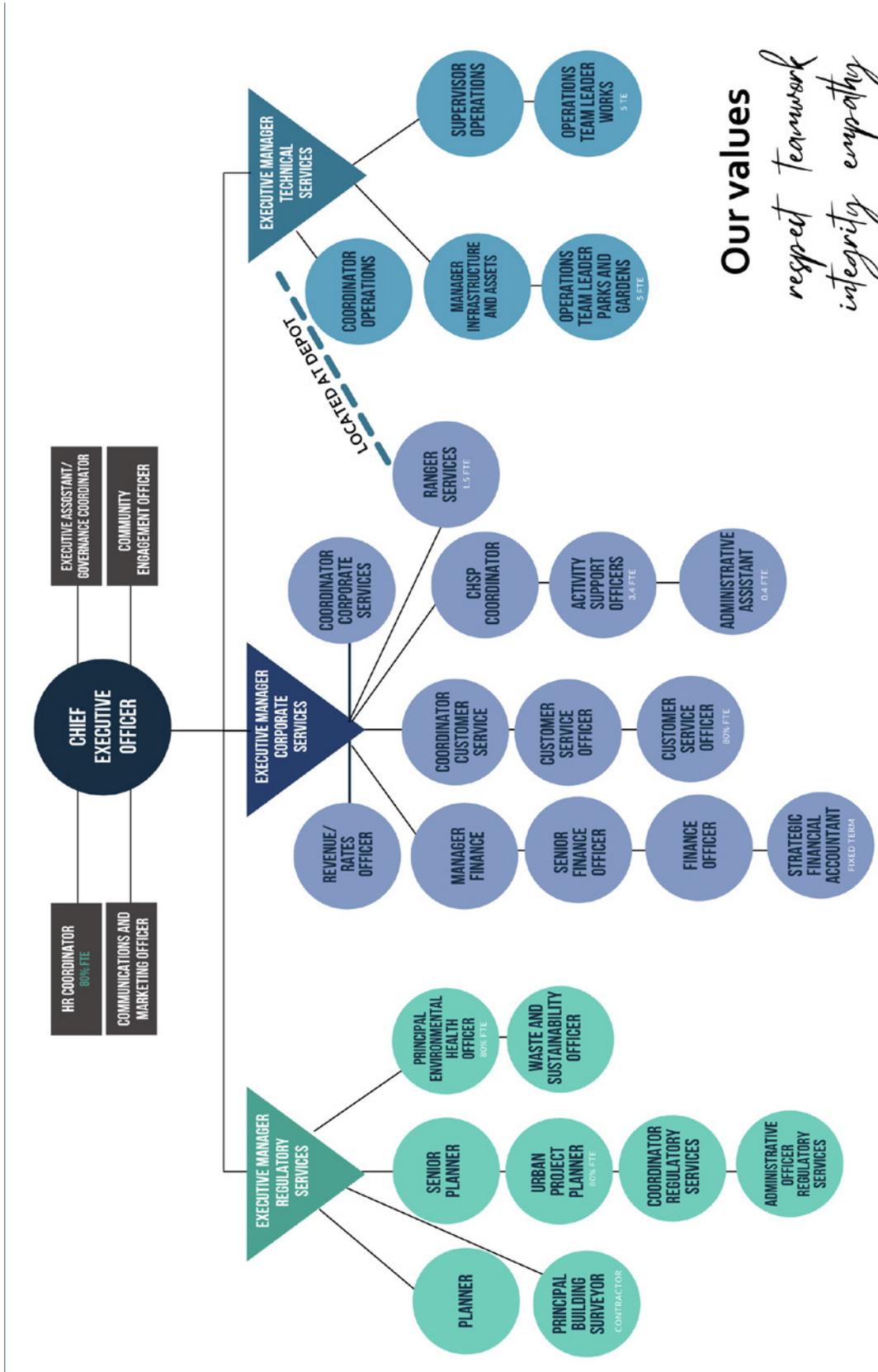
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Director's Report

For the year 2020/21

To add all the financials

Organisational Chart 30 June 2021



Our values
respect teamwork
integrity empathy



Bougainvillea on George Street



TOWN of
EAST FREMANTLE



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