
Town of East Fremantle

CONTEXT

The Town of East Fremantle is located in Perth's central south west suburbs, approximately 17 kilometres from the Perth Central Business District (CBD).

It is bound by the Swan River to the north, the City of Melville to the east and the City of Fremantle to the south and west. The Town has an approximate area of 3.2 square kms.

The regional context for East Fremantle is within the Fremantle Strategic Regional Centre. Adjacent local government areas provide major retail (Fremantle and Melville) and industrial estates (Melville and Cockburn). It is the second smallest local government in Metropolitan Perth. The Town is too small to sustain a full range of services available in the larger municipalities. Much of the Town's original urban character has been retained and is predominately residential.

- Total land area is 3.2 square kilometres (320 hectares).
- Length of roads is 46km.
- Total areas of parks and gardens is 65 hectares (20.3% of total land area).
- Total vegetation coverage (inc. tree canopies) is 36.4% of total land area.
- Number of dwellings is 3,398.
- Of the private dwellings, it is estimated that over 86.9% are occupied. (This is on par with the WA average, although slightly lower than the greater Perth average of 89%).
- Heritage listed buildings = 693 (approx. 20%).
- Electors = 5,589.
- A resident population of 7,860 (ABS 2019) with an average growth rate of 1.7% slightly below the WA average.
- A higher than the State average median age of 43 years and an aging population growing at an estimated 4.8% for over 65-year olds.
- Number of FTE (full-time equivalent) staff = 42.
- Total rates received = \$7.99M.
- Total operating revenue = \$10.72M.
- Development applications = 120 total \$21.1M.
- Building approvals = 131 total \$31.4M.

[Above data from the 2018/2019 Annual Report]

STRATEGIC TRENDS

Potential ongoing COVID-19 impacts are uncertain but are likely to have financial impacts in the short term. Prior to the virus outbreak, WA's domestic economy appeared to be gaining momentum. WA state final demand grew 1.7 per cent over the year to December 2019, the highest year-on-year growth in more than 5 years.

Financial sustainability in the high unemployment environment will require efficient and effective service delivery.

Focus on community health and well-being particularly mental health.

Focus on urban infill close to transport.

People aged 65+ placing demand and expectations on services and infrastructure.

Increased demand for transparency and accountability.

Changing and increasing community expectations.

Changes in legislative requirements and structure particularly if local government reforms lead to calls for amalgamations. Review of the Local Government Act 1995.

SOCIAL – A socially connected, inclusive and safe community

Context

Total resident population of East Fremantle is estimated at 7,860 (ABS 2019).

The population forecast is projected to grow to 10,654 by 2036, at an average growth rate of 1.7% per annum.

As a comparison, WA's population grew at an average annual rate of over 2.5% p.a. in the period from 2006 to 2016. In the last two years WA has recorded a lower annual growth rate than the national average (1.3% in 2015 and 1.1% in 2016). In the longer term, however, is expected to recover to an average annual population growth rate of 1.8% by 2021. The Town's growth rate is forecast to be slightly lower than the projected WA rate.

The Town of East Fremantle has a higher than average median age of 43 years (in comparison to the WA average of 36 years). 10.4% of the population are aged over 70 years.

Persons aged 65+ are expected to grow by 4.8% over the next 20-year period. Whilst this increase is not large, it does demonstrate an ageing population. Mobility and accessibility are significant issues for this demographic that need to be considered in asset, land use and recreation planning.

Cultural diversity in East Fremantle is consistent with WA overall with approximately one-third of residents born overseas; mainly England and New Zealand (8.4% and 2.4% respectively). Aboriginal/Torres Strait Islander people made up 0.5% of the population. Languages spoken at home other than English (85.3%) include Italian (2.7%), French (0.7%), German (0.6%), Portuguese (0.4%) and Spanish (0.4%).

More than 39% of the Town's population attained a tertiary qualification compared to the State average of 20.5%.

The SEIFA index developed by the ABS ranks areas in Australia according to relative socio-economic advantage and disadvantage based on a range of census characteristics. East Fremantle has an index of 1088 against a WA index of 1015 and Greater Perth at 1026 (based on a national average of 1000).

Community health survey has identified more than 87% of the population has poor diet and more than 57% are overweight or obese.

Considerations

- Health, well-being, safety and security of the community.
- High quality, accessible services for all ages.
- Appropriate infrastructure to allow for a broad range of healthy and inclusive activities for all age groups.
- Federal and State legislative and policy changes affecting aged care, disability services and public health.

Current Strategies

- Communications and Engagement Strategy 2020-2024
- Public Art Strategy 2018-2022
- Disability Access and Inclusion Plan 2016-2020 (under review)
- Public Health Plan 2018-2022
- Recreation and Community Facilities Strategy 2016
- Integrated Traffic Management and Movement Strategy (under development)
- Reconciliation Action Plan (Working Group)

ECONOMIC – Sustainable, locally focussed and easy to do business with

Context

- Several areas of commercial activity within the Town – the Town Centre (Neighbourhood Centre), Canning Highway Mixed Use, George Street Mixed Use and Special Zone – Royal George Hotel (Local Centre), Petra Street Special Business (part of District Centre).
- There are no industrial areas within the Town and none planned.
- There are 914 local businesses in East Fremantle generating 2,151 local jobs (*NIEIR 2017 quoted in Local Planning Strategy 2019*) with the top 5 categories being accommodation and food services; health care and social assistance; public administration and safety; construction; professional, scientific and technical services – no current retail needs assessment available.
- Developing a Local Commercial Centres Strategy to identify current and future commercial needs and assist in making provisions to accommodate further economic growth and employment opportunities - in current CBP – current planning limitations inhibit activities other than local professional office space and small specialty shops – anecdotally there is sufficient supply of commercial floorspace in the Town.
- Leeuwin Barracks Redevelopment, Petra Street District Centre (in collaboration with the City of Melville), George Street Precinct and East Fremantle Oval Precinct are all in various stages of vision statements/master planning/development.
- Total labour force in 2016 was 3,939 of which more than 78% travel outside of East Fremantle to work. Almost 55% of workers are in professional or managerial employment.
- Unemployment rate is 5.6%.
- 1,792 employed in East Fremantle (*ABS 2016*) or 13.8% compared to 2,022 in 2011 mainly due to closure of health care facilities transferred to Fiona Stanley Hospital however the redevelopment of the original Woodside Hospital as a specialised aged care facility.

Considerations

- Land zoning and infrastructure construction to attract and support new and existing businesses.
- Effective collaborations with State, Federal and non-government organisations to support economic growth (post COVID-19).
- 'Future Focused' - Update technology in a constantly changing digital context.

Current Strategies

- Local Planning Strategy Parts 1 & 2
- Corporate Business Plan 2020-2024
- Strategic Resource Plan 2019-2034
- Strategic Community Plan 2017-2027

BUILT ENVIRONMENT – Accessible, well planned built landscapes which are in balance with the Town’s unique heritage and open spaces

Context

- The Town of East Fremantle is predominantly residential.
- The total land area of East Fremantle is 3.2 square kilometres with 46 km of roads.
- Dwellings total 3,398 with individual houses at 66.3% (below the WA average of 79.1%) and semi-detached/townhouses/terrace at 19.1% (above the WA average of 14.1%).
- Residential zoned land within the Town almost completely utilised (as at 9/2019 only 55 vacant lots available within the Town).
- Population density is 24.93 per hectare compared to City of Fremantle at 16.39 per hectare. Greater Perth area is less than 4 per hectare making East Fremantle one of the highest population densities in WA.
- Occupancy is around 87% with more than 75% being “owner occupied”.
- There are 693 buildings on the Town’s heritage register which represents approximately 20% of dwellings.
- Parks and gardens total 65 hectares of land area.
- Ageing population impacting on future housing needs and aged care special facilities.
- State Government’s long-term housing targets – infill targets for East Fremantle by 2050 will be additional 890 dwellings.
- Current development sites to accommodate future residential capacity, incorporating planning for integrated transport, paths and cycleways – George Street Urban Precinct including Royal George Hotel, former Woodside Hospital, Roofing 2000, and Leeuwin Barracks site with potential for approximately 1,440+ apartments.

Considerations

- Ageing population impacting on future housing needs.
- State Government's long-term housing targets – infill targets for East Fremantle by 2050 will be additional 890 dwellings.
- Integrated transport and movement.
- Heritage precinct and conservation.
- Existing infrastructure meeting community needs.

Current Strategies

- Asset Management Plans
 - Buildings
 - Footpaths
 - Parks & Reserves
 - Roads
- East Fremantle Oval Vision Report
- Leeuwin Vision Plan 2016
- Preston Point Precinct Master Plan 2020
- Recreation and Community Facilities Strategy 2016
- Local Planning Strategy 2020 (Draft awaiting WAPC approval – updating 2003 version)
- George Street Designated Heritage Area
- Integrated Traffic Management and Movement Strategy 2020
- Urban Streetscape & Public Realm Style Guide 2020 (subject to community consultation).
- Foreshore Master Plan 2016

NATURAL ENVIRONMENT – Maintaining and enhancing our river foreshore and other green open spaces with a focus on environmental sustainability and community amenity

Context

The Town has responsibility for protecting the Swan River foreshore which forms the northern boundary of the Town area – designated as an ‘A’ Class Crown Reserve – otherwise the Town is extensively urbanised.

The Town is registered as a Water Wise Council.

95% rollout completed in the Food Organics and Green Organics (FOGO) waste collection and recycling program.

Partnership with City of Fremantle for access to waste recycling facility.

State and Federal Government climate change policies lack clarity and consistency.

Urban forest and tree canopy protection – East Fremantle’s urban density results in tree canopy loss.

Considerations

- Climate change impacts on local government planning.
- Waste management.
- River foreshore fragility.
- Energy and water efficiency.
- Redevelopment of significant former Leeuwin Barracks site.

Current Strategies

- Foreshore Master Plan 2016
- Precision Urban Forest Monitoring 2018 (Researched and reported by Department of Planning, Lands & Heritage and WAPC)
- Projects – Niegarp Track restoration;
- See also Climate Action Reference Group.

**LEADERSHIP & GOVERNANCE – A proactive, approachable Council
which values community consultation, transparency and
accountability**

Context

Local Government Act 1995 review seeking to bring about major reform. Alignment of strategic plans – local health, disability and access, town planning all integrated with IPR.

Public participation - Community expectations for transparency and accountability and given a voice in decision making process; greater access to information via social media – 89.1% of community access internet [ABS Census 2016]; public perceptions of ‘red tape’ in LG administration; greater stress for Council to have inclusive policies (based on culture, age, disability).

Demands for digitalisation and digital communication.

Financial management and sustainability, and leadership in a post-COVID19 era where rates and other funding sources are under stress.

Total rates received = \$7.99 Million.

Total operating revenue = \$10.72 Million; Total Expenses = \$11.57 Million.

Considerations

- Community inclusiveness and engagement
- Customer experience and service
- Partnerships and relationships with stakeholders
- Good governance, leadership, transparency and accountability
- Healthy and supportive workplace
- Financial sustainability through efficient and effective service delivery.

Current Strategies

- Integrated Planning and Reporting
- Local Planning Strategy 2020
- Asset Management Plans
- Communications and Engagement Strategy 2020-2024
- Strategic Community Plan 2017-2027
- Strategic Resource Plan 2019-2034
- Workforce Plan 2019