

Speech by Jim O'Neill
Mayor of the Town of East Fremantle
Monday 27 July 2020

Community Cabinet
East Fremantle Town Hall



GOOD MORNING EVERYONE.

A WARM WELCOME TO EAST FREMANTLE. WE ACKNOWLEDGE THE WHADJUK PEOPLE OF THE NOONGAR NATION AS THE TRADITIONAL CUSTODIANS OF THE LAND ON WHICH WE MEET. WE PAY OUR RESPECTS TO THEIR ELDERS PAST, PRESENT AND EMERGING.

IT WOULD BE AMISS OF ME ON BEHALF OF THE PEOPLE OF EAST FREMANTLE NOT TO ACKNOWLEDGE THE OUTSTANDING EFFORTS OF THE PREMIER & GOVERNMENT IN ITS HANDLING OF COVID-19 – AND WE SINCERELY THANK YOU. I KNOW MY DAUGHTERS WERE VERY IMPRESSED WHEN THEY KNEW I WAS ADDRESSING THE PREMIER TODAY, WHO IN THEIR EYES HAS NOTHING SHORT OF ROCKSTAR STATUS.

WE THANK YOU FOR CHOOSING OUR TOWN FOR HOSTING THE COMMUNITY CABINET, IT IS OUR GREAT PLEASURE TO HAVE YOU HERE TODAY. 127 YEARS

THANK YOU TO LISA O'MALLEY MLA, MEMBER FOR BICTON, LISA IS AMAZING. WE COULD NOT HAVE ASKED FOR A BETTER STATE REP. I SEE HER REGULARLY AT 9SEEDS THAT IS. SERIOUSLY LISA HAS DONE SO MUCH FOR EAST FREQ. HELPING US WITH MANY LOCAL ISSUES AND WE ARE THANKFUL TO HAVE SUCH A PRODUCTIVE, POSITIVE WORKING RELATIONSHIP.

LISA HAS HELPED OUR TOWN, ADVANCING LOCAL INTERESTS AND ISSUES, INCLUDING:

- PRESTON POINT ROAD/CANNING HIGHWAY PEDESTRIAN CROSSING



- IMPORTANT LOCAL PLANNING MATTERS SUCH AS THE ROOFING 2000 BUILDING AND THE ROYAL GEORGE HOTEL.
- NOT TO MENTION ROE 8 AND 9

LISA REALLY DOES CARE AND POPS UP EVERYWHERE TO SUPPORT LOCAL BUSINESSES, CLUBS AND COMMUNITY GROUPS.

SHE ASSISTED THE TOWN TO ACCESS THE SEED FUNDING WE NEEDED TO COMMENCE PLANNING FOR THE FUTURE OF THE EAST FREMANTLE OVAL.

GARY WILL DISCUSS THIS WITH YOU, WE COULD NOT HAVE GOT TO THIS STAGE WITHOUT HER SUPPORT. THANK YOU LISA

THE TOWN OF EAST FREMANTLE WAS ESTABLISHED IN 1897 AND ALTHOUGH WE ARE ONE OF THE SMALLEST MUNICIPALITIES IN THE STATE, AT 3.2 SQUARE KILOMETRES, AND WITH FEWER THAN 8,000 RESIDENTS, WE CERTAINLY PUNCH ABOVE OUR WEIGHT. WE HAVE A SMALL BUDGET AND RATE BASE 9 MILLION. WE ARE A MINIMUM GRANT COUNCIL.

OVER THE LAST FEW YEARS WE HAVE WORKED HARD TO IMPROVE OUR REPUTATION IN LOCAL GOVERNMENT INCLUDING STREAM LINING OUR PLANNING AND APPROVAL PROCESS, IMPROVING CUSTOMER SERVICE / COMMUNICATION/ENGAGEMENT ACROSS THE COMMUNITY. WE ARE A PROGRESSIVE TOWN. WE ARE A UNIFIED COUNCIL WITH POSTIVE REALTIONSHIPS WITH EACH OTHER, COUNCIL STAFF, THE COMMUNITY, BUSINESSES AND THE PUBLIC AND



PRIVATE SECTORS. WE HAVE A FOCUS ON COMMUNITY ENGAGEMENT-SOME EXAMPLES ARE PUBLIC ART COMMITTEE, CLIMATE ACTION GROUP TO NAME A FEW.

WE HAVE WORKED HARD AT PROVIDING A GOOD HOUSING MIX AND WE ARE ON OUR WAY TO MEET OUR INFILL TARGETS FOR 2031 AND 2050.

WE KNOW THAT WE NEED TO PROMOTE DEVELOPMENT AND DO OUR BIT. WE HAVE STUNNING HISTORICAL BUILDINGS, A THRIVING COMMERCIAL AND HOSPITALITY SECTOR AND WE ARE HOME TO SOME INNOVATIVE AND ULTRA MODERN HOMES.

WE HAVE PROTECTED OUR HERITAGE BUILDINGS AND ALLOWED AND PROMOTED SENSIBLE DEVELOPMENT. IN THE TOWN ARE MANY EXAMPLES OF THIS. ON EITHER SIDE OF US HERE AT OUR HISTORIC TOWN HALL ARE A MODERN MULTI-STOREY BUILDING WITH A MIX OF COMMERCIAL TENANTS AND HIGH END APARTMENTS WITH A ROOFTOP BAR, AND ON THE OTHER SIDE, THE POLICE STATION RESTORED BY THE TOWN, AND ON THE CORNER THE TELEGRAPH AND POST OFFICE WHICH IS NOW BEING RESTORED BY ITS NEW COMMERCIAL OWNERS. WE HAVE BEEN VERY PROACTIVE IN DEVELOPMENT AND WORK WITH DEVELOPERS. WE HAVE BEEN ABLE TO BUILD GOOD PRODUCTIVE COMMERCIAL RELATIONSHIPS.

EAST FREMANTLE ALWAYS SCORES HIGH IN COMMUNITY SURVEYS AS A GREAT PLACE TO LIVE. IT IS SUCH A DESIRABLE PLACE TO LIVE, OUR BIGGEST CHALLENGE IS MEETING THE DEMAND FOR THOSE WHO WANT TO LIVE HERE.



WE HAVE A MIX OF RESIDENTIAL DENSITIES AND HOUSING TYPES. WE ARE SIGNIFICANTLY ABOVE THE MEDIAN FOR MEDIUM AND HIGH DENSITY DEVELOPMENTS.

DEVELOPERS AS WELL AS HOME OWNERS SEE THE VALUE IN INVESTING HERE. THE TOWN PROCESSED APPLICATIONS WITH A GROSS DEVELOPMENT VALUE OF APPROXIMATELY \$120 MILLION OVER THE LAST 5 YEARS.

FOR A TOWN OF OUR SIZE, WE HAVE A LARGE LIST OF NEW MULTI MILLION DOLLAR PROJECTS ALL COMING ON STREAM, INCLUDING:

- THE ROYAL GEORGE HOTEL RESTORATION WITH (20-25 APARTMENT DWELLINGS AND MIXED USE DEVELOPMENT);
- ROOFING 2000 (80+ APARTMENT DWELLINGS AND MIXED USE DEVELOPMENT);
- THE FORMER WOODSIDE MATERNITY HOSPITAL (150+ AGED PERSONS' ACCOMMODATION UNITS).
- LEEUWIN BARRACKS REDEVELOPMENT (POTENTIALLY IN EXCESS OF 1500 DWELLING UNITS OF A MIXED VARIETY WITH ASSOCIATED LOCAL COMMUNITY AND COMMERCIAL USES). A GROSS BILLION DOLLAR PROJECT WHICH IS SUPPORTED BY THE LOCAL COMMUNITY.

WE OFFER MANY POSITIVE LIFESTYLE REASONS TO WANT TO LIVE HERE INCLUDING ACCESS TO THE RIVER, GREAT TRANSPORT LINKAGES AND HOSPITALTY OPTIONS. RECENTLY WE MADE A MAJOR INVESTMENT TO DELIVER A SIGNIFICANT UPGRADE TO RIVERSIDE ROAD. THIS HAS IMPROVED ACCESS FOR CYCLISTS AND PEDESTRIANS AND WILL MAKE THIS SHOWPIECE OF OUR TOWN THE RIVER MORE ATTRACTIVE AND ACCESSIBLE.



WE HAVE A THRIVING COMMUNITY, SPORTING AND RECREATIONAL SECTOR. ALTHOUGH THE ONE THING WE NEED MORE OF IS **PUBLIC OPEN SPACE**.

LIVEABLE NEIGHBOURHOODS PRODUCED A REPORT FOR THE TOWN IN 2013 RECOMMENDING 25.5 HECTARES OF OPEN SPACE FOR THE EAST FREMANTLE COMMUNITY PEOPLE AND THE ACTUAL PROVISION OF OPEN SPACE IN THE TOWN IS 16.1 HECTARES. UNDER 65% OF THAT RECOMMENDED.

TO ADDRESS THIS UNDERSUPPLY, THE TOWN HAS DEVELOPED A MASTERPLAN FOR A RECREATION PRECINCT AT PRESTON POINT ROAD NORTH THAT WILL DELIVER MAJOR UPGRADES FOR OUR COMMUNITY AND SPORTING CLUBS.

WE HAVE A COMMUNITY THAT IS VERY SUPPORTIVE AND TRUSTING OF THE COUNCIL. THIS CAN BE SEEN IN THEIR SUPPORT IN REGARDS TO THE ROYAL GEORGE, LEEUWIN, ROOFING 2000. THE COMMUNITY SUPPORTED THE COUNCIL'S SCHEME AMMENDMENTS AND OUR COMMUNITY CONSULTATION PROCESS.

AN EXCITING PROJECT AND ONE WE NEED YOUR HELP TO DELIVER, IS EAST FREMANTLE OVAL. I WILL HAND OVER NOW TO OUR C.E.O. GARY WHO WILL BRIEFLY OUTLINE THIS.



Speech by Gary Tuffin
CEO Town of East Fremantle
Monday 27 July 2020

Community Cabinet



THANK YOU MAYOR FOR YOUR PRESENTATION. IT IS AN EXCITING TIME TO BE IN EAST FREMANTLE, WHERE THINGS ARE MOVING AT A FAST PACE.

AS C.E.O. IT IS MY PRIVILEGE TO LEAD THIS ORGANISATION. WE ARE NOW EMERGING FROM THE COVID-19 PANDEMIC WHICH HAS HIT OUR COMMUNITY HARD.

I WAS PROUD TO LEAD OUR TEAM THROUGH THOSE CHALLENGING TIMES. WE WENT EARLY AMONG OUR SECTOR IN LOCKING DOWN AND SWITCHING TO DELIVERING ALL OF OUR SERVICES ONLINE.

THERE WAS NO DISRUPTION TO SERVICE DELIVERY AND WE RETAINED OUR ENTIRE STAFF COMPLEMENT. OUR BUDGET FOR THIS YEAR HAS KEPT COSTS LOW WHILE STILL DELIVERING THE QUALITY SERVICES OUR RESIDENTS EXPECT. WE ARE FINANCIAL VIABLE AND SUSTAINABLE.

AS WE EMERGE FROM THE PANDEMIC, WE ARE CONSCIOUS OF THE IMPORTANCE OF HELPING OUR COMMUNITY TO LIFT, INCLUDING THROUGH PROVIDING HEALTHY LIFESTYLE CHOICES AND THROUGH OVERCOMING SOCIAL ISOLATION.

THE VIABILITY OF OUR LOCAL SPORTING CLUBS AND COMMUNITY GROUPS IS CRUCIAL TO THAT. WE ALSO NEED TO STIMULATE OUR LOCAL ECONOMY – AND AS YOU HAVE HEARD FROM THE MAYOR, THIS IS HAPPENING NOW. THE PACE IS IMPRESSIVE.

WE HAVE DEVELOPED A PLAN FOR THE FUTURE DEVELOPMENT OF EAST FREMANTLE OVAL, AND TO DELIVER IT, WE NEED YOUR HELP.



THIS PROJECT DELIVERS AN ENTIRELY NEW MODEL FOR RECREATION AND LEISURE. IT HAS OUR LOCAL WAFL CLUB AT ITS HEART, BUT IT REDEFINES HOW COMMUNITY FACILITIES AND PUBLIC OPEN SPACE CAN BE INTEGRATED SEAMLESSLY TOGETHER.

IT WILL DELIVER ON PRIORITIES THAT WE KNOW ARE IMPORTANT TO YOU, TO US, AND TO OUR COMMUNITY.

- IMPROVING ACCESSIBILITY TO THE SITE AND OPENING IT UP TO EVERYONE
- ACTIVE AND PASSIVE RECREATION AND LEISURE INCLUDING CLUB SPORT
- ACTIVITIES AND LEARNING OPPORTUNITIES FOR PEOPLE OF ALL AGES
- ECONOMIC STIMULUS BOTH THROUGH THE BUILDING OF THIS ASSET AND ITS OPERATION
- AND IMPORTANTLY, BUILDING A LOCAL HUB THAT WILL BRING OUR COMMUNITY TOGETHER WHERE THEY CAN PLAY, SOCIALISE, AND GATHER WITH FRIENDS AND FAMILY.

A COMMUNITY ASSET DESIGNED BY THE PEOPLE, AND FOR THE PEOPLE.

THIS PROCESS HAS BEEN A TEAM EFFORT AND A GENUINE COLLABORATION WITH OUR COMMUNITY. THEY HAVE CO-DESIGNED THE PLAN WITH US FROM THE VERY BEGINNING, AND THE CONCEPT IS NOW AT A PIVOTAL STAGE.

WE LOOK FORWARD TO SHOWING YOU THE PLAN FOR THIS AREA AND PARTNERING WITH TO MAKE THIS DREAM A REALITY FOR THE PEOPLE OF EAST FREQ.

