



Minutes

Finance, Policy, Operations and Legislation Committee

Wednesday 8 March 2023 6pm



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1. Official opening, welcome and acknowledgement

The Presiding Member declared the meeting open at 6.00pm.

The Presiding Member informed members of the public that the meeting was being recorded and streamed live on the internet. She further advised that while all care is taken to maintain privacy, visitors in the public gallery and members of the public submitting a question, may be captured in the recording.

2.1. Attendance

Ms Hannah Fitzhardinge	Mayor (arrived at 6.14pm)
Cr Jenny Archibald	Presiding Member/East Ward
Cr Rachel Pemberton	Deputy Presiding Member/City Ward (arrived at 6.06pm)
Cr Fedele Camarda	Beaconsfield Ward
Cr Doug Thompson	North Ward
Cr Frank Mofflin	Hilton Ward
Cr Marija Vujcic	South Ward
Cr Ben Lawver	Hilton Ward
Cr Andrew Sullivan	South Ward
Mr Glen Dougall	Chief Executive Officer
Mr Matt Hammond	Director City Business
Mr Graham Tattersall	Director Infrastructure
Ms Michelle Brennand	Director Community Development
Ms Aimee Sabbatino	Acting Manager Economic Development and Marketing
Mr Ryan Abbott	Manager Parks and Streetscape
Ms Melody Foster	Acting Manager Governance
Ms Bek Slavin	Acting Manager Community Development
Ms Cassie Gunthorpe	Multimedia Advisor
Ms Donna Ross	Meeting Support Officer

There were approximately no members of the public in attendance.

2.2. Apologies

Nil

2.3. Leave of absence

Nil

3. Disclosures of interests by members

Nil



4. Responses to previous questions taken on notice

The following question was taken on notice at the Finance, Policy, Operations and Legislation Committee meeting held on 8 February 2023.

Mr Mario Pizano

Question: Can you please advise the number of residents the City has fined for illegal dumping on the verge in previous years?

Response: In 2022, the City issued 36 Notices to comply for illegal littering and 4 infringements.

5. Public question time

6. Petitions

Nil

7. Deputations

7.1 Special deputations

Nil

7.2 Presentations

Nil

8. Confirmation of minutes

COMMITTEE DECISION

(Officer's recommendation)

Moved: Cr Jenny Archibald

Seconded: Cr Doug Thompson

The Finance, Policy, Operations and Legislation Committee confirm the minutes of the Finance, Policy, Operations and Legislation Committee meeting dated 8 February 2023.

Carried: 5/0

**Cr Jenny Archibald, Cr Fedele Camarda,
Cr Marija Vujcic, Cr Doug Thompson, Cr Frank Mofflin**

9. Elected member communication

Nil



10. Reports and recommendations

10.1 Committee delegation

FPOL2303-1 PROPOSED CITY OF FREMANTLE CAT MANAGEMENT AMENDMENT LOCAL LAW 2023

Meeting date:	8 March 2023
Responsible officer:	A/Manager Governance
Decision making authority:	Committee
Attachments:	1. Cat Management Amendment Local Law 2023
Additional information:	1. CONFIDENTIAL – Joint Standing Committee on delegated Authority (JSCDL) letter

SUMMARY

This report is to initiate an amendment of the City of Fremantle Cat Management Local Law 2020 in accordance with section 3.16(1) of the *Local Government Act 1995*, to address undertakings made to the Joint Standing Committee on Delegated Legislation; and amend schedule 3 of the City of Fremantle Cat Management Local Law 2020, to include all of the City's 'green' areas.

BACKGROUND

At the Finance, Policy, Operations and Legislation Committee held on 9 February 2022, Council resolved to give notice of its intention to make a City of Fremantle Cat Management Amendment Local Law 2022. The amendment local law was advertised for public comment on 19 February 2022.

At the Ordinary Council Meeting held on 22 June 2022, Council considered the submissions received and adopted the proposed amendment local law, with no further changes. Following the Council decision, a copy of the Explanatory Memorandum and supporting documentation relating to the amendment local law, was sent to the Minister for Local Government and the Joint Standing Committee for Delegated Legislation (JSCDL) for consideration.

The local law was published in the Western Australian Government Gazette on 1 July 2022, No. 97 at page 4035, and local public notice of the adoption of the local law was provided in the Fremantle Herald on 10 July 2022.

The Chair of Joint Standing Committee on Delegated Legislation (JSCDL) wrote to the City on 21 September 2022, advising of matters raised by the committee in response to the Cat Management Amendment Local Law 2022 and recommended an undertaking to delete clause 7.

This clause amended schedule 3 'Cat Prohibited Areas' to remove the current list of areas where cats are prohibited, and replaced it with the words '*All City of Fremantle owned and managed property*'.



The JSCDL rejected this part of the amendment local law and requested that clause 7 be deleted on the following grounds:

- inconsistency with Cat Act 2011.
- inconsistency with section 79(3)(f) of the Cat Act 2011, which requires a local law to specify places where cats are prohibited absolutely.
- clause 7 operates in a way that has an unintended effect on cat owners existing rights and interests.

A copy of the letter from the JSCDL, is provided in addition documents 1 under confidential cover, as it contains information that is consider confidential and privileged.

Council at its meeting on 26 October 2022, resolved to accept the undertaking provided by the JSCDL and requested officers to prepare an amendment to the Cat Management Local Law 2020, to amend the Cat Prohibited Areas in Schedule 3, to include all of the City's 'green' areas.

FINANCIAL IMPLICATIONS

No financial implications were identified as a result of this report.

LEGAL IMPLICATIONS

If Council resolves to initiate an amendment to the local law, the procedure is the same as it would be for making a new local law. As set out in Section 3.12 of the *Local Government Act 1995*, and summarised below:

- **Council initiate process** - s3.12(2) of the *Local Government Act 1995* (the Act) & Regulation (3) *Local Government (Functions and General) Regulations 1996*
- **Public notice** – s3.12(3) of the Act
- **Notification to Minister** - s3.12(3)(b) of the Act
- **Considering Submissions** – s3.12(4) of the Act
- **Gazettal notice** – s3.12(5) of the Act
- **Public notice** – s3.12(6) of the Act
- **Explanatory Memoranda** – s3.12(7) of the Act
- **Commencement of local law** - s3.14 of the Act
- **Review by government (Joint Standing Committee on Delegated Legislation)** - s3.17 of the Act

Regulation 3 of the *Local Government (Functions and General) Regulations 1996* requires that for the purposes of Section 3.12 of the *Local Government Act 1995*, the purpose and effect of any proposed local law must be included in the agenda and minutes of a meeting.



CONSULTATION

In accordance with Section 3.12(3) of the *Local Government Act 1995*, the City is required to give local public notice of the proposed City of Fremantle Cat Management Amendment Local Law 2023, inviting submissions for a period of no less than six weeks after the notice is given.

The community will be invited to make a submission via the following methods:

- [My Say Freo](#) website
- email info@fremantle.wa.gov.au
- in person at the Walyalup Civic Centre, 151 High Street, Fremantle
- in writing and posted to PO Box 807, Fremantle WA 6959

OFFICER COMMENT

This report addresses the undertakings provided by the JSCDL and subsequently adopted by Council at its meeting in October 2022, and is intended to remove the following clause 7 from Cat Management Amendment Local Law 2022 (gazette on 1 July 2022):

7. Schedule 3 amended

~~(1)~~ Delete Schedule 3 and insert:

<i>Schedule 3</i> <i>Cat Prohibited Areas</i> <i>Places where cats are prohibited –</i> <i>All City of Fremantle owned and managed property.</i>	<i>[clause 2,1]</i>
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In response to the request by Council, the proposed amendment will reinstate the original list of "Cat Prohibited Areas" in schedule 3 of the local law and expands the schedule to include all of the City's 'green' areas. The following table shows the expanded list of 'green' areas to be included as cat prohibited areas, and shows the current list of Cat Prohibited Areas in orange shading.



Schedule 3 Cat Prohibited Areas			[clause 2,1]
Places where cats are prohibited –			
#	Common Name	Location	
1	Alfred Park	Alfred Rd, North Fremantle	
2	Bathers Beach Reserve/ Arthur Head Reserve	Phillimore St, Fremantle	
3	Beach Reserve	Beach St, Fremantle	
4	Beacy Park	McCleery St, Beaconsfield	
5	Booyeembara Park	80 Montreal St, Fremantle	
6	Bruce Lee Reserve	South St, Beaconsfield	
7	Burford Reserve 1	1 Burford Pl, North Fremantle	
8	Burford Reserve 2	17 Burford Pl, North Fremantle	
9	Cantonment Hill Reserve	Queen Victoria St, Fremantle	
10	Collick Reserve	Collick St, Hilton	
11	Coral Park	Coral St, South Fremantle	
12	Cypress Hill	64 Harvest Rd, North Fremantle	
13	Cypress Hill POS	6 Cypress Ln, North Fremantle	
14	Davies Reserve	Amherst St, White Gum Valley	
15	Davis Park	Edgar Ct, Beaconsfield	
16	Douglas Park	Douglas St, Fremantle	
17	Dublin PAW	The Cutting, North Fremantle	
18	East Street Jetty	Beach St, Fremantle	
19	Edmund Reserve	Edmund St, Fremantle	
20	Edwards College Reserve	College Cnr, O'connor	
21	Everybody's Park	Jackson St, North Fremantle	
22	Florence Park	Marine Terrace, South Fremantle	
23	Frank Gibson Park (G)	Forrest St, Fremantle	
24	Fremantle Oval	Ellen St, Fremantle	
25	Fremantle Park	4 Ellen St, Fremantle	
26	Fremantle Primary School Park	19 Brennan St, Fremantle	
27	Fremantle Public Golf Courses	Montreal St, Fremantle	
28	Gilbert Fraser Reserve	21 John St, North Fremantle	



29	Gold Park	19 Francisco St, South Fremantle
30	Gordon Dedman Park	6 Thompson Rd, North Fremantle
31	Griffiths Park	Nicholas Cr, Hilton
32	Grigg Park	Snook Cr, Hilton
33	Harvey Beach	Harvest Rd, North Fremantle
34	Hicks Park	Hicks St, North Fremantle
35	Hilton Park	311 Carrington St, Beaconsfield
36	Hines Park	Hines Rd, O'Connor
37	Holland Park	Holland St, Fremantle
38	Hollis Park	South Beach Promenade, South Fremantle
39	Horrie Long Reserve	Forrest St, Fremantle
40	Jarvis Park	30 Jarvis St, O'Connor
41	Knutsford Reserve	Knutsford St, Fremantle
42	Leighton Beach	14 Leighton Beach Bvd, North Fremantle
43	Leighton Beach Reserve	Port Beach Road, North Fremantle
44	Leighton Park 1	1 Leighton Beach Bvd, North Fremantle
45	Leighton Park 2	25 Leighton Beach Bvd, North Fremantle
46	Lillydale Park	Dale St, South Fremantle
47	Lookout Park	12 College Cnr, O'connor
48	McCabe Park	16 Harvest Rd, North Fremantle
49	Mills and Wares Park	17 Jenkin St, South Fremantle
50	Minilya Park	10 Minilya Av, White Gum Valley
51	Monument Hill Memorial Reserve	249 High St, Fremantle
52	Moorni Boorn Park	32 Paget St, Hilton
53	Naylor Reserve	18 Naylor St, Beaconsfield
54	North Fremantle Foreshore Reserve	Johannah St, North Fremantle
55	Parmelia Park	50 Commercial St, South Fremantle
56	Peace Grove	311 Carrington St, Beaconsfield
57	Pensioner Guard Park	21 Pensioner Guard Rd, North Fremantle
58	Petterson Reserve	Petterson Ave, Samson
59	Phillimore Gardens	Phillimore St, Fremantle
60	Pioneer Reserve	1 Short St, Fremantle
61	Plane Tree Reserve	Bayleaf Rtt, O'connor



62	Point Direction Reserve	431 Harvest Rd, North Fremantle
63	Port Beach reserve	Port Beach Road, North Fremantle
64	Prawn Bay	Johanna St, North Fremantle
65	Princess May Park	92 Adelaide St, Fremantle
66	Queens Square	High St, Fremantle
67	Railway Reserve	28 Phillimore St, Fremantle
68	Rocky Bay Reserve	Rule St, North Fremantle
69	Royal Fremantle Golf Course	359 High Street, Fremantle
70	Rule Park	36 Rule St, North Fremantle
71	S.E.W. Park	465 Thompson Rd, North Fremantle
72	Salentina Ridge POS	11 Moran St, Beaconsfield
73	Sardelic Park	30 Butterworth Pl, Beaconsfield
74	Signal Station Reserve	4 Burt St, Fremantle
75	Sir Frederick Samson Park	McCombe Av, Samson
76	Soroptimist Rose Garden	High St, Fremantle
77	Sorrell Park	483 Bruce St, North Fremantle
78	Sorrell Park	Doepel St, North Fremantle
79	Sorrell Park	482 Bruce St, North Fremantle
80	South Beach Reserve	Ocean Dr, South Fremantle
81	South Beach	Ocean Rd, South Fremantle
82	South Beach Promenade	South Beach Pde, South Fremantle
83	Stevens Reserve	1532 Stevens St, Fremantle
84	Tangney Reserve	Tangney Crescent, Samson
85	The Esplanade Reserve	45 Marine Tce, Fremantle
86	Tuckfield Oval	70 Tuckfield St, Fremantle
87	Tyrone Reserve	Tyrone St, North Fremantle
88	Un-named park	2 Nanine Av, White Gum Valley
89	Valley Park	26 Mulberry Farm Lane, White Gum Valley
90	Virginia Ryan Park	Watkins St, Fremantle
91	Walyalup Koort	3 Adelaide St, Fremantle
92	War Memorial Park	Harvest Rd, North Fremantle
93	Westmeath Park	Westmeath St, North Fremantle
94	Wilson Park	South Tce, South Fremantle



VOTING AND OTHER SPECIAL REQUIREMENTS

Simple majority required

COMMITTEE DECISION FPOL2303-1 **(Officer's recommendation)**

Moved: Cr Jenny Archibald

Seconded: Cr Doug Thompson

Council approve public notice be given, in accordance with the *Local Government Act 1995*, of its intention to make a *City of Fremantle Cat Management Amendment Local Law 2023*, as shown in attachment 1, with the purpose and effect of which is as follows:

Purpose: To amend the *City of Fremantle Cat Management Local Law 2020* consistent with the undertakings provided to the Joint Standing Committee on Delegated Legislation, with inclusion of additional cat prohibited areas.

Effect: To amend schedule 3 of the *City of Fremantle Cat Management Local Law 2020*, to include all of the City's 'green' areas, as follows:

Schedule 3 Cat Prohibited Areas		
[clause 2,1]		
Places where cats are prohibited –		
#	Common Name	Location
1	Alfred Park	Alfred Rd, North Fremantle
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93	Westmeath Park	Westmeath St, North Fremantle
94	Wilson Park	South Tce, South Fremantle

Carried: 4/1

For
Cr Jenny Archibald, Cr Fedele Camarda,
Cr Doug Thompson, Cr Frank Mofflin

Against
Cr Marija Vujcic

The above item is referred to the Ordinary Meeting of Council for determination in accordance with the City of Fremantle Delegated Authority Register which requires that at least 5 members of the committee vote in favour of the Committee Recommendation in order to exercise its delegation.



FPOL2303-2

DRAFT SOUTH BEACH PLACE PLAN

Meeting date:	8 March 2023
Responsible officer:	Manager Parks and Landscape
Decision-making authority:	Committee
Attachments:	1. Draft South Beach Place Plan
Additional information:	1. South Beach Place Plan Engagement Report – Stage One
	2. South Beach Place Plan Engagement Report – Stage Two

SUMMARY

The Draft South Beach Place Plan was developed to guide the delivery of future services and infrastructure upgrades, aligned with the 10-year financial plan, or changes to the Precinct to enhance the visitor's experience and the look and feel of the place.

This report recommends that Council endorses the Draft South Beach Place Plan for the purpose of advertising for community comment via My Say Fremantle.

BACKGROUND

The South Beach Place Plan was developed to guide the delivery and staging of future infrastructure and renewal upgrades or changes to the Precinct to enhance the visitor's experience and the look and feel of the place. The Place Plan is a whole-of-place approach initiated due to the immediate need to replace the South Beach Change Facility and the City's asset renewal programme that forecasts upgrade and renewal works to irrigation, pathways, park infrastructure, playground, signage, car park and the coastal landscape. The Place Plan approach will ensure the renewal of assets occurs in a way that meets the current, emerging and future requirements of the community, rather than a 'like for like' replacement approach to better enable the community's use of the precinct.

The Place Plan engagement process holistically captures the communities' needs and aspirations for the South Beach Precinct and the new facilities. The Place Plan ensures that all future additions are integrated into the Precinct to provide the best possible place outcomes for the community.

FINANCIAL IMPLICATIONS

The Place Plan is dynamic and a practical list of actions for South Beach and was developed to guide the City's asset renewal program. The City's asset renewal plans across infrastructure (parks, building, engineering) are all forecasting upcoming works programs at South Beach through the long term financial plan.

The Place Plan has been developed to guide the asset renewal plan to ensure renewal works are aligned with the community's requirements. A key project currently budgeted is the South Beach Change Facility which is currently in the final stages of design with delivery forecast to commence later in 2023.

The Place Plan may also contribute to the establishment of projects which may require future budget allocations which will be submitted in the City's annual budget process.

LEGAL IMPLICATIONS

Nil

CONSULTATION

Consultation for the South Beach Place Plan was run concurrently with the South Beach Public Facilities project due to the related nature of the two projects. A South Beach Place Plan Reference Group was established to inform and guide the development of the Place Plan and included participants from the following stakeholder groups:

- South Fremantle Precinct Group
- Fremantle Sailing Club
- South Beach Community Group
- Community members
- South Beach Café (Beachside)
- Access and Inclusion Working Group
- Walyalup Reconciliation Action Plan representatives
- Elected Members
- City Officers

Additionally, the Draft South Beach Place Plan and new facilities has gone through an extensive public engagement process with 1,900 people accessing the Place Plan project page online. The engagement process has involved the City:

- Talking with more than 200 people face to face
- Reviewing 250 surveys
- Conducting three reference group workshops.

The outcomes of the engagement process are summarised in officer comment below and the engagement reports are provided in the additional information.

The Place Plan has also undergone significant internal consultation.



OFFICER COMMENT

The Place Plan seeks to identify the Precinct's social, environmental, planning, and cultural significance to ensure we are in keeping with the identity of the place with any future activities or infrastructure proposed. Community engagement and the South Beach Place Plan Reference Group have played a vital role in developing the Place Plan.

The objectives of the Place Plan for South Beach

The Place Plan aims to provide a blueprint for future events and upgrades to the physical environment of the South Beach Precinct over the next ten years. The Place Plan is not a master plan. In summary, it sets out to:

- Ensure that the natural, social, cultural, historical, and economic aspects of the physical environment are taken into account.
- Ensure that the needs of residents, businesses and visitors are considered.
- Craft a Vision, Sense of Place Statement and Place Principles for the Precinct to enhance the visitor's experience.
- Provide clear direction for the function and appearance of the physical environment.
- Provide an indicative place plan celebrating the unique offerings of the Precinct, with a corresponding action list identifying 'quick wins and short, medium and long-term actions.
- Actions are annually updated for the community to see progress.

Strategic Community Plan

The below table outlines how the Place Plan meets the City of Fremantle's Strategic Community Plan requirements.

Table: Strategic Community Plan (SCP) and the South Beach Place Plan

Requirements	In response to the SCP the South Beach Place Plan outlines that:
Places for people	• over time the Precinct pathways, beach access and furniture need to be more accessible.
Health and happiness	• an all-ability exercise circuit and playground are future actions. • furniture and amenity need to have a social feel, be accessible and accommodate individuals and small groups. • a response to campervans illegally camping overnight might include lighting the car park at night and providing information about nearby caravan parks. • there needs to be more dog signage, a potential small dog-fenced area and piloting an outdoor dog café area.



Capability	- the community and stakeholders can check-in periodically to ensure actions are still relevant. - as actions are completed, the document should be updated and published on My Say Freo.
Character, culture and heritage	- any additions to the Precinct must build upon the existing parkland beach setting, protect existing trees and views, and have a low-key vibe and social feel. - heritage themes and local stories are to be celebrated at South Beach. - traditional owner-led projects that celebrate Whadjuk Noongar's cultural significance and Country are encouraged, such as educational signage, dual naming, meeting nodes and artworks etc.
Economic Development	- future activities and events should be unpretentious, foster a sense of community for young and old, support the nearby businesses and integrate into the landscape park setting. - additional commercial activity should be temporary and not impact the park-like setting or ocean views.
Environmental responsibility	increasing sustainability initiatives like more native water-wise planting and trees for biodiversity, and waste education such as signage, infrastructure, 10-cent drink container collection baskets, plastic-free campaigns and beach clean-ups.
Transport and connectivity	- the pedestrian-first approach, is encouraged with future upgrades to the carparks, pathways, and arrival points across the rail. - connecting South Beach and Wilson Park by removing the end car bays will create a pedestrian-first experience.

The Place Plan Process

The below table outlines that the Place Plan and new facilities was derived from a three staged process that involved internal and external inputs:

Table: The Place Plan Stages 1-3

Stage 01: UNDERSTANDING	Stage 02: VALUES + ASPIRATIONS	Stage 03: PROPOSITION
- Analysis of the site examining the social, environmental, planning and economic considerations from a metropolitan, City and local level. - Review all relevant documents and undertake internal discussions to understand the existing condition and potential opportunities to gain a holistic understanding of the place. - Analysis was condensed into place themes and tested via a public online survey and Public Drop-in session designed to understand community values and aspirations for the Precinct and the new facilities.	- The Reference Group workshopped a Vision, opportunities, and challenges within the Precinct and the new facilities. - City staff collated responses from the Reference Group to align with an understanding of future works.	- The Reference Group, workshopped the place principles, place plan and actions. - The Reference Group provided Comment on the New Facilities. - City staff have collated the responses from the Reference Group into a 10-year framework.

Stakeholder Key Findings

Key actions of the Place Plan were developed and workshopped over the three stages of engagement. Each action has associated activities that have been located spatially, allocated within a timeline and indicative cost. (Refer to the Draft South Beach Place Plan pages 45-51 for an indicative spatial representation). Internal and external stakeholders have examined these actions to ensure they align with the Sense of Place Statement and the Place Principles. Below is a summary of the key actions from the stakeholder engagement process.



In summary:

- Enhance and reinforce South Beach's connections to its culture and stories (contemporary and precolonial).
- Enhance inclusion, access and walkability throughout South Beach parklands for all users.
- Invest in park infrastructure upgrades that enhance all visitors' connection to nature for health and wellbeing.
- Continue to protect, showcase and enhance South Beach's natural environment.
- Propose economic opportunities that balance the visitor's experience and the community's interests. Activities should reflect the unpretentious and social atmosphere.
- Create places within the Precinct where dog owners and non-dog owners feel comfortable enjoying South Beach.
- Create a pedestrian-first Precinct by reviewing all movement networks.
- Review car parking arrangements and other upgrades required to better suit all South Beach visitors.
- Provide governance and safety initiatives that support the welcoming South Beach vibe.
- Achieve an acceptable balance between campervan visitors and other users at South Beach.
- Improve connections from the Precinct to neighbouring areas.
- Enhance facilities at the dog beach to create a better visitor experience.
- Invest in infrastructure, events and activities which support the community and create a range of reasons to revisit.
- Enhance the playful side of South Beach for all abilities, genders and ages.
- Support connections to nearby local businesses and the Precinct.
- Consider how entrepreneurial activities can be supported that add vibrancy and amenity to the Precinct. This includes fitness instructors, market operators, food trucks, beach hire equipment, cultural events, and experiences, etc.
- Future proof for potential long-term aspirations may include café upgrades, additional toilet amenities, etc.

Next Step

If approved, the next step is to advertise the Draft South Beach Place Plan for community comment on My Say Freo and then present the final document, revised as appropriate, for Council endorsement.

The Draft South Beach Place Plan was developed throughout late 2021 and 2022. Officers acknowledge it was delayed in coming to Council due to City resourcing, however it is a key document for the future of South Beach and will help guide the design and integration of the South Beach Change Facility into the precinct, among other City activities.



VOTING AND OTHER SPECIAL REQUIREMENTS

Simple majority required

Cr Rachel Pemberton arrived at 6.06pm prior to the vote on this item.

COMMITTEE DECISION FPOL2303-2 **(Officer's recommendation)**

Moved: Cr Jenny Archibald Seconded: Cr Frank Mofflin

Council endorses the Draft South Beach Place Plan for the purpose of engaging with the community.

Carried: 6/0
Cr Jenny Archibald, Cr Fedele Camarda, Cr Rachel Pemberton,
Cr Marija Vujcic, Cr Doug Thompson, Cr Frank Mofflin



FPOL2303-3 PROPOSED LEASE FOR FREMANTLE LEISURE CENTRE KIOSK

Meeting date: 8 March 2023
Responsible officer: Manager Economic Development & Marketing
Decision making authority: Committee
Attachments: Nil
Additional information: 1. **Confidential** Fremantle Leisure Centre – Loan’s Kitchen Submission

SUMMARY

The purpose of this report is to seek Council approval for the proposed essential terms that have been negotiated with an applicant for the Fremantle Leisure Centre kiosk.

This report recommends that Council approve the proposed essential terms and authorise the Chief Executive Officer to finalise a Lease between the City of Fremantle and LTD VN Pty Ltd based on the essential terms outlined in this report.

BACKGROUND

The Leisure Centre kiosk premises was advertised by way of an expression of interest which closed on 17 June 2022.

In accordance with the City’s Leasing of City Property in a competitive manner policy, the City is obligated to advertise commercial properties in an open and competitive manner when they become available for lease.

Two submissions were received with the panel unanimously selecting Ly Family Trust as the preferred proponent on 5 August 2022.

Since September 2022, the preferred proponent has sought quotes from builders, has had plans prepared for the fit out of the premises, and the City has drafted essential Lease terms.

FINANCIAL IMPLICATIONS

The proposed rent for the premises is \$20,000 per annum + GST. This is calculated at a rate of \$312.50 per m2 per annum + GST.

Outgoings payable may include but not be limited to:

- Electricity usage (account to be connected by the Lessee)
- Water usage



- Phone and internet connection (account to be arranged and connected by the Licensee)
- Council Rates
- Other as specified

There is no rent-free period. Rent will be payable from the commencement of the Lease.

The requested Lease term is a five (5) year initial term and one further five (5) year option at mutual agreement of both parties (5+5).

Officers have estimated that the value of the compliance works required at the site to be in the vicinity of \$70,000 and the prospective tenant is estimating the value of their proposed fit out to be \$200,000.

The contribution from the City includes a capital contribution of \$40,000 ex GST towards compliance works.

Payment of the fit-out contribution will be paid in line with a Fit-out Contribution Agreement which will include the milestone works and the proposed contribution and will form part of the future Lease agreement.

Milestone payment amounts are still subject to the Lessee finalising a detailed design, approved by the City.

Ownership of any works delivered via the \$40,000 fit-out contribution will be retained by the City at the conclusion of the Lease.

The capital contribution has been budgeted for in the approved FY22/23 Budget.

Officers forecast that the net income for the term of the Lease factoring in the capital contribution, has been estimated to be in the vicinity of \$160,000 over the total 10-year term. This is based on a potential gross rental revenue of \$200,000 and fit out contribution of up to \$40,000.

LEGAL IMPLICATIONS

Two documents are required to be finalised as part of the proposed lease.

1. Lease: The Lease must comply with the requirements of Section 3.58 of the Local Government Act 1995. Officers will ensure that this occurs.

2. Fit-out Contribution Agreement: The negotiated terms of this Lease include a payment made by the City towards the Lessee's fit out. The Fit out Contribution Agreement will outline the agreed terms of how and when payments are made to the Lessee for the fit-out contribution amount.



As per section 3.58 of the Local Government Act 1995, before agreeing to dispose of this property the City will give public notice of the proposed disposition, and in doing so invite public submissions on the proposed disposition.

CONSULTATION

The EOI process was marketed via the following methods:

- City's website
- Facebook
- The Herald newspaper
- This is Business e-newsletter
- Freo weekly newsletter
- Direct approach to potential candidates and use of Economic Development database.

OFFICER COMMENT

Officers have determined that the proposed tenant is suitable, meets the selection criteria and will complement the existing Leisure Centre offering.

The proponent previously leased the Art Centre Café (trading as Canvas Café) from the City between 2012 – 2022 along with running the following take away shops and cafes:

- 2007-2010 – Fruitastic Juice & Salad Bar
- 2007-2021 New Haven Bakehouse
- 2009-2013 Surf & Snack
- 2020-current Vietnamese

The following essential terms have been agreed upon by the City and the proponent.

Land Description	Lot 1928 Plan 174873 Volume LR3037 Folio 554 (TBC)
Property	Portion of 2 Shuffrey Street, Fremantle
Property Owner	City of Fremantle
Lessor	City of Fremantle
Lessee	Ly Family Trust
Lease Commencement Date	TBC
Lease Term/s	Five (5) year initial term and one further five (5) year option



Annual Rent	\$20,000 exclusive of GST, assuming an average square metre rate payable of \$312.50 per m2 (ex GST) at an approximate area of 64m2. A formal survey will be undertaken to delineate exact leased area once agreed.
Incentives/contributions	Lessor to provide a capital contribution of \$40,000 to the Lessee to address compliance works as part of the proposed fit out of the property.
Permitted Use	The permitted use of the building must be consistent with the Building Code of Australia (BCA) Ground floor: Delineated area including toilets, storage areas, kitchen, outdoor alfresco, and other rooms/spaces as noted within the defined boundaries to be used for purposes of a café/kiosk. The Property is approved for the above permitted uses only.
Outgoings	Outgoings payable may include but not be limited to: • Electricity usage (account to be connected by the Lessee) • Water usage • Phone and internet connection (account to be arranged and connected by the Licensee) • Council Rates • Other as specified
Building Maintenance	Preventative and reactive maintenance services shall be undertaken by the Lessor. The Lessor will access the property when required for any maintenance obligations after providing reasonable notice. In the case of emergency, the Lessor may be required to access the property after hours or without notice to the Lessee. Reactive maintenance will be attended to by the Lessor as a result of being reported by Lessee. The Lessee will ideally report all maintenance issues within 24 hours. Emergency maintenance must be called through to the Lessor as soon as reasonably possible.



	The Lessor will undertake any reported maintenance, including structural maintenance at its absolute discretion.
Insurance	The Lessee must effect and maintain; a) Public liability insurance of \$20 million. b) Insurance to cover the Licensee's fixtures, fittings, equipment and stock against any loss, damage or theft and other usual risks. c) Adequate workers compensation insurance in respect to all employees of the Lessee. The Lessee will effect and maintain building insurance and maintain the premium.
Special Conditions	1. The Lessee acknowledges; a) The property is offered "as is", however subject to council approval, the Lessor may contribute funding to ensure compliance and/or to address components of the specific fit out requirements. b) The design, construction, and fit out of the property is to be undertaken by, and with all costs to be borne, by the Lessee. c) The Initial Term is for five (5) years d) First Further Term is five (5) years e) The Lessor is not obligated to extend the Lease term at its expiry. f) The property is located within the Fremantle Leisure Centre precinct. Use of the premises may be subject to collaborative utilisation with the other tenants of the site for parking, toilet access, stock deliveries etc. g) An Alfresco licence will be considered for the premises at the request and successful submission of the Lessee h) A maintenance schedule will be incorporated into this lease which specifies the responsibilities and obligations of the Lessor/Lessee in regards to maintenance and repairs for the premises. 2. Events; - Any events/functions required for the premises are subject to approval by the City.



	3. Change of Use; a) Any change in the permitted use of the building (outlined in Permitted Use of this Term Sheet) may result in a change of use required for the Property and additional works in line with the Building Code of Australia (BCA). b) The Lessor reserves the right to not approve any change of use at its sole discretion. c) Should the Lessor approve a change in the permitted use, any related works required to ensure the building complies with BCA will be at the sole cost of the Lessee with no financial contribution from the Lessor. 4. Financial Statements The Lessee will provide an annual audited financial statement to the Lessor at the end of each financial year. This statement will be required no later than October of each year. 5. Parking One parking bay will be permitted to the rear of the property. Further requests for parking, including parking permits, will be assessed by the Lessor on a case by case basis.
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VOTING AND OTHER SPECIAL REQUIREMENTS

Simple majority required



COMMITTEE DECISION FPOL2303-3
(Officer's recommendation)

Moved: Cr Jenny Archibald

Seconded: Cr Rachel Pemberton

Council authorise the Chief Executive Officer to finalise a Lease between Ly Family Trust and the City of Fremantle for the property at 2 Shuffrey Street, Fremantle (Leisure Centre Kiosk) based on the following essential terms:

Land Description	Lot 1928 Plan 174873 Volume LR3037 Folio 554 (TBC)
Property	Portion of 2 Shuffrey Street, Fremantle
Property Owner	City of Fremantle
Lessor	City of Fremantle
Lessee	Ly Family Trust
Lease Commencement Date	TBC
Lease Term/s	Five (5) year initial term and one further five (5) year option
Annual Rent	\$20,000 exclusive of GST, assuming an average square metre rate payable of \$312.50 per m2 (ex GST) at an approximate area of 64m2. A formal survey will be undertaken to delineate exact leased area once agreed.
Incentives/contributions	Lessor to provide a capital contribution of \$40,000 to the Lessee to address compliance works as part of the proposed fit out of the property.
Permitted Use	The permitted use of the building must be consistent with the Building Code of Australia (BCA) Ground floor: Delineated area including toilets, storage areas, kitchen, outdoor alfresco, and other rooms/spaces as noted within the defined boundaries to be used for purposes of a café/kiosk. The Property is approved for the above permitted uses only.



Outgoings	Outgoings payable may include but not be limited to: • Electricity usage (account to be connected by the Lessee) • Water usage • Phone and internet connection (account to be arranged and connected by the Licensee) • Council Rates • Other as specified
Building Maintenance	Preventative and reactive maintenance services shall be undertaken by the Lessor. The Lessor will access the property when required for any maintenance obligations after providing reasonable notice. In the case of emergency, the Lessor may be required to access the property after hours or without notice to the Lessee. Reactive maintenance will be attended to by the Lessor as a result of being reported by Lessee. The Lessee will ideally report all maintenance issues within 24 hours. Emergency maintenance must be called through to the Lessor as soon as reasonably possible. The Lessor will undertake any reported maintenance, including structural maintenance at its absolute discretion.
Insurance	The Lessee must effect and maintain; Public liability insurance of \$20 million. Insurance to cover the Licensee's fixtures, fittings, equipment and stock against any loss, damage or theft and other usual risks. Adequate workers compensation insurance in respect to all employees of the Lessee. The Lessee will effect and maintain building insurance and maintain the premium.



Special Conditions	1. The Lessee acknowledges; a) The property is offered “as is”, however subject to council approval, the Lessor may contribute funding to ensure compliance and/or to address components of the specific fit out requirements. b) The design, construction, and fit out of the property is to be undertaken by, and with all costs to be borne, by the Lessee. c) The Initial Term is for five (5) years d) First Further Term is five (5) years e) The Lessor is not obligated to extend the Lease term at its expiry. f) The property is located within the Fremantle Leisure Centre precinct. Use of the premises may be subject to collaborative utilisation with the other tenants of the site for parking, toilet access, stock deliveries etc. g) An Alfresco licence will be considered for the premises at the request and successful submission of the Lessee h) A maintenance schedule will be incorporated into this lease which specifies the responsibilities and obligations of the Lessor/Lessee in regards to maintenance and repairs for the premises. 2. Events; Any events/functions required for the premises are subject to approval by the City. 3. Change of Use; d) Any change in the permitted use of the building (outlined in Permitted Use of this Term Sheet) may result in a change of use required for the Property and additional works in line with the Building Code of Australia (BCA). e) The Lessor reserves the right to not approve any change of use at its sole discretion.
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	f) Should the Lessor approve a change in the permitted use, any related works required to ensure the building complies with BCA will be at the sole cost of the Lessee with no financial contribution from the Lessor. 4. Financial Statements The Lessee will provide an annual audited financial statement to the Lessor at the end of each financial year. This statement will be required no later than October of each year. 5. Parking One parking bay will be permitted to the rear of the property. Further requests for parking, including parking permits, will be assessed by the Lessor on a case by case basis.
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Carried: 6/0
Cr Jenny Archibald, Cr Fedele Camarda, Cr Rachel Pemberton,
Cr Marija Vujcic, Cr Doug Thompson, Cr Frank Mofflin



FPOL2303-4 DOG EXERCISE AREAS AND MANAGEMENT PLANNING

Meeting date:	8 March 2023
Responsible officer:	Manager Parks and Landscape
Decision making authority:	Committee
Attachments:	1. Nil
Additional information:	1. Dog Exercise Provision - Desktop Review 2023

SUMMARY

The City provides dog exercise areas for the community in accordance with the Dog Exercise and Prohibited Areas Policy. At the Ordinary Meeting of Council on 23 November 2022, when considering dog exercise areas in relation to Stevens Reserve and Virginia Ryan Park, Council requested the preparation of a strategy that addresses City wide dog management and exercise.

Officers have undertaken a review of the current dog exercise area provision across the City as well as alternative dog exercise management, other options for dog exercise, responsible dog ownership and current projects in planning or delivery. This report recommends:

- 1. Continued dog management planning.**
- 2. Officers identify and plan for fenced off leash dog exercise areas, noting a current opportunity will be considered in the Hilton Park Project.**
- 3. The City continues with the current responsible dog ownership campaign, including free training sessions.**
- 4. The City support sites outside of City managed land for dog exercise areas.**
- 5. Future development sites are taken into account when considering the provision of dog exercise areas.**

BACKGROUND

The City provides dog exercise areas for the community in accordance with the Dog Exercise and Prohibited Areas Policy. The Policy specifies areas within the City where dogs can be exercised off leash, are required to stay on leash and are prohibited.

At the Ordinary Meeting of Council on 23 November 2022, when considering dog exercise areas in relation to Stevens Reserve and Virginia Ryan Park, Council resolved the following:

- 3. Request the preparation of a strategy that addresses city wide dog management and exercise to be brought back to Council for consideration prior to end of March 2023.*



This report provides an update on the review undertaken of the current dog exercise area provision across the City as well as alternative dog exercise management, other options for dog exercise and responsible dog ownership. It also notes current works being undertaken or planned for improved dog exercise provision.

FINANCIAL IMPLICATIONS

Specific budget allocations will be determined based on individual location/s being identified and finalised and a design prepared. Any request for budget will be made through the City's project management framework and annual budget process, noting there is already a project identified in the long term financial plan for dog improvement projects.

LEGAL IMPLICATIONS

Section 31 of the *Dog Act 1976* allows a local government to designate areas and conditions relating to dog exercise:

- (3A) A local government may, by absolute majority as defined in the *Local Government Act 1995* section 1.4, specify a public place, or a class of public place, that is under the care, control or management of the local government to be a dog exercise area.
- (3C) At least 28 days before specifying a place to be —
 - (a) a place where dogs are prohibited at all times or at a time specified under subsection (2B); or
 - (b) a dog exercise area under subsection (3A); or
 - (c) a rural leashing area under subsection (3B),a local government must give local public notice as defined in the *Local Government Act 1995* section 1.7 of its intention to so specify.
- (5) A local government must specify under subsection (3A) such dog exercise areas as are, in the opinion of the local government, sufficient in number, and suitable, for the exercising of dogs in the district.

CONSULTATION

The City has engaged with the community on dog exercise related matters three times between 2017 – 2022. This included:

- Virginia Ryan – Jun-July 2022
- Samson Park – August 2018
- Dog Exercise and Prohibited Areas Policy (Nov 2017).



The community has generally provided mixed feedback with regard to changes to the Dog Exercises and Prohibited Areas Policy.

Consideration around further changes will require further community consultation.

Officers are also planning community engagement over the coming months for the Hilton Park project, with a Working Group established for the project. It is foreseen that the provision of a fenced dog exercise area will be tested through this engagement.

OFFICER COMMENT

Following Council's resolution for a strategy that addresses the management of dog exercise in the City of Fremantle, Officers have reviewed the Dog Exercise and Prohibited Areas Policy and undertaken a desktop review of the City's Reserves and their provision. Further work will be required to develop robust dog management planning which takes into account data and analysis related to POS provision and dog ownership data. In the interim this report recommendations for short term changes and opportunities, and medium- and longer-term recommendations for strategic change.

Dog Management Planning

In the longer-term, officers recommend continued dog management planning is developed that considers the dog registration and location data, the provision of Public Open Space (POS) in each locality and the dog exercise classification of each reserve. Future development of sites and user needs for each suburb and how reserves are used in the context of dogs would also be required. The strategy would then assess opportunities and gaps in the provision of Dog Exercise Areas.

This work would use the findings of and feed into the POS Strategy, which includes consideration of reserve assets and other uses of public land. Robust dog management planning requires the guidance and findings of the POS Strategy.

Dog Exercise Provision Review

A review of the current dog exercise area provisions across the City, as well as alternative dog exercise management and other options for dog exercise and responsible dog ownership to reduce conflict has been undertaken. This is summarised in the following five sections with further comment below:

- Review of Dog Exercise Areas
- Provision of a fenced Dog Exercise Area/s and current projects
- Community education
- Future development areas
- Alternative Dog exercise areas

The current dog exercise areas are shown in the map below, noting Virginia Ryan Reserve is now also a designated dog exercise area.

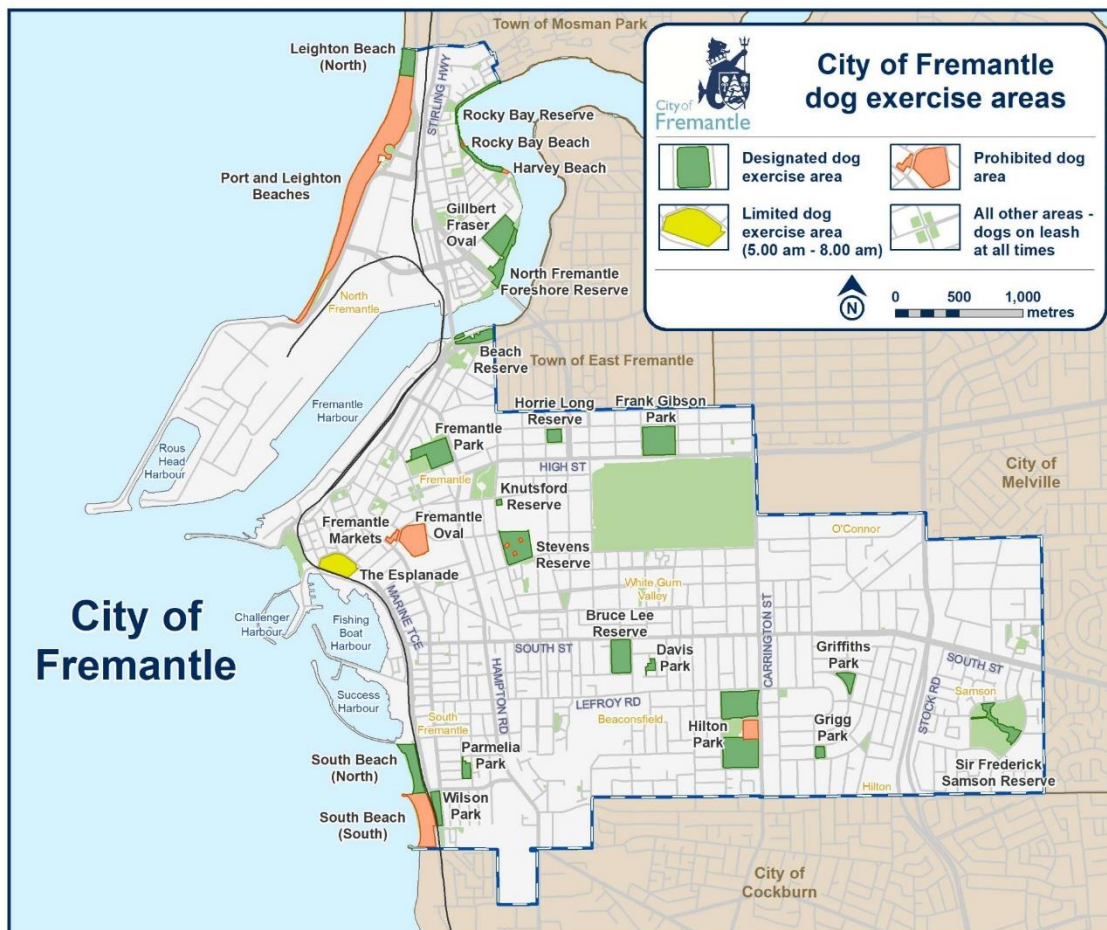


Figure: City of Fremantle Dog exercise Areas

Review of Dog Exercise Areas

Officers have undertaken a desktop review of the current Dog Exercise Areas as defined in the Dog Exercise and Prohibited Areas Policy (refer to Additional Information 1. Dog Exercise Provision - Desktop Review 2023). The review includes information on each reserve including name, suburb, site area, hierarchy, function (i.e. recreational, sporting or nature), and the current dog exercise classification (i.e. Dog: on leash, exercise area or prohibited). Officer comment on whether the current classification is deemed appropriate or not is included for each reserve, along with any recommendation for review.

In summary the desktop review recommends that while many of the classifications are deemed appropriate, they could be further reviewed to ensure the provision is aligned with the POS Strategy, standards of access to POS and consideration of dog registration data.



The review also recommends considering alignment of dog exercise areas with suitable recreational reserves and dog on leash areas with nature reserves, specifically in Rocky Bay, the North Fremantle Foreshore and S.E.W Park (should the City take ownership of the S.E.W. Park).

Additionally, the review recommends:

- The High Street upgrade project has reduced the land size at the Fremantle Public Golf Course. A review of the current dog on leash classification and/or access in this area is required to ensure public safety is maintained, noting there is currently no public access to this site.
- The provision of dog exercise areas in Hilton Park, including fenced facilities, is to be reviewed through the Hilton Sports Precinct project.
- There may be opportunity to review off leash dog exercise provision in the Stevens Reserve precinct when the land to the north is developed and additional public open space is added.

It is recommended this review is taken into consideration as further dog management planning is developed considering the dog registration and location data, the provision of Public Open Space (POS) in each locality and the dog exercise classification of each reserve.

Overall, while the provision of improved dog exercise areas can be considered in some areas in the short term (i.e. Hilton Park), Officers recommend the POS Strategy is finalised prior to extensive change to the City's Dog Exercise and Prohibited Areas Policy and provision of other dog specific facilities.

Fenced Dog Exercise Provision and Current Projects

The City does not currently have any dedicated fenced dog exercise areas designed for the specific purpose of off leash dog exercise. As this is a singular use for public open space, officers recommend only reserves in areas with an adequate provision of public open space (for other community uses) be considered for this use. A desktop review of suitable sites has identified Hilton Park as the primary site to consider the installation of a fenced dog exercise area in the immediate future. The City is in the planning phase for the Hilton Park precinct and the inclusion of a fenced dog exercise area will be investigated as part of the scope of the project.

At the Ordinary Meeting of Council on 23 November 2022 Council resolved the following:

- 5. Request staff to install a fence around the Knutsford Street Reserve, which is an existing dog off lead area.*

The works to Knutsford Reserve, as well as Stevens Reserve and Virginia Ryan Park have been designed and are scheduled for completion this financial year.



Future provision and potential locations for additional fenced dog exercise areas will be considered and identified in the context of the Public Open Space Strategy currently under development.

Future Development Areas

Through the City's Draft Local Planning Strategy, the City is planning for future development in (See figure 2 below):

- The inner-city: City Centre and Northern Gateway /East End precinct.
- Development Areas: Areas including the brownfield redevelopment sites of Knutsford, Swanbourne Street, McCabe Street, Davis Park, Lefroy Road Quarry and other areas zoned for comprehensive development through structure plan or similar processes (e.g. Heart of Beaconsfield). Housing diversity is a feature of structure plans in these areas.
- Non-city centre activity centres, mixed use corridors and nodes: Various areas zoned for additional development appropriately located in proximity to amenities and transport. Includes the Neighbourhood and Local Centres (all of which are zoned to accommodate development of R60 or higher under a bonus clause in the scheme).
- General infill: Small scale infill development in existing suburbs including the split codings applicable in Hilton, White Gum Valley, and Beaconsfield. Small infill development (Special Control Area 5.7).

Provision of dog exercise areas will be able to be considered in the future development of these sites.

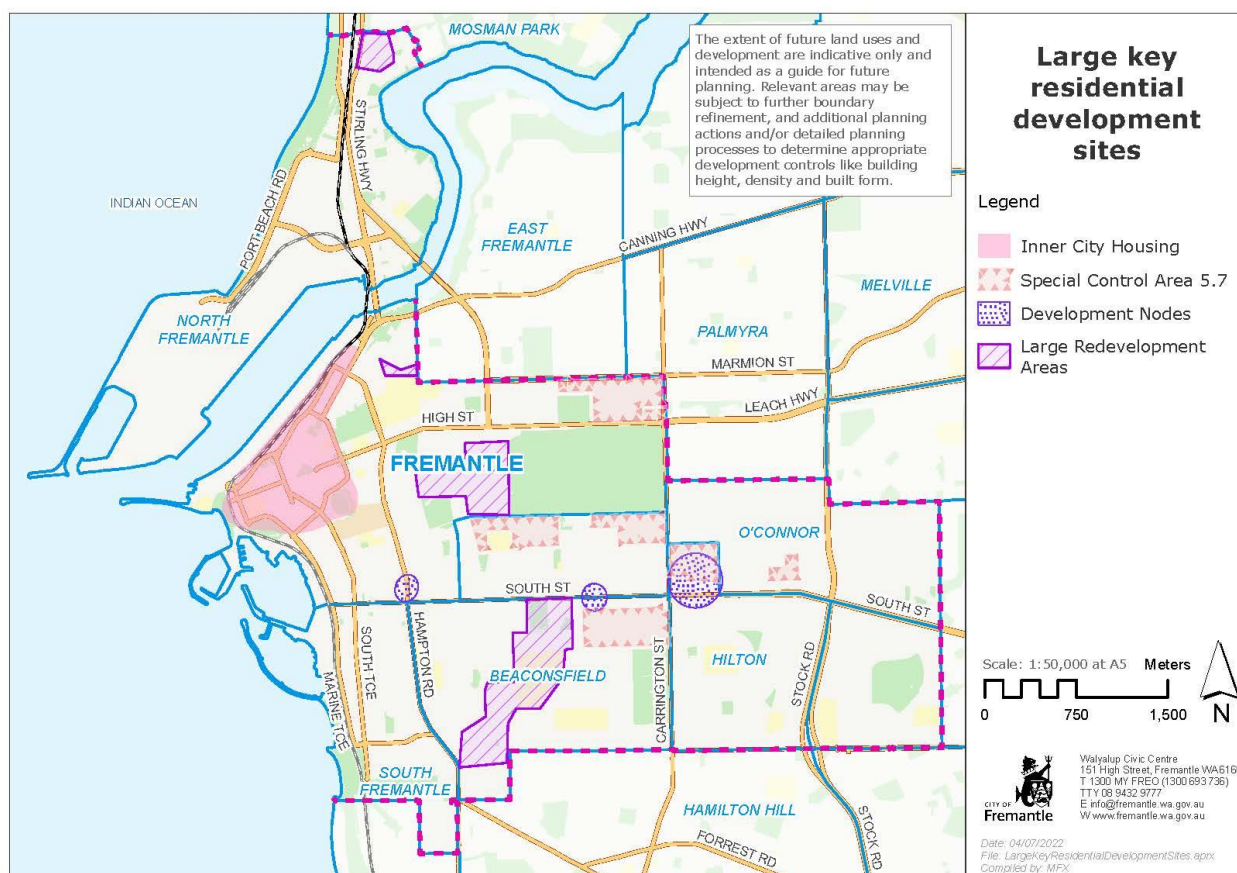


Figure: Future Development sites

Community Education

The City is currently running a responsible dog ownership campaign, which includes media awareness and sponsored dog obedience training. The training consists of 2 classes of 10 dogs across 7 reserves (total of 140 dogs) as follows:

- Gilbert Fraser Reserve, North Fremantle – 06/02/23
- Frank Gibson park, Fremantle - 13/02/23
- Stevens Reserve, Fremantle – 20/02/23
- Bruce Lee Reserve, Beaconsfield – 27/02/23
- Wilson Park, South Fremantle – 06/03/23
- Hilton Park, Beaconsfield – 13/03/23
- Sir Frederick Samson Park, Samson – 20/03/23

The training has had a high uptake, with 118 bookings out of 140 places confirmed at the time of this report being finalised. Dog management planning will further develop responsible dog ownership and education strategies aligned with the POS Strategy, standards of access to POS and dog registration data.



Alternative Dog exercise areas

There is currently provision for off leash dog exercise on land not managed by the City, predominantly on school ovals. The City recognises and acknowledges that these areas, while not managed by the City, are valuable to the community and provide suitable alternatives for dog exercise. These arrangements, however, require responsible dog ownership and unfortunately these areas experience the same issues with poor behaviour by some dog owners, particularly in relation to collecting dog excreta. This has led to tension between school sites and dog walkers and led to schools reviewing public access to their ovals for dog walking, including the recent closure of one school oval to the public for dog walking.

The City will continue to actively liaise with the schools and assist with this issue to improve the situation. This would be through engagement with schools to understand current issues and assisting to address these which may include dog bag provision, waste bin provision, community education or community safety presence.

Summary

Officers recommend the current focus should be on planning for a fenced dog exercise area through the Hilton Park Project, a community education campaign and working with partners to ensure dog exercise opportunities on non-city managed land are maintained.

In the medium term, continued dog management planning, aligned with the Public Open Space Strategy, will consider shared uses of public open space and include dog exercise based on dog registration and location data, the provision of Public Open Space (POS) in each locality and the dog exercise classification of each reserve on registration.

In the longer term, the City should plan for additional dog exercise areas in the vicinity of significant land development projects. These projects include the Heart of Beaconsfield, Knutsford Precinct, Future of Fremantle Port and Leighton Development Area as part of the city's broader approach to increasing public open space where current provisions are not sufficiently met.

VOTING AND OTHER SPECIAL REQUIREMENTS

Simple majority required



COMMITTEE DECISION FPOL2303-4
(Officer's recommendation)

Moved: Cr Jenny Archibald

Seconded: Cr Frank Mofflin

Council:

- 1. Note the Dog Exercise Provision - Desktop Review 2023 and request further consideration of the recommendations in the development of dog management planning and Policy review.**
- 2. Note the current responsible dog ownership campaign the City provides the community, including free training sessions, and that ongoing responsible dog ownership and education strategies will be implemented.**
- 3. Request officers identify and plan for fenced off leash dog exercise area/s, noting a current opportunity will be considered in the Hilton Park Project.**
- 4. Request officers continue to work with, and provide support to, landowners and land managers of sites that provide dog exercise areas, outside of City managed land, to maintain this provision.**
- 5. Note provision of dog exercise areas will be considered in future land development within the City, where the size and scale of the development permits, and additional off leash dog exercise access is considered appropriate to meet community needs.**

Carried: 6/0

**Cr Jenny Archibald, Cr Fedele Camarda, Cr Rachel Pemberton,
Cr Marija Vujcic, Cr Doug Thompson, Cr Frank Mofflin**



10.2 Council decision

FPOL2303-5 FREMANTLE OVAL – ESTABLISHMENT OF A PRINCIPAL STAKEHOLDER WORKING GROUP

Meeting date:	8 March 2023
Responsible officer:	Chief Executive Officer
Decision making authority:	Council
Attachments:	1. Terms of Reference: Fremantle Oval PCG
Additional information:	Nil

SUMMARY

One of the recommendations in the council endorsed high-level Business Plan for Fremantle Oval, is to establish a project governance structure to assist guide the planning and early evolution of the project.

This report discusses the long-term and short-term governance structure, together with an indication as to the tasks and activities envisaged during the next stage of the project around advocacy and seeking government funding.

To assist with the process, this report recommends the establishment of a Project Control Group (PCG) with representation from project partners, including two elected members from the City of Fremantle. It also recommends a subsidiary group to contain a wider group of secondary stakeholders such as potential future partners, localised property owners and other parties considered appropriate.

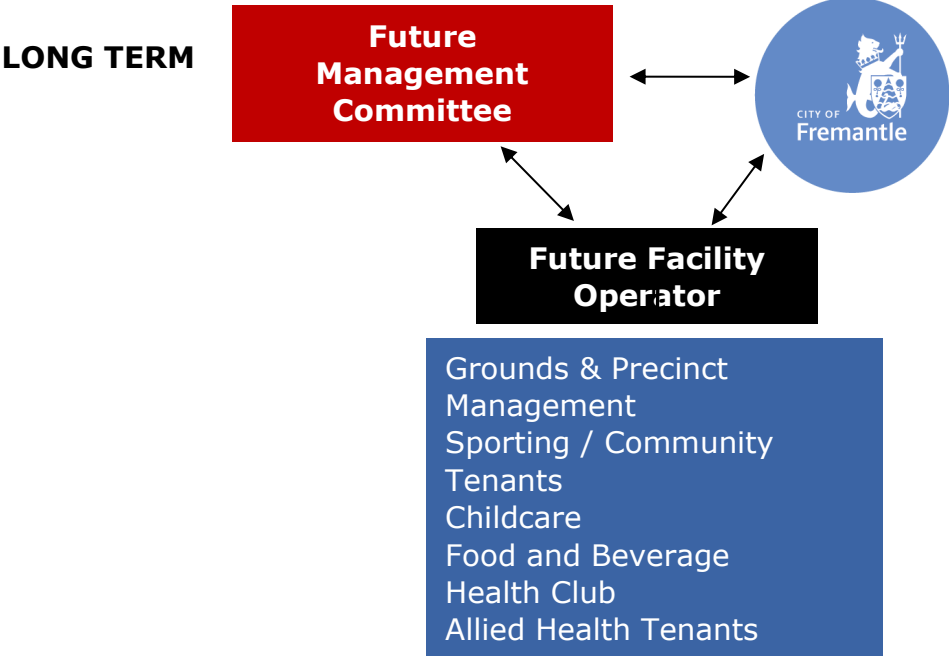
This report seeks council support for the establishment of a PCG and endorsement of elected member nominations to join the group provided from November 2022. From a governance perspective, this group will have the formal status of a City working group.

BACKGROUND

At its meeting on 27 July 2022 Council endorsed the Fremantle Oval Redevelopment Business Plan for the purpose of advancing project advocacy and seeking government funding - on condition that specific design matters are provided for in the final planning and design of the project. One of the key recommendations within the Business Plan is to establish the project governance early on to assist guide the planning and evolution of the project.

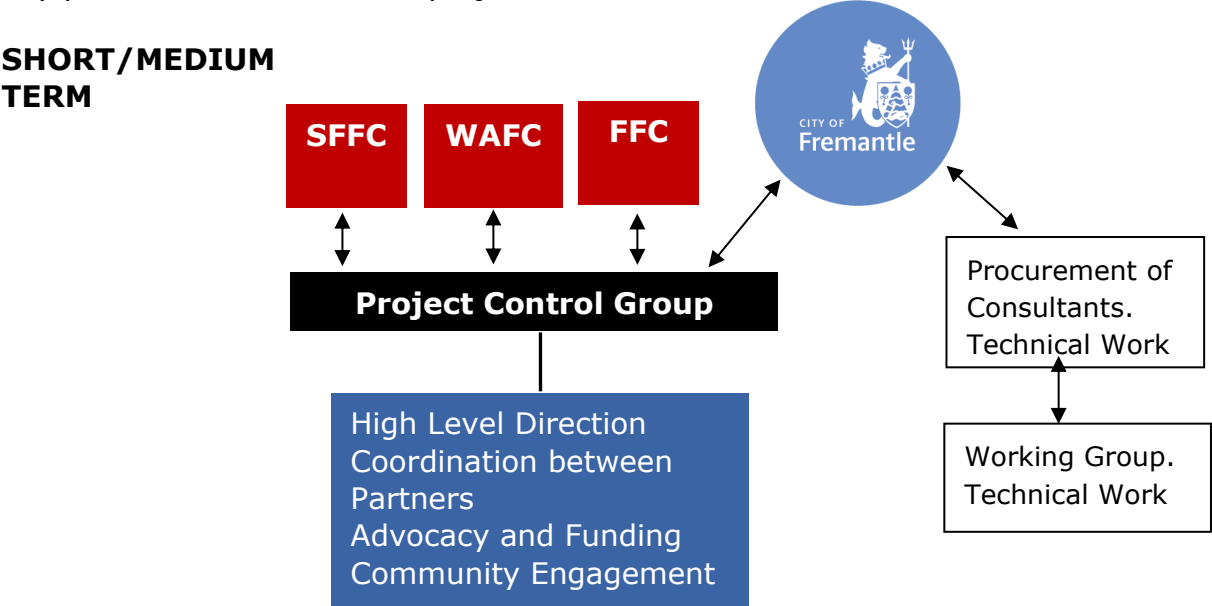


The long-term plan for the governance structure (if/when full funding of the project has been successful) has various options in the Business Plan, all of which can be summarised as:



The Future Management Committee would be represented by all key stakeholders including the four project partners, facility managers and other stakeholders and will require considerable work to establish its legal entity under the Local Government Act and Regulations.

In the short/medium-term, whilst the project is in its planning and feasibility stage, the City can establish a Project Working Group to continue to work with its key partners to advance the project.





Under the existing Council Policy on Internal Groups, the following would apply to a Project Working Group for Fremantle Oval, and requires a resolution of Council:

Category	Purpose	Outcomes	Duration	Membership	Facilitation
Working group	Work collaboratively with council to develop a council strategy/ plan or to develop a specific project	Determined by the group once the purpose is defined.	Disbands on adoption of the strategy/plan or project plan. May convert to a reference group once the planning is complete.	Elected members, community members and/or groups, external professionals in a relevant field, or from a relevant organisation, City officers.	Chaired by a member appointed by the group.

A proposal to establish the working group was provided to the November 2022 Finance, Policy, Operations and Legislation (FPOL) meeting to establish the appointment of this group. At the time the appointment was paused to allow consideration of other appropriate stakeholders.

At the November meeting, councillors Mofflin, Sullivan and Camarda nominated for membership of the PCG.

These were endorsed at the FPOL meeting and recommended through to Council. At the Council meeting the Council resolved the following;

"The item be deferred for a decision at the next appropriate Ordinary Meeting of Council, to reconsider the membership of the working group."

FINANCIAL IMPLICATIONS

There are no financial implications to this report in establishing a working group.

LEGAL IMPLICATIONS

Local Government Act 1995.

It is proposed that the Project Working Group will ultimately be replaced by a future management committee for the precinct. The future committee will require significant work to adequately deal with 'commercial enterprises' as described under Part 3 of the Local Government Act. It is not intended to initiate this larger piece of work until full project funding is established.



CONSULTATION

To date, consultation has occurred between key stakeholders and partners associated with the project. One of the key tasks for the PCG will be to consider how and when to commence engagement with the broader community regarding this potential major city project.

OFFICER COMMENT

To assist with advancing the governance and planning for this project, the establishment of a council Working Group is proposed. The definition of a Working Group (see above, under Background) aligns with the general requirements of a Project Control Group for a major project in its early stages.

See **attachment** for full details of the Terms of Reference.

The key role of the PCG is summarised as:

- To provide high-level project direction and coordination between partners.
- To identify advocacy and funding opportunities.
- To monitor progress and activities.
- To identify how and when community engagement should occur.

It will be the responsibility of each PCG member to consult internally with their respective organisations to ensure that the views and opinions being shared are representative of each project partner.

It is proposed that all key project partners have representation on the PCG, and that the City has two representatives:

- City of Fremantle – Councillor
- City of Fremantle – Councillor
- South Fremantle Football Club – Chief Executive Officer
- WA Football Commission – Executive Manager Facilities
- Fremantle Football Club – Executive General Manager Operations

Group meetings will also be attended by key ex-officio personnel to assist with the operations and effectiveness of the PCG, including:

- City of Fremantle's CEO, and/or their representative(s).
- Consultants and/or project managers on an 'as needs' basis.

As part of the further consideration for other appropriate stakeholders, it is recommended that a secondary working group be established to provide for extended consideration of redevelopment outcomes and to inform the process of redevelopment.

This broader group will include relevant stakeholders that are not the primary stakeholders but will play a role in the future outcomes of redevelopment.



Part of the initial actions from the PCG will be to establish a list of potential stakeholders to include on the broader group so that invitations may be made in forming this group. The PCG can also establish the terms of reference for the “Redevelopment Reference Group” for council to consider. This has been added to the PCG Terms of Reference attached with this agenda.

VOTING AND OTHER SPECIAL REQUIREMENTS

Simple majority required

COMMITTEE RECOMMENDATION ITEM FPOL2303-5 **(Officer’s amended recommendation)**

Moved: Cr Jenny Archibald

Seconded: Cr Doug Thompson

Council:

- 1. Approves the establishment of the Fremantle Oval Project Control Group (PCG) as a formal working group of the City of Fremantle to assist with advancing the early stages of project planning, as described in the Terms of Reference in Attachment 1.**
- 2. Appoint the following membership for the Fremantle Oval Project Control Group:**
 - a. *Mayor Hannah Fitzhardinge (ex-officio)***
 - b. Cr Mofflin**
 - c. Cr Sullivan**
 - d. Cr Camarda**
 - e. Chief Executive Officer, City of Fremantle**
 - f. Strategic Planning Officer, City of Fremantle**
 - g. Chief Executive Officer, South Fremantle Football Club**
 - h. Executive Manager Facilities, WA Football Commission**
 - i. Executive General Manager Operations, Fremantle Football Club.**

Carried: 6/0

**Cr Jenny Archibald, Cr Fedele Camarda, Cr Rachel Pemberton,
Cr Marija Vujcic, Cr Doug Thompson, Cr Frank Mofflin**



FPOL2303-6 PROPOSED PUBLIC ROAD CLOSURE OF A SETBACK PORTION OF HAMPTON ROAD FREMANTLE – FOR AMALGAMATION WITH 136-140 HAMPTON ROAD, FREMANTLE.

Meeting date: 8 March 2023
Responsible officer: A/Manager Economic Development and Marketing
Decision making authority: Council
Attachments: 1. Application from Method Planning
Additional information: Nil

SUMMARY

The City of Fremantle ('City') has received an application from Method Planning representing the owners of 136-140 Hampton Road, Fremantle ('Applicant') to close and amalgamate the setback portion of Hampton Road with 136-140 (Lot 303) Hampton Road, Fremantle.

The road setback area of 81m² represents the remaining parcel of road widening on Hampton Road between Wray Avenue and South Street, Fremantle.

This report recommends that;

Council, in accordance with Sections 58 and 87 of the *Land Administration Act 1997*, approve the advertising and proposed partial closure of the setback portion of Hampton Road, Fremantle (Lot 2146) for amalgamation with 136-140 (Lot 303) Hampton Road, Fremantle subject to no objections being received.

BACKGROUND

Certificate of Title details:

The subject setback area of Hampton Road, Fremantle is described on Crown Land Certificate of Title Volume 3125 Folio 842 being Lot 2146 as shown on Diagram 70723 ('Setback'). The Setback land, with an area of 81m², was dedicated as public road pursuant of Section 56 of the *Land Administration Act 1997* on 10 October 2001 and shares the 35m western boundary line with 136-140 Hampton Road, Fremantle.

No's 136-140 Hampton Road, Fremantle is described on Certificate of Title Volume 1805 Folio 746 being Lot 303 on Diagram 69422 ('Title'). The Title has a shared ownership with four registered owners.



Figure 1 - setback area noted as Lot 2146 fronting 136-140 Hampton Road, Fremantle

Figure 2 – Hampton Road Frontage and Portion of Road Closure



FINANCIAL IMPLICATIONS

No financial implications. The fee paid by the property owners covers the cost of public advertising and comments from the required public utilities.

In addition, the properties owners have agreed in writing to pay any other costs associated with the proposed road closure and amalgamation.

LEGAL IMPLICATIONS

Section 58 and 87 of the *Land Administration Act 1997 (LAA)* apply in relation to the proposed closure and amalgamation described above.

All public road closures for the purpose of amalgamation with an adjoining property require a 35 day public comment period before being submitted to the Department of Planning, Lands and Heritage (DPLH), in accordance with Section 58 of the *LAA*.

CONSULTATION

In accordance with Section 58 of the *LAA*, the City will carry out public advertising for a period of not less than 35 days by:

- Advertising in the Fremantle Herald (NewsBites)
- Freo Weekly e-newsletter
- Writing to public utility service providers for comments

Subject to no objections received after public advertising, Council may make a decision to support the proposal and proceed with an application to the Minister for Lands as described in part 1 and 1a of the resolution to this report. The Applicant has conducted the initial "Dial Before You Dig" enquiry on 02 February 2023. The results of the enquiry are noted in the table below and identified assets both within the setback area and in the vicinity of the setback area fronting 136-140 Hampton Road, Fremantle.

Atco Gas	Contains gas lines within the vicinity - outside the setback area.
NBN Services	Contains infrastructure within the setback area
Water Corporation	• Contains a critical water pipeline on the western side of Hampton Road and not within the setback area. • A Sewer Line runs under the property including setback and continues west across Hampton Road. • A drainage pipe runs under Hampton Road and not within the setback area.
Telstra (WA)	Fibre optic and/or major network present along the setback area.
Western Power	Contains overhead power lines and underground cables located within the vicinity
BP Refinery Kwinana	BP Refinery Kwinana do not have any active pipelines in the designated location.
TPG Telecom (WA)	Has assets affected within the setback area



OFFICER COMMENT

The proposed amalgamation of the setback area of Hampton Road Reserve with 136-140 Hampton Road, Fremantle is consistent with the boundary lines of the adjoining properties. Earlier discussions with the Applicant in August 2021 confirmed that the City of Fremantle no longer required the setback land for future road widening.

The City's Planning Officers have noted that the proposal would need to be zoned under the Local Planning Scheme 4 (LPS4).

VOTING AND OTHER SPECIAL REQUIREMENTS

Simple majority required

Mayor Hannah Fitzhardinge arrived at 6.14pm prior to the vote on this item.

COMMITTEE RECOMMENDATION ITEM FPOL2303-6 **(Officer's recommendation)**

Moved: Cr Jenny Archibald

Seconded: Cr Frank Mofflin

Council:

- 1. In accordance with Sections 58 and 87 of the *Land Administration Act 1997*, approves the advertising of the proposed public road closure of the setback portion of Hampton Road, Fremantle as described on Crown Land Title Volume 3125 Folio 842 being Lot 2146 on Diagram 70723 for the purpose of amalgamation with No's 136-140 Hampton Road, Fremantle as described on Certificate of Title Volume 1805 Folio 746 being Lot 303 on Diagram 69422 and subject to no objections being received:**
 - a. Supports the proposal, and applies to the Minister for Lands to close and amalgamate the setback portion described in part 1 above, and**
 - b. Indemnifies the Minister for Lands against any claim for compensation that may arise from that closure and amalgamation.**

Carried: 6/1

For

**Mayor Hannah Fitzhardinge, Cr Jenny Archibald, Cr Fedele Camarda,
Cr Rachel Pemberton, Cr Doug Thompson, Cr Frank Mofflin**

Against

Cr Marija Vujcic



FPOL2303-7 VOICE TO PARLIAMENT

Meeting date:	8 March 2023
Responsible officer:	A/Manager Community Development
Decision making authority:	Council
Attachments:	1. Uluru Statement from the Heart
Additional information:	Nil

SUMMARY

The City of Fremantle has a strong history of social advocacy and support of reconciliation initiatives through its Aboriginal Engagement Plan and Stretch Walyalup Reconciliation Action Plan. Both of which have ignited change and conversation at local and national levels.

In May 2022, the Federal Government endorsed the Uluru Statement from the Heart in full and announced a referendum in 2023/2024 to vote on Voice to Parliament. The official referendum date has not yet officially been set however Spring of 2023 has been noted as a proposed date.

The City of Fremantle has a unique opportunity to continue its support and endorsement of the Uluru Statement from the Heart (Council endorsed 2018) in the lead up to the referendum. Through a range of programs and activations, the City can support the 'Yes Alliance' and ensure community are educated and aware of the subject prior to voting in the referendum.

This report recommends that Council delivers on its endorsement of the Uluru Statement from the Heart and takes a leadership position through the provision of community education and awareness of the Voice to Parliament conversation in the lead up to the referendum.

This report also seeks Council endorsement of a \$35,500 budget amendment for the 2022/2023 financial year for the delivery of programs and activities to deliver on the City's endorsement of the Uluru Statement from the Heart.

BACKGROUND

The City of Fremantle has previously endorsed the Uluru Statement from the Heart.

In June 2018, through a Notice of Motion, Council adopted the following resolution;

- 1. Supports the Uluru Statement from the Heart.*
- 2. Requests a statement, supporting the Uluru Statement to the Joint Select Committee on Constitutional Recognition relating to Aboriginal and Torres Strait Islander People be submitted on behalf of Council.*



The City's Stretch Walyalup Reconciliation Action Plan outlines our vision for reconciliation by creating an inclusive, caring community where Aboriginal and Torres Strait Islander people experience the same life outcomes as other Australians.

This vision can be achieved by supporting initiatives where Aboriginal and Torres Strait Islander people can inform and influence policies, systems and programs which impact their lives. The voice to parliament delivers on this vision.

The Uluru Statement from the Heart is an invitation to the Australian people. It asks Australians to accept Aboriginal and Torres Strait Islander people's invitation to walk with them in a movement of the Australia people for a better future. It calls for the establishments of a First Nations Voice enshrined in the Constitution and a Makarrata Commission to supervise a process of agreement making and truth telling about our history.

In May 2022 the Federal Government endorsed the Uluru Statement from the Heart in full. This was followed by the announcement of a referendum for change to the constitution to be held in the 2023/2024 financial year, with the official date yet to be confirmed.

This announcement has seen the development of several national campaigns including "History is Calling" and the "Yes Alliance". The coming months are vital to continue the momentum and education on what the Voice to Parliament is, why it is important and what it will mean for the future. This presents a unique opportunity for the City of Fremantle to continue its leadership and social advocacy for equality and reconciliation with Aboriginal and Torres Strait Islander peoples.

FINANCIAL IMPLICATIONS

Consideration of three levels of support up to \$75,000 for programs and initiatives for the Voice to Parliament information campaign is based on the program options to follow. These levels are optional and further consideration to each can be reviewed based on any external funding that may be provided for the community debate as the Federal Government rolls out the process further.

LEGAL IMPLICATIONS

Nil

CONSULTATION

In December 2021, following a presentation to the Walyalup Reconciliation Action Plan Working Group, a sub working group was established to focus on the Uluru Statement from the Heart and identify actions the City of Fremantle could to deliver on for its commitment to this statement.



Six engagement sessions have been held with the sub working group with focus on Voice, Truth and Treaty and what this means within a Local Government context and identification of projects and initiatives to deliver on this statement. Feedback from the sub working group have been presented back to the Walyalup Reconciliation Action Plan Working Group.

Internal stakeholders across different directorates and business units were engaged with and consulted in October 2022. The purpose of this engagement was to seek support and collaboration to embed community education and awareness within existing projects and identify new projects and programs to be delivered in support of the campaign in the lead up to the referendum. It is this engagement which has informed this report.

An internal working group will be established and continue to operate to support the delivery of this project until the referendum.

OFFICER COMMENT

Advocacy and leadership can be delivered through a program of community education and awareness activities, focused on the Uluru Statement from the Heart and Voice to Parliament. Alignment to "History is Calling" and delivery of programs supports understanding both sides of the referendum conversation, sharing history and truth telling activities and exposure to and understanding of culture. This program can be supported through communication and marketing campaigns.

It is proposed the city, in partnership with key stakeholders and partners, deliver a program to launch a campaign in Fremantle. This proposal will include a concentrated effort over a period in May – July 2022 to align to Reconciliation Week and NAIDOC Week. The theme for Reconciliation Week 2023 is "Be a Voice for Generations" and the theme for NAIDOC Week 2023 is "For Our Elders". Following this concentrated programming, a continued package of activations and programs will remain at various locations around the city until the referendum.

The City's program proposes to engage across sectors including businesses, organisations, and community who are committed to Reconciliation and aligned to be part of this National campaign. To have impact and social change, this community conversation requires different stakeholders, platforms, activities and programs, messaging, and communication over a period of time, with multiple community exposure points. The program intends to make use of the city's various spaces and places across its boundary areas.

The Yes Alliance will be focusing strongly on training community members as volunteers to be advocates and educators on the Uluru Statement from the Heart and Voice to parliament. Volunteers will be encouraged to hold "Kitchen table conversations" in the community where the topic can be discussed, and questions answered.



This is where the City can have a strong role in supporting these conversations through meeting rooms and locations, providing training to volunteers and marketing and promoting these events.

Programs will also be included as part of usual activities at the Fremantle Arts Centre, Walyalup Aboriginal Cultural Centre and Fremantle Library within existing budget.

The following programs and activities have been proposed by internal and external stakeholders.

- **Kitchen Table conversations staff and volunteer training - \$7,000**

Engagement of a consultant to deliver training on the Uluru Statement from the Heart, the specifics of the Voice to Parliament and understanding both perspectives of the referendum question.

- **Community Kitchen Table conversations - \$3,000**

Deliver a series of community BBQ's and gathering which encourage volunteer led community conversations about the Voice to Parliament.

- **History Centre installation - \$10,000**

Curation and installation of an exhibition display in the local history centre to be installed for Reconciliation and NAIDOC Week. The display will be focussed on local Aboriginal history and Elders who have advocated for change.

- **Business window engagement - \$5,000**

Procurement and installation of a visual campaign, aligned to History is Calling, in business shop windows in Fremantle. Material will include QR codes for community to connect to information and resources.

- **Disclosure panel presentation (FAC) \$15,500**

Disclosure is a quarterly evening of discourse and ideas, a space of ambition and experimentation. From art theory to contemporary identity, Disclosure presenters share knowledge and experience from their own unique vantage points, challenging us to see the world through a different lens, if only for an evening.

In this iteration of DISCLOSURE, taking place during National Reconciliation Week, we convene a panel of First Nations People to discuss the constitutional recognition of Aboriginal and Torres Strait Islander Peoples through a Voice to Parliament.



Bringing together voices of cultural and creative leaders, this panel discussion moderated by Whadjuk Nyoongar journalist Narelda Jacobs, will explore the legal, cultural and social complexities and benefits of a Voice to Parliament, an ambition articulated through the Makaratta: The Uluru Statement from the Heart in 2017.

This event will follow First Nations protocols, with all visitors offered the opportunity to be smoked by Whadjuk Nyoongar representatives upon arrival before being welcomed to Walyalup on Whadjuk Nyoongar Boodja.

- **Galup VR – Revealed Activation \$10,500**

Galup is multi-artform project about the history of Lake Monger in Perth. The original iteration of the project included a site-specific performance and a virtual reality work created by Noongar theatre-maker Ian Wilkes and artist/filmmaker Poppy van Oorde-Grainger with an oral history from Elder Doolann-Leisha Eatts about a massacre at Galup lake (Lake Monger). Galup explores the transformative impact of truth-telling, examines the destructive nature of colonisation and brings people together for connection and healing.

Given the City of Fremantle's and Fremantle Arts Centre's commitment to truth telling, we propose working with Same Drum media and the Galup team to activate across the Revealed opening weekend. The experience invites small groups to take a virtual experience with Ian Wilkes who revealed the layered histories of country, or *boodja*.

- **Art Mural/s - \$23,000**

Procurement and installation of a visual campaign, aligned to History is Calling, at one or multiple locations in the City of Fremantle. Murals will include QR codes for community to connect to information and resources.

The above proposals may be packaged into three different assortments for Council to consider.

Council can choose from the following tiers of support;

Baseline tier support - \$10,000

Kitchen table conversations staff and volunteer training
Community Kitchen table conversations
Communications campaign



Mid-tier support - \$35,500

Kitchen table conversations staff and volunteer training
Community Kitchen table conversations
History Centre installation
Disclosure panel presentation
Communications campaign

Top-tier support - \$75,000

Kitchen table conversations staff and volunteer training
Community Kitchen table conversations
History Centre installation
Disclosure panel presentation
Galup VR
Business window engagement
Art Murals
Communications campaign

VOTING AND OTHER SPECIAL REQUIREMENTS

Absolute majority required

OFFICER'S RECOMMENDATION

Council:

1. Delivers on its commitment to the Uluru Statement by supporting the "*Voice to Parliament*" campaign through the provision of community education and awareness of the Voice to Parliament conversation in the lead up to the referendum.
2. Adopts the Mid-tier support - \$35,500, being;
 - Kitchen table conversations staff and volunteer training
 - Community Kitchen table conversations
 - History Centre installation
 - Disclosure panel presentation
 - Communications campaign
3. Approves a budget amendment for \$35,500 from unfunded expenditure to the 2022/2023 budget for Mid-Tier support for the Voice to Parliament campaign.



Cr Doug Thompson left the meeting at 6.25pm and returned at 6.29pm prior to voting on this item.

AMENDMENT 1

Moved: Mayor Hannah Fitzhardinge Seconded: Cr Doug Thompson

Amend part 2 of the Officer's recommendation to read as follows:

Council:

- 1. Delivers on its commitment to the Uluru Statement by supporting the "Voice to Parliament" campaign through the provision of community education and awareness of the reasons to support the Voice to Parliament conversation in the lead up to the referendum.**
- 2. ~~Provisionally~~ Adopts a budget amendment of ~~up to the Mid-tier support~~ \$35,500 from unfunded expenditure to the 2022/2023 budget for Mid-Tier support for the Voice to Parliament campaign, being sufficient funding to deliver outcomes including;**

**Kitchen table conversations staff and volunteer training
Community Kitchen table conversations
History Centre installation
Disclosure panel presentation
Communications campaign**

With final activities to be agreed through collaboration with the Yes campaign in Western Australia.

Amendment carried: 6/1

For

**Mayor Hannah Fitzhardinge, Cr Jenny Archibald, Cr Fedele Camarda,
Cr Rachel Pemberton, Cr Doug Thompson, Cr Frank Mofflin**

Against

Cr Marija Vujcic

Reason for change:

The Yes campaign is in the process of being established in WA and our funding should be targeted at grassroots events and activities that will not be delivered by them. This amendment gives some flexibility to officers to allow them to determine which activities will be most suitable for the Fremantle community.



COMMITTEE RECOMMENDATION FPOL2303-7
(Officer's recommendation, as amended)

Moved: Cr Jenny Archibald

Seconded: Cr Doug Thompson

Council:

- 1. Delivers on its commitment to the Uluru Statement by supporting the "Voice to Parliament" campaign through the provision of community education and awareness of the reasons to support the Voice to Parliament in the lead up to the referendum.**
- 2. Adopts a budget amendment of \$35,500 from unfunded expenditure to the 2022/2023 budget for Mid-Tier support for the Voice to Parliament campaign, being sufficient funding to deliver outcomes including;**

**Kitchen table conversations staff and volunteer training
Community Kitchen table conversations
History Centre installation
Disclosure panel presentation
Communications campaign**

With final activities to be agreed through collaboration with the Yes campaign in Western Australia.

Carried: 6/1

For

**Mayor Hannah Fitzhardinge, Cr Jenny Archibald, Cr Fedele Camarda,
Cr Rachel Pemberton, Cr Doug Thompson, Cr Frank Mofflin**

Against

Cr Marija Vujcic



FPOL2303-8 PERTH FESTIVAL – HIGH VOLTAGE SPONSORSHIP REQUEST

Meeting date:	8 March 2023
Responsible officer:	Manager Economic Development & Marketing
Decision making authority:	Council
Attachments:	Nil
Additional information:	Nil

SUMMARY

The purpose of this report is to present a sponsorship request for the Perth Festival High voltage event for consideration. The request seeks to enter into a sponsorship agreement between the City of Fremantle and Perth Festival with the provision of in-kind sponsorship support by way of event fee waiver.

This report recommends that Council authorise the Chief Executive Officer to negotiate a sponsorship agreement with the event organiser for the 2023 event.

BACKGROUND

Perth Festival Special Projects (PFSP) are repowering the incredibly successful 2020 event Highway to Hell as a new event called High Voltage. High Voltage has been supported by the WA government, with funding received by Tourism WA to present the event on 7 May 2023. The event was officially announced by Premier Mark McGowan on 27 November 2022 at Fremantle Oval.

High Voltage is a celebration of music, community, and the spirit of Bon Scott. In 2023, the event is being repowered as a street circuit in the heart of Fremantle. Similar to Highway to Hell, High Voltage will feature high profile national bands on trucks performing interpretations of AC/DC.

Three large scale zones of celebration are being created where audiences can gather to watch performances and take part in activities. A series of 'truck stops' will be created along the route where audiences can congregate to watch the trucks stop and perform.

Officers have been working closely with the project team and event organisers to agree on a preferred route and leverage opportunities associated with the event.

Community participation will be a key feature of High Voltage, with many local community groups invited to perform along the route and in key zones.



Perth Festival will welcome high-profile Fremantle music artists on trucks and major stages and will work closely with the Fremantle business community to ensure businesses can leverage the event.

OFFICER COMMENT

High Voltage is a free celebration of live music, community, and the legend – Bon Scott. Building on Perth Festival's smash hit Highway to Hell (2020), this event is proposed to be an ultimate family friendly Freo Sunday session with the City set to be overtaken by the nation's best live music acts on trucks in the name of rock and celebration.

In this new iteration, High Voltage will welcome thousands of music fans to a huge outdoor concert procession and multiple zones of celebration. The route will include iconic Fremantle locations including Esplanade Reserve, South Fremantle's South Terrace, and Fremantle Oval.

Performance Trucks

From the back of flatbed trucks, high profile musicians from home, interstate and around the world will pay homage to AC/DC.

Each truck will travel along the circuit with musicians playing constantly and stopping at certain zones to perform to the assembled crowd.

City of Fremantle car parks that are included as part of this event sponsorship proposal will be activated as family-friendly, spectator zones to provide viewing area and add to the capacity of the event.

In addition to these larger zones there will be roving performers on foot weaving in and out of the assembled crowd to herald the impending arrival of the prime movers and to continue to engage the audience as one truck disappears down the circuit and another comes in to view.

Toilets, free water, first aid and information tents will be positioned along the route to ensure adequate facilities available.

Community participation

High Voltage represents a significant opportunity for community engagement through participation by local artists, schools and community performance groups. This includes the programming of multiple large-scale school and community performance groups in the roving programming program, mass choirs at key performance zones and participation from multiple community groups in children and family activities. Fremantle based artists have been prioritised in the music programming, with numerous 'local legends' programmed in high profile slots.

Ancillary programming

Additional ancillary programming will be undertaken in key venues adjacent to the circuit. This activity will be programmed and managed by venue owners in consultation with event producers.

Target audience

Key target audiences for this event are:

- People aged 25 – 65 based in Perth and Fremantle with an interest in outdoor events
- Young families looking to engage in free special activities with inter-generational appeal.
- AC/DC and other rock and roll fans.

This event is targeted towards the general public – residents and visitors to Perth.

Mass-marketing channels, including a significant focus on digital, will be employed to increase awareness and attendance of the event.

The strategy will include campaigns across digital, social and traditional media, experiential/ambient advertising focussed in WA for the first year, and then interstate and internationally for years two and three.

The campaign will target consumers geographically and by psychographic interests, reaching those interested in arts and live music.

Audience Segments

Perth Festival Special Projects will overlay Morris Hargreaves McIntyre's psychographic segmentation tool, Culture Segments, to its targeting. Key groups targeted for this will be Expression, Entertainment and Stimulation.

Expression	22% 353,000	Receptive, confident, Community oriented, Expressive. In tune with their creative and spiritual side. They are 'people' people and enjoy activities that help them connect with and share experiences with others. They are most likely to be advocates for the Perth Festival brand.
Entertainment	14% 240,000	Consumers, Populist, Leisure, Mainstream The arts are on the periphery of their lives and compete against many other interests. Occasionally foray into culture for spectacular, must-see experiences. Low priority and growth potential for Perth Festival.
Stimulation	16% 266,000	Active, Experimental, Discovery, Contemporary



Live their lives to the full. Look for challenges and opportunities to break away from the crowd. Like to be cutting edge. Slightly lower attention threshold

HIGH VOLTAGE Event objectives and opportunity

- Creating a new home-grown event aligns with the Government's *Reconnect* WA strategy and is synonymous with WA.
- Activate the WA events calendar in 'shoulder season' with a major new event that will appeal to local and interstate visitors.
- Create a new large scale music event that offers significant opportunity for music artists, suppliers, crew, and industry.
- Create a major new community event in Fremantle offering significant opportunity for community groups, schools, and local businesses to be involved in a joyful, uplifting, large scale event.
- Celebrate Fremantle as the 'spiritual home' of Bon Scott- he grew up there, is buried in the cemetery and his statue is on the waterfront.
- Recognising Fremantle as a creative hub and home of incredible live music scene.
- Highlight Fremantle as a destination for great bars and restaurants.
- Continue the successful partnership between Perth Festival and WA Government.
- Provide opportunities for collaboration between state and local government.

Planned marketing activities

Perth Festival Special Projects will draw on the festival's strong relationships with major media outlets in and around Perth and at a national level to extend the marketing budget.

Driving local engagement is central to the marketing campaign with a small focus on reaching into key Australian capital cities and driving excitement and anticipation online to establish a media campaign with impact and excitement, and which will drive attendance.

The key stages to promoting the event are:

1. Announcement of event by Premier (27 November 2022)
2. Stakeholder engagement and event notifications (November 2022 – April 2023)
3. Launch full event information and content, including maps (12 March 2023)
5. In-event experience (7 May 2023)

The promotion for the event will include the following initiatives:

Advertising

- Key local and national media advertising, predominantly digital, will start following the content launch in March 2023, ramped up with the bulk of advertising spend in the weeks leading up to the event.

Brochures and Posters

- Feature in posters around Perth and Fremantle.

Digital

- Feature on its own bespoke event website.
- Promoted through enews, sent to first announce subscribers, as well as leveraging promotion in the Perth Festival enews.
- Promoted content through social networks: Facebook and Instagram. Includes paid and organic traffic.
- Advertising across search and social from 12 March 2023.
- Feature on visitfremantle.com.au website.

Signage

- High impact signage erected onsite prior to the performance advertising the event.
- High impact signage erected in and around Fremantle and Perth CBD.
- Full signage plan to be confirmed in March 2023.

Sponsorship recognition and benefits

The City of Fremantle, in recognition for its in-kind support through fee waiver will be recognised as a Premier Partner and receive sponsorship benefits including but not limited to:

Feature in High Voltage collateral such as:

- Event website.
- Relevant media releases.
- High Voltage event sponsor signage.
- Social media announcement.
- Verbal acknowledgement (where relevant).
- PF & City of Fremantle to work together to explore other acknowledgement opportunities.

Partnership Leveraging and Activation:

- Opportunity to create content for sponsor promotions/comms/publicity.
- Opportunity to develop bespoke activations.
- Invitations to City of Fremantle representatives to attend VIP area/function.

FINANCIAL IMPLICATIONS

The proposed sponsorship offering and associated sponsorship benefits to be received by the City has been determined in line with the City of Fremantle Grants and Sponsorship Policy.

An overview of the proposed total in-kind financial contribution by way of fee waiver is provided below.

Application Fee	\$ 95.50
Venue Hire: Major Impact, Community Hire of Venue.	
Road Reserve: Event Day 1 day	\$ 848.00
Fremantle Oval: Event Day - 1 day	\$ 2,970.00
Esplanade Reserve: Event Day - 1 day	\$ 2,970.00
Wilson Park: Event Day - 1 day	\$ 2,970.00
Fremantle Oval: Bump in/out 6 days	\$ 3,498.00
Esplanade Reserve: Bump in/out 3 days	\$ 1,749.00
Wilson Park: Bump in/out 3 days	\$ 1,749.00
Additional fees	
Obstruction Application	\$ 220.00
Health Fees	\$ 871.00
Reg 18 Fee	\$ 1,000.00
Carbay fees: CP10: 65 bays x 7 days @\$37 a bay	\$16,835.00
Carbay fees: CP16: 15 bays x 7 days @\$37 a bay	\$ 3,885.00
Carbay fees: CP24: 16 bays x 1 day @\$37 a bay	\$ 592.00
Carbay fees: CP21: 66 bays x 1 day @\$37 a bay	\$ 2,442.00
Carbay fees: CP21a: 25 bays x 1 day @\$37 a bay	\$ 925.00
Carbay fees: CP11: 197 bays x 1 day @\$37 a bay	\$ 7,289.00
Carbay fees: CP60: 85 bays x 1 day @\$37 a bay	\$ 3,145.00
Carbay fees: Market St: 22 bays @\$37 a bay	\$ 814.00
Carbay fees South Tce: 176 bays @\$37 a bay	\$ 6,512.00
Carbay fees: Marine Tce: 344 bays @\$37 a bay	\$12,728.00
Carbay fees: Norfolk St: 52 bays @\$37 a bay	\$ 1,924.00
<u>Total Fees</u>	\$76,031.50

LEGAL IMPLICATIONS

Sponsorship will be provided under a contractual agreement between Perth Festival (the event organiser) and the City. The City will be recognised as the premiere partner for the event. Provision of sponsorship will be subject to approval of the event by the City of Fremantle, and the event organiser seeking all other necessary approvals.



CONSULTATION

The Perth Festival team is undertaking a significant program of engagement in the lead up to the event. A variety of stakeholders have been engaged and consulted with throughout the development of the concept including but not limited to:

- Fremantle Fishing Boat Harbour
- Businesses along the event route
- City of Fremantle Destination Marketing Working Group

Upon final confirmation of the event, the broader business community will be consulted in order to encourage businesses to engage with, participate in and leverage the event.

VOTING AND OTHER SPECIAL REQUIREMENTS

Simple majority required.

COMMITTEE RECOMMENDATION ITEM FPOL2303-8 **(Officer's recommendation)**

Moved: Cr Jenny Archibald

Seconded: Mayor Hannah Fitzhardinge

Council authorise the Chief Executive Officer to negotiate a sponsorship agreement between the City of Fremantle and Perth Festival, which includes the following essential terms:

- 1. The City of Fremantle to provide in-kind sponsorship support by way of event fee waiver to the value of \$76,031.50.**
- 2. The City of Fremantle is recognised as a Premier Partner of the event.**

Carried: 6/1

For

**Mayor Hannah Fitzhardinge, Cr Jenny Archibald, Cr Fedele Camarda,
Cr Rachel Pemberton, Cr Doug Thompson, Cr Frank Mofflin**

Against

Cr Marija Vujcic



11. Motions of which previous notice has been given

Nil

12. Urgent business

Nil

13. Late items

Nil

14. Confidential Items

Nil

15. Closure

The Presiding Member declared the meeting closed at 6.51pm.