

Engagement Overview

350+
VISION DAY
PARTICIPANTS

37
SURVEY
RESPONDENTS

18 PLACE DIRECTIONS
WORKSHOP PARTICIPANTS

80 ABORIGINAL ELDERS
WORKSHOP PARTICIPANTS

62 FOCUS GROUPS
PARTICIPANTS

43 YOUTH FOCUS GROUP
PARTICIPANTS

Place, Identity and Culture (Kartadjin)

Key Takeouts

Build on Fremantle's existing uniqueness

Built form / design

A waterfront for everyone - free and shared by all

Amplify and maintain historical Fremantle / (Freo character)

Celebrate Fremantle's economic and maritime history

Continue improving and creating places/events for indigenous culture

Future Jobs & Economy (Boya)

Key Takeouts

Diverse economic opportunities

Working Port Feel

Regional attractor through cultural facilities

Educational and Training Hub

Training at the port for maritime archaeology, boat building and maintenance, marine science.

Wider range of creative industries/ jobs (arts, theatre, film, music, and so on)

Greener Urban Future (Boodja)

Key Takeouts

Restore natural landscapes

Improve public transport

Open space / recreation

Leader in climate change response

Invest in parks and greenery that use native species providing habitat and places for people.

Green walls (not concrete sound barriers but living green corridors and dividers).

Maintenance and development of green spaces, (street trees, parks, nature reserves, clean waterways, sand dune preservation).

Urban Planning and Mobility (Bidi Bidi)

Key Takeouts

Active transport

Diverse and affordable

Public transport

Staged and integrated planning process

Vibrancy created by high density living in exciting/unique urban environments

Active transport priority pathways

Top 10 Take-outs

01 Create strong connections (Fremantle and broader area (public / active transport)

02 Protect, preserve, enhance the natural environment

03 A waterfront for everyone. Free and shared by all

04 Amplify and maintain historical Fremantle / (Freo character)

05 Keep it gritty! Don't manicure it

06 Maintain harbour activity (ferries + cruise ships)

07 Water-based recreation experiences

08 Iconic skyline (cranes)

09 Break up urban front with continuous natural experiences

10 Parks / soft edges and ocean views

Future destination drivers

North Quay

Keep the cranes

- Large scale gritty, lively, never dull
- Container port (keep our giraffes!)

Incredible western ocean front views

- Make this precinct a global attraction

Water-based activities

- Open for cruise liners
- Great beach access for water sports
- Expand marina area, greater boat infrastructure
- Access, potential canal development

Ideas and opportunities

- Maybe keep North Quay
- Develop Victoria Quay (leave cruise dock)
- Lively quarters

Port Beach / North Freo

Beautiful beaches

- Keep beach/waterfront open to the public
- Protect, preserve enhance Port and Leighton Beaches
- Port-Leighton wide foreshore counterpoint to hardened port area

Connect North Freo with beach and river

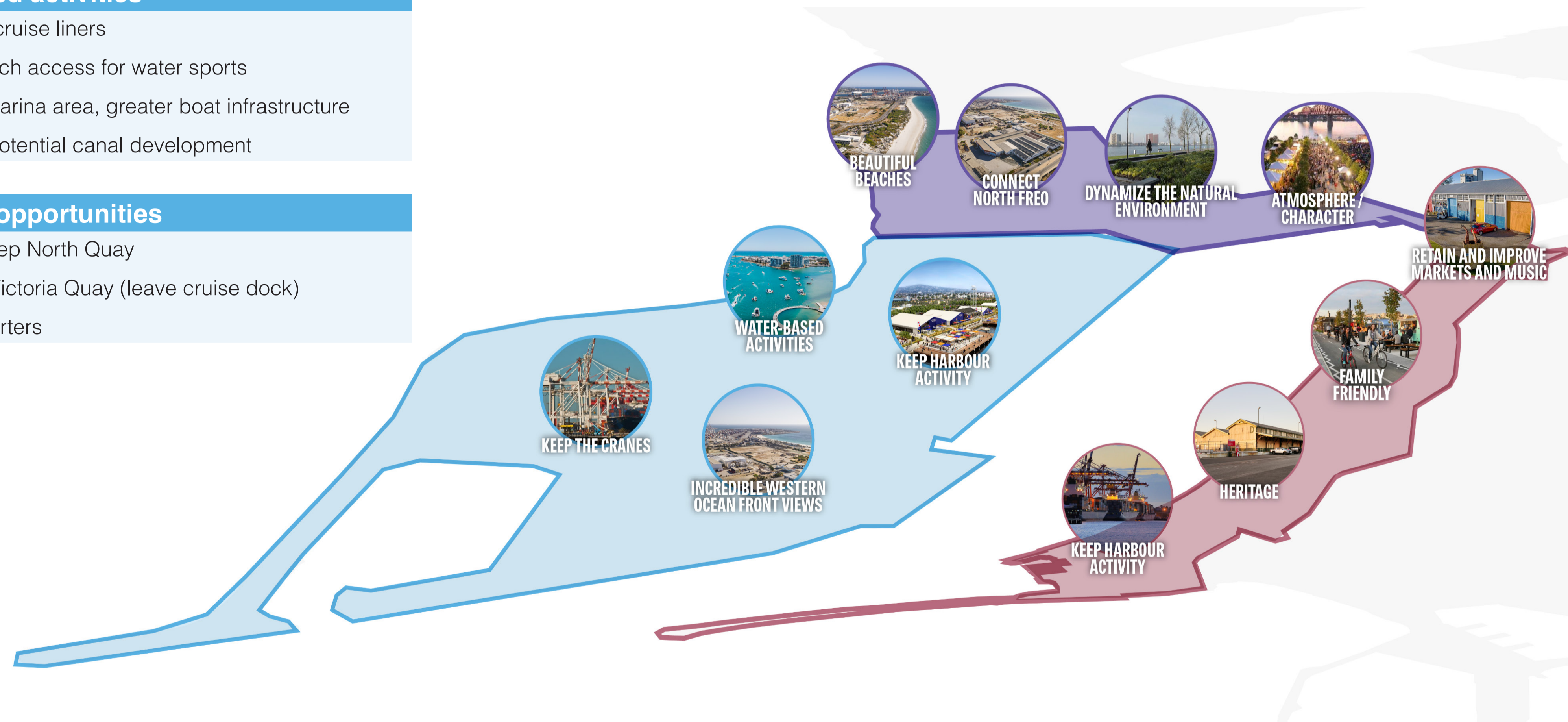
- Local amenity / retail / foods for local produce (resilience)
- Ice cream shops
- Having a CAT Bus to connect area

Dynamize the natural environment

- Soft edges / natural landscaping
- More shade/trees for relaxing with family
- No crazy marinas

Atmosphere / character

- Music amphitheatre
- Festivals (Blessing Fleet, Fire/Winter)
- Need for a beautiful bridge/Entry Statement



Victoria Quay

Keep the cranes

- Home of the Rottneft Express (B-Shed)
- Welcoming space (cruises + ferries)
- Keep Cruise Ships and Ferries in Victoria Quay
- Harbour Activity

Incredible Western ocean front views

- A historical artifact
- Aboriginal heritage

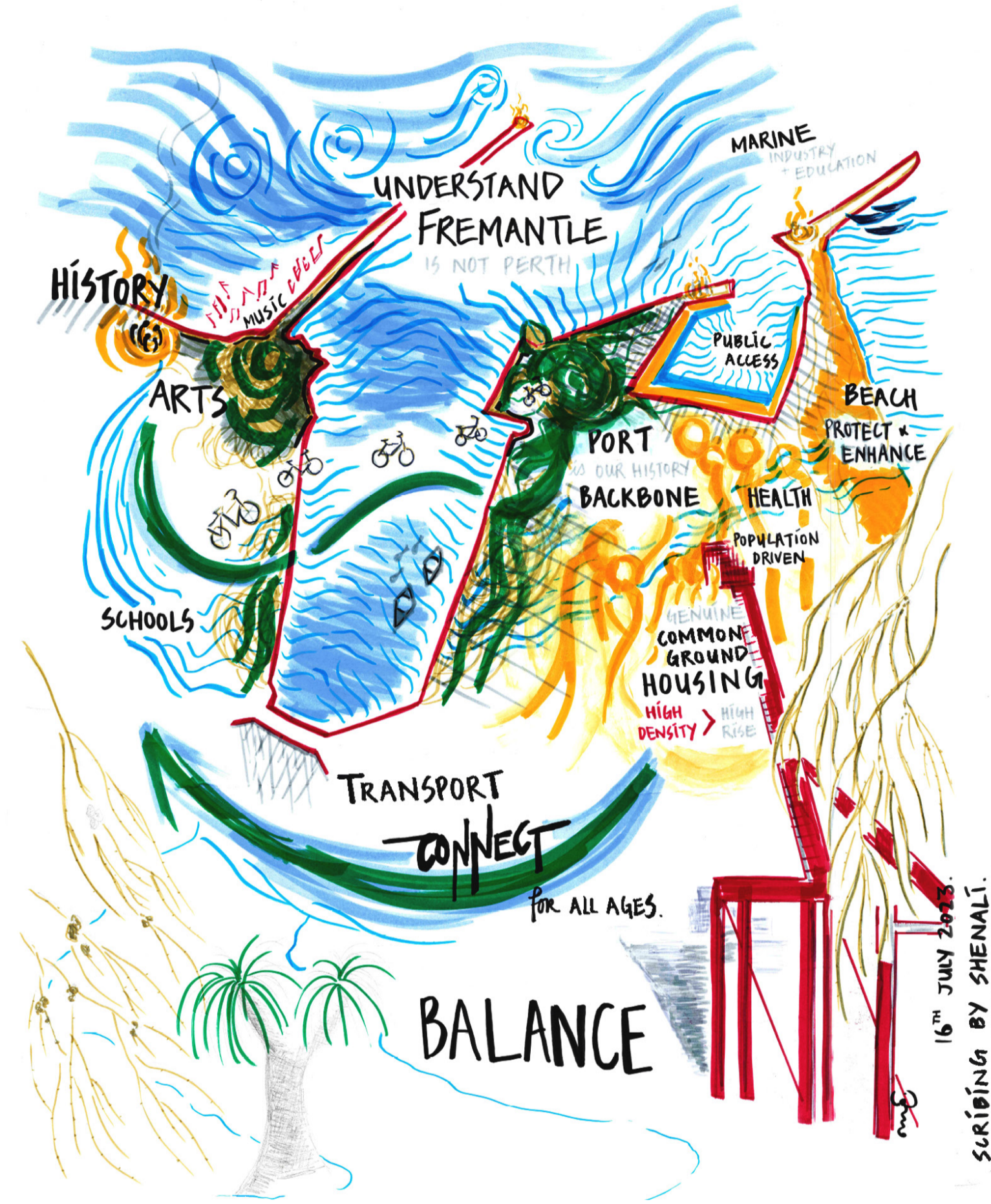
Water-based activities

- Retain artist sheds
- Antiques + collectors
- Local produce for sale

Ideas and opportunities

- Open markets when cruise ships are in port
- Meeting / gathering places (instead of carparks)
- Allow recreational activities
- Schools: attract families (economic benefits)
- Opening a pedestrian bridge
- Some new, tall slender buildings

FUTURE OF FREMANTLE VISIONING DAY



Artwork by Shenali Perera

Fondest Memory

28 people shared their fondest memories of the port

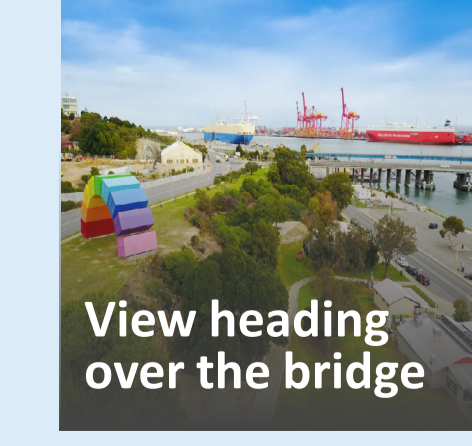
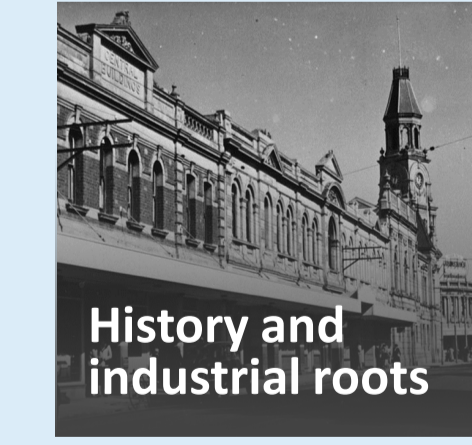
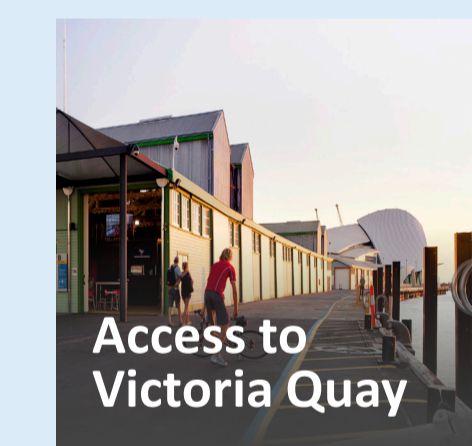
- Dolphins in the river, walks to observe birds**
- About 12 years old standing on the picket lines with the MUA lines of trucks police and community of people defending what they delivered in**
- Waiting in line early morning to go to Rotto**
- Water, rustic, old, maritime, Cappuccino strip. All the shipping history, maritime museum, the mighty harbour and a great footy team**
- On the beach at Port - Leighton with family and friends, embracing nature, all the more because of the contrast with the port (appreciating that too, but each having its value and place)**
- Driving past the port and cranes on the boat**
- Music at Fly with a parent run kid's room. Lots of garage sales every weekend. Community noticeboards all over (not just on the Internet)**
- I remember coming into Fremantle regularly as a child with my mum and both grandparents. As a child I was always attracted to the historical buildings - they stood out & were so different to anything/everything else in my little world at that age. Retaining Fremantle's historical elements is vital in my opinion, while acknowledging the potential and need for development in the CBD.**
- I love the giraffes (the red cranes). Would be good if they can be retained**
- Having fish and chips at Freo 22 years ago with my newborn daughter for the first time.**
- Remember arrival on Italian migrant boat (1972) so impressed with Fremantle! Came to love it by working, signing. Generally loving the atmosphere**
- Fishing off the wharf with my kids**
- America's Cup (early 80s)**
- Family connections: beaches, fishing, picnics, coffees, entertainment, arts.**

What is your Big Idea for the future?

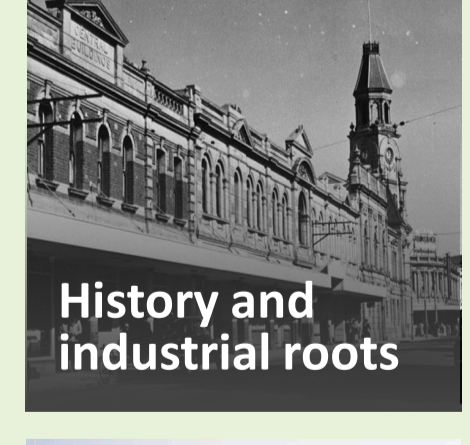
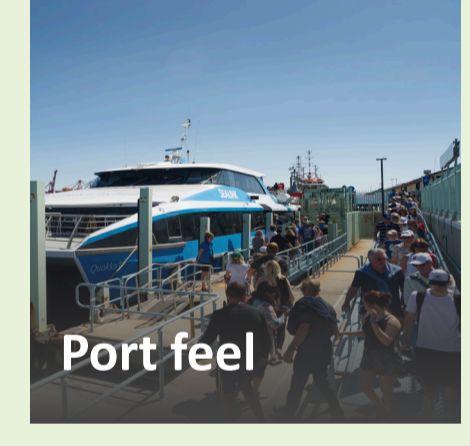
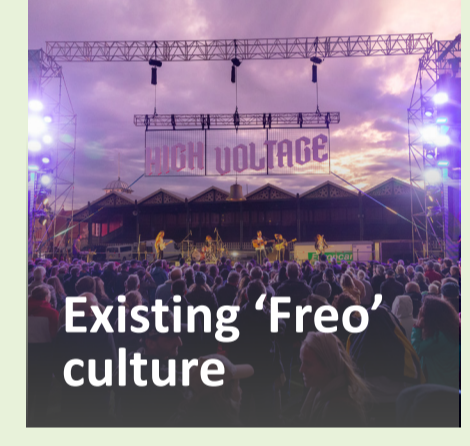
- Retail and F+B and artisan hub (Victoria Harbour Cape Town)
- Don't sanitise or McDonaldise
- Absolutely no jet skis
- World-class museums on north side
- Demonstrating how good planning can secure a natural and dynamic coast with space for the community
- Artificial reef 2.0 for surfing
- Longer jetty to enjoy the beach
- A beautiful new timber bridge, tourism icon to greet our visitors
- Connection to and retention of port beach dunes
- Sports Stadium
- Ocean pool
- North Freo train station moved to create underpasses and views of Victoria Quay
- Wind and surf water-sports hub that is located to F+B
- Whadjuk Arts and Culture community space for people to gather and learn about Walyalup
- An amusement park for kids
- Reciprocal spiritual home for Perth Symphony Orchestra
- A High School (keep schools in the centre of Fremantle)

What do you love about the site?

What do you love about the site?



Don't want to lose



Hopes & Fears

Hopes

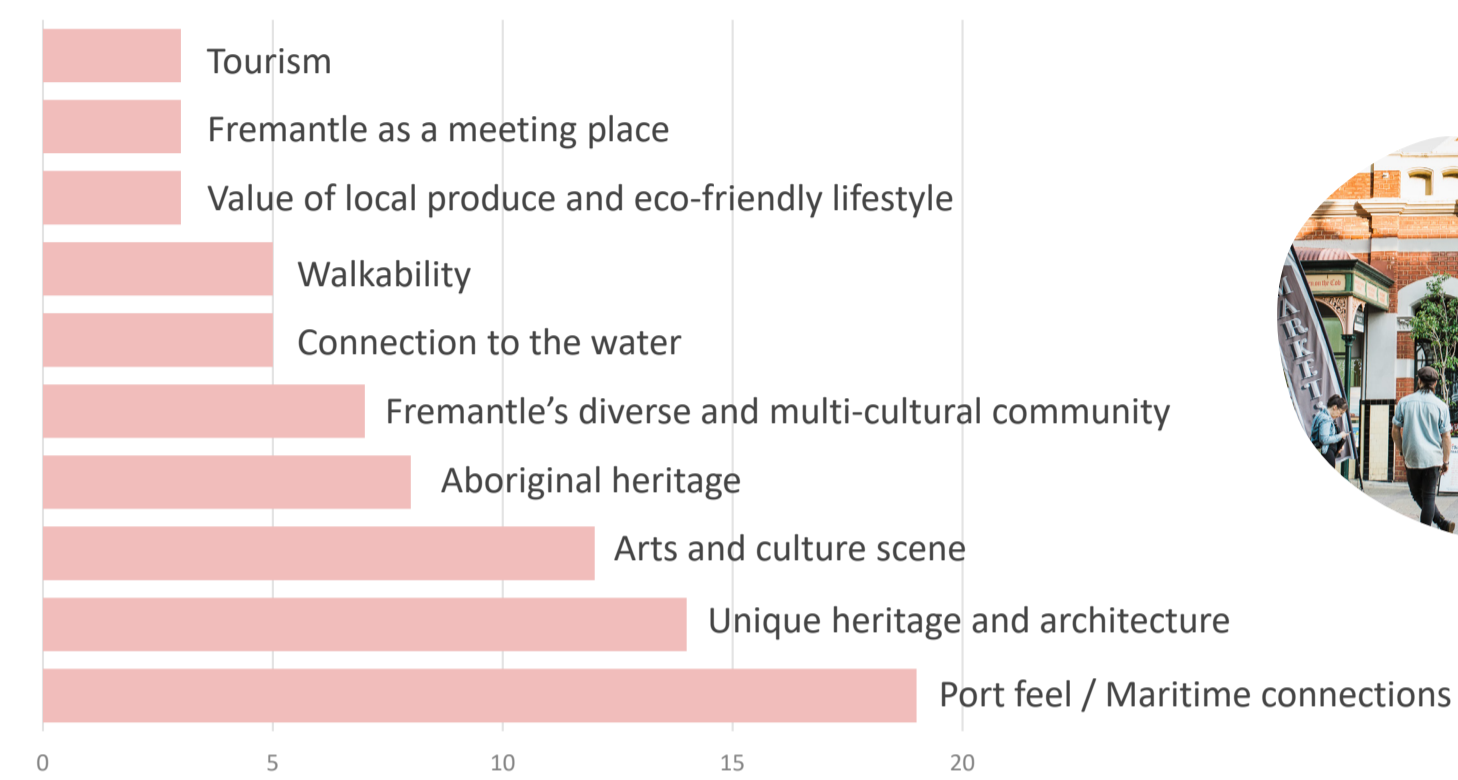
- Innovation Precinct
- Landmarks
- Heritage history represented
- Focus on health and wellbeing
- Entertainment for all ages
- Connectivity / public access
- Safety
- Sporting facilities
- Retail
- Sustainable / Environmentally Friendly
- Keep Freo Character
- Connect North + South

Fears

- Gentrified Fremantle
- Loss of culture and identity
- Overdeveloped
- Unaffordable
- Lacking green spaces

Reflecting Freo's Character

What Fremantle characteristics should be reflected and enhanced?



Embrace art, creativity and quirkiness

its European and migrant history, especially the multicultural nature as well as its food, music and culture

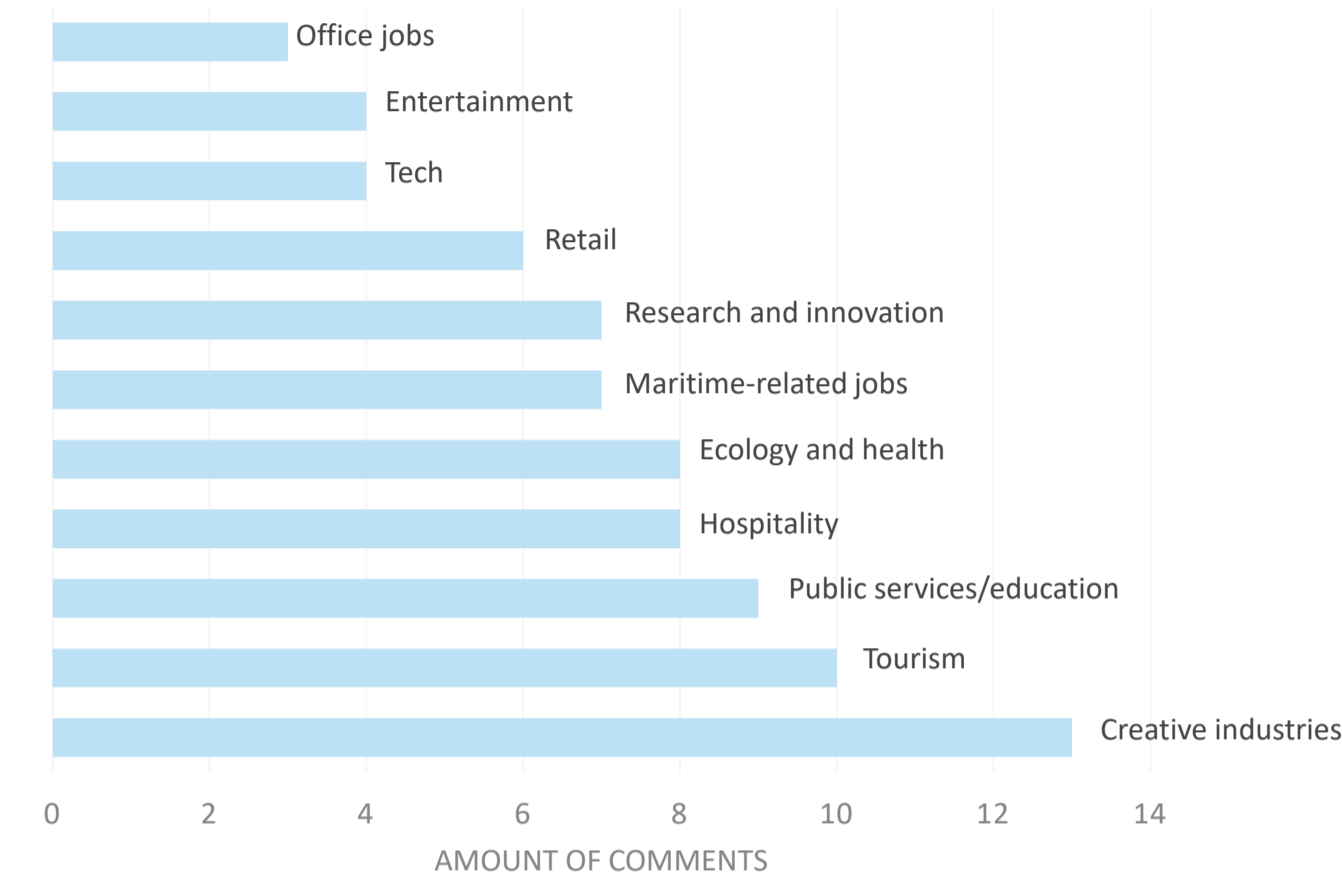
its Aboriginal history, names, symbols, colours, stories

Heritage maintenance (keep the freo dinosaur/cranes or transform into a large public art display)

If Fremantle is no longer in at least some way a working port it will lose it's soul. A working port is by definition active, diverse, vibrant, always new and always interesting.

Future Jobs and Economy

What types of new jobs or industries would you like to see in the Fremantle area?



Manufacturing for rebirth of a local circular economy

Homelessness/ drug rehab services

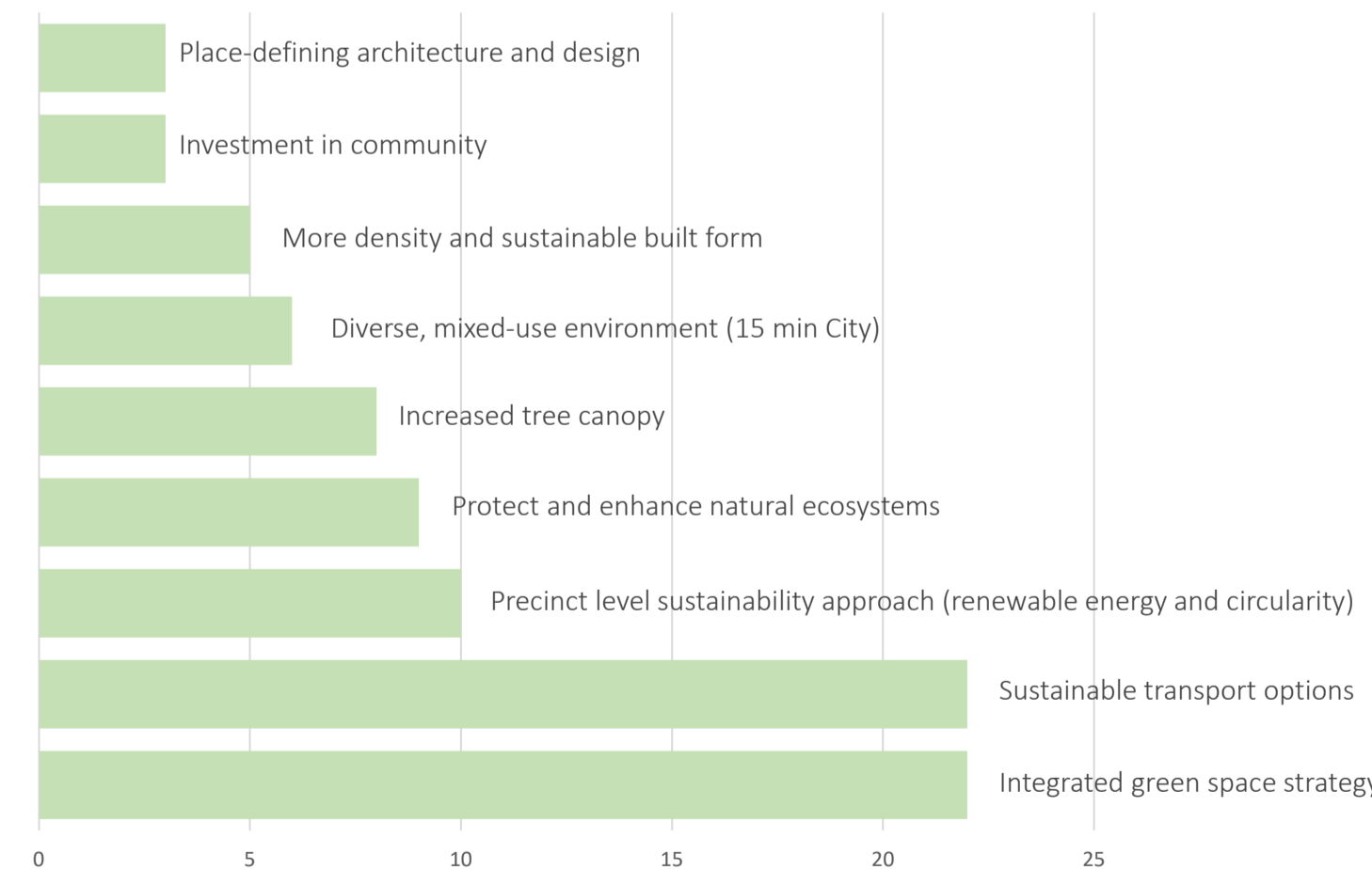
Wider range of creative industries/ jobs (arts, theatre, film, music, and so on)

Television and documentary production hub with hireable office spaces, small studios, edit suites, meeting rooms, podcast suites.

Training at the port for maritime archaeology, boat building and maintenance, marine science.

Greener Urban Future

What three things do you think are important for the redevelopment to create a healthy and sustainable urban environment?



Maintenance and development of green spaces, (street trees, parks, nature reserves, clean waterways, sand dune preservation).

Green walls (not concrete sound barriers but living green corridors and dividers).

Invest in parks and greenery that use native species providing habitat and places for people.

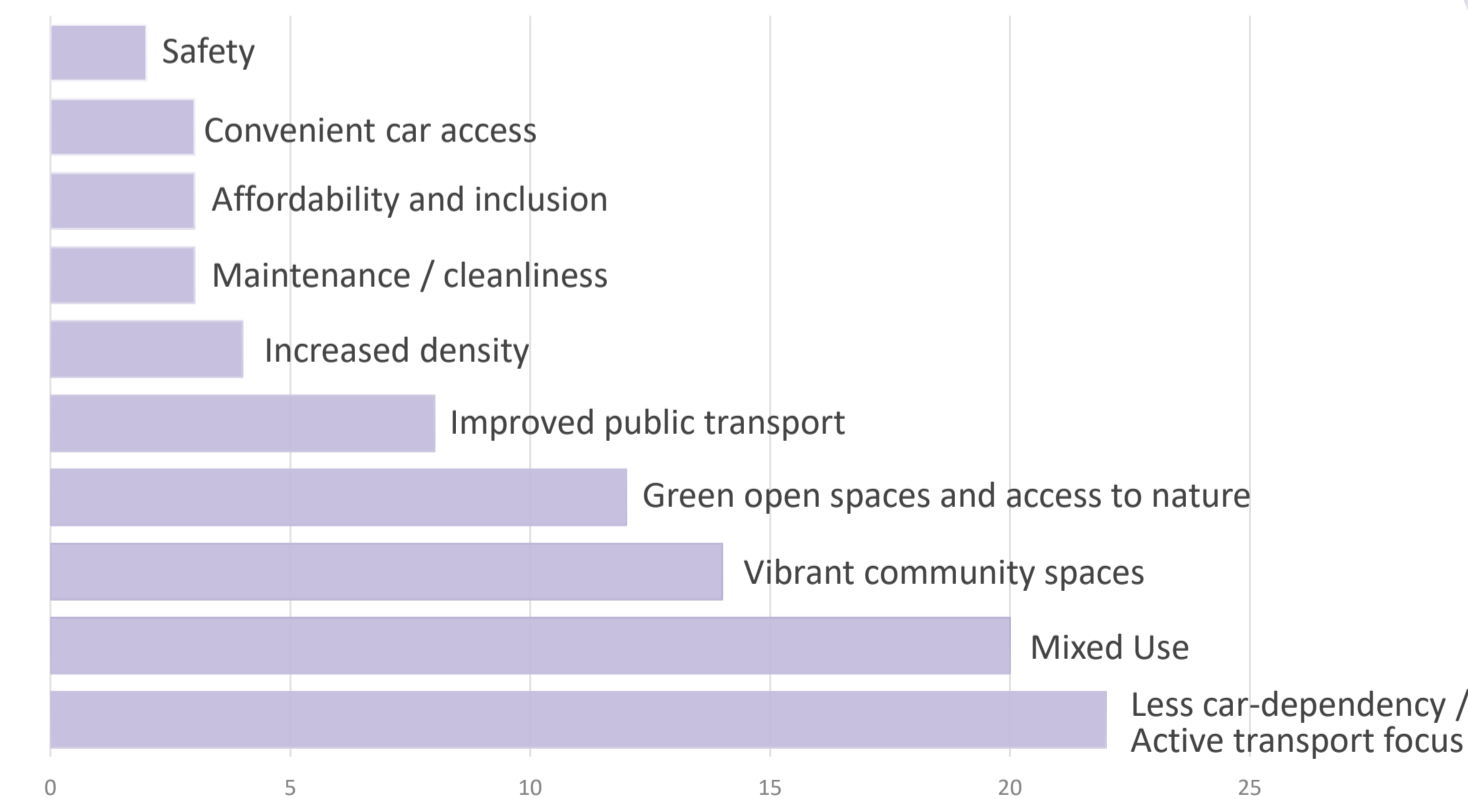
Optimise healthy living by funding/prioritising volunteers, sporting clubs who help to make this place a healthy area.

Public transport access and no car zones

Increased residential and commercial density

Access and Movement

What top three things do you think make a place great to live in and move around in?



A robust economic hub where people can work, live, meet and play, inclusive of all ages and demographics.

Vibrancy created by high density living in exciting/unique urban environments

Lots of parks and greenery that use native species providing habitat and places for people.

Active transport priority pathways

An attractive environment both built and natural, complementing heritage and modern elements ensuring it is clean and well maintained.