



Future of Fremantle Place and Economic Directions

July 2023

Future of Fremantle





Kaya kaya kaya

Koora yey benang kalyakoorl nitja nyung boodjar.

Nih, nyinning, kitkit kaartjin nyulluk waangkiny.

Yeye alidja djineng kylie, kulbardi, yoon njamin nyung mangkatj wer borda wer kuliny nitja.

Djinang moombaki kep worl. Nitja ngaank, boorong nyung boodjar nyulluk boodjah nitja noonook boodja. Nitja nyung mia nitja noonook mia. Nyulluk wortkoorl boodjar.

Nidja nyung boodjar.

Nidja noonook boodjar.

Nidja nyulluk boodjar.

Freda Ogilvie
Noongar Elder
Member Future of Fremantle Planning Committee

Hello hello hello.

From the past, the present and the future, we acknowledge the Elders, our teachers, and our leaders. They are the archives, libraries and keepers of the language, culture and stories of the Whadjuk people.

Listen, sit, laugh, and learn about our language, that is passed down through oral traditions, story, and art.

Over there on the green grass the bobtail roams and like the flight of the boomerang, the magpie flies across the river and feeds on the sweet Banksia fronds.

Look up and down the land to where the river meanders and meets the horizon. Look at the sun which warms the land and feel the rain which nourishes and encourages growth.

This is my country.

This is your country.

This is our country.



Future of Fremantle Planning Committee

Ms Jane Bennett - Chairperson

Mayor Hannah Fitzhardinge - City of Fremantle Representative

Mr George Kailis - Fremantle Community Representative

Mr David Caddy - Western Australian Planning Commission

Mr Damien Martin - Department of Planning, Lands and Heritage

Hon. Simone McGurk MLA - State Member for Fremantle

Mr Chris Sutherland - Fremantle Port Authority

Mr Justin McKirdy - Department of Transport

Mr Patrick Seares - Westport

Ms Marzia Zamir - Department of Jobs, Tourism, Science and Innovation

Mr Pete Adams - Fremantle Chamber of Commerce

Ms Renata Lowe - Tourism Western Australia

Ms Freda Ogilvie - Indigenous Interest Representatives

Mr Lance Morich - Indigenous Interest Representatives



Purpose of Place and Economic Directions Report

This Place and Economic Directions report has been prepared to capture key findings that emerged from the initial background studies and early engagement for the Future of Fremantle project. It identifies foundational principles and project themes to be considered as part of the next phase of work to create an aspirational vision for the future of Fremantle/Walyalup's Inner Harbour precinct.

During this next phase we will embark on a collaborative journey to agree what this vision should look like and how it can reflect local values and priorities to capture the essence of Fremantle/Walyalup and its people.



From the Future of Fremantle Planning Committee

The Future of Fremantle Planning Committee extends its thanks to those who contributed to the early conversations about the potential redevelopment of the Fremantle Inner Harbour precinct.

The collective contribution of personal time, knowledge and ideas for the initial phase of the project is greatly appreciated. We look forward to continuing the conversation across the wider community during the next phase of work to recommend a vision, and viable economic strategy and land use plan to Government in mid-2024.

This Place and Economic Directions report captures key themes and feedback from the early engagement. These will be used to start a broader conversation about the exciting potential of the Future of Fremantle project.



Share your views

This Place and Economic Directions report is a high-level summary of the outcomes collated through preliminary investigations and early discussions. It sets a framework to focus and shape ideas as we embark on a collaborative journey to agree on a shared vision and test explorative scenario planning options for the Future of Fremantle.

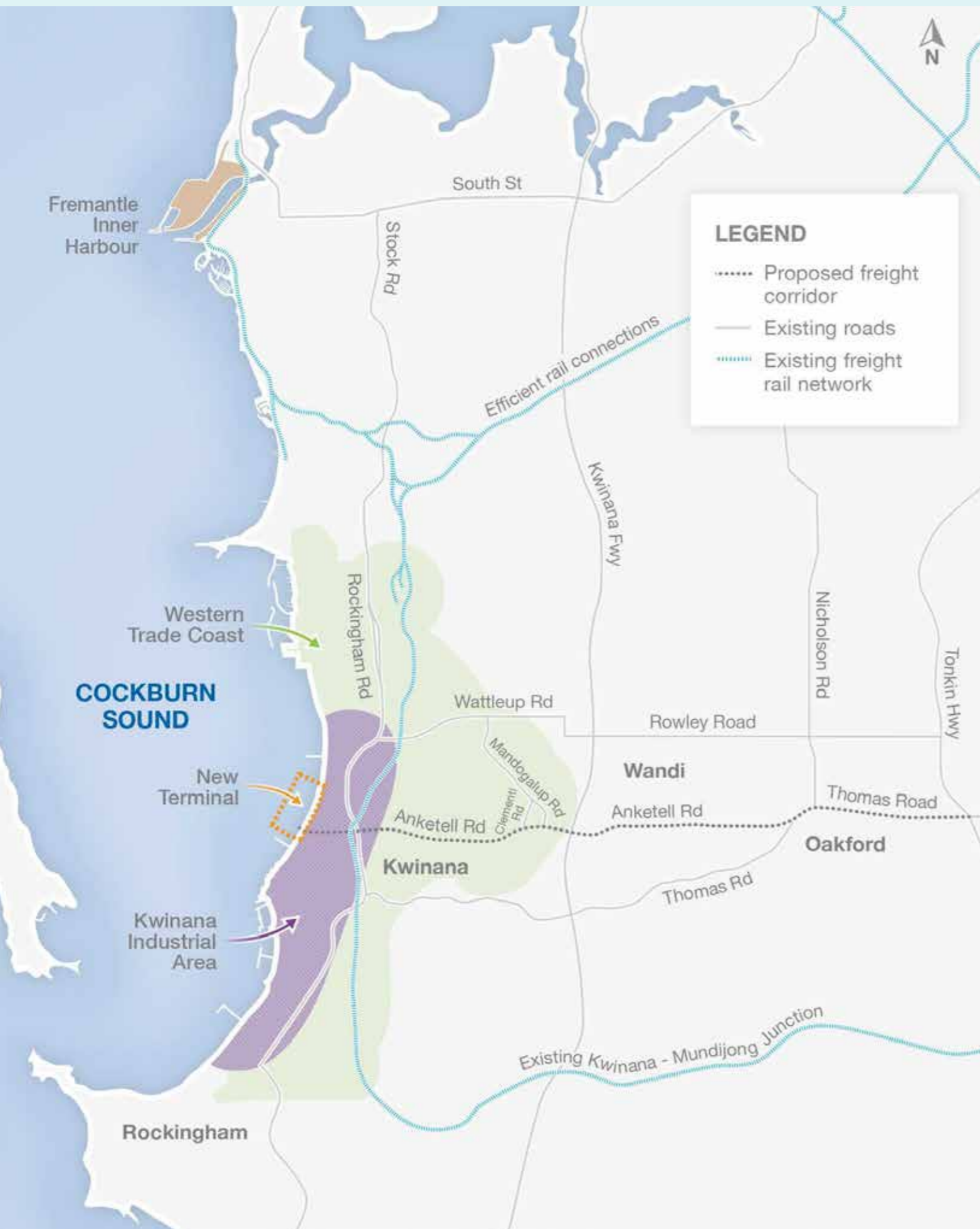
This report marks the start of a 12-month journey to deliver a final recommendation of a preferred vision to Government. Your feedback during this time will ensure discussion is focused on the project's core priorities and important considerations.

Your feedback and ideas will provide creative inspiration and ensure the vision reflects agreed values and the essence of Fremantle.

We encourage you to share your contributions and thoughts by completing the on-line activities here.

More information is available on the website: wa.gov.au/future-of-fremantle

Any questions can also be directed to futurefremantle@dplh.wa.gov.au



ABOUT THE FUTURE OF FREMANTLE PROJECT

The Future of Fremantle was born out of the State Government’s decision recommending Kwinana as the preferred location for a new container port, to meet Western Australia’s long term freight needs.

The State Government’s Westport program is planning for how and when the future container port will be built, how it will operate and a timeline for the move. Fremantle will continue to operate as Perth’s main port until that time.

The Future of Fremantle Planning Committee has been established by the State Government to develop a vision for the longer-term redevelopment of Fremantle’s Inner Harbour port precinct, in collaboration with the community and stakeholders.

The visioning process will explore new economic growth and job opportunities that will benefit both Fremantle and the broader State of Western Australia. It will also investigate the exciting opportunities for land use that align to best practice sustainability principles and connects this unique site to the sea and river. It is an aspirational exercise exploring a long-term outlook, over a 50-year horizon.

A key objective is to establish a collaborative partnership and shared vision for the redevelopment of the project area between the government, industry, and the community. The process will involve varied and extensive engagement opportunities for the community to share ideas and views.

The Future of Fremantle project is being delivered in three phases:

- **Phase one** work has involved early stakeholder engagement together with background technical studies, site and context analysis, case studies and analysis of global trends.
- **Phase two** will involve an extensive collaborative visioning and design process to develop a shared vision and three preliminary scenarios in partnership with key stakeholders.
- **Phase three** will identify a preferred scenario and prepare a supporting land use plan and economic development strategy for the consideration of the WA Government.

Future of Fremantle Planning Committee

The Future of Fremantle Planning Committee is a sub-committee of the Western Australian Planning Commission. It was set up to explore opportunities at Fremantle’s Inner Harbour port precinct. The Committee will present its report and recommendation to the Western Australian Planning Commission in 2024.

The Committee’s work is supported by:

- an Aboriginal Reference Group
- a Future of Fremantle Reference Group
- the Department of Planning, Lands and Heritage
- a multi-disciplinary consultant team.

Port activities

In the longer term, this project takes the view that the only port-related activities to remain at Fremantle’s Inner Harbour will be cruise ships, ferries and visiting naval vessels. Westport is progressing plans for a new container terminal in the Kwinana Outer Harbour and how it will integrate with road and rail transport networks. A business case, due to Government by mid-2024, will provide clarity on when construction could begin, what the new port will look like, and how container trades will transition from Fremantle’s Inner Harbour to Kwinana.

In addition to containers, the Inner Harbour is currently used for the import of vehicles, steel products, and industrial freight. For Fremantle’s port to develop as a mixed waterfront precinct, berth capacity and land will need to be provided elsewhere for that existing trade. Planning for this potential relocation of non-container trades at the Port is underway.

The Future of Fremantle project will recommend a preferred Land Use Plan to guide the potential future redevelopment of the Inner Harbour precinct. Redevelopment would need to be staged, with sequencing to have regard to the staging and timing for the relocation of trades out of the inner harbour.

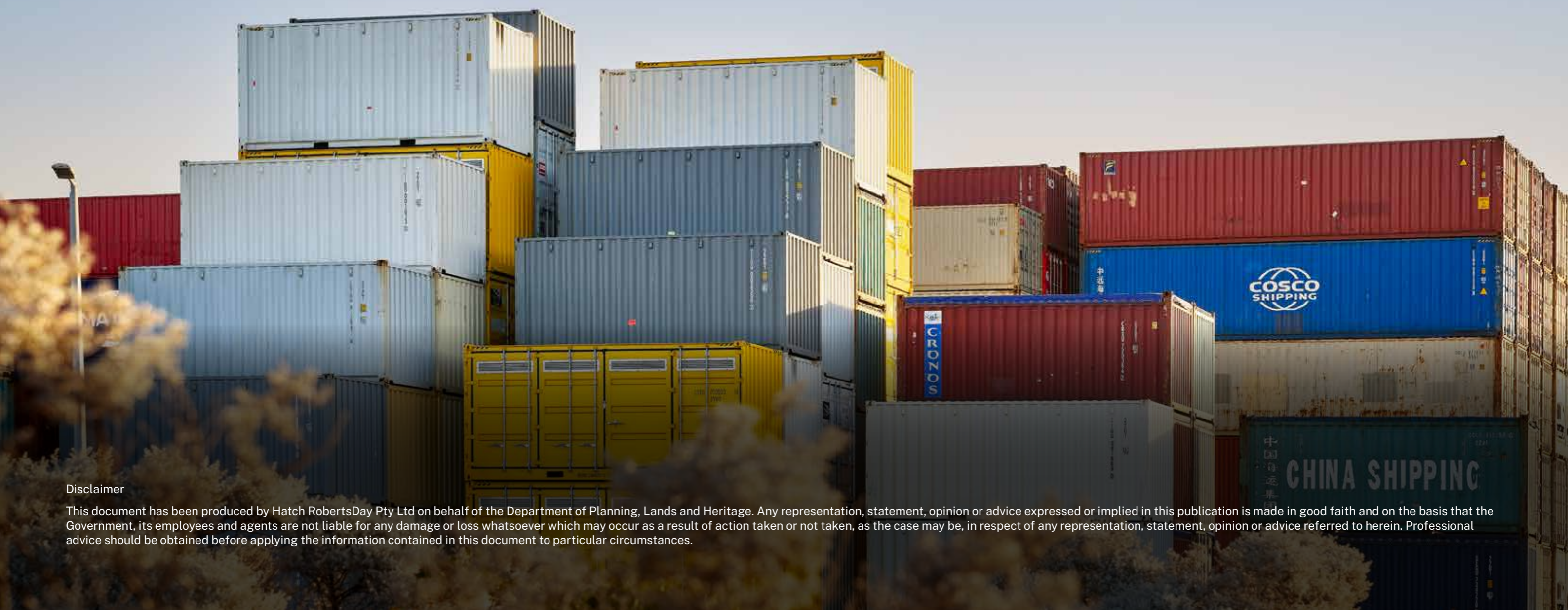
Contents

01 Introduction

02 Setting the scene for greatness

03 Towards a great waterfront city

04 A conversation about tomorrow



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01 Introduction

The Future of Fremantle project represents a once in a generation opportunity to re-imagine Fremantle's Inner Harbour to benefit all Western Australians.



INTRODUCTION

TOWARDS A GREAT WATERFRONT CITY

For more than 120 years, Fremantle has been home to a working port – a key economic driver for the local community and the state. Planning is now underway to relocate Fremantle’s container port to Kwinana to meet Western Australia’s (WA) long-term growth, freight and logistics needs.

The Future of Fremantle project is tasked with beginning to understand what might happen to the 260-hectare Fremantle port precinct (370ha inclusive of waterways) as part of the potential future transition of this area.

Creating a vision for the transformation of this iconic waterfront requires thinking about several challenging topics. We need to ask questions, like:

- What global trends might impact the site?
- How can repurposing the site enhance the state’s long-term economic outlook? and
- How can we retain and enhance the unique and loved qualities of Fremantle?

Purpose of the report

This Place and Economic Directions report provides a high-level summary of the phase one outcomes and important considerations collated through preliminary investigations and early discussions with key stakeholders including youth, Aboriginal Elders, locals, creatives, the business community, academics and researchers, and government and industry representatives.

It sets a framework to focus and shape ideas that can help inform a shared

vision and scenario planning options that will be developed through phase two, in consultation with the community and other stakeholders over the coming months.

This report is structured around four summary chapters:

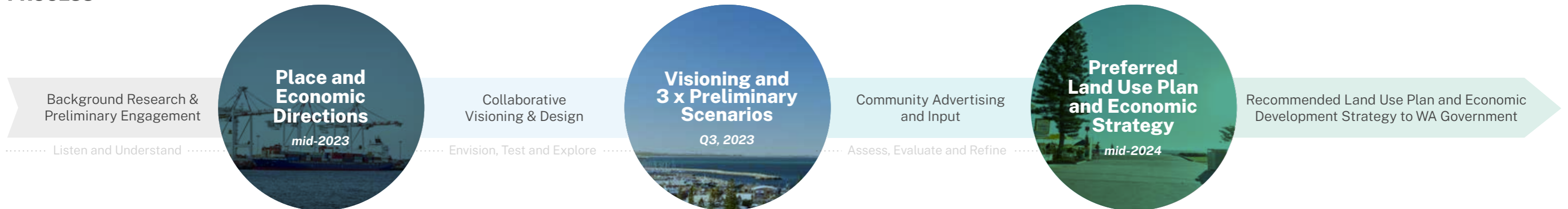
- 1. Introduction**
Uncovering history, heritage, stories and purpose.
- 2. Setting the scene for greatness**
Linking the redevelopment to global policy ambition and understanding context through global, state, city, district and site layers.
- 3. Towards a great waterfront city**
Setting preliminary directions for discussion across four themed topics and linking challenges to global best practice.
- 4. A conversation about tomorrow**
Outlining the next steps in the project and how to get involved.

Whilst this report is intended to start a conversation about the future, it has certainly confirmed one thing. Fremantle has the profile, character, infrastructure, and history to be considered alongside the world’s most successful port city destinations.

We look forward to discussing how repurposing the Inner Harbour can create an even greater place and deliver social and economic benefits to all Western Australians, for generations to come.



PROCESS



CONNECTION TO COUNTRY

“This is Boodjar. This is where we live. This is how we understand the complexity and diversity of a living landscape. Despite the onset of modernity and social change, adaptation and evolution, this living landscape continues to maintain and sustain the lives of Whadjuk Noongar people and those who have chosen to share the land where we live and work” -Barbara Bynder

The Walyalup (Fremantle) area is rich in Aboriginal history and holds great cultural importance to the Whadjuk Noongar people.

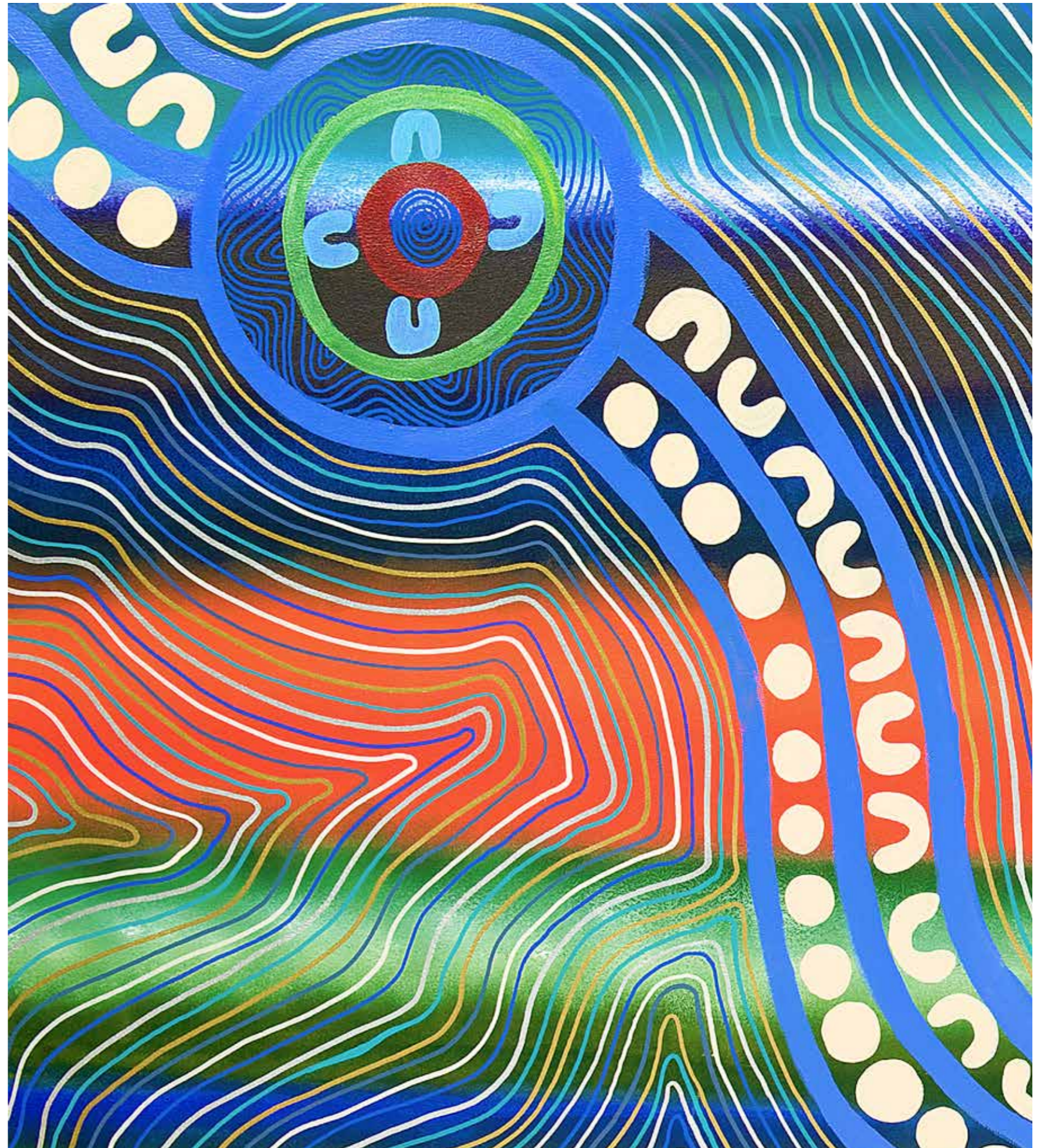
Located at the mouth of the Derbarl Yerrigan (Swan River), the land and waterways around Fremantle represent highly significant spiritual relationships. It is associated as the birthplace of many important Dreaming stories between people, land, freshwater and the sea, there are several culturally significant sites in the area and song-line connections. The stories of the Seven Sisters, Waugal (the rainbow serpent), Yondock (the crocodile), Dwerda (the dingo) are connected to the site and fundamental to Whadjuk Noongar sense of self, identity and culture.

Walyalup has spiritual significance not only for its connection to Dreaming narratives but also its ritual role as a place of trade, camping, meeting and funerary rites. Walyalup means ‘the crying place’ or ‘place of tears’ -deceased would be buried in the sand dunes. Singing and mourning would start so that the deceased could go on their next journey into the spirit world, across the sea to Wadjemup (Rottnest Island) and beyond.

Walyalup was also the first Noongar sighting of the British fleet’s arrival to Fremantle. It was one of the first places that Noongar people experienced the full impact of colonisation including massacres, forced removal, the loss of land, cultural loss and incarceration.

These are all a fundamental components of the story of Walyalup’s past, present and future.

As the Traditional Custodians of the land, the Aboriginal Elders want to be able to protect and preserve their culture. The Future of Fremantle creates an ideal opportunity to help do this -for sharing stories, truth telling, reconciliation and shared future prosperity.



PLACE HISTORY

AN EVOLVING PORT-CITY RELATIONSHIP

Ports, cities and their hinterlands share a special relationship where infrastructure creates a globally connected gateway where people, products and ideas flow.

They also leave a mark on adjacent urban areas, creating rich and overlapping stories of meaning and attachment for many people.

The evolution of Fremantle is no different. It is one of WA's most cherished places and has been through significant periods of evolution, deeply connected to the Port and the growth of the state.



Early Port City 1829 – 1897

Fremantle and the Port share a close spatial and functional relationship, being located in and around Bathers Beach. City growth is heavily influenced by local resources, colonial ideology and key global events of convict arrival and a mini wool boom.



Expanding Port City 1900s

Rapid commercialisation and industrial growth forces port development beyond the city confines, with blasting of limestone and sand shoals at the mouth of the Swan River, reclamation of land and construction of North Mole. City population, infrastructure, and social life flourish on the back of state growth. Fremantle is heavily connected to global conflicts and events.



Modern Industrial Mid 20th Century

Industrial growth, especially the oil refinery, requires separation and space resulting in further reclamation and expansion of North Quay. Post war economic expansion makes Fremantle a global gateway to international migration.



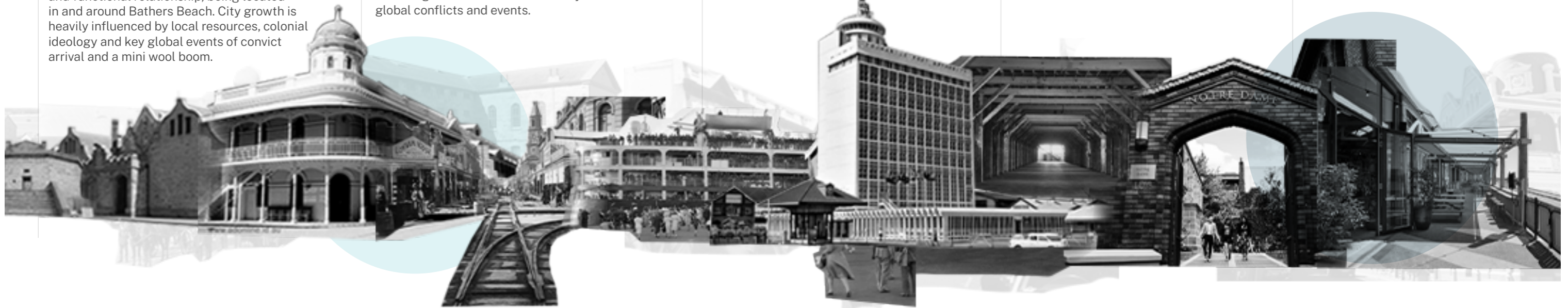
Waterfront Retreat 1960s – 1990s

Changes in maritime technology, particularly container trade and roll on roll off, induce growth of separate industrial areas, with a large scale modern port consuming land, water and space. Urban decay (due to changes in space requirements and technology) and renewal begins.



Port City Renewal 2000s onwards

Globalisation and intermodalism transform the port's role. Urban redevelopment begins to enhance integration and relationship between water and the city with new uses such as education, tourism, cultural and food and beverage helping to pivot Fremantle's role and identity.



A CONTINUING ABORIGINAL STORY

Place of Trade

Trade took place here before the settlers came to this country. For thousands of years, Walyalup was a place for social gathering and a highly significant place of trade and exchange. Families gathered for kinship and law making, cultural and ceremonial business. Its abundant resources facilitated hunting, camping and fishing.

First point of contact

Walyalup was the first Noongar sighting of the British fleet's arrival to Fremantle. It was one of the first places that Noongar people experienced the full impact of colonisation including massacres, forced removal, the loss of land and incarceration.

Dark History

Between 1838 and 1931, 3700 male Aboriginals from around the state were sent from Manjaree (Bathers Beach) to serve in prison on Wadjemup. Nyoongar women used to light fires along the beach to send signals to the Aboriginal prisoners at Wadjemup. It is reported that 369 prisoners died and are buried at an Aboriginal cemetery within the Thomson Bay Settlement. The prison closed in 1904, although prisoners were used to build roads and other works up until 1931.

SPACE AND CAPACITY

DEFINING A NEW WATERFRONT-CITY RELATIONSHIP

In many ways the Future of Fremantle project is about continuing an urban renewal process.

After many changes to the relationship between the port and Fremantle, Fremantle is now much more than a Port City. Its urban structure and buildings have allowed for evolution over time and Fremantle is now a burgeoning education, tourism, cultural, creative and innovation centre that continues to redefine its relationship with the water.

A project of significant scale

Reclamation and expansion of the port over time has created a site of significant scale. At 260 hectares (370 hectares including waterways), the site is comparable in size to some of the world's largest port redevelopment projects. Whilst these projects all have very different contexts to Fremantle's Inner Harbour, they do demonstrate the potential for the redevelopment of this land to accommodate a significant number of new residents and workers.

The site's capacity for new residential development and employment generating uses could reshape Fremantle's future role, and its relationship with Perth's urban structure and movement patterns.

A project with transformative potential

Port redevelopment projects around the world provide inspiration, lessons learnt and set a benchmark for how we might think about the Future of Fremantle.

Whilst some projects are more successful than others, they all communicate to the world the type of city they aspire to be. Singapore's Marina Bay created a "City in a Garden", Melbourne's Docklands helped create an "Event City", Auckland's Wynard Quarter is a key part of their "most Liveable City" strategy, London's Canary Wharf created a "Global Finance City" and Copenhagen's Nordhavn is envisioning the "Sustainable City".

SITE CAPACITY TESTING



Local



National



Global



02 Setting the scene for greatness

The following chapter explores the context for big picture, long term thinking for the site.

Whilst there is a level of unpredictability about the events and disruptions that cities may face in the future, what the Future of Fremantle project can do is define an enduring long-term vision that responds to global best practice today, and aims to deliver a flexible framework that can respond to uncertainty in the future.



AMBITION

BENCHMARKING TO GLOBAL BEST PRACTICE

In 2015, the United Nations adopted 17 sustainable development goals (SDGs) as an urgent call to action across the globe, and a roadmap to reduce inequality, spur economic growth and enhance our environment.

The goals build on over 30 years of multi-national work, and provide government, industry and community with a roadmap for building cities that serve as engines of prosperity, and centres of cultural and social wellbeing, while protecting the environment. The SDGs also recognised the importance of “Sustainable Cities and Communities” (Goal 11) and “Partnership for the Goals” (Goal 17) as a vehicle to implementation and delivery.

The WA State Government has also committed its support to Australia’s pursuit of the UN SDGs, through policy commitments to improve ESG outcomes.

Capturing these goals but tailoring them to local circumstances helps to align local and global ambitions in early vision setting for the project.

To this end, Foundation Principles have been prepared to guide discussions and subsequent vision setting for the project. The Foundation Principles are based on preliminary investigations and early conversations. How we deliver on these principles in the context of Future of Fremantle will be tested with the community and key stakeholders over the coming months.

“The future of humanity and the long-term sustainability of the planet are inextricably linked to the fate of our cities”

Ban Ki-moon

Former Secretary General of the United Nations.



Equity

Equity creates places that are safe, inclusive and affordable. Equitable places thrive when the young and elderly benefit from mobility independence. Equitable places consider the needs to society’s most vulnerable groups, including how they can provide for an affordable cost of living.



Prosperity

Prosperity recognises the importance of a competitive and thriving economy in achieving long term sustainability goals. It requires fostering of innovation and increasing productivity and is deeply linked to a place’s identity and uniqueness as the key to talent attraction.



Wellbeing

Wellbeing generates places where people’s participation in daily life improves their physical and mental health. Increasing social connectedness amongst people to reduce isolation and loneliness underpin a holistic approach to wellbeing.



Resilience

Resilience establishes strategies that help cities survive, adapt and grow as a response to shocks, such as climate change, but also to the stresses that weaken the fabric of a city on a day-to-day or cyclical basis. Other stresses include population growth, social inequality, pressures on natural assets and unemployment.

FOUNDATION PRINCIPLES

- 1** Welcomes, celebrates and provides genuine and meaningful opportunities for all people and cultures
- 2** Protects and celebrates Aboriginal culture, and promotes opportunities for the empowerment of Aboriginal people and businesses
- 3** Enriches Fremantle’s identity as a place of soul, creativity and entrepreneurship
- 4** Helps position the State of WA as a leading economy within the Indian Ocean Rim.
- 5** Makes the most of the opportunity to leverage the unparalleled potential of land, infrastructure, amenity and connectivity.
- 6** Building on existing assets, incubates and facilitates opportunities for economic diversification and future jobs for Fremantle and the broader region.
- 7** Creates a positive legacy by focusing on the health and wellbeing of people and place.
- 8** Not only protects but enhances and restores the health of land, waterways and marine and terrestrial habitats.
- 9** Designed to be flexible and adaptable, to respond to shocks such as climate change and global disruptions.

AMBITION

OUR PATHWAY TO PROSPERITY

The relocation of Fremantle port represents an opportunity to underpin the prosperity of the local, regional and state economy for the next century. The redevelopment of the Inner Harbour land has the potential to contribute to this through:

- Being a strategic maritime gateway to the Indian Ocean rim
- Leveraging investment in significant trade and transport infrastructure
- Its proximity to one of Perth's most diverse local economies, anchored by entertainment, tourism and creative industries
- Leveraging relationships to the Perth CBD and Western Trade Coast
- The unparalleled scale of the site

An Economic Development Strategy is being prepared to inform the land use

plan for the project area. It will identify opportunities for catalytic projects, major transformative assets and industries that should be accommodated on site, and potential governance structures needed to support the evolution of the precinct over the duration of its development.

The Economic Development Strategy will consider a range of interrelated factors including:

- Talent development and attraction
- Investment attraction
- Innovation ecosystems
- Supporting competitiveness through specialisation
- Supporting economic resilience
- Contributing to export markets
- Ensuring prosperous outcomes for communities

Talent attraction

A strong innovation ecosystem brings the best global talent, who are attracted to highly liveable locations with the best research facilities.

Investment attraction

A strong brand based on specialisations, talent, and liveability helps attract global investment.

Innovation

Unique specialisations are created through innovation that solves industry problems.

Competitiveness through specialisation

High-tech firms create uniquely specialised goods and services that competitors are unable to match.

Resilience

A competitive economy can quickly respond to change and shocks.

Exports

Exports bring new money to the economy, creating high wage jobs and driving economic growth.

Prosperity

The economy produces sustainable and inclusive economic and social outcomes that benefit everyone.

Investing in WA's Future

The WA Government is building the foundations for a stronger State and City through the development of critical enabling infrastructure, including Westport, the Global Advanced Industries Hub, and METRONET. These projects will help secure WA as a competitive global destination for attracting new investment and trade opportunities, strengthening and diversifying our economy to serve our businesses and communities well into the future.

Westport is the State Government's priority program to investigate, plan and build a future container port at Kwinana, supported by road and rail networks. By mid-2024 the Westport Program will provide advice to Government about when and how the proposed new Kwinana port and logistics network should be developed, and how the transition of trade from Fremantle to Kwinana should take place.

Complementing Westport is the WA Government's initiative to transform the Western Trade Coast industrial precinct in Perth's south-west into a Global Advanced Industries Hub. The Global Advanced Industries Hub initiative will deliver an Economic Development Framework for the Western Trade Coast, aimed at targeting a range of globally advanced and competitive industries including renewable hydrogen, future-facing minerals processing, and shipbuilding and sustainment. Through the Global Advanced Industries Hub, global opportunities will be brought to fruition that cement WA's position in the supply chains of the world's emerging industries.

Given the location and scale of the precinct, Future of Fremantle has the potential to play a key role in supporting the wider region's economic growth, diversification and transformation, bringing Fremantle to the forefront of this new economy.



GLOBAL DRIVERS

POSITIONING FOR GROWTH

Western Australia’s role within the global economy is set to transform over the coming years, with the increasing importance of South Asia and the Indian Ocean Rim. The Future of Fremantle project represents an opportunity to position Fremantle and greater Perth to meet the needs of these growing markets.

A Globally Connected Gateway

Fremantle has always performed the role of a global gateway. As a city, Fremantle is connected to the world through its port infrastructure, that has enabled people, creative ideas and products to flow. This welcoming of other cultures and openness to new ways of living and thinking has helped to define the place we know and love. It will continue to do so in the future, given Fremantle’s important role supporting the cruise and tourism industry, which benefits both the local and state economy.

Indian Ocean Rim Opportunities

The Indian Ocean Rim offers significant economic and trade opportunities for WA. The cluster of nations in this region account for 52% of the world’s population and 31% of global gross domestic product (GDP).

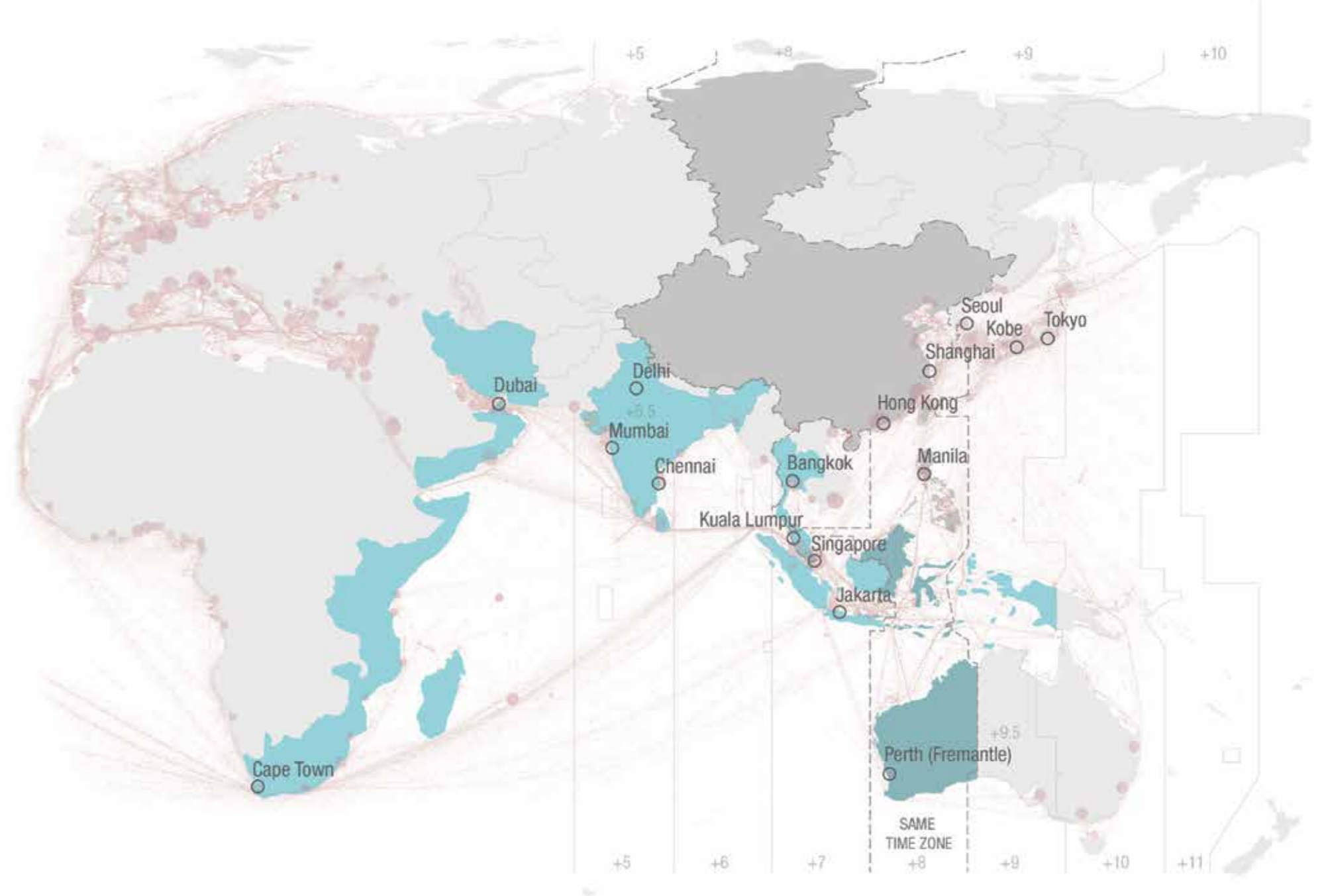
Within this context, Perth is a fast-growing city that has strong economic performance and an enviable level of liveability. Although defined as a mid-tier city, it is extremely well connected to a high number of resource intensive economies.

By 2050, 3 billion people within our region will reach global middle-class. This could lead to opportunities for inbound migration, talent attraction, international education and tourism on WA’s doorstep. Future of Fremantle can play a key role in this talent and tourism attraction.

An Evolving Geographic Relevance

Whilst much has been made of Perth being the most isolated capital city in the world, 55% of the world’s current population shares our time-zone (within 3 hours). We are also increasingly connected via air, with recent non-stop flights through to Europe, and faster flight times to Jakarta (3 hours) than any Australian capital. This trend of increasing connectivity is likely to continue, with improvement in air travel technology and telecommuting habits.

With five of the world’s 10 largest cities being in South Asia by 2050, and an increasing ability to work from anywhere, Perth and the Future of Fremantle have an opportunity to tap into these new growing / emerging markets to support its economic growth in the future.



Indonesia (one of Australia’s nearest neighbours, that shares our time zone) will be the world’s 3rd most populous country in 2050.



55%
of WA’s total exports are to China



35%
of WA’s population was born overseas (29% national average)



55%
of global population lives within 3 hours of WA’s time zone (London less than 30%)

STATE DRIVERS

BUILDING RESILIENCE AND ECONOMIC DIVERSITY

A Strong Economy Supported by Resources

Whilst the state's economic influence within its global context is strong, much has been discussed regarding how our economy might evolve into the future.

This is particularly relevant, given WA's strong reliance on the resource economy. Our economy is heavily impacted by cyclical commodity prices, demonstrated by a strong correlation between global iron ore prices and the State's GDP, employment and population growth.

As a result of a strong resource industry, WA has benefited from an enviable standard of living and a highly specialised workforce. The opportunity exists to build on the strength of the mining sector while attracting investment in new industries that can contribute to a strong and resilient WA economy.

Delivering Economic Diversity

To help diversify the economy, the WA State Government has released Diversify WA - an economic development framework that focusses on creating secure quality jobs, growing and diversifying the economy and attracting investment.

The framework identifies eight sectors where WA has comparative advantages and four cross sector enabling activities critical to full realisation of these advantages. The Future of Fremantle has particularly strong alignment with sectors such as energy, tourism, international education, defence, advanced manufacturing, innovation, primary industries (seafood) and space (remote operations).

Future of Fremantle also has the potential to support cross sectoral activities, particularly through strong ESG frameworks, opportunities to create a globally significant innovation precinct that supports targeted industries, as well as housing for knowledge workers and office space for industries within the Western Trade Coast.

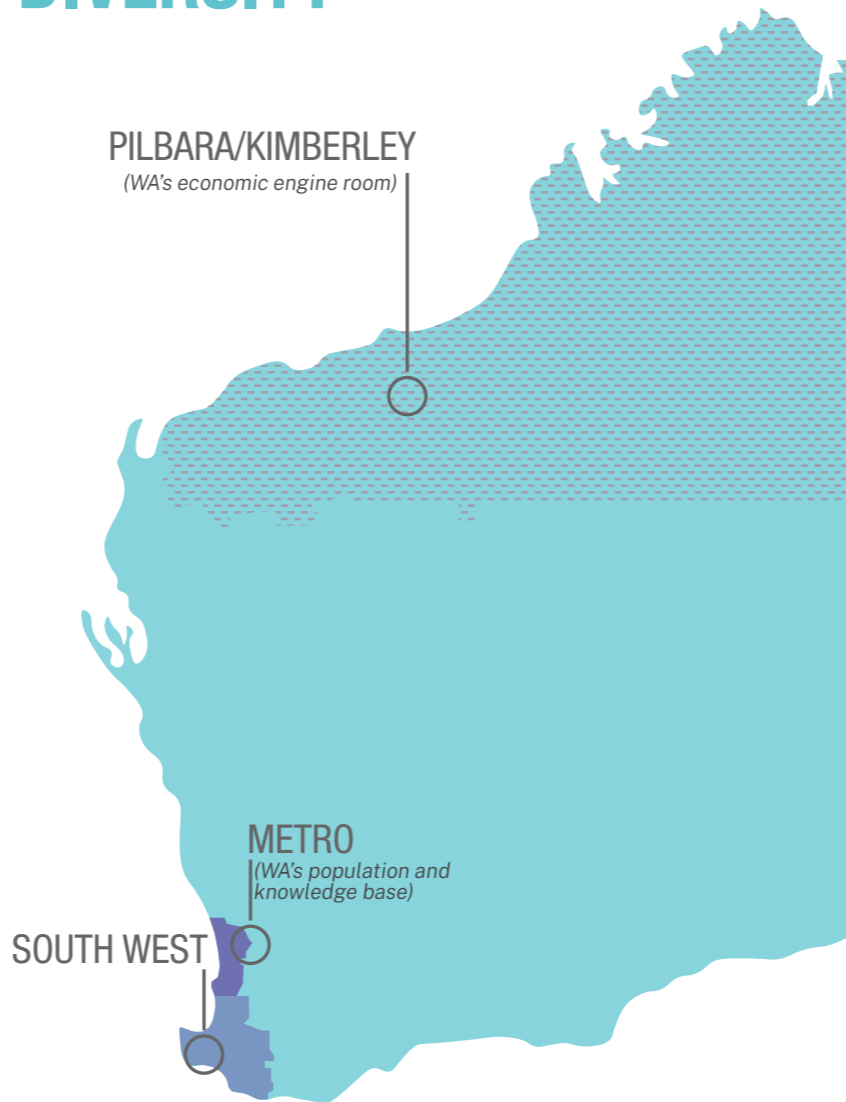
The WA Government recently released *Future State: Accelerating Diversify WA* which builds on the vision that the Western Australian Government sets out in its Diversify WA framework for a more diversified economy. It sets the most exciting opportunities for investors, focusing on the State's areas of competitive advantage.

A Decarbonising Economy

Decarbonisation is a global trend that will reshape industries. The WA Government is committed to working with all sectors of the economy to achieve net zero greenhouse gas emissions by 2050. The *Western Australian Climate Policy* sets out the Government's plan for a climate-resilient community and prosperous low-carbon future. Sectorial Emissions Reduction Strategies are being developed in consultation with business, industry, research institutions and the community to transition the state's economy to net zero emissions by 2050.

The shift to clean energy will fuel demand for battery technology, renewable energy and renewable hydrogen and WA's unique natural resources and specialised workforce will hold us in good stead for the transition.

Decarbonisation is also strongly linked to the rise of Environmental Social Governance (ESG), which is an increasingly important decision-making tool underpinning international investment decisions. Securing foreign direct investment for both economic diversification and delivery of a project like Future of Fremantle will be essential.



\$93,762 WA GDP

per capita (on par with Switzerland and 55% above the Australian average).



94%

minerals and energy exports share of all state merchandise exports.

DIVERSIFY WA ACTIVITIES

Investment and trade activities



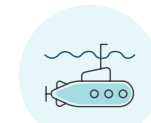
Energy



Tourism, events and creative industries



International education



Defence industries



Mining and METS



Space industries



Health and medical life sciences



Primary industries

Cross-sector activities

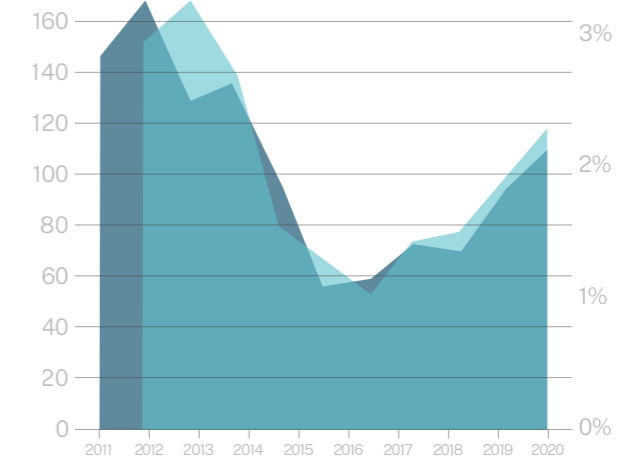
Supply chain development

Advanced manufacturing

Science, innovation and technology

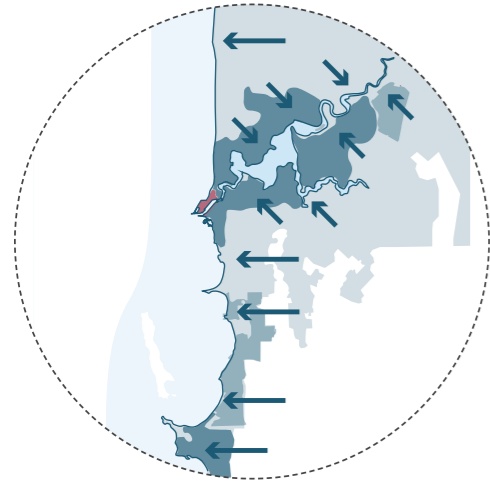
Environmental, social and governance frameworks

Global iron ore price and Greater Perth population growth
 ● Average iron ore price
 ● Population growth rate



CITY CONTEXT

A UNIQUE, HIGH AMENITY GEOGRAPHIC SETTING

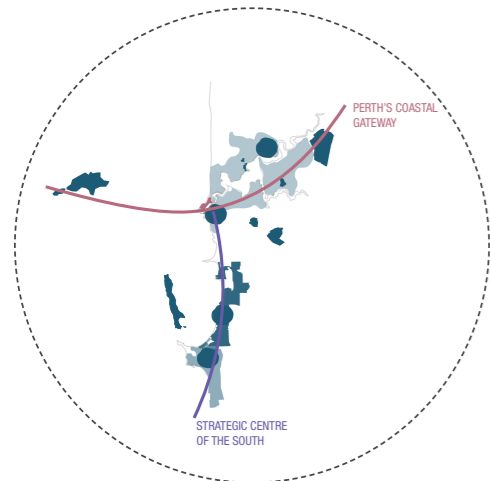


1 A Unique, High Amenity Geographic Setting

Perth is a city attracted to and defined by water. It offers a lifestyle that is strongly connected to the river and ocean, and that this is reflected in its urban form. The site has the potential to create a waterfront landmark for Perth, building on Fremantle's role but improving its connection to ocean and river front.

The Future of Fremantle site sits at the confluence of Perth's major landscape assets, at the mouth of the Derbarl Yerrigan (Swan River) and gateway to the ocean and unique offshore islands.

This natural setting provides the backdrop to the site's rich cultural significance and history, creating strong tourism links as the gateway to Rottnest, Fremantle Prison (a UNESCO World Heritage site), and an attractor for residents, business and visitors.

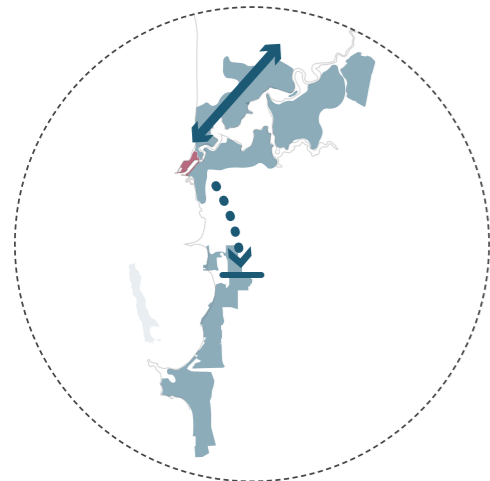


2 An Evolving Metropolitan Context

Perth and Fremantle began as two small townships 15kms apart, but they are now part of a continuous metropolitan area that runs along 150 kms of coastline.

Fremantle's current role within this structure is defined by the port, contributing 2,500 jobs and handling the majority of WA's imports. With the movement of the port, this role will need to transition to a greater focus on Fremantle's unique points of difference, including strong hospitality and tourism sectors, education and knowledge creation, and water transportation.

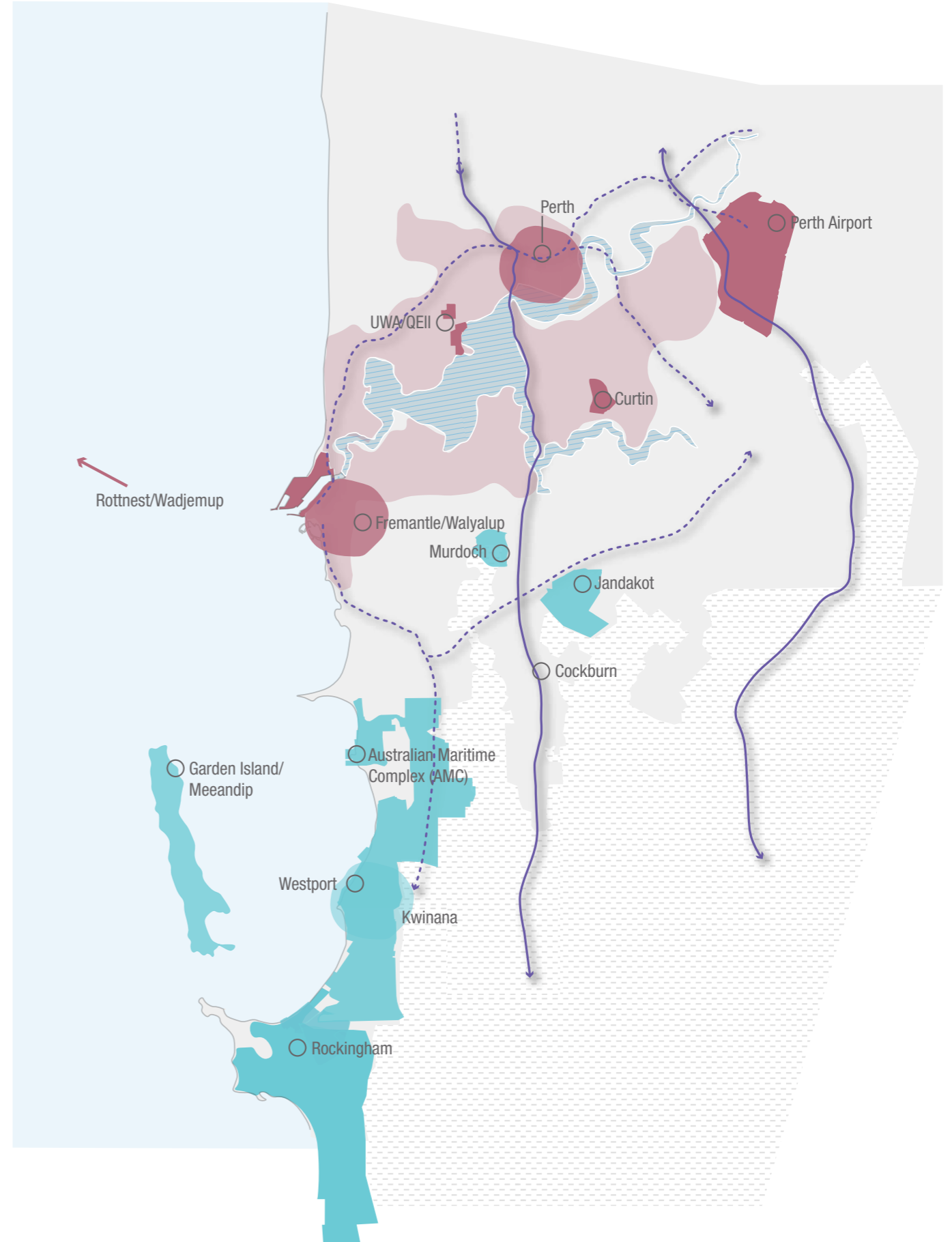
Fremantle may also need to strengthen its connection to the south and east, particularly its economic role in the context of the Western Trade Coast, southern growth corridor, emerging specialised precincts, such as Murdoch and Jandakot, and other activity centres including Canning Bridge and Booragoon.



3 Regional Connectivity

Due to its function as a port, Fremantle's transport network has focused on the movement of freight and regional accessibility. This role will need to transition in the future to the movement of people, rather than freight, to support and leverage the economic development opportunities the site presents.

Fremantle's geography as a coastal location at the mouth of the Swan River has also impacted its economic catchment and accessibility. Whilst railway linkages between Fremantle and Perth are a key strategic benefit, its current connectivity to other catchments to the south and east, as well as future economic drivers, such as Western Trade Coast and Murdoch, are more limited.



DISTRICT CONTEXT

A Place with Spirit, Soul and Sea

Fremantle's identity and character has been defined as a place with spirit, soul, and sea through the City of Fremantle's Destination Marketing Strategy (2018) and campaign. Its spirit relates to the vibrancy, liveliness, night-time economy, colour and fun personality. Soul relates to its arts and culture, heritage, and live music scene. Whilst sea relates to its beaches, maritime history, the port, seafood, and coastal precincts.

Added to this identity are distinct walkable neighbourhoods and a diversity of residents, workers, and visitors. Local diversity and inclusiveness is a key value of the community that could potentially be tested with rising property prices and gentrification.

Emerging Competitive Advantage and Economic Challenges

Fremantle's economy has emerging high value and competitive advantages, driven largely by adjacency to the ocean and river, popular tourism destinations and education anchors. It attracts a diverse audience and catchment, including students, visitors, day trippers and overnight stays.

There is a low number of residents that live in the city centre, and the local economy is heavily reliant on labour from southern and eastern corridors. It also has a local economy in transition, particularly with high vacancies for retail and office (19% in July 2022), and has diminishing 'population driven' services including convenience retail to service for the local population.

To leverage Fremantle's unique points of difference, there is the opportunity for

future investment and job creation to focus on the following key areas:

- Innovation and entrepreneurship
- International education
- Marine manufacturing
- Primary industries (seafood)
- Research and development, advanced manufacturing and robotics
- Tourism and hospitality
- Creative and immersive industries
- Sustainable technologies

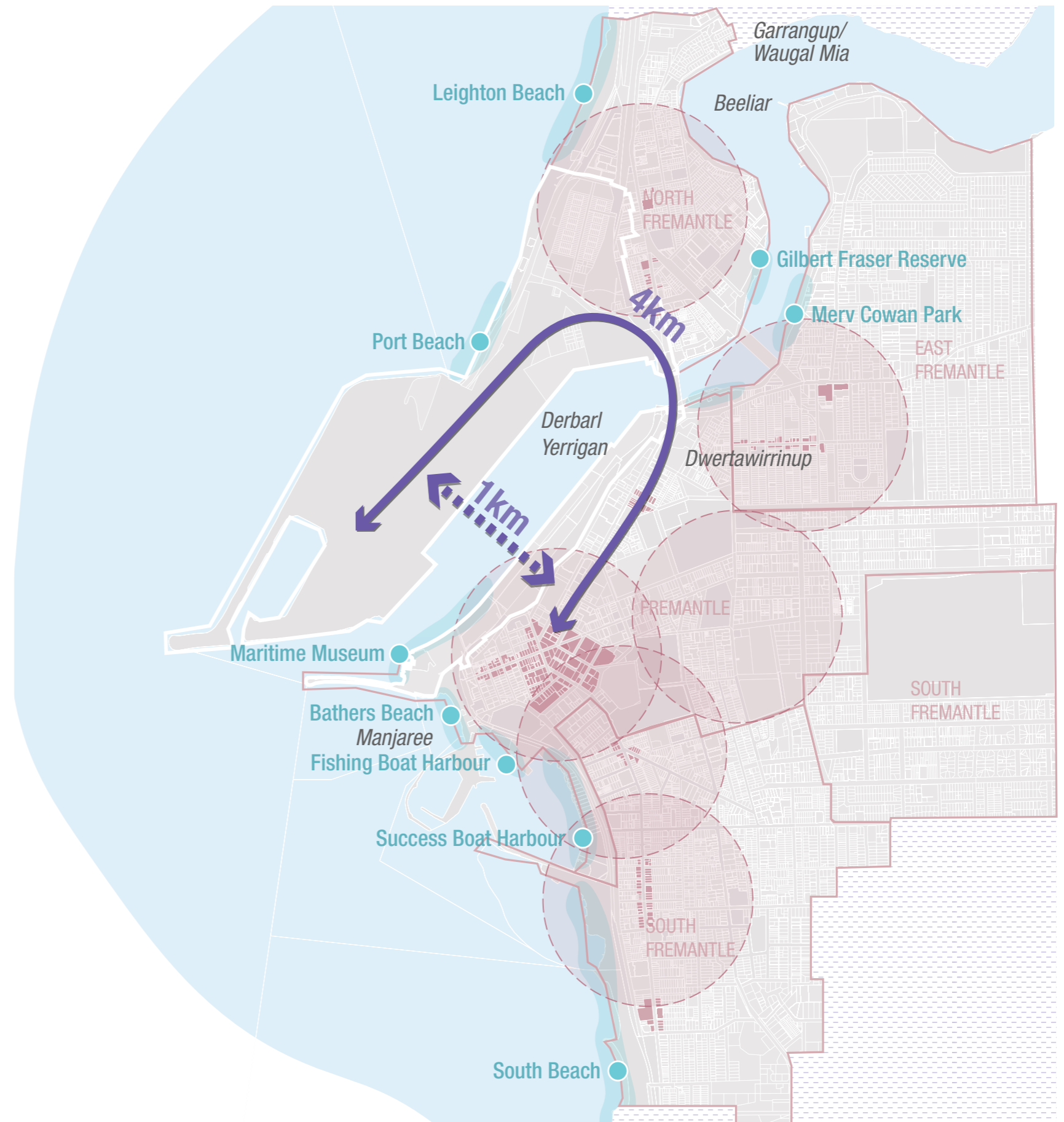
Some of these opportunities are linked to the concept of the "blue economy" – a grouping of economic activities that emphasises use of oceans, seas and coastlines as a source of sustainable economic growth.

Enhancing Uniqueness and Liveability

The Future of Fremantle has an opportunity to further strengthen Fremantle's uniqueness, enhance its liveability and position the city for future growth.

Given the scale of the site, the project has the potential to provide Fremantle with space for residential, commercial and creative growth, enhanced open space, providing new regional destinations and infrastructure that helps respond to climate change.

For this to occur, the role of infrastructure will need to be reimagined, with a particular focus on reconnecting the city, its neighbourhoods and heritage assets to the waterfront, enhancing its relationship to the city centre, connecting north and south of the Inner Harbour, and repurposing existing infrastructure.



27,600

Approximate FTE jobs within Fremantle (ABS 2021/2022)



Traded economy account for 33.3% of Fremantle's jobs including: transportation, education and knowledge creation, hospitality and tourism, food processing and manufacturing



Fremantle Ports represents 10% of jobs in the City of Fremantle

SITE CONTEXT

The site is supported by infrastructure that has enabled its ongoing use as a port over the past 120 years.

Several baseline technical reports have been prepared to understand key site considerations, which informed a baseline strengths, weakness and opportunities analysis. Key features include:

An Unparalleled Urban Redevelopment Opportunity

At 370 hectares (including water), the site is of a scale of global significance and is held in largely single, State Government ownership. This represents a key opportunity to facilitate coordinated and best practice planning, design and economic development opportunities.

Its current use as a port also presents an opportunity for infrastructure repurposing and renewal. This includes use of existing water-based assets such as channels, quays and break walls, and land based public transport, road, freight infrastructure and industrial assets.

A Highly Modified Environmental Condition

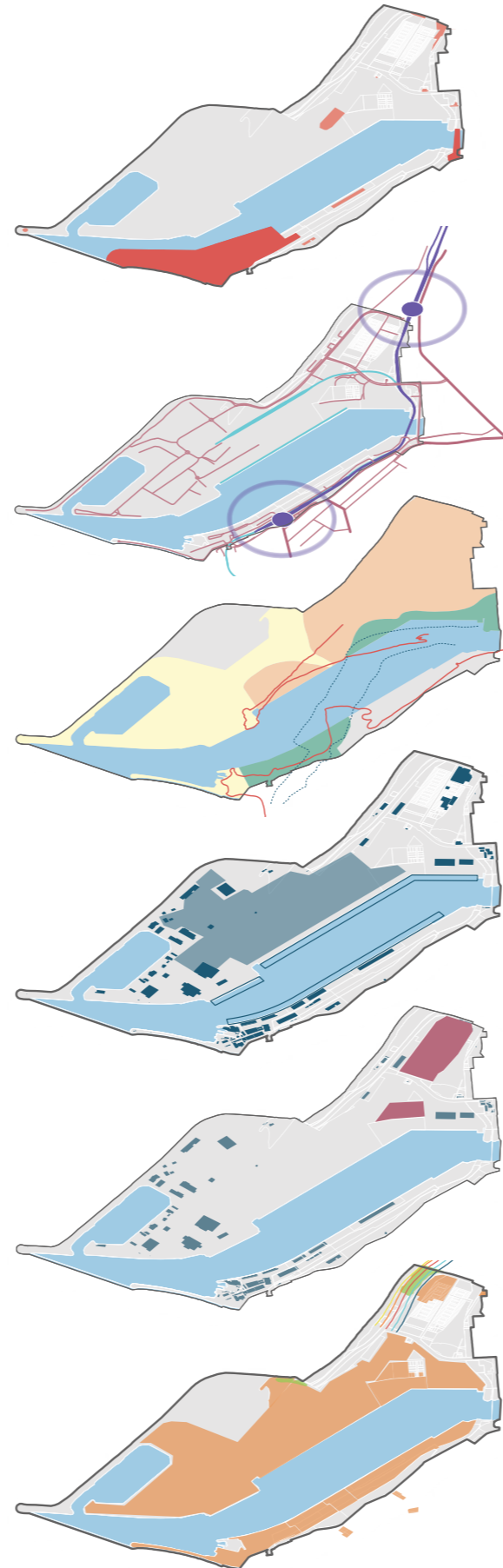
The site's environmental condition has been significantly modified since colonisation, including early reclamation works at Victoria Quay, the opening of the river mouth to the sea, continual dredging and deepening of the harbour, and substantial reclamations of North Quay.

While this has provided a site of significant scale that is largely safeguarded against future sea level rise, it has limited environmental qualities and attributes, and will need to address contamination and coastal erosion issues.

An Iconic Site That Has Already Started Its Transition

The site has a defining history, heritage and character that contributes significant meaning and attachment. This includes important Aboriginal connections, meeting places and truth telling opportunities, as well as 120 years of continuing port use, engineering innovation, migration, war time and waterfront history.

Beyond this cultural attachment, the port itself has many character contributing features, including long views across water from several city-wide vantage points, distinctive infrastructure, and ship movement. These attributes have added to the popularity of Victoria Quay as a tourist and visitor destination.



Heritage

Opportunities

Rich Noongar cultural heritage of the Walyalup area that can be interpreted and promoted as part of a future Port redevelopment.

Ten state and local heritage structures within the study site, including the nationally significant Victoria Quay precinct, with 22 buildings and 8 structures.

Challenges

Defining and evolving the key character generating aspects of the current working port, relationship between new and old city and telling of diverse stories.

Mobility and Access

Opportunities

Significant transport infrastructure within or adjacent to the site including the Fremantle Train Station (30-minute travel time to the city) and the freight rail corridor (with the potential to repurpose in the future).

Challenges

Regional traffic adjacent to the site, the need for significant transport investment to connect the site to Fremantle township and metropolitan region.

Geotechnical

Opportunities

Significant land reclamation on the majority of site, with much of the land repurposed dredge spoil creating significant land area.

Challenges

Ensuring the ground conditions can support the level of development envisaged. Potential cost / feasibility implications associated with building on portions of the site.

Asset condition investigations

Opportunities

Assets for repurposing include quays, access channels, high strength pavements, warehouses, breakwalls and sheds, however design life should be a key consideration.

Challenges

Requirements and cost of upkeep and design life considerations.

Existing land use

Opportunities

A number of successful and innovative businesses already operate in the area benefiting from existing infrastructure. These businesses have the potential to remain as the site redevelops and transitions.

Challenges

The project assumes relocation of all port activities and trade from the site. The redevelopment will have a long time horizon and will require consideration of interim uses and activation.

Environment and sustainability

Opportunities

Significant environment regeneration opportunities associated with decontamination, regreening and water quality as well as transitional land uses.

Challenges

The site is largely reclaimed and heavily modified with limited environmental assets. Aspects such as coastal erosion at Port Beach and contamination will need addressing.

03 Towards a great waterfront city

The following chapter features a Project Directions Framework, to help begin a conversation about the Future of Fremantle.

Acknowledging the extensive research progressed by many over the years, the team embarked on early conversations with key groups of people with a high stake in Fremantle's future. This included Aboriginal Elders, young people, locals, creatives, the business community, academics and researchers, and government and industry representatives.

The Project Directions Framework reflects a summary of these early outcomes, to capture the global, state and city-wide ambitions and important considerations to transition Fremantle toward a great waterfront city. The Framework is aspirational and will help inform a shared project vision that can be delivered as part of a staged implementation approach.



IMAGINING THE FUTURE OF FREMANTLE

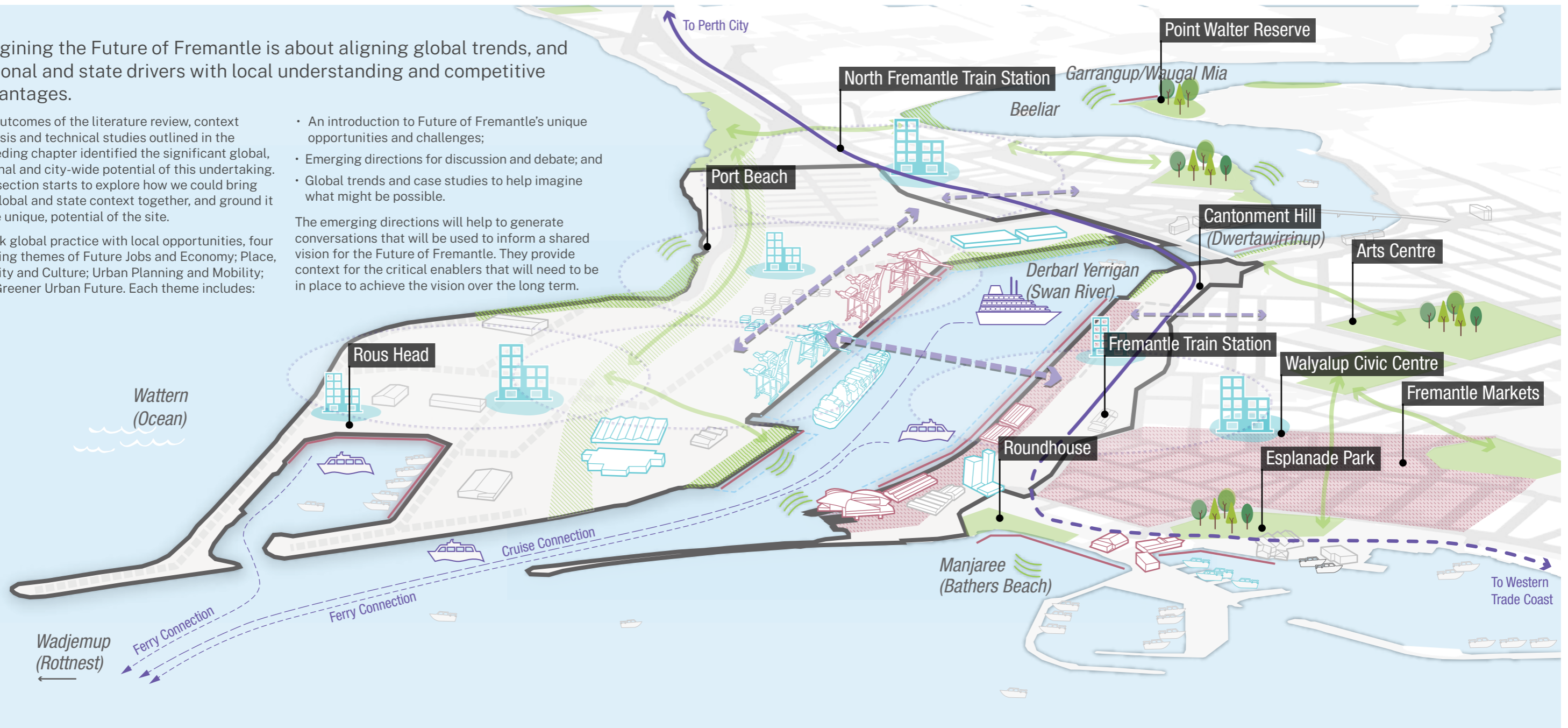
Imagining the Future of Fremantle is about aligning global trends, and national and state drivers with local understanding and competitive advantages.

The outcomes of the literature review, context analysis and technical studies outlined in the preceding chapter identified the significant global, national and city-wide potential of this undertaking. This section starts to explore how we could bring the global and state context together, and ground it in the unique, potential of the site.

To link global practice with local opportunities, four defining themes of Future Jobs and Economy; Place, Identity and Culture; Urban Planning and Mobility; and Greener Urban Future. Each theme includes:

- An introduction to Future of Fremantle's unique opportunities and challenges;
- Emerging directions for discussion and debate; and
- Global trends and case studies to help imagine what might be possible.

The emerging directions will help to generate conversations that will be used to inform a shared vision for the Future of Fremantle. They provide context for the critical enablers that will need to be in place to achieve the vision over the long term.



FUTURE JOBS AND ECONOMY (BOYA)

How can we improve Fremantle's economic performance whilst contributing to the **competitiveness** of WA to position it as a leading economy in the Indian Ocean Rim?

PLACE, IDENTITY AND CULTURE (KARTADJIN)

How can we enhance the unique qualities and character of Fremantle that people know and love and make Perth a more **equitable** place for future generations?

URBAN PLANNING AND MOBILITY (BIDI BIDI)

How can we reorientate Fremantle's role within and connectivity to the metropolitan region whilst promoting health and **wellbeing** of people and being flexible to future technology?

GREENER URBAN FUTURE (BOODJA)

How can we leverage Fremantle's unique natural setting, whilst regenerating the environment and improving **resilience** and adaptation to climate change?

FUTURE JOBS AND ECONOMY

Cities are drivers and accelerators of economic growth, and the urban economy is a fundamental pillar for the Future of Fremantle.

A key priority of the Future of Fremantle project is to identify opportunities to attract new industries and investment to Fremantle and create new jobs. The port contributes some 2,500 jobs to the Fremantle area. The redevelopment of the project area has the potential to bring a significantly larger number of jobs to the city across a range of industry sectors including those that are high value and export oriented.

The project can focus on growing and supporting maritime related jobs and existing businesses through providing new connections, complementary uses and infrastructure. In addition, new high wage, export-orientated jobs that continue to bring new money to Fremantle's economy are also critical to long term economic success.

Fremantle is unique. Compared to other activity centres, it has a number of emerging competitive advantages in areas such as creative industries, tourism, the blue economy and education. These sectors align well to the broader Diversify WA agenda and have significant growth potential

to help the state make its economic transition. Future investment is therefore deeply tied to this diversification agenda.

Fremantle is highly liveable. Its uniqueness and place identity will help to attract talent on a global scale, helping to create productivity to enhance competitiveness. Its identity can also be a driver of international migration and talent retention. Becoming a renowned centre of global talent will help attract investment from major corporations and institutions which seek out the brightest minds, further building Fremantle's reputation for livability as new facilities become funded and developed.

This project is a long-term proposition. Future of Fremantle must be ready to adapt to global trends, including the worldwide push to reach net zero carbon and beyond, and respond to ongoing geopolitical shifts. We need to consider different value drivers and think beyond economic growth to equity, resilience, performance and reputation outcomes. Factors which will also be increasingly important to attracting global investment.



EMERGING DIRECTIONS

01

Incubate and promote State-led diversification opportunities

02

Develop, attract and retain globally leading international talent

03

Develop a distinctive destination economy, with meaning, purpose and character

04

Create opportunities that empower and grow Aboriginal commercial enterprise

05

Grow a values-driven economy

FUTURE JOBS AND ECONOMY



01

Incubate and promote State-led diversification opportunities

Redevelopment of the Future of Fremantle project area represents a significant opportunity for the government, industry and community to work together to grow and diversify the economy. These efforts should consider the conditions that will be needed to support and grow existing local businesses, as well as available opportunities to diversify and attract new industry sectors, particularly those that can derive a competitive advantage from locating in Fremantle.

Future of Fremantle should aim to deliver jobs that allow people to live and work locally. There are many similarities between economic opportunities earmarked for Fremantle and the State-led diversification focus areas, including tourism, the blue economy, creative industries and international education.

Key considerations

- Communicate capability (investment opportunities)
- Attract public and private capital
- Continue to support current industries (do not lose what we have now)
- Support future growth in the Western Trade Coast
- Invest in cross sector enablers
- Focus on strategic cluster development (intersectionality / convergence is key)

02

Develop, attract and retain leading international talent

It is pivotal to attract global talent and help us, as a state, remain globally relevant and competitive.

Advanced thinking and innovation is required to invest in education and training to ensure we have highly qualified and skilled people to lead projects that will drive the diversification agenda.

There is also strong evidence showing that entrepreneurs and talent are drawn to high end places, rich in character and lifestyle. Fremantle has all the right starting ingredients. Over time, Fremantle's reputation for liveability will combine with its brand of being a global talent hub, thereby creating a positive cycle.

Key considerations

- Attract and retain global talent through improving facilities and amenity
- Attract skilled migration and education
- Invest in training to develop globally competitive local talent

03

Develop a distinctive destination economy, with meaning, purpose and character

Global profile increases in places that are successful destinations.

Destination tourism has always played an important part of Fremantle in terms of jobs, cultural exchange, legacy infrastructure and vibrancy. The City is also a place of state-wide significance, as the gateway to Rottnest, the state's home of cruise ships, and a western gateway to Australia.

We have a once in a generation opportunity to make Fremantle one of the world's great visitor destinations. To do this, we need to be brave, brash, bold, and show courage to do things extraordinary. But it needs planning to create a distinctive destination with purpose.

Key considerations

- Facilitate early investment in enabling infrastructure, particularly infrastructure to support cruise ship tourism
- Develop new attractions specifically aimed at key target markets
- Promote activity that encourages overnight visitation/multi day visitation
- Attract investment to complement and grow the existing Fremantle economy
- Align values to guide investment decisions (business, government and the city)

04

Create opportunities that empower and grow Aboriginal commercial enterprise

To achieve social and economic parity, Aboriginal businesses must play a more significant role in the future economy, growth and development. Aboriginal businesses are the biggest private employers of Aboriginal people. Given the opportunity, they will employ Aboriginal people. Noongar people are also dreaming big. They are seeking competitive opportunities for Aboriginal businesses and contracts. But they require greater recognition and support to achieve these goals.

Key considerations:

- Establish commercial opportunities for Aboriginal-owned enterprises
- Dedicated education and training opportunities for Aboriginal people (e.g. grow a cluster, consider an Aboriginal Centre of Excellence)
- Tailored training to meet the employment needs of Aboriginal people.

05

Grow a values-driven economy

International priorities are changing, and there is an opportunity to consider how decisions with environmental, social and governance (ESG) impacts could positively attract future investment by global investors and trading partners.

Post COVID, values and expectations have also evolved. The people of today want a better understanding and accountability, to measure the social value (and impact) of all decisions.

Health and wellbeing is an increasingly important consideration, and growth by default may not always be what is needed.

Key considerations

- Prioritise economic opportunities that demonstrate alignment with ESG outcomes
- Tangible outcomes that show respect for Traditional Owners
- Demonstrate we value where we come from (pristine environment / lifestyle)
- Co-led with Aboriginal businesses
- Inclusive (share the benefits)

FUTURE JOBS AND ECONOMY

GLOBAL TRENDS: INNOVATION DISTRICTS

Many countries have deployed Innovation Districts as a technique to increase economic competitiveness, and successfully attract global talent and international investment. There are numerous best practice examples around the world from which the Future of Fremantle could draw inspiration and ideas.

What are Innovation Precincts?

“Innovation and employment districts embody the very essence of cities: an aggregation of talented, driven people, assembled in close quarters, who exchange ideas and knowledge in a dynamic process of innovation, imitation, and improvement.” Sir Peter Hall (Urbanist).

Innovation districts are defined by the Brookings Institute as geographic areas where leading-edge anchor institutions and companies, cluster and connect with start-ups, business incubators and accelerators. Being physically compact, transit-accessible and technically wired, they usually feature mixed use housing, office and retail.

As defined precincts, they are distinguished by their intensity and scale of on-site collaboration, productivity and positioning in the global market, and the brand visibility given to economic activities. Large innovation districts are renowned for offering high quality facilities to attract and host collaborations between firms, researchers, investors, and entrepreneurs.

Lot 14 Adelaide

Lot 14 is a hub for the development and application of space technology, located on the former Royal Adelaide Hospital site. The first satellite launched by the South Australian State Government will be built at the precinct.

There are also plans for an Aboriginal art and culture centre to be a part of the precinct. It is a culturally significant site for the Kaurna people of the Adelaide Plains, adjacent to the Karra Wirraparri (meaning river of the red gum forest), and a significant part of the Kaurna Dreaming story.

RDM Rotterdam

The Rotterdam Drydocks Company (RDM) precinct is an industrial area located in the south of Rotterdam, Netherlands, and includes several key features. The RDM Campus is a hub for education and research in the fields of engineering, maritime technology and sustainability.

The area also includes several manufacturing and fabrication facilities, as well as a testing and demonstration centre for sustainable and innovative technologies. The campus features a large innovation dock for testing and showcasing new technologies, as well as a floating pavilion that serves as a hub for events and exhibitions.

Emerging tactics (relevant for Future of Fremantle)

Physical Assets

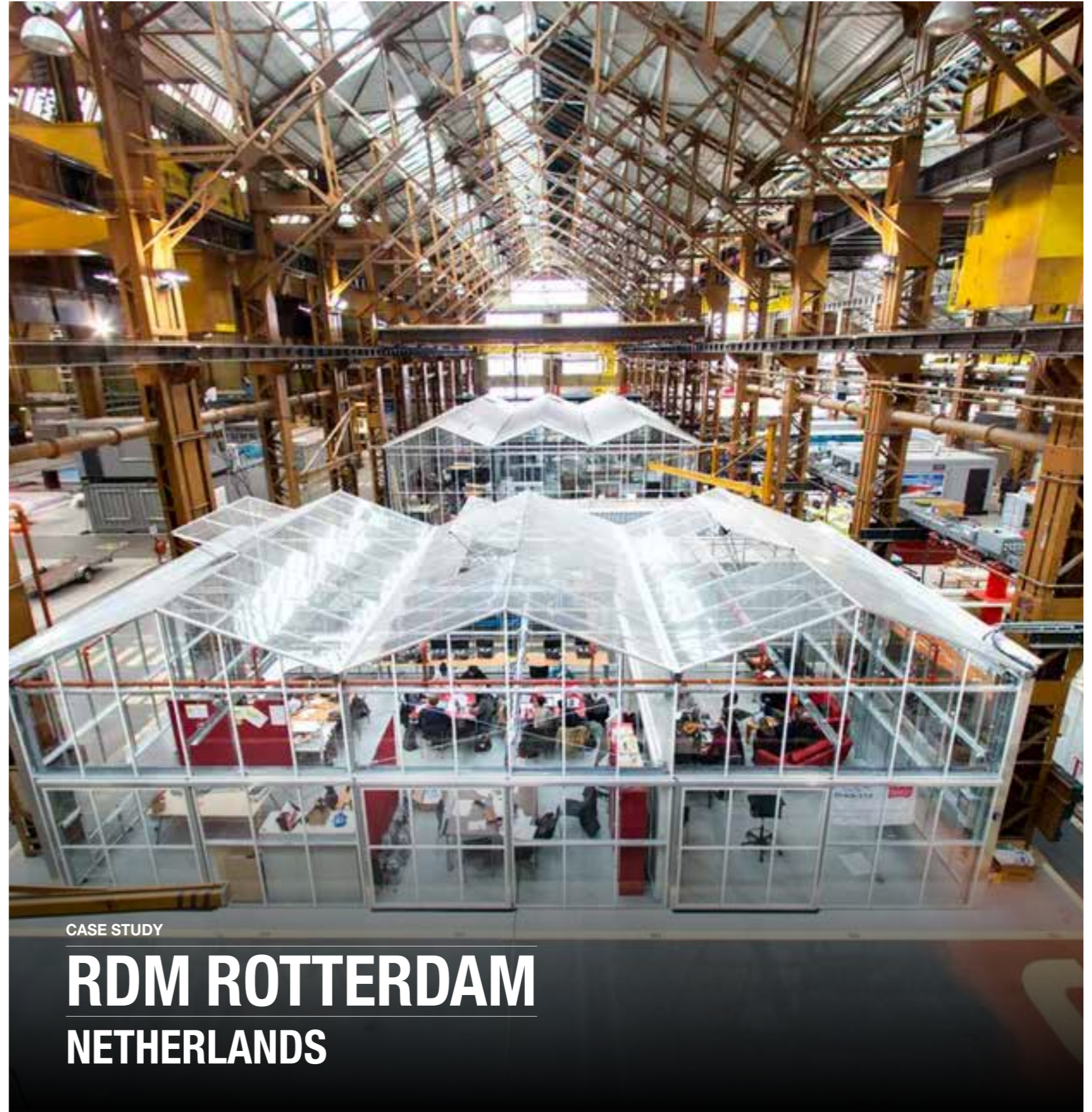
Walkable streets, public spaces for interaction and activated coffee shops, gathering places and cafes.

Economic Assets

Mix of institutions, companies and start ups, affordable workplaces, research facilities and commercialisation institutions.

Networking Assets

Programming of public and private spaces to incubate and accelerate ideas



CASE STUDY

RDM ROTTERDAM NETHERLANDS

PLACE, IDENTITY AND CULTURE

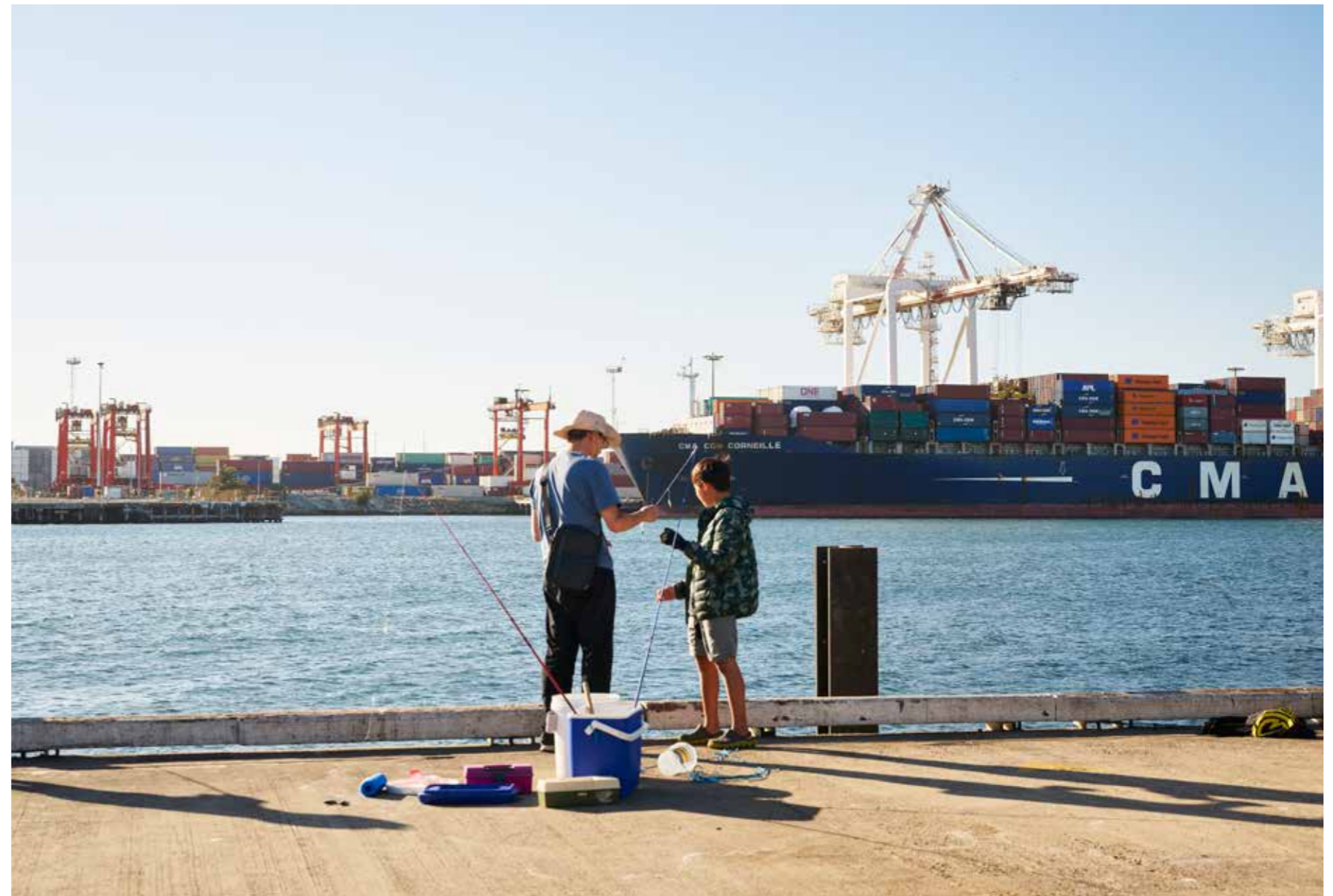
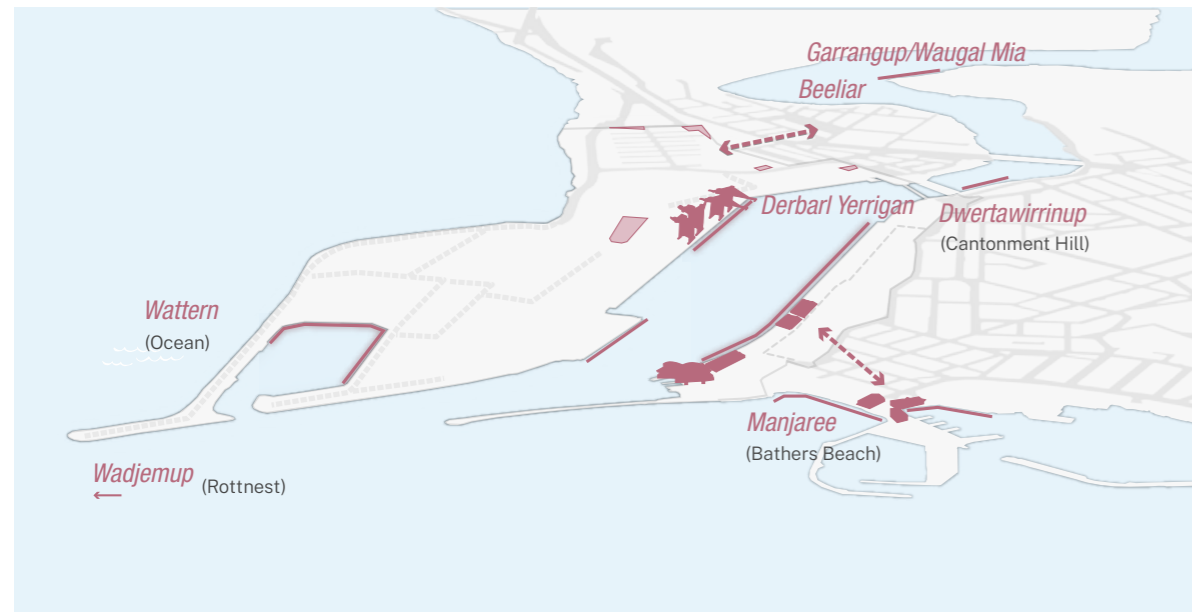
The Future of Fremantle will be a place not just for us, but for future generations and visitors.

Fremantle has earned a reputation on the global stage by virtue of its character, laid back personality and creative reputation. For a long time, this personality has been deeply linked to its role as a port city, which has influenced its heritage buildings, space for making and creativity, and openness to cultural exchange. It is also a special place of significance for Aboriginal people, and has opportunities for truth telling and reconciliation.

Whilst the port has been a key economic driver for Fremantle, infrastructure associated with the port such as roads and rail disconnected the city from its river and oceanfront setting, impacting the amenity of communities and limiting redevelopment opportunities.

The Future of Fremantle is therefore an opportunity to re-orientate and re-define this future. Recreating a truly waterfront lifestyle by re-imagining infrastructure, celebrating Noongar culture and site history, heritage and meaning, and ensuring diversity in all its forms can flourish in the future.

To acknowledge this opportunity, the Future of Fremantle will need to consider the many layers of meaning and attachment associated with the site, elevate the importance of future generations and have courage and conviction about its identity, role and purpose on the world stage.



EMERGING DIRECTIONS

01

Heritage, lifestyle and culture is embedded in the experience

02

A place of creativity, cultural exchange, entrepreneurship and innovation

03

Protect and celebrate Noongar culture as a leading narrative

04

Recreate a waterfront city

05

Deliver genuine and meaningful diversity

PLACE, IDENTITY AND CULTURE



01

Heritage, lifestyle and culture is embedded in the experience

Fremantle is a city with spirit and soul, renowned for its live music, its arts, its creativity, and its diversity.

In 2022, Fremantle was named on Time's list of the world's Top 50 Greatest Places. The city has earned its reputation on the world stage, on the back of an eclectic and quirky personality, and laid-back, welcoming atmosphere.

The Future of Fremantle cannot and should not replicate Fremantle, but it will be important to build on this reputation, in a way that is unique.

Key considerations

- Honour the uniqueness of place, and how it evolves over time
- Reflect historical sense of Fremantle
- Do not lose sight of port, maritime and settlement history
- Provide for a range of cultural activities
- Authenticity and organic growth
- Walkable urban structure and historical street grids
- Providing places of various scales for people to gather and interact (i.e. intimate to large-scale)

02

A place of creativity, cultural exchange, entrepreneurship and innovation

Western Australian's are proud of Fremantle's roles as a fertile ground for many talented and world-renowned artists including musicians, authors, and creative entrepreneurs. Despite past success, creativity is at the crossroads and the State's creative industry is currently lagging behind other Australian cities (BCEC, 2021).

The knowledge economy also likes to co-locate with creatives. The Future of Fremantle could establish an exciting creative cluster, which becomes a nexus of creativity and innovation.

Key considerations

- Be bold to leverage Fremantle's existing creative reputation
- Build cultural prosperity (grassroots and the global stage)
- Grow and support entrepreneurship, research and innovation
- Invest in entrepreneurship, creativity and the arts
- Embed identity, culture and knowledge within the public realm
- Value human creativity, voices and people
- Invest in new ideas and concepts that enable experimentation
- Provide dedicated support structures for emerging creatives

03

Protect and celebrate Noongar culture as a leading narrative

Elders want culture protected. No other place on Earth has Noongar people and Noongar language.

This is one of Fremantle's unique strengths and presents a great opportunity for the the Future of Fremantle project.

Visitors are also now more socially aware and want to immerse themselves in the Aboriginal culture. Aboriginal tourism provides an ideal platform to protect and preserve, but also to amplify opportunities for Aboriginal enterprises.

Key considerations

- Value and promote culture and heritage
- Elders have identified opportunities for greater interpretation of important Noongar heritage, stories and truth telling in the site
- Find ways to communicate the history (Aboriginal culture and post-colonial heritage)
- Celebrate connections with special places
- Share stories and history (Dreaming / truth telling)
- Recreate the song lines to heal the land
- Kaartdijin (knowledge) for the next generation (hand down the knowledge)
- Aboriginal place names and dual naming potential

04

Recreate a waterfront city

Some of the world's greatest cities have transformed run-down industrial ports into grand waterfront destinations.

The river and the ocean are pivotal to the recognition of Fremantle, it defines us as a city. The redevelopment of the inner-harbour can further strengthen this connection by establishing new spaces and destinations to build a waterfront city with global appeal.

Key considerations

- Create a Fremantle waterfront destination and use this as an expression of the precincts' new identity
- Strengthen waterfront relationships for North Quay and Victoria Quay
- Places to reconnect with the sand, river, and Indian Ocean (see and touch)
- Optimise the waterfront (for coastal and riverfront living, employment and recreation)
- Tangible waterside recreation opportunities (including recreational boat users)

05

Deliver genuine and meaningful diversity

Fremantle's charm is strengthened by its grit and diversity.

Diversity comes in many shapes and forms, and as a Future City, the site is ultimately big enough to genuinely provide meaningful opportunities for all types of people, visitors, residents, students, and businesses alike. This includes people of all cultures, ages, abilities, incomes, and identities.

Key considerations

- Diverse range of uses and activities (nature, economic, social, recreation)
- Lead and foster diversity to create a place for everyone
- Accommodation diversity (building types and affordability)
- Housing security for the Aboriginal community (Elders, homeless and large families)
- Flexible housing accommodation for students and hospitality workers
- Employment diversity (high-end and entry level; Aboriginal employment opportunities)
- Welcoming, safe and inclusive spaces for everyone
- Culturally safe places for Aboriginal people
- Essential services are important (support residents)

PLACE, IDENTITY AND CULTURE

GLOBAL TRENDS: A PLACE-LED APPROACH

In an increasingly globalised world, place identity and culture are the future currency of the 21st century for our cities and communities.

There are some global cities that have a leading edge, in the way local culture and arts is embedded as an identifiable celebration of place and authentic experience.

Place identity fosters places people love, fostering strong feelings of attachment and meaning, and ultimately attracting people to live, work, create, visit and invest in the future of our cities and places. Arts and cultural narratives are important components of successful and identifiable places and cities. Cultural identity is a way to celebrate Connection to Country and Aboriginal peoples, through nature, climate, history and human stories.

Each of these elements foster localism and help to create a highly desirable, authentic place.

Emphasising local identity and character is even more essential in large scale redevelopment projects, that often generate significant investment and can run the risk of displacing residents through gentrification processes.

Te Ara Tukutuku – Wynyard Quarter

Guided by the Maori design guide, Wynyard Quarter has ensured Maori culture has been integrated into the development in a way that is respectful and appropriate, through public art, place names and design features. It moves beyond these gestures, with governance, impact statements and statutory approvals embedded within the development.

HafenCity, Hamburg

HafenCity is located on the banks of the Elbe River, adjacent to the historic warehouse district known as the Speicherstadt, a UNESCO World Heritage Site.

The project engaged with the local community and cultural institutions, such as the International Maritime Museum and the Elbphilharmonie concert hall, to ensure that the new development would benefit the existing cultural fabric of Hamburg. Ultimately these organisations relocated to the area to form a link back to the historic centre.

To support the local community, HafenCity also prioritised the creation of social infrastructure, including the delivery of an affordable creative worker space, and mandating that 30 per cent of the total residential units be affordable housing.

Emerging tactics (relevant for Future of Fremantle)

Protect and enhance unique heritage and cultural narrative, particularly local Aboriginal meanings.

Generate diversity in the community through the provision of affordable workplaces and housing.

Move beyond acknowledgement to co-creation with the community and embedded representation in governance models.



CASE STUDY

TE ARA TUKUTUKU

NEW ZEALAND

URBAN PLANNING AND MOBILITY

Fremantle has long been a source of inspiration for how we plan and design a functional city in Perth.

With an interconnected street network, diverse mix of uses and compact neighbourhood structures, the city lends itself to being more economically productive, walkable and adaptable over time. These tried and tested principles of urbanism will be important starting points for helping to define the Future of Fremantle.

As the port transitions, we will need to reconsider Fremantle's primary role in the broader metropolitan structure. It performs as a defining water, river and coastal node and there are opportunities to enhance its connections and relationship with the South-West growth corridor.

To support this function, the role of infrastructure will need to evolve away from moving freight and

vehicle traffic to one that supports the flow of people and ideas. This may create opportunities to reconnect community to improved amenities, services and facilities and help to address spatial inequality within the broader region.

Bringing all these aspects together to create self-sufficient and sustainable neighbourhoods is essential. For example, having enough people living locally to support everyday retail, walkability and public transport, and the right mix of land uses to support economic growth and local job creation.

In addition, delivering open space and diverse housing options for the whole community will be fundamental to sustainability and liveability.



EMERGING DIRECTIONS

01

Recognise Fremantle as a strategic centre

02

Align infrastructure decisions to place outcomes

03

Prioritise distinctive walkable neighbourhoods and sustainable transport

04

Use water as a driver of lifestyle, amenity and land use diversity.

05

Achieve best practice urban planning principles to create self-sufficient neighbourhoods.

URBAN PLANNING AND MOBILITY



01

Recognise Fremantle as a strategic centre

The Fremantle Port is a significant part of a city system (Perth) and the movement of the port will fundamentally reshape and reorientate the growth of the Perth metropolitan area. This will create new opportunities for Fremantle to redefine its traditional relationship with Perth, the coast and the river, as well as new connections to the growing South-West growth corridor. We need to explore and understand the role this site will play in the context of Fremantle and the broader region, so that it can facilitate beneficial outcomes. Transport networks will also need to be reconsidered to respond to this new role.

Given the scale of the site, there is significant capacity for new residents, workers, and social infrastructure. New uses will need to complement and enhance the existing Fremantle city centre, rather than detract activity and amenity.

Key considerations

- Consider ways redevelopment of the site can deliver an integrated employment and residential land use outcome that benefits the region
- Complement and enhance the existing Fremantle city
- Connect the site to metropolitan transport network
- Explore opportunities for regional connectivity to the South-West corridor
- Explore local connections to support nearby communities.

02

Align infrastructure decisions to place outcomes

As the role of the site transforms, infrastructure will need to evolve from moving freight and traffic, to facilitating the movement of people and ideas. New economic and land use functions will require consideration of new transport modes and connections as a key enabler.

Exploring new solutions to access the site can help to repair infrastructure issues locally, particularly helping to reconnect existing communities to new services, amenities and facilities.

Key considerations

- Align economic vision and land use outcomes with transport enablers (including different modes)
- Balance regional connectivity with local amenity
- Consider the need for early infrastructure investment
- Future proof infrastructure for future adaptation and optionality
- Use infrastructure to support community development and sustainable lifestyles
- Connections to North and Victoria Quay
- Consider how future investment in transport infrastructure can be proportionate to the land use response and economically viable.

03

Prioritise distinctive walkable neighbourhoods and sustainable transport

Regional transport networks adjacent to the site are constrained, and a business-as-usual approach to access the site (i.e. prioritising cars) will severely limit the delivery of housing and jobs. This is particularly true given the peninsula nature of the site.

Walkable neighbourhoods and sustainable transport options will therefore need to be prioritised for the site to reach its potential.

This approach will also complement Fremantle's local character, which is built on a series of distinctive neighbourhoods. These neighbourhoods drive high quality ground floor amenity which in turn, have attracted residents, local businesses, entrepreneurialism and talent.

Key Considerations

- Prioritise walking, cycling and public transport use
- Consider demand management for cars (i.e. car parking availability, de-coupling, other policy levers)
- Explore the future impact of emerging technologies in transport
- Provide viable alternative transport options to private cars (limit cars)
- Consider the role of the river (and ocean) in sustainable transport patterns

04

Use water as a driver of lifestyle, amenity and land use diversity.

Water based infrastructure is a strategic asset of the port and the Fremantle area, driving emerging high value blue economy exports that diversify the economy and sustain key elements of WA's economy, including the State's cruise industry. Utilising and enhancing this infrastructure may support the expansion of cruise, super yachts, and local ferry connections, and contribute to transitional uses on the site.

Use and access to the water are also drivers of local lifestyle and amenity. Prioritising public access, re-connecting to the waterfront, and facilitating diverse activity will drive the desirability of the site and improve local amenity.

Key considerations

- Consider the size and demand for cruise ships, including location of terminal and relationship to Fremantle
- Balance waterway access with local connectivity
- Explore the water-based assets required to support the blue economy and existing Fremantle enterprises
- Use water as a driver of liveability
- Investigate the demand for super yachts and associated land use requirement
- Enhance visitor and local experience with the waterfront, including access for recreational boat users

05

Achieve best practice urban planning principles to create self-sufficient neighbourhoods.

Good city planning is essential to achieving sustainability and improving liveability for our communities.

Having the right amount of people, a diverse community, a mix of land uses and a variety of housing types helps to use land more efficiently, support public transport and provide local services. These aspects support living locally and minimise the need to travel long distances to access services and facilities.

In addition to promoting sustainability, they also make our neighbourhoods more liveable supporting a vibrant street life, the ability to walk to local shops and employment opportunities and improved affordability outcomes.

Key considerations

- Prioritise neighbourhoods that are compact, mixed-use, diverse and connected.
- Promote the right density to support local service provision.
- Ensure a wide range of housing and tenure types to improve affordability.
- Foster mixed use neighbourhoods that create local employment, production and consumption spaces.
- Support the community with an interconnected, adaptable and walkable urban structure that is sustainable over the long term.
- Provide open space, education and community facilities to support community growth.

URBAN PLANNING AND MOBILITY

GLOBAL TRENDS: PEOPLE FIRST MOBILITY

Transport investment plays a crucial role in facilitating urban renewal. In addition to providing access to areas undergoing redevelopment, improved transport connections can help to attract investment, increase property values, and create new economic opportunities.

Central to many urban renewal projects is the provision of high-quality mass transit. This includes the expansion of existing services or the creation of new ones, such as metro, light rail or bus rapid transit. Other forms of transportation such as walking, cycling and micro-mobility also play an important role in supporting urban renewal efforts.

Hammarby Sjostad

Hammarby Sjostad is an award-winning waterfront project in Stockholm which has actively sought to minimise the use of private vehicles. To achieve this, investment was made in a light rail system connecting the neighbourhood to other parts of Stockholm, as well high-quality walking and cycling infrastructure. Additionally, the development has implemented a car-pooling system and tight controls surrounding the supply and cost of parking. Together, these measures have resulted in a highly walkable neighbourhood which fosters a strong sense of community.

Fishermans Bend

The Fishermans Bend project is one of the largest urban renewal projects in Australia, located just south-west of Melbourne's central business district and covering an area of approximately 480 hectares. While still in the early stages of development, an 80% sustainable mode share target has been established for the development. To achieve this ambitious target, investment will be made in walking, cycling and public transport infrastructure. In addition, travel demand management will be used to modify travel behaviours and promote transitions to alternative modes of transport.

Emerging tactics (relevant to Future of Fremantle)

Low Emissions Zones (LEZ)

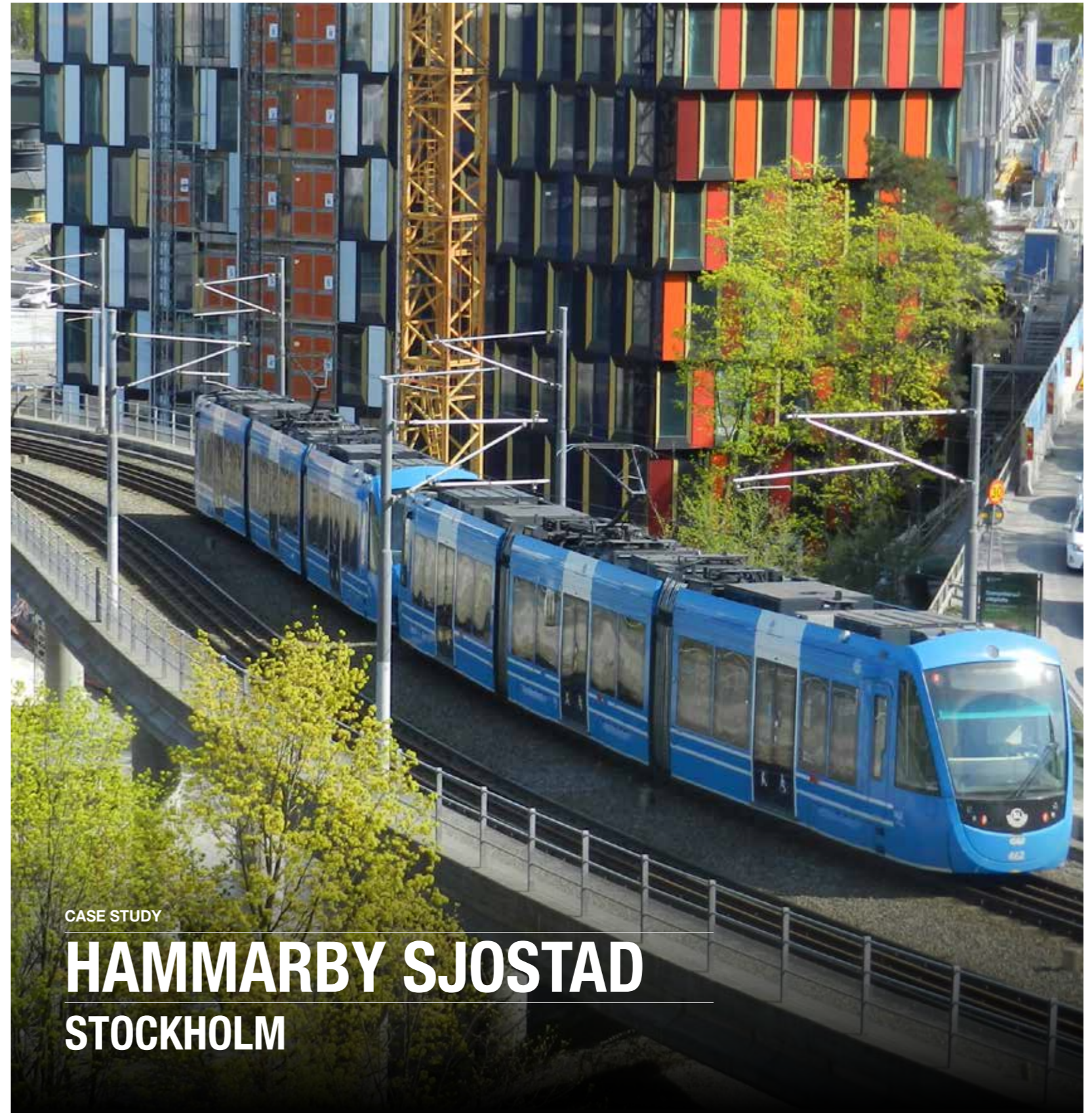
Cities such as Milan (Italy) and Ghent (Belgium) have established LEZs in order to reduce traffic and improve air quality in their respective city centres.

Superblocks

Barcelona's Superblocks program commenced in 2016. The concept involves grouping city blocks together and transforming them into pedestrian-friendly spaces that prioritise people over cars.

Car-free neighbourhoods

A car-free neighborhood is an urban area that is designed to be completely accessible without the use of cars.



CASE STUDY

HAMMARBY SJOSTAD STOCKHOLM

A GREENER URBAN FUTURE

Can we build a new city that simultaneously create prosperity while enriching the health of our people, ocean and rivers?

Few sites have such unique environmental opportunities and challenges, being at the junction of the river and the sea but almost entirely human made through ongoing reclamation and adaptation.

The port transition creates a key opportunity to enhance the environmental qualities of the site and its immediate natural setting. A restorative approach to landscape and water will deal with aspects such as contamination, water quality and erosion.

There is opportunity to remediate and minimise future environmental impacts, but use these enhancements to improve lifestyle, health and wellbeing. It makes good sense to further explore and strengthen the links between environmental restoration, identity and liveability.

We also know that ensuring adaptability to climate change will be a key driver in the future. The site could play an iconic role in reaching net zero and using resources efficiently, which could drive the brand and positioning of the project globally.



EMERGING DIRECTIONS

01

Be a beacon of leadership to create a positive impact for future generations

02

Embed restorative landscape values to heal the land and waters

03

Design for climate sensibility

04

Reshape lifestyle and identity through parks and open space

05

Enhance lifestyle, health and well-being

A GREENER URBAN FUTURE



01

Be a beacon of leadership to create a positive impact for future generations

Sustainability is at the core and there is an opportunity for the Future of Fremantle project to aspire to be regenerative. It can also be seen as an opportunity to deliver a new way of living in Perth.

A project of this scale and profile also presents an opportunity to place enhanced value on deep Aboriginal knowledge of the natural environment, sustainable practices and associated relationships with decarbonisation and climate change.

Key considerations

- Identify policy levers to drive change and deliver the right results
- Identify indicators and targets so that the right outcomes come to fruition
- Achieve net zero through use of emerging technologies available through the site's development horizon
- Encourage sustainable transition of industries such as cruise, super yachts, fishing etc
- Support research and innovation related to renewable energy sources to reach net zero

02

Embed restorative landscape values to heal the land and waters

The Elders have told us about the special cultural significance of this site and have been very clear about the importance of restoring the health of the land and waterways.

WA is a global leader in marine sciences. We have the expertise to take a leading role in restoring our ocean health and leading the charge on renewable technologies.

As a place of cultural significance, where the river and ocean converge, it will be important to respect cultural authority through an Elders-led response, and bring an Aboriginal voice to the space.

Key considerations

- Heal the site. Protect (and restore) the health of our land, water ways and marine habitats
- Help to re-establish marine habitats
- Improve environmental performance and use for economic and recreational benefits
- Target commercial (and research) enterprises focused on nature-based science and innovation technologies
- Embed Aboriginal ecological and cultural knowledge
- Understand and restore natural eco-systems

03

Design for climate sensibility

Cities worldwide are grappling with extreme weather events and a range of climate change impacts. We are seeing this first hand in Fremantle with coastal degradation at Port Beach and the rising groundwater table threatening heritage buildings in the West End.

Given the site's unique water edge location, landscape change should be anticipated and resilience and adaptation front of mind.

In the context of mitigating climate change impacts, parks and open space can withstand flooding and storms, recover quickly and therefore protect the neighbourhoods around them. The can also address issues such as urban heat islands through increased tree canopy and water sensitive design.

Key considerations

- Make space for future adaptation and urban resilience
- Design for disaster management (risk reduction) and resilience
- Design to mitigate against climate change and harsh conditions including micro-climate considerations of heat and wind
- Prioritise landscape and trees that are appropriate for the site's unique setting.

04

Reshape lifestyle and identity through parks and open space

Great parks and public spaces are a drawcard. There are many great examples of urban parks that highlight the power and value of green space, in terms of destination profile, liveability and health benefits, as well as economic uplift for adjacent property values.

In the context of waterfront areas, parks, public spaces and promenades also allow new activities to locate at the water's edge, creating destinations and experiences to benefit the community and bring people together.

Beyond the physical environment, parks and open spaces are also builders of economic and social opportunities. They are essential components of creating unique urban areas, human connection, social and economic opportunities, and innovation.

Key considerations

- Make landscape and public realm front and centre of design responses.
- Leverage the value of public spaces to promote local business and activation opportunities.
- Strengthen links with regional natural assets (Rottnest (Wadjemup), Cockburn Coast etc.)
- Explore biodiversity sensitive design (nature-based solutions)
- Reflect culture through the landscape (Dreamtime walks and parks)
- Design public space to promote social connections.

05

Enhance lifestyle, health and well-being

Based on recent research there is strong global evidence showing that cities can realise multiple benefits and unlock synergies between health and sustainable development pathways. Adding a health perspective in urban decision-making can simultaneously address a number of the UN SDGs, including improving health, tackling poverty, fostering equality and enhancing access to clean energy and climate-resilient infrastructure.

Lifestyle, social inclusiveness, and wellbeing have historically been ingrained innately as a part of Fremantle's DNA and appeal. The project presents an ideal opportunity to integrate human health and wellbeing into urban design outcomes to achieve cross sector outcomes.

Key considerations

- Adopt a 'health' perspective to address UN SDGs.
- Design to enhance liveability, health and well-being by;
 - Having enough people living and visiting to provide local services and facilities
 - Having local destination to walk, ride and socialise within
 - Creating a place with uniqueness where people want to live
- Have a clear perspective on values and how technology should improve lives and wellbeing

A GREENER URBAN FUTURE

GLOBAL TRENDS: URBAN RE-GREENING AND REGENERATIVE URBANISM

As cities across the globe look to respond to the impacts of climate change, leaders are looking at innovative ways to bring nature back into our urban areas, providing both a response to climate threats whilst enhancing identity and improving quality of life.

Urban re-greening refers to the process of reintroducing green spaces and vegetation into urban environments. It involves deliberate and strategic efforts to restore or create natural elements within cities, such as parks, gardens, urban forests, green roofs and vertical gardens. The concept of urban re-greening aims to counterbalance the ecological and environmental impacts of urbanisation, which often includes loss of natural habitats, increased pollution, and reduced quality of life.

Done well, it can lead to the integration of ecological principles and regenerative practices in a project, including climate resilience, nature-based solutions, circular economy principles, sustainable transportation and community engagement.

Copenhagen, Denmark

Copenhagen is often cited as a leading example of regenerative urbanism. The city has implemented sustainable transport initiatives including cycling and pedestrian-friendly streets. It also aims to be carbon neutral by 2025, with port redevelopment projects such as Nordhavn, integrating renewable energy systems such as wind power, district heating, battery storage and biomass plants.

This approach to sustainability has also accelerated the city's economy, attracting key anchors such as the United Nations headquarters into the Nordhavn area. Investment in green infrastructure has also helped to address social inequality across the city.

Jurong Lake Gardens, Singapore

The Jurong Lake Gardens signifies Singapore's vision to be the world's greenest city, transforming an industrial site into an urban green space and restoring the original swamp forest that was native in the area. The park has been successful in creating biodiversity and habitat enhancement to support a range of plants and animal species in various wetland, grassland and forested areas.

It has also become an anchor for significant commercial and residential development, and provides a wide variety of recreation opportunities including play spaces, boardwalks and access to water sports and wellness facilities.

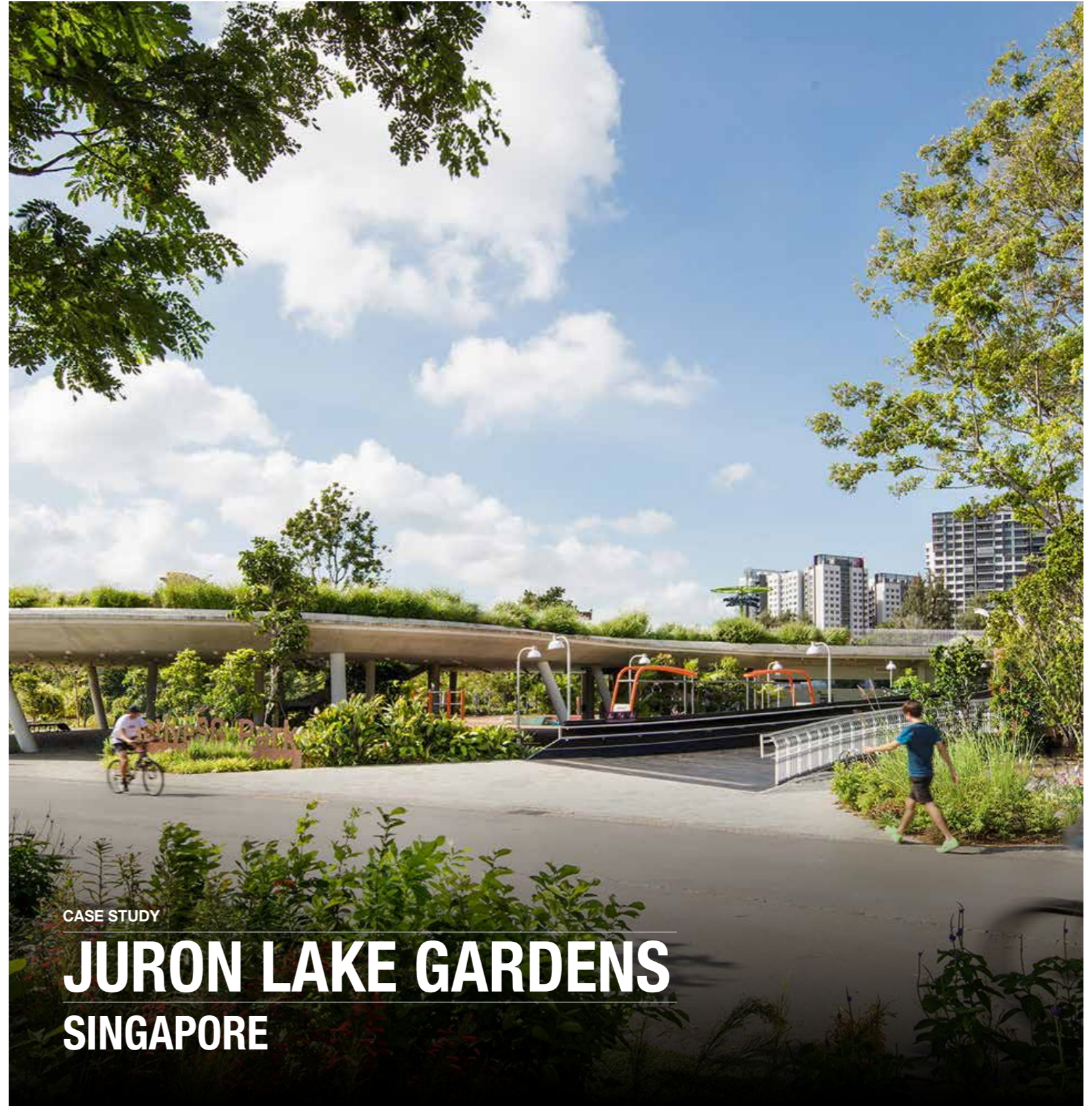
Beyond the physical space, its programming allows for significant community led event and it has becoming a living laboratory for sustainable technologies. This includes timber buildings, autonomous vehicles, concierge robots and smart garden management initiatives.

Emerging tactics (relevant for Future of Fremantle)

Identify key environmental and climate resilience challenges and reframe as place opportunities.

Integrate history, heritage, culture and community to create layers of meaning.

Move beyond reducing impact to repairing the environment and cross sectoral social and economic outcomes.



04 A Conversation About Tomorrow

The Future of Fremantle project will continue to engage with the community and provide a range of opportunities for shared ideas and open discussion.

The visioning process will explore new economic growth and job opportunities for the Fremantle inner Harbour. It will also investigate the exciting opportunities for land use that align to best practice sustainability principles and connects this unique site to the sea and river. It will involve a range of engagement opportunities with key stakeholders and the community.

The aim is to develop a collaborative vision that will ultimately create a powerful legacy for Fremantle and also benefit WA.



SHARE YOUR VIEWS

This Place and Economic Directions Report is a high-level summary of the outcomes collated through preliminary investigations and early discussions. It sets a framework to focus and shape ideas as we embark on a collaborative journey to agree on a shared vision and test explorative scenario planning options.

This is the first phase of a journey, and your feedback will ensure there is focused discussion on the core priorities and important considerations. Your ideas will provide creative inspiration and ensure the vision is reflective of community values and aspirations.

We encourage you to share your contributions and thoughts, by completing the on-line activities here.

More information is available on the website: www.wa.gov.au/organisation/departement-of-planning-lands-and-heritage/future-of-fremantle

Any questions can also be directed to futurefremantle@dph.wa.gov.au

HOW TO GET INVOLVED

There are many ways you can get involved to help create a shared vision for the potential transformation of Fremantle's Inner Harbour precinct.

Use the QR code below to click through to the project website.



E-News

Sign up to the project e-news to receive regular updates, including upcoming engagement activities.



Future of Fremantle Consultation Hub

The online consultation hub features a range of interactive engagement opportunities including a digital survey.



Place and Economic Directions Report

To submit your comments on the Place and Economic Directions Report, go to the survey available at consultation.dph.wa.gov.au



Community Open Days and Forums

Find out more and register your interest via the online Future of Fremantle consultation hub.



Place Design Forums

Beginning in August 2023, these forums will involve explorative discussions with technical experts, government agency representatives and community leaders to actively shape the vision and scenario options for the site.

Places are limited.

Visit the consultation hub to find out more and register your interest.





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Future of
Fremantle

