

# FREMANTLE

investors guide 2012



There are five elements required to build a successful commercial precinct. Previously Fremantle had four of these elements – excellent public transport, a great location, a clear and favourable local brand, the uniqueness to secure opportunistic tenants. The recently adopted planning scheme amendment 49 completes the requirements, creating value for investors in Fremantle.

**Lino Iacomella**  
Deputy Chief Executive Officer  
Property Council of Western Australia

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## Mayor's foreword

Although Fremantle is now a modern and thriving city, its current form has evolved over time; beginning with tens of thousands of years of aboriginal history through to the significant and rapid changes that followed European colonisation in 1829, a gold rush, two world wars and in more recent times a major demographic shift as a consequence of the mechanisation of port operations.

That evolution is continuing with the City of Fremantle's current focus on revitalising the Fremantle city centre by attracting more people to live, work, shop and be entertained. The City's recent urban development initiatives are the most significant since Fremantle hosted the America's Cup Defence in 1987, and revolve around a series of important objectives in the Fremantle Economic Development Strategy 2011 - 2015.

The Fremantle Investors Guide references these initiatives and provides factual and specific investment related information on a range of industry sectors as well an overview of Fremantle's overall investment potential. The Guide records comments by industry professionals who provide their insight into opportunities for industry in Fremantle.

The Fremantle Investors Guide demonstrates that:

- Fremantle is strategically well placed for future growth in the Perth metropolitan area;
- The City of Fremantle is committed to the revitalisation of Fremantle, and the Fremantle central business district in particular; and has commenced a number of high impact economic development initiatives; and
- Fremantle is very much open for business and is seeking substantial private and public sector investment.

With the recently established initiatives, coupled with the natural attributes enjoyed by the city as a consequence of its location and its people, there really has never been a better time for business people and entrepreneurs, and government, to invest in and align with the Fremantle of today and tomorrow.

**Dr Brad Pettitt**

## Western Australia: Overview

Much has been made of the resources boom in Western Australia over the past five years, however, for over 20 years now the Western Australian economy has shown strong year on year growth. Over this time the Western Australian state economy has averaged a growth rate of 4.3% pa, compared to Australian average of 2.9%pa. The continuing expansion of the Western Australian economy has led to the state now contributing 14.2% of Australia's total GDP, whilst being home to just 10% of the nation's population.

The population of Western Australia is currently 2.3 million, with the population of the Perth metropolitan area at 1.7 million. Population growth forecasts for the Perth metropolitan area vary according to agency, but one credible projection is a population of between 2.2 – 2.9 million in 2031. Fremantle's geographic location and historic lineage as Perth's second central business district presents, today and tomorrow, the opportunity to capitalize on the forecast population and economic growth of Western Australia and the Perth metropolitan area.

Western Australia's significant resource development is forecast to continue for the foreseeable future, with the value of projects either under way or committed to begin construction in the next few years currently standing at \$180b.

Whilst Western Australia's growth has been driven strongly by the resources sector, Perth is becoming increasingly important as a diversified city. Perth has a major geographical advantage over Australia's eastern states, operating as it does on the same time zone as the financial hubs of Singapore and Tokyo, whilst being a direct flight from global centres such as Johannesburg, Dubai and Hong Kong.

Western Australia's stable governance and economic climate have recently seen the confirmation that the state will be one of the two host locations for the Square Kilometre Array project, a global scientific project costing over \$2b and involving 20 countries.

**WA state economy**  
average growth rate

**4.3% pa**

**National economy**  
average growth rate

**2.9% pa**

**Resource development**  
forecast project value

**\$180b**



## Fremantle: A brief history



Fremantle is a 19<sup>th</sup> century city which is extremely well placed for the 21<sup>st</sup> century. Over the next 25 years, Fremantle can offer a sensational mix of activity centres with more fulfilment, interest, and engagement in being a human being than any other urban space in Western Australia.

Stuart Hicks  
Chairperson  
Fremantle Union



Fremantle was established in 1829. The city's early economy was driven by trade in wheat, meat, and wool. By 1900 Fremantle's infrastructure had grown to include the Fremantle Harbour, Fremantle Hospital, the Fremantle Markets, and the railway between the harbour and Perth. At this time the Western Australia gold rush period had began and Fremantle served as the gateway to people heading to the goldfields.

The period between 1900 and World War II saw Fremantle operating as an industrial seaport. The main local industries were shipbuilding, soap boiling, saw milling, smelting, iron founding, furniture making, flour milling, brewing and tanning.

During World War II Fremantle was transformed into the largest Allied submarine base in the Southern Hemisphere. Fremantle accommodated more than 170 submarines from the fleets of the United States, Great Britain and Holland. In addition to the submarine fleet the port accommodated large numbers of battleships, troop transports, hospital ships and support vessels.

In the post-war period Fremantle's suburban areas grew and the city underwent a period of consolidation. In 1987 Fremantle was thrust into the global spotlight when the city hosted the America's Cup Defence event, held in Gage Roads, off of the Fremantle Harbour. The event saw a large public and private investment in the city, with extensions to the existing railway line, and the construction of Challenger Harbour.

Since 1987 Fremantle has continued to evolve its retail and tourism sectors. Whilst containerisation and computerisation has seen the decline of many traditional jobs involved in port operations and materials handling, the port continues to expand in capacity and remains a major contributor to the Fremantle economy.

## Fremantle: Geography and lifestyle

Fremantle is located 18 kilometres south west of the Perth central business district and the municipal area covers an area of 18.8 square kilometres. Fremantle lies on the western edge of the Swan River coastal plain, and is bounded to the west by the Indian Ocean. The terrain throughout Fremantle is mainly flat, with a few hills amongst the suburbs. A significant portion of land on the western edge of the City Centre has been reclaimed, creating public spaces, Fishing Boat Harbour and the Fremantle Inner Harbour, including Victoria Quay.

Fremantle has a broad range of housing options, excellent public transport, and a diverse economy with low unemployment. This dynamic environment creates a holistic city where Fremantle residents can live, work and play. The recreational lifestyle offered is predominantly based on outdoor activities, unsurprising given Perth's warm Mediterranean style climate. Fremantle's public spaces, reserves and sporting grounds are home to several sporting teams including the national AFL team, the Fremantle Dockers, whose club headquarters and training facilities are located at Fremantle Oval.

Fremantle's sunshine, combined with the Swan River waterfront and beaches, offer ideal locations for relaxing with family and friends, recreating, and enjoying the Swan River and Indian Ocean, both integral to the Fremantle environment. The Fremantle sea breeze, locally known as the "Fremantle Doctor," provides respite from the heat on summer afternoons, and provides perfect conditions for sailing and windsurfing.

Fremantle's rich cultural history has created a city with numerous dining options, a vibrant café and bar scene, and a range of entertainment options. The arts are strongly represented within the city, and numerous food, arts and crafts, and music festivals take place in the city each year.



Whilst working in London, a friend bragged to me about living and working in Barcelona. "I design in the morning, swim at the beach, design in a cafe for lunch then back to the office". Green with envy I dreamed of a life like that... and it was here all along. Fremantle has such a good energy for designers, the best in Western Australia.

Ben Braham  
Braham Architects



## Transport and infrastructure

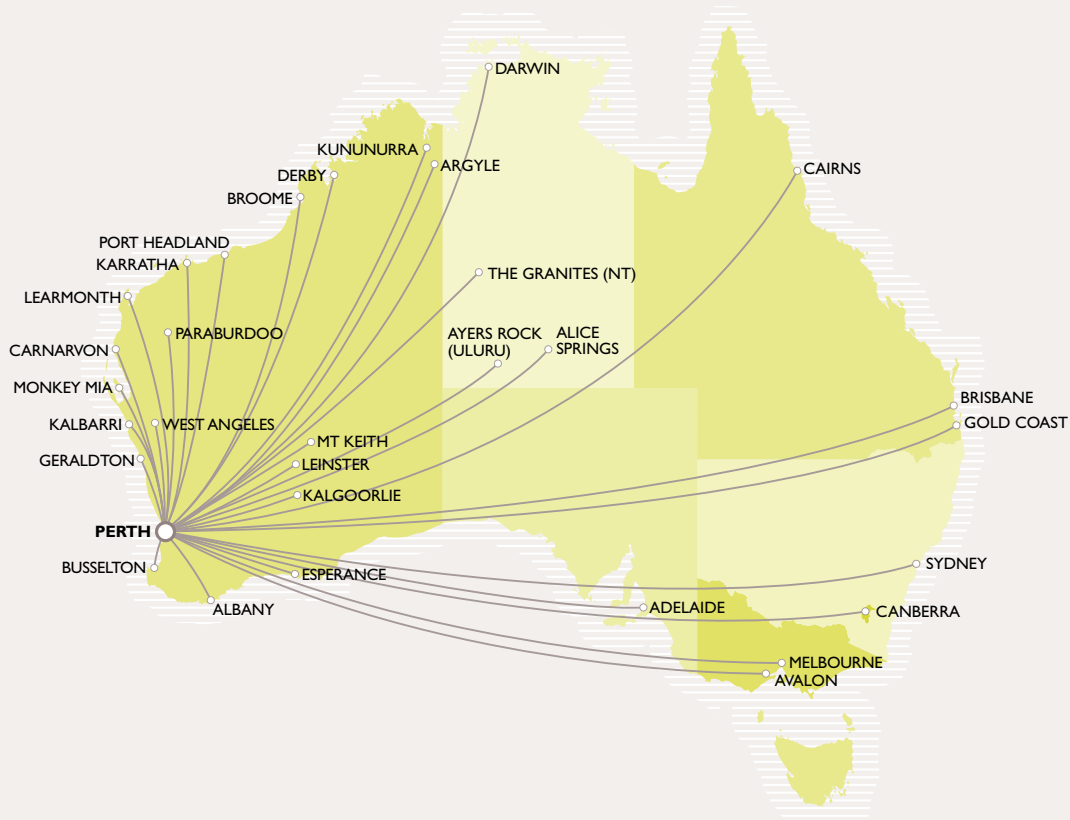
### INTERNATIONAL FLIGHT ROUTE



### AIR

Fremantle is a 30 minute drive from Perth's domestic and international airport terminals. The domestic terminal services airlines that provide flights that connect directly to major Australian capital cities and Western Australia's regional centres. The Perth Airport has direct flights to 15 countries, including the important commerce and trade centres of Singapore, Kuala Lumpur and Dubai. There are a large number of cargo companies operating in Perth that service domestic and international logistics requirements through the Perth Airport.

### DOMESTIC FLIGHT ROUTE



## Transport and infrastructure

### Public transport

Fremantle is a major activity centre within the Perth metropolitan area and enjoys a range of public transport options.

#### RAIL

A high frequency train service provides quick access between the Perth CBD and Fremantle and links by rail, through the Perth CBD, to other parts of the Perth metropolitan area.

The service links to the TransWA rail network, enabling travel by rail to a range of regional cities, and the eastern states of Australia. Western Australian regional centres covered by the TransWA network include:

- Bunbury
- Merredin
- Pinjarra
- Kalgoorlie
- Northam
- Southern Cross

#### BUS

The Fremantle bus port adjoins the Fremantle railway station and the Fremantle central business district. Transperth's high frequency bus services provide access to all Fremantle suburbs and to all parts of the Perth metropolitan area. The Transperth bus network connects to the TransWA bus network, enabling travel by coach to:

- Albany
- Geraldton
- Katanning
- Narrogin
- Esperance
- Kalbarri
- Meekatharra
- Pemberton

A free Central Area Transit (CAT) bus service operates in and around the Fremantle central business district and to South Fremantle.

The service operates two loops; one servicing the area north of the Fremantle railway station (Red CAT) and the other servicing the area south of the Fremantle railway station, including South Fremantle (Blue CAT). Both services commence from the Fremantle railway station, allowing passengers to transfer easily between the CAT services, the train service and the numerous high frequency metropolitan bus services.

#### ROAD

Several major roads connect Fremantle to the Perth CBD and the Perth metropolitan area. To the north the Stirling Highway passes through Perth's affluent western suburbs to the Perth CBD. To the east the Canning Highway, Leach Highway and South Street intersect the north-south Kwinana Freeway, enabling rapid access to the Perth CBD. These roads also continue further to the east to the Perth Airport, and to the Kewdale and Welshpool light industrial, warehousing and logistics districts. To the south Stock Road connects Fremantle with the Kwinana industrial area, the Rockingham industrial zone, the Latitude 32 industrial zone and the Australian Marine Complex at Henderson.

Heavy vehicles accessing Fremantle Port do so via High Street and Stock Road. A soon to be constructed \$50m extension to Roe Highway (Roe 8) will complete the key strategic link in Perth's arterial road network which connects the Reid Highway, and the Great Northern and Great Eastern Highways in the Midland area to the Tonkin Highway, the Kwinana Freeway and Stock Road. The extension will also improve the efficiency of and ease congestion on parallel east-west roads such as South Street and Leach Highway. The project development work necessary prior to commencing construction is expected to be completed in 2013.

#### BOAT AND FERRY

A number of private ferry operators provide services between the East Street Jetty in East Fremantle, Northport at Rous Head in North Fremantle, and Victoria Quay adjacent to the Fremantle railway station and the Fremantle central business district, to other locations including the Barrack Street Jetty adjacent to the Perth central business district, the Mends Street Jetty in South Perth and Rottnest Island.

Fremantle's fishing fleet and recreational boat enthusiasts are catered for in three purpose built harbours on the Fremantle coast, a short distance from the Fremantle central business district. Challenger Harbour, Success Harbour and Fishing Boat Harbour provide boat pens for local charter boat operators and recreational boat users. Fishing Boat Harbour is also home to a commercial fishing fleet and a lively restaurant precinct. Fremantle's harbours offer direct access to popular marinas including at Mandurah to the south in the Peel Region, the Swan River, Rottnest Island and at Hillarys Boat Harbour to the north.





TRANSPORT ROUTES

- Legend
- Railway
  - Primary road
  - Secondary road
  - Perth Bicycle Network Route
  - Shared path
  - Park

## Fremantle: Economy

Fremantle's **Gross Local Product** (2010/11)

**\$3.68b**

People working in  
**Fremantle** (2006)

**23,834**

Male  
**52%**

Female  
**48%**

**Population**  
(2011, estimated)

**29,383**

**Median age of people**  
working in Fremantle (2006)

**41** years

**Unemployment**  
(Sept 2011)

**6.1%**

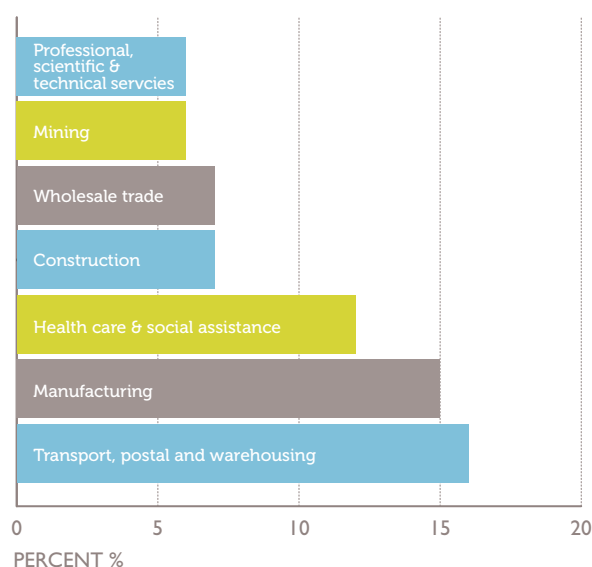
Percentage of **residents**  
**born overseas** (2006)

**30%**

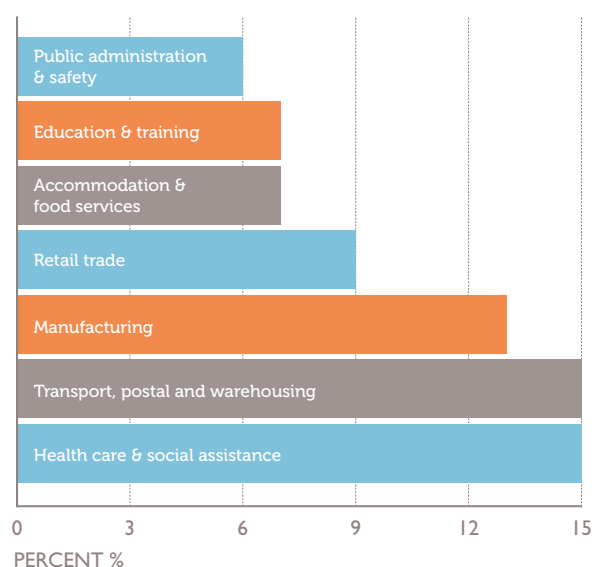
Fremantle's Gross Local Product has grown steadily over the past decade, reaching \$3.68b in 2010/11. This growth is driven by strong local commercial activity across a range of industry sectors. Major infrastructure such as Fremantle Port Inner Harbour, Fremantle Hospital and the Fremantle campus of the University of Notre Dame Australia complement the numerous small and medium size enterprises throughout the city. Fremantle Port adds significant economic weight to the city, handling over 26.1 million tonnes of cargo in 2010/11. Further enhancing Fremantle maritime industry is the proximity to the Fremantle Port Outer Harbour at Kwinana and the Australian Marine Complex 15 kilometres to the south at Henderson.

In 2006 there were 23,834 people working in Fremantle. Of these, 52% were male, and 48% were female. The median age of the Fremantle workforce is 41 years. 53% the Fremantle workforce live in Fremantle or the adjoining council areas of Melville and Cockburn. Managers, professionals, technicians, trade, clerical and administrative positions provide the majority of the jobs in the Fremantle workplace. 24% of Fremantle residents have a Bachelors Degree or higher qualification.

Fremantle's largest economic sectors by value added



Fremantle's largest economic sectors by full time employment



## Industry sectors

To significantly strengthen the Fremantle economy, and particularly the economic contribution of the Fremantle central business district, the City of Fremantle adopted a new Strategic Plan in 2010 and the Fremantle Economic Development Strategy in 2011. The Fremantle Economic Development Strategy set targets for the development of new dwellings and commercial office and retail floorspace in the City Central area of the Fremantle central business district. Those targets are:

- 1,500 additional dwellings
- 70,000sqm of A grade commercial office space
- 20,000sqm of additional retail floorspace

Investment is also being encouraged in a range of industry sectors. Building on Fremantle's existing attributes and assets, the industry sectors identified as priorities for attracting new investment are:

- Arts and culture
- Education
- Government
- Health care
- Maritime
- Property development
- Retail
- Tourism

Fremantle is the established prime location in the Perth metropolitan area for several of these sectors, including arts and culture, and maritime. Other sectors such as education and retail have emerged in Fremantle more recently and are already undergoing a period of expansion.



## Fremantle: Arts and culture

In 2011 heritage, creative and performing arts activities employed 219 people in Fremantle. This number has grown by 35% since 2001. The total revenue from arts and recreation in 2011 was \$83m and the value added to the Fremantle economy from heritage, creative and performing arts activities was \$15m.

### Cultural history

Fremantle has a rich culture born out of its ethnic diversity. From its establishment in 1829 until the 1970s Fremantle served as the immigration gateway to Western Australia, and for many immigrants Fremantle was the first Australian point of call on their journey to new homes in the eastern states. Over this period there were episodes of large scale immigrant influx into the Fremantle community, including the gold rush period in the 1890s, and the post World War II arrival of large numbers of displaced Europeans. These new Australians brought their traditional cuisine, arts and cultures to Fremantle.

This culturally diverse and largely working class population took advantage of Fremantle's industrial port feel, central location, and affordable space, to foster artistic creativity and develop their work. As Fremantle has modernised and become more than a port city, the sense of artistic creativity that developed during this period remains and can be felt by all who venture into the city.

### Contemporary Arts in Fremantle

Walking through Fremantle today one can see a variety of arts, street performance, live music, restaurants and dining options; drawn from many cultures, and utilising Fremantle's history and heritage listed buildings. Within Western Australia this environment is truly unique. There is no other place where such an eclectic mix of artistic individuals and groups have such a range of venues available, public or private, indoors or outdoors, for artists to showcase their work.

**Total revenue**  
for arts & recreation (2011)

**\$83m**

**Value added to economy**  
from heritage & the arts

**\$15m**



As Fremantle has modernised and become more than a port city, the sense of artistic creativity that developed during this period remains and can be felt by all who venture into the city.

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## Fremantle: Arts and culture

Fremantle values this rich cultural environment. The vision for Fremantle in the City of Fremantle's Strategic Plan 2010 – 2015 is 'For Fremantle to be recognised as a unique city of cultural and economic significance.' The achievement of this vision is supported by the inclusion of 'character' as one of the seven strategic imperatives in the plan, with the objective of 'sustaining and growing arts and culture and preserving the importance of our social capital, built heritage and history.'

The City of Fremantle is seeking to achieve this strategic imperative through a range of initiatives. The Fremantle Arts Centre offers residencies to local, interstate and international artists, showcasing their works and providing a positive environment for achieving sales. The City broadly supports the street arts scene through its festivals, and is working to make private artistic activity as accessible as possible to the Fremantle and Perth community.

The City also owns a number of buildings which are home to some of Fremantle's leading artistic organisations, including the Fremantle Arts Centre, Deckchair Theatre, Kulcha, Kidogo Art Institute, Film and Television Institute, Harbour Theatre, and the Moore's Building. By ensuring these buildings are available for local organisations the City ensures Fremantle artists are able to display and perform their work. For visual artists the opportunity is also available through these venues to display their works for sale.

Nationally and Internationally recognised actors from Fremantle include Emma Booth, David Franklin, Mary Ward and Simon Lyndon. Sam Worthington and Megan Gale attended their first acting classes at John Curtin College of the Arts in Fremantle. In 2009, Fremantle model Tahnee Atkinson won the fifth cycle of Australia's Next Top Model.

The City of Fremantle's Cultural Development Strategy includes several strategic actions to ensure the strength of the arts and culture in Fremantle, including:

- Establishment of an Arts and Performance Development Fund, where artists can apply to develop and deliver an artwork or art project
- Development of a public art plan, informing the direction of how the City encourages and develops public art.



### Fremantle Arts Centre

The Fremantle Arts Centre acts as a hub for the arts in Western Australia. The Fremantle Arts Centre opened in 1973, in an historic complex of buildings built in the 1860s for use as a Lunatic Asylum, and quickly developed into a focal point for the arts in Fremantle. Today the Centre is a significant contributor to the arts in Western Australia attracting 150,000 visitors annually, a number which is growing every year. The Centre provides a number of important functions, with its focus on promoting the arts in all forms and making artistic creations as accessible as possible to the public.

The Fremantle Arts Centre also serves as an educational facility offering courses in a wide variety of artistic specialities and is a leading gallery showcasing Australian indigenous and non-indigenous art, international art, holding exhibitions throughout the year. The Centre offers a public space that is unique in a city environment in the 21st century. For showcasing local arts and crafts, or live music in the picturesque gardens surrounding the iconic building, the Fremantle Arts Centre is an outstanding asset for the Fremantle community.

Many renowned musical artists and groups have gained their start from Fremantle's live music scene, including:

Kim Salmon (The Scientist's, Beasts of Bourbon)

Dave Faulkner (Hoodoo Guru's)

The Stems

Eskimo Joe

John Butler (John Butler Trio)

San Cisco

Jebediah

Tame Impala

Little Birdy

Lucky Oceans

### Festivals

Fremantle's cultural and artistic strength is showcased every year by the city's three iconic festivals – the Fremantle Street Arts Festival held over Easter; the Fremantle Heritage Festival held in June, and the Fremantle Festival held in November. The Fremantle Street Arts Festival has an international flavour with acts in 2012 coming from the United States, Canada, the United Kingdom, Argentina, New Zealand and Japan. The 2012 Festival attracted in excess of 100,000 visitors to Fremantle over three days.

### Artistic organisations in Fremantle

The Artists Foundation of Western Australia (formerly the Fremantle Arts Foundation) was established in Fremantle in 1986 and continues to operate from the former Customs building adjacent to Fremantle's historic West End and Victoria Quay. The building houses 35 artist studios. The organisation continues its key role as a service organisation for artists, providing quality service combined with imaginative delivery.

There are a number of private venues in Fremantle with comprehensive artistic programs, including:

- Deckchair Theatre;
- Fly By Night Musicians Club;
- Gallery East;
- Harbour Theatre;
- Japingka Gallery;
- John Curtin College of the Arts
- Kidogo Art Institute;
- Kulcha;
- Merenda Gallery;
- Perth Galleries;
- Spare Parts Puppet Theatre; and
- University of Notre Dame Australia – School of Arts and Sciences

### Opportunity

Artistic creativity is embedded in the culture of Fremantle. With institutions such as John Curtin College of the Arts and the Artists Foundation of Western Australia the city is a focal point for young artists.

**This development of talent, combined with the City's commitment to the arts, makes Fremantle the prime area in Western Australia for established artists, emerging artists and arts entrepreneurs.**







## Fremantle: Education and training

### Learning in Fremantle

The significant education and training institutions located in Fremantle make a strong contribution to the Fremantle economy. The education and training sector employs over 2,500 people, and generated a turnover of \$225m in 2011. The education and training institutions range from primary through to tertiary, and offer courses at all levels.

Fremantle is, among many other things, a university town, being home to the Fremantle campus of the University of Notre Dame Australia, located in the historic West End. Over 7,000 students are enrolled to study at the Fremantle Campus. The University comprises of the following schools:

- Arts and Sciences
- Business
- Education
- Health Sciences
- Law
- Medicine
- Nursing and Midwifery
- Philosophy and Theology
- Physiotherapy

These schools offer courses ranging from pre-university through to postgraduate studies. All degrees offered at Notre Dame provide students with an understanding of the theory of their chosen discipline. In addition, many of the University's undergraduate courses combine extensive practicum and internship experiences, enabling students to combine knowledge with practical experience.

People employed in  
education and training

**2,500**

Turnover for education  
and training (2011)

**\$225m**



## Fremantle: Education and training

Challenger Institute of Technology is a leading provider of vocational education and training, with multiple campus locations across Fremantle. Challenger is strongly partnered with local and international tertiary institutions, local government, and major industrial companies including Chevron, BHP Billiton, Woodside, Shell and Conoco Phillips. Challenger's training facilities in Fremantle include:

- Australian Centre for Applied Aquaculture Research
- Construction Industry Skills Centre
- Information Technology and Business Skills Centre
- Quinlan's Hospitality and Tourism Training Centre
- Visage Training Centre for Health and Lifestyle
- WA Applied Engineering and Shipbuilding Training Centre
- WA Maritime Training Centre

Curtin University of Technology is represented in Fremantle through its Sustainable Policy Institute, also located in the Fremantle's West End. This Institute was established in January 2008 to research sustainability in a wide range of human endeavours. The Institute will be a key player in the planned Sustainable Development Institute, encompassing a broad range of Curtin research centres and teams involved in sustainability studies.

There are numerous primary schools and secondary schools located in Fremantle, including John Curtin College of the Arts. This arts specialist school has 1,100 students. John Curtin College of the Arts has built a national reputation through the quality of its special programs in the arts. The College has educated actors, dancers, artists, musicians and film makers who are prevalent in Australian artistic life.

With close access to major Fremantle businesses and service providers the city's education and training institutions are well placed to provide on the job training opportunities for their students, as well as casual work suitable for students wishing to earn an income whilst studying.

By creating strong links with industry Fremantle's educators and trainers have created in Fremantle a world class learning environment.

### Arts and cultural education

Fremantle's diversity has attracted many niche arts and cultural educational providers to the city. Public and private institutions offer education in the visual arts, indigenous art and culture, film and theatre.

Fremantle's large residential catchment area provides an ideal opportunity for education and training providers to maximize their potential student base. With access also to high frequency public transport Fremantle's education and training institutions are well placed for future growth.

### Industry partnerships

Strong linkages between education and training institutions and industry make for effective learning environments. Whilst theory can be learnt in the classroom or lecture theatre, it is through 'on the job' and 'in the field' experience that a student truly learns the detail of their chosen profession.

### Education opportunities

Fremantle's excellent walkability and comprehensive public transport options make the city an ideal location for students. In addition to ease of access, there is a full range of government and professional services, shopping, dining options, and large retail and hospitality sectors offering casual employment ideally suited to students.

The City of Fremantle is committed to maintaining Fremantle as a centre of learning.

**Prospective educational institutions are encouraged to consider locating in or relocating to Fremantle in order to take full advantage of the city's broad range of industry partnership opportunities.**





## Fremantle: Government

Fremantle is a strategic regional activity centre with the potential to be a primary centre in the Perth metropolitan area, particularly as the city already contains an extensive range of shopping, commercial, entertainment and community facilities. The city has a rich and diverse culture and a vibrant, creative lifestyle. Fremantle is already the largest of the activity centres in the Perth Metropolitan area and is well served by public transport.

A number of Commonwealth and State Government departments and agencies are located in Fremantle, some with decades old links to the city. However the opportunity is available for an even greater government presence. Fremantle offers an excellent alternative to the Perth central business district for office accommodation, with easy access by high frequency public transport, and a vibrant social environment.

While previous efforts to relocate State Government departments to suburban locations have had mixed results in the past, Commonwealth and State Government agencies have operated in Fremantle with great success.

Commonwealth Government offices in Fremantle are:

- Australian Electoral Commission
- Defence Housing Australia
- Australia Post
- Australian Customs and Border Protection
- Australian Quarantine and Inspection Service
- Centrelink
- CRS Australia
- Medicare

**People employed**  
in Public Administration  
and Safety (2011)

**1,711**

**Value added to economy**  
from Public Administration  
and Safety (2011)

**\$139m**



A number of Commonwealth and State Government departments and agencies are located in Fremantle, some with decades old links to the city.



## Fremantle: Government

State Government departments and agencies with a presence in Fremantle are:

- Attorney General's Department
- Department for Child Protection
- Department of Environment and Conservation – Marine Policy and Planning Branch
- Department of Fisheries
- Department of Health
- Department of Housing
- Department of Transport
- Education Department
- Fire and Emergency Services Authority
- Migrant Resource Centre
- Police – South West Regional Headquarters
- Fremantle Ports
- Rottnest Island Authority

Modern government is intrinsically linked with the private sector and its customers. Many parts of government need to have access to business to function, therefore a remote location which does not afford the critical mass will affect the operation of the business of government. Fremantle has the benefits of a strong business base as well as easy access to Perth central business district. The success of the existing government departments and agencies operating in Fremantle is due, in part, to the qualified workforce close at hand, together with staff enjoying a high level of satisfaction by from being located in an activity centre with broad appeal.

Fremantle is in the unique position of being at the centre of multiple high frequency bus routes, the circle route connecting Perth's major education institutions and retail centres, and the metropolitan passenger rail network. Easy public transport access is complemented by its vehicular accessibility. Stirling Highway, Canning Highway, Leach Highway, South Street, Rockingham Road and Cockburn Road all converge on Fremantle. The Leach and Canning Highways and South Street are all connectors to the Kwinana Freeway providing ease of access east-west as well as north-south via the Freeway.

Already with a reputation of being bike friendly, the City of Fremantle is proactively encouraging more people to use alternative methods of transport into and around the city by improving and extending bike paths.

The strongest activity centres for providing offices for Commonwealth and State Government departments and agencies will demonstrate high quality office space in a commercial centre setting, with good transport links, excellent infrastructure, ample and affordable parking while offering an attractive commercial rent.

**Fremantle is uniquely placed in the Perth metropolitan area to address all of these criteria. Furthermore Fremantle can offer departments and agencies a well educated and motivated community to recruit from, and effective business and social networks between the agencies already located in the city.**



## Fremantle: Health care



Medical service providers looking to locate or relocate in the Perth metropolitan region may see the opportunity to capitalise on Fremantle's strong medical brand and the pool of health and medical expertise already available in Fremantle.



The health care and social assistance sector is the largest sector by employment in Fremantle, employing 17% of the workforce, or 5,720 people in 2011. The economic output of the health care and social assistance industry in 2010 was \$551m; with economic value added to the Fremantle economy of \$433m.

The centre of the health care industry in Fremantle is the Fremantle Hospital, located on the southern periphery of the Fremantle central business district. The Fremantle Hospital is one of the largest hospitals in Western Australia with 450 beds, 3,000 employees, and an operating budget of \$400m. Established in 1897, the hospital's services include a 24 hour emergency and casualty department, and a full range of specialist medical services. The Western Australia Health Clinical Services Framework 2010 – 2020 outlines the future for Fremantle Hospital. Whilst the emergency and casualty department is due to close in 2014, the hospital will retain its current size and transition to a specialist hospital focusing on mental health, aged care, rehabilitation services and elective surgery.

A wide range of medical service providers are also located in Fremantle. Demand for these services is strong and is expected to grow as a consequence of an aging population and the strong population growth forecast for Western Australia over the next 20 years. Specialty health services currently offered in Fremantle include:

- Physiotherapy
- General practice
- Radiology
- Occupational therapy
- Chinese medicine
- Dental
- Ophthalmology
- Dermatology
- Speech pathology
- Massage

**Economic output**  
for health care (2010)

**\$551m**

**Value added to economy**  
from health care

**\$433m**

## Fremantle: Health care

The Western Australian Health Clinical Services Framework 2010 – 2020 outlines “an emerging requirement for WA Health to explore further partnership opportunities with the private sector in resourcing its program of reform and development.”

**Medical service providers looking to locate or relocate in the Perth metropolitan region may see the opportunity to capitalise on Fremantle’s strong medical brand and pool of available health and medical expertise.**

### Research

In recognition of the wealth of health and medical expertise located in Fremantle, several public and private research organisations have chosen to locate their operations in the city.

The Fremantle Hospital is home to the Fremantle Hospital Medical Foundation. The Foundation is an independent charitable trust, with the aim of supporting and encouraging medical research at the hospital. The Foundation’s funding comes from fundraising events and the generosity of local businesses and the Fremantle community.

Since 1999 the Foundation has awarded over \$1.36m to 118 research projects in areas as diverse as cancer, Alzheimer’s, heart disease, wound management, anaphylaxis, Crohn’s Disease and hepatitis. The successful outcome of many of these projects has resulted in over \$14.5m of additional research funding being provided to the hospital to continue promising research.

The University of Notre Dame Australia established the Institute for Health and Rehabilitation Research in 2008. The purpose of the Institute is to promote learning, scholarship and professional development in health and rehabilitation by drawing together scholars with different but complementary professional and disciplinary backgrounds, achieved through the development of industry partnerships at a local, national and international level.

**These Fremantle based research organisations have tapped into the depth of health and medical knowledge present in Fremantle. Through their research Fremantle will maintain its position as a centre for medicine in Western Australia.**





# Fremantle: Ports and maritime

## Past and present

The maritime sector has been at the heart of Fremantle since settlement. With the establishment of the Inner Harbour in 1897 Fremantle was confirmed as the centre for shipping in Western Australia. The use of the harbour in World War II saw the city further develop its maritime industry. More recently, events like the America's Cup Defence in 1987 and the ISAF World Sailing Championships in 2011 reaffirmed the city's maritime heritage.

Fremantle Port today is the principal general cargo port in Western Australia and maintains an ongoing commitment to upgrading harbour facilities. This commitment can be seen in operations such as the \$250m inner harbour deepening project, completed in 2011, ensuring future harbour accessibility for the world's largest container ships.

## Fremantle Ports inner harbour – commercial operations

Fremantle Port is the largest general cargo port in Western Australia, in 2010/11 handling 26.1 million tonnes of cargo, valued at \$25.9b. This cargo included approximately 80% of Western Australia's imports by value. The Inner Harbour, with a combined berth length of over 1,300 metres, supporting ships up to 350 metres in length and 46 metres in beam (these limits may be varied with Harbour Master's approval), handles a range of imports and exports including containers, break bulk (mixed cargo), vehicles and equipment, and general cargo.

The capabilities of the port include piloting, comprehensive ship servicing, repairs, dry docking and stevedoring. The port provides all of the facilities expected at a modern working port and serves the interests of Fremantle by providing local businesses with easy access to shipping services to all major global ports.

**Tonnes of cargo handled**  
by Fremantle Port (2010/11)

**26.1m**

**Value of cargo handled**  
by Fremantle Port (2010/11)

**\$25.9b**



Fremantle Port today is the principal general cargo port in Western Australia and maintains an ongoing commitment to upgrading harbour facilities.



## Fremantle: Ports and maritime

Destinations visited regularly by shipping companies operating through the port include:

- Africa
- America – Central
- America – North
- America – South
- Asia – East and Japan
- Asia – South East
- Australia – East
- Australia Northwest
- Europe – CIS (former Soviet Republics)
- Mediterranean
- Middle East
- New Zealand

Goods passing through the Inner Harbour continue to grow. The Inner Harbour is currently assessed as operating at approximately 50% of its capacity. Future growth is expected to come from imports of heavy machinery and vehicles, whilst export growth will be fuelled by Western Australia's strong agriculture industry and raw materials.

In addition to the commercial workings of the Inner Harbour, Fremantle is home to associated maritime businesses offering maritime related services, including boat building and repair services, seafood wholesaling and retailing, maritime equipment supplies, maritime architectural and engineering services and more.

**As Fremantle Ports operations grow so will the opportunities for the supply of additional associated maritime services.**

## Marinas in Fremantle

### FISHING BOAT HARBOUR

Fishing Boat Harbour is a dual purpose harbour home to a commercial fishing fleet and associated services, and recreational boating.

Recreational boating services include 120 boat pens, with 67 more currently under construction to be finished in late 2012. The Royal Perth Yacht Club is located in Fishing Boat Harbour and the harbour is also a vibrant tourism precinct with ten restaurants. Western Australia's iconic Little Creatures Brewery is located in Fishing Boat Harbour.

### ROUS HEAD

Rous Head Harbour is home to the Rottnest Express ferry service and various charter boat operations.

Fremantle Ports are currently undertaking a major development in the Rous Head area. The development comprises two projects.

The first is an industrial development occurring on 27ha of reclaimed land along the north western edge of the area. The primary uses for the land will be:

- container storage for the port; and
- truck marshalling, supported by the construction of new roads, improving the access to existing and new industrial lots, and public access to North Mole.

The extension of rail, to facilitate increased freight movement to and from the port, is also planned.

The second is a marina development in the existing Rous Head Harbour. Fremantle Ports has identified an opportunity for a mixed used development to take advantage of:

- the premium deepwater location with respect to the boating destinations of the Swan River, Rottnest Island and Cockburn Sound;
- access to 500m of ocean frontage and uninterrupted views across the Indian Ocean; and
- a location within the interesting and diverse environment of the working port.

The development will incorporate a marina (incorporating both wet and dry boat storage), complemented by an integrated landside development with a variety of potential uses that include:

- cafes and restaurants;
- commercial offices;
- some limited retail space;
- tourism-based uses, including the operation of charter vessels; and
- other maritime-related activities.

### CHALLENGER HARBOUR

Challenger Harbour serves as a recreational boating harbour. There are 64 pens across two jetties managed by the Department of Transport, whilst a third jetty is leased by Fremantle Cruising Yacht Club.



A recent forecast by the International Cruise Council of Australasia was for the number of Australian cruise ship passengers to more than double, to over one million passengers each year by the year 2020.



## Cruise ships

Cruise ship visits to Fremantle have grown strongly in recent years, with 39 visits during 2011/12. The quality of the Fremantle experience for passengers saw the Queen Mary 2 visit Fremantle twice in early 2012. The economic benefit to Fremantle from the cruise industry in 2010/11 was estimated at \$37.1m.

A recent forecast by the International Cruise Council of Australasia was for the number of Australian cruise ship passengers to more than double, to over 1 million passengers each year, by 2020.

Fremantle's geographical location means it is ideally placed to benefit from this forecast growth. As Western Australia's major port, as well as the closest Australian capital city port to South East Asia, Fremantle is regularly the first port of call for international cruise ships entering Australia from Europe and Asia.

In addition to the contribution that cruise ship passengers make to the Fremantle economy the high crew numbers on cruise ships provide additional benefit. The function of provisioning cruise ships is also a significant economic contributor to the city.

Cruise ships visiting Fremantle utilise the heritage listed Fremantle Passenger Terminal. The terminal, which recently underwent a \$2m upgrade, is located in the Inner Harbour on Victoria Quay. The terminal, the largest facility of its type in Australia, is located in close proximity to the Fremantle central business district, railway station, and bus port.

The economic benefit from cruise ship visitation to Fremantle extends to local maritime businesses provisioning ships, local tour operators offering services to visiting passengers, and local retailers who are well placed to capture passenger spend.

## Small and medium enterprises

Fremantle maritime industry extends beyond the major port operations, to numerous small and medium enterprises taking advantage of Fremantle's maritime importance.

**The continuation of Fremantle's strong maritime history, through its major port operation today, ensures that Fremantle will continue to be known nationally and internationally as a significant location for maritime related investment and business activity.**

## Fremantle: Building and design/property development

### Priority

Encouraging property development in Fremantle is a priority for the City of Fremantle. The City's aim in the 21<sup>st</sup> century is to be a sustainable city, where modern eco-friendly design can exist alongside some of Western Australia's most iconic historic buildings.

In order to facilitate and encourage development, the City has recently made significant policy adjustments to encourage developers to invest in Fremantle.

Fremantle's location, natural assets and established infrastructure offer a living environment unmatched in Western Australia. Within walking distance of the central business district is Fremantle Port's Inner Harbour; recreational boating marinas, Fishing Boat Harbour; the West End, the Fremantle campus of the University of Notre Dame Australia, the world heritage listed former Fremantle Prison, the nationally and internationally known Fremantle Arts Centre, and immediate access to high frequency public transport at the Fremantle railway station and adjacent bus port.

Despite these attributes population density in the Fremantle central business district is very low, only 14.41 people per hectare. Taking advantage of the forecast increases in the population of the Perth metropolitan area the City of Fremantle is promoting greater population in its local government area, and especially in the Fremantle central business district.

Fremantle is extremely well placed to offer 21<sup>st</sup> century living options within walking distance of some of Western Australia's best attractions, restaurants, public spaces, and waterfront.

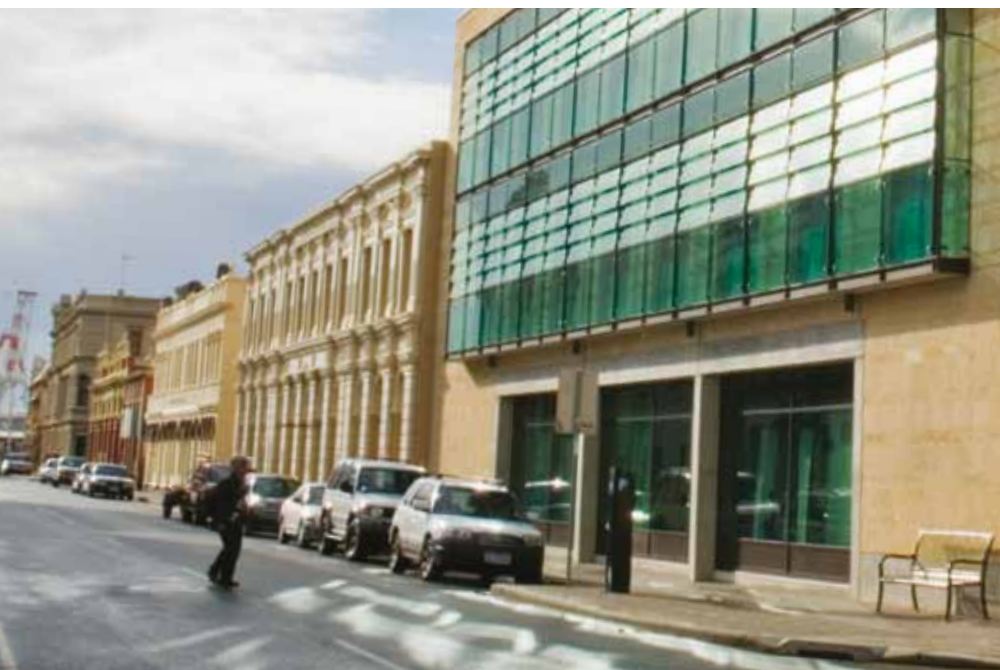
**The City of Fremantle is committed to engaging with developers who wish to be a part of Fremantle's vision of a denser, modern city, mixing old and new in a captivating and truly unique way.**

### Targets for City Central area

**1,500**  
additional dwellings

**70,000sqm**  
A-grade commercial office space

**20,000sqm**  
additional retail floorspace

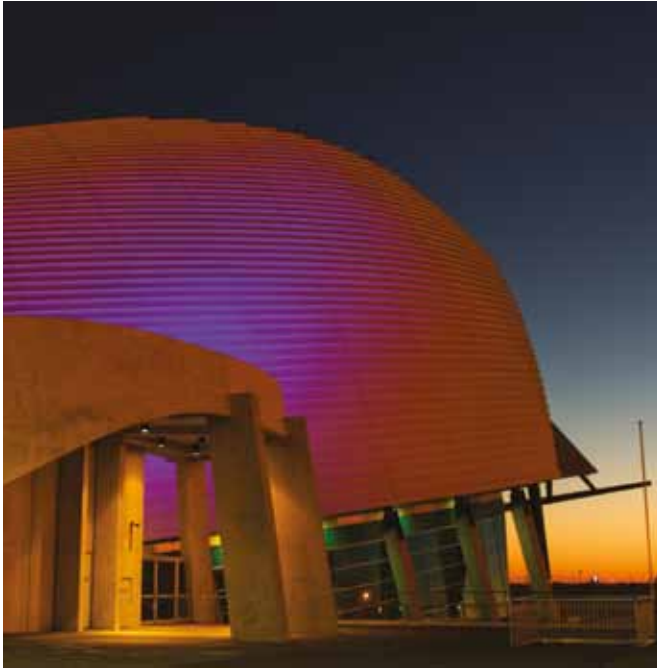


Sirona Capital looked closely at what the City of Fremantle was doing with regard to its policies, and in meeting Mayor Brad Pettitt and hearing his ideas, was encouraged by the potential of Kings Square.

Matthew McNeilly  
Managing Director  
Sirona Capital







### Iconic design in Fremantle

Fremantle's vast array of historic buildings, unique in Western Australia, include a number of outstanding sites, the Fremantle Markets, the Fremantle Arts Centre and the world heritage listed former Fremantle Prison.

The preservation of Fremantle's outstanding architecture is well recognised in its West End, and the construction of iconic buildings in Fremantle has continued in recent times with the West Australian Maritime Museum on Victoria Quay.

### Sustainability

The CSIRO lists a range of challenges facing Australian cities in the 21<sup>st</sup> century. Chief amongst these is energy usage and transport.

As fossil fuel costs rise and congestion increases the ability of a person to walk from their residence to their place of work, to shops and entertainment, and to recreational areas, is becoming increasingly important.

With a perfect 100/100 walkability score on walkscore.com, Fremantle is an ideal place to live and work.

For potential commuters to Fremantle from near locations in the Perth metropolitan area, vehicle use and public transport are both an attractive options, with easy travelling against commuters moving into the Perth central business district in the morning and away in the evening.

In April 2011 the City of Fremantle adopted the Fremantle Economic Development Strategy 2011 – 2015. The focus of the Strategy is to revitalize the Fremantle central business district, and elevate Fremantle to primary centre status in activity centre hierarchy for the Perth metropolitan area.

To contribute to the achievement of primary centre status, the City adopted targets for new development in the City Central area of the Fremantle central business district:

- 1,500 additional dwellings
- 70,000sqm of A grade commercial office space
- 20,000sqm of additional retail floorspace

The level of development necessary to achieve these targets is being encouraged by the City through Planning Scheme Amendment 49 of the Local Planning Scheme.

Planning Scheme Amendment 38, adopted by the City in 2010, allows for medium height development in Fremantle's East End area. In preparation for development on these sites the City of Fremantle recently upgraded the Queen Victoria Street entrance to the city centre.

Scheme Amendment 46, adopted by council in 2011, allows complying residential lots to increase dwellings to the property. This initiative also aims to add further population density in the city, in this case in Fremantle's suburban areas.

### Fremantle Union

The City of Fremantle has recognized that in order to reach its target of primary centre status, and achieve an activated inner city, the creation of strong links between Victoria Quay, the Fremantle railway station and Fremantle's central business district is essential. The Fremantle Union was recently formed to encourage and support the planning work necessary to achieve these links. Membership of the Fremantle Union comprises representatives of the City of Fremantle and the heads of the Western Australian Planning Commission, Department of Planning, Department of Transport and Fremantle Ports, under the independent chairmanship of Stuart Hicks, Fremantle resident and former chairman of the East Perth Redevelopment Authority.

Collaboration between the City and state government departments and agencies will lead to outstanding development opportunities in the heart of Fremantle, ensuring the City achieves its targets and vision.

## Fremantle: Building and design/property development

### RECENT DEVELOPMENTS

Queen Victoria Street upgrade

**\$1.3m** completed 2012

130 Stirling Hwy redevelopment  
- old Matilda Bay Brewery site

**\$1.3m** completed 2011

Fremantle Passenger Terminal  
upgrade

**\$2m** completed 2010

### PROPOSED DEVELOPMENTS

9-15 McCabe Street, 105 unit  
development upgrade

**\$21.5m**

42 The Mews -  
Little Creatures Hotel

**\$7m**

11 Queen Victoria Street, 6  
storey mixed use development

**\$11m**

1 The Terrace, backpackers at  
Fremantle Prison

**\$2m**

7-15 Bannister Street, Fremantle  
(Fremantle Club Hotel)

**\$4m**

Kings Square project

**\$180m**

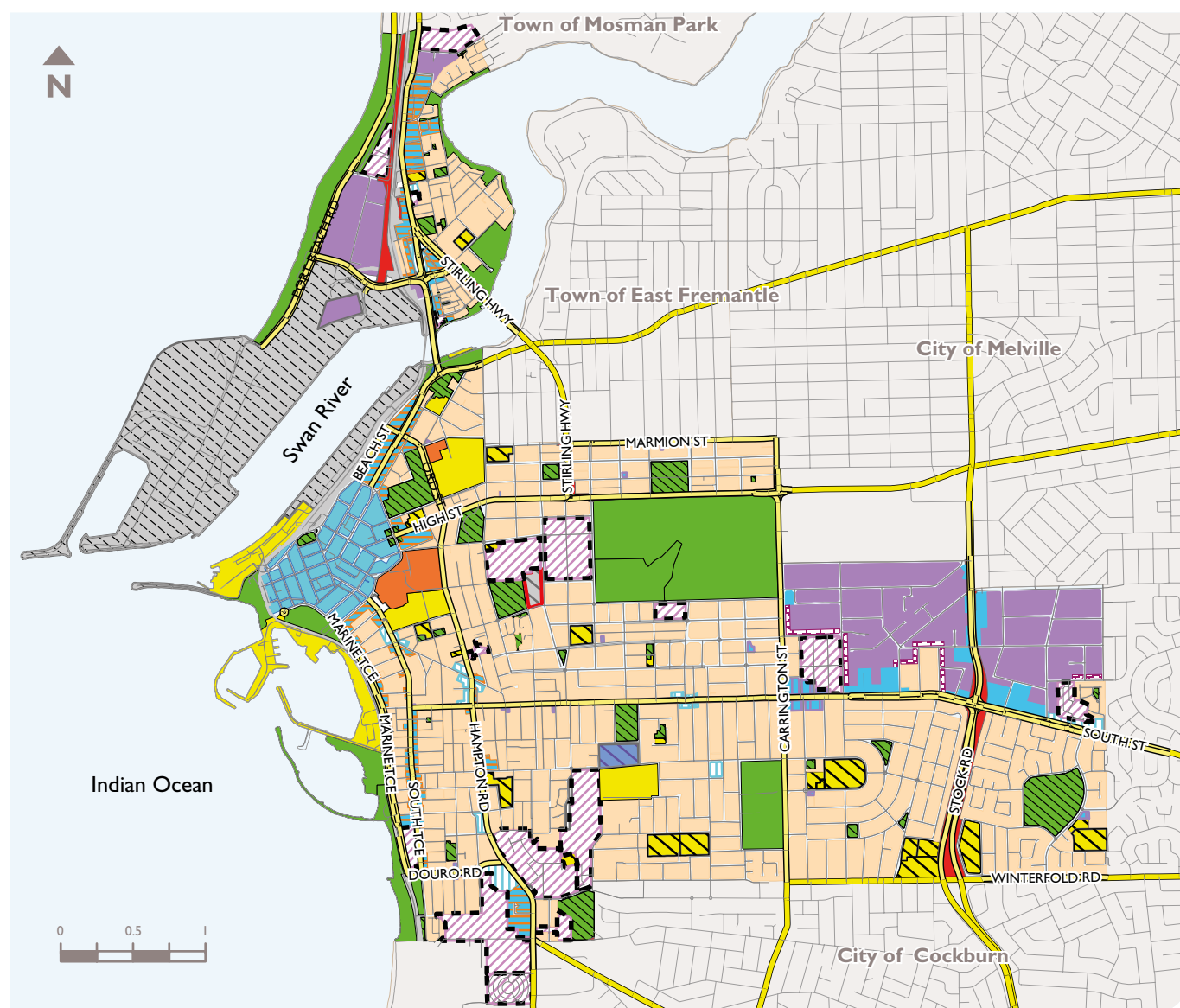
## Commercial development

With a target of 70,000sqm of new office space Fremantle's approach is to highlight the limited availability of commercial office space in the Perth central business district and the very high cost of the limited space that is available.

As the vacancy rate in Perth's central business district continues to decline, to below 2% in mid 2012, Fremantle is becoming increasingly attractive to prospective commercial office tenants.

Given Fremantle's existing retail, residential and commercial mix, and the location of the Fremantle railway station, property developers would be well placed to attract commercial office tenants looking for an alternative to the Perth central business district.





## CITY ZONING

### Legend

Primary road

Secondary road

Civic and cultural reserve

Other major road reserve

Parks and recreation reserve

Port installations reserve

Primary regional road reserve

Public purpose reserve

Public purpose reserve (technical sch)

Railway reserve

City centre zone

Commercial zone

Community facility

Development area

Development zone

Industrial zone

Local centre zone

Mixed use zone

Neighbourhood centre zone

No zone

O'Connor industrial interface area

Open space reserve

Public utilities reserve

Residential zone



## Fremantle: Retail

The America's Cup Defence event, held in the waters off of Fremantle in 1987, resulted in considerable investment in tourism and hospitality in the city. The event also provided an unquantifiable increase in the national and international recognition and awareness of Fremantle. According to Tourism WA figures, Fremantle is second only to the Perth central business district as the most visited precinct in Perth by interstate and international visitors. The increase in Fremantle's profile during the America's Cup Defence led to the establishment of a vibrant retail sector in Fremantle. In 2011 retail trade in Fremantle generated sales of \$334m, and the retail sector employed 3,338 people.

For ongoing economic success city centres need constant renewal and revitalisation. Whilst this had not occurred to a sufficient extent in Fremantle for some time following the Defence the revitalisation of the Fremantle retail sector is now a high priority.

The City of Fremantle's Strategic Plan 2010 – 2015 includes an economic development strategic imperative: 'strengthen Fremantle's economic capacity', with a key outcome of '(an) improved retail sector attracting greater retail spend in Fremantle and providing local employment.'

To assist the identification of actions to achieve the outcomes, in late 2010 the City commissioned the development of the Fremantle Retail Model Plan. The Plan assessed Fremantle's retail sector and as a result of that assessment made a number of key recommendations including encouraging the redevelopment of priority sites within the City Central area of the Fremantle central business district.

**Sales generated**  
in Fremantle (2011)

**\$334m**

**People employed**  
in retail (2011)

**3,338**



After 9 years, the West End has proven to be a great place for business, attracting not only local but many interstate and international customers who are drawn to Fremantle's unique qualities.

Sheree Dornan  
Love in Tokyo

”



The initial priority site identified in the Plan for redevelopment was in and around Kings Square, encompassing:

- Myer building
- Queensgate buildings
- Queensgate carpark
- Spicer site
- Town Hall Centre

The Retail Model Plan recommended that sites in the City Central area be developed for mixed use retail, commercial and residential in order to increase population density and bring about revitalisation through increased numbers of shoppers and workers. As these new retail spaces are created new retail businesses are required.

Features of Fremantle's commercial business district include:

- Myer, Target, Coles and Woolworths
- Fremantle Markets
- Regular street markets
- Cafes and restaurants
- 600 plus small and medium enterprises

- An estimated 970,000 visitor nights in Fremantle accommodation annually, a figure that is increasing every year
- Major annual festivals and events increasing Fremantle's profile and attracting local, intrastate, interstate and international visitors
- Fremantle railway station and bus port, providing high frequency travel options to and from Fremantle
- Major tourist attractions such as the Western Australian Maritime Museum, world heritage listed former Fremantle Prison, Fremantle Markets, the Cappuccino Strip and Fishing Boat Harbour
- The West End fashion precinct
- Western Australia's greatest concentration of preserved heritage buildings
- Esplanade Hotel Fremantle's conference venues attracting businesses year round into Fremantle
- Tertiary education campuses and associated students and staff

**New businesses that have niche or unique offerings that add to the sense of character present in Fremantle, for example fashion, giftwares, organic food, specialist design and similar, are encouraged to take an interest in currently available and the new spaces as they become available.**

### Business Improvement District

An additional recommendation to the Fremantle Retail Model Plan was to facilitate the establishment of a Fremantle business improvement district. Business improvement districts serve as a mechanism to improve the performance of city centres by creating active partnerships between the commercial property and business owners in the BID area and local government.

Business improvement districts function in a clearly defined geographical area, where the commercial property and business owners in the area support the compulsory collection of a levy against each commercial property for the purpose of investing the funds in initiatives that improve the trading environment and appeal of the area and attract more customers.

There are over 2,000 business improvement districts operating in many parts of the world including in Canada, Japan, the United States, South Africa, New Zealand and the United Kingdom. Business improvement districts have been credited with reversing the decline of many city centres and traditional “high streets”. The success world-wide of the business improvement district model is demonstrated by the level of funding recommitment by the commercial property and business owners within the business improvement district area after initial operating periods of 3 to 5 years.

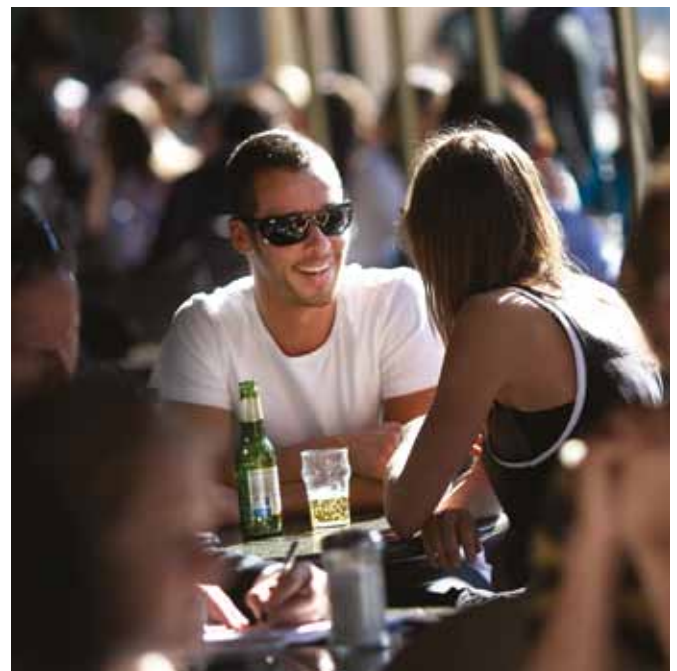
The City of Fremantle and the commercial property and business owners in the Fremantle central business district have resolved to establish a Fremantle business improvement district. The Fremantle business improvement district will be independent of the City and the commercial property and business owners within the business improvement district area will direct, through a Board of Directors, the expenditure of the funds raised from a levy on commercial properties, in accordance with an adopted Business Plan. Benefits anticipated from the operation of the Fremantle business improvement district, which commenced in mid 2012, are:

- A coordinated approach to the development of Fremantle
- A stronger relationship between commercial property and business owners and the City of Fremantle
- More focused marketing, promotions and events, increasing pedestrian traffic and generating greater retail spend
- A more attractive, cleaner and safer, shopping and visitor environment
- Greater ability to respond quickly to the needs of the business community
- Improved property values and fewer vacancies

### Food and beverage

Fremantle is the home of more than 200 food service businesses taking advantage of the strong interest in the city by residents from across the Perth metropolitan area, and intrastate, interstate and international visitors. Areas with year round appeal and strong foot traffic such as the Cappuccino Strip and Fishing Boat Harbour offer strategic locations for entrepreneurs with interest in the hospitality area.

**The City of Fremantle welcomes investment in food and beverage businesses that can add further to the cultural and social fabric of the city. A recent opportunity is the opening of small bars, as the result of the introduction of a Small Bar Licensing Scheme by the Western Australian Government.**





## Fremantle: Tourism

The Fremantle Tourism industry employs 1,900 people and generated \$370m in sales in 2011. The strength of tourism in Fremantle is further illustrated by the number of visitor nights spent in the city, which has grown by 9% per annum since 2002, from 487,900 to 970,200 in 2010. Day trip visitors to Fremantle are from a younger demographic with 54% in the 18 – 44 years age bracket, whilst overnight visitors are significantly older, with 72% at 45 years and older.

Fremantle's rich heritage and historic buildings, some dating back to the earliest days of the Swan River Colony, provide the backdrop for Fremantle's strong tourism industry and associated accommodation and hospitality services. Visitors to Fremantle come from throughout the world to visit the vibrant port city, and embrace the laid back culture, warm climate, access to recreational fishing and diving, and charter boat options. Fremantle's museums and art galleries add to the diverse experiences available for visitors to the city, along with the numerous entertainment and dining options.

Fremantle's advantage in the Perth metropolitan area for expanding its tourism industry is the city's established infrastructure. The Fremantle Visitor Centre, located in Kings Square in the heart of the Fremantle, is a major tourist information facility, with 100,000 plus visitors coming through its doors each year. The Centre offers accommodation and tour booking services to visitors and the recent refurbishment of the centre and the integration of the volunteer Fremantle Tourist Guides into its operation has further enhanced the role of the centre in the success of the local tourism industry.

Regular research carried out by the City of Fremantle through the Fremantle Visitor Centre is distributed to the city's tourism businesses, assisting and guiding efforts to further improve the experience of visitors to Fremantle.

**Sales generated  
by tourism (2011)**

**\$370<sub>m</sub>**

**Growth in visitor nights  
spent in Fremantle**

**9%**





Fremantle's rich heritage and historic buildings, some dating back to the earliest days of the Swan River Colony, provide the backdrop for Fremantle's strong tourism industry.



The City of Fremantle's destination marketing activities, supported by the Fremantle Visitor Centre and the city's tourism businesses, are effective in enhancing the Fremantle brand and exposing Fremantle's tourism products and experiences.

Fremantle's location serves as an ideal base for visitors to Western Australia to explore attractions throughout the Perth metropolitan area, Rottnest Island, and is a convenient starting point for visiting the Margaret River wine region in the State's south west.

Fremantle's hospitality and entertainment venues provide a range of casual employment options for backpackers looking to stay in the Fremantle area for a longer visit.

## Accommodation

Fremantle has approximately 1,000 rooms available for short stay (visitor) accommodation in 91 establishments, with 40% in hotels, 25% in apartments and suites, and the remainder in studios, bed and breakfasts, tourist parks and backpacker accommodation.

The Esplanade Hotel Fremantle, the largest hotel in the city, is a four star international business and leisure hotel with 300 rooms and suites.

In recent years demand for accommodation has significantly outweighed supply, and this trend is expected to continue for the future. Demand is due to a number of factors including the booming economy in Western Australia, Fremantle's strong appeal as a tourist destination, and the lack of new hotel construction in recent decades. A major shortage is 4 – 5 star accommodation.

**The high demand for visitor accommodation and the limited supply presents opportunities for hotel developers to establish accommodation hotels in Fremantle, capitalising on the city's strong visitor appeal.**

The 2009 Tourism Strategy for Fremantle recommended the City of Fremantle proactively support new tourism accommodation development opportunities in order to address the desperate shortage of accommodation in the city. The Strategy recognised that in adopting this approach the City should be aware that tourism accommodation may not provide the maximum immediate commercial return on the land it occupies, however providing land at less than its commercial value is an investment in the long term viability of Fremantle's tourism industry.

The Strategy indicated that investment in boutique scale hotel accommodation across four or five sites within the city, each 4 – 5 star would significantly increase the number of high yield visitors to Fremantle, and that such a hotel should consider adopting a prominent concept such as budget, art, contemporary design, maximalist, business, minimalist or resort style. This approach would build on the diversity, culture and bohemian nature of Fremantle. The Strategy recommended that Fremantle needs an additional supply of approximately 100 beds per year or at least 200 beds every two years to remain competitive.

## Fremantle: Tourism

In late 2011 the Western Australian Government introduced hotel incentives to encourage development of much needed hotels in Western Australia. The incentives came after a review process which demonstrated hotels are critical tourism and economic infrastructure for the State's economy and are currently in severe shortage.

The incentives include:

- Release of Crown Land for hotel development
- Grant of longer term Crown leases for short stay accommodation developments
- Concessional lease payments for Crown Land
- Leasing Crown Land for hotel use at a peppercorn rate
- Designate the use of land under Government control, Crown Land, properties and/or buildings specifically for future hotel use or conversion
- Funds for the provision of infrastructure upgrades to facilitate hotel accommodation development on a 'case by case' basis
- Flexible plot ratio bonuses for hotel developments

## Future

As a consequence of the changes currently taking place in the global economy, Tourism Australia has forecast the strongest growth in the international tourism market over the next decade to be from countries in Asia.

Between 2010 and 2020, Asia is projected to contribute around 55% of the projected a 2.2 million increase in visitor arrivals to Australia, and of this number China is forecast to account for approximately 42% of that growth. Perth, significantly closer than Australia's east coast capital cities to Asia, is at a significant advantage in attracting visitors from Asia, an advantage also to Fremantle.

The growth in Asian visitors to Fremantle, already apparent, is presenting growth opportunities for the city's tourism businesses.





## Suburb profiles



### FREMANTLE SUBURBS

#### Legend

- Council boundary
- Suburb boundary

## Suburb profiles

### FREMANTLE

Population: 7,453

Area: 548 hectares

Density: 13.6 persons/hectare

Land use: Residential, commercial, institutional, maritime and industrial

#### Major features:

- Fremantle central business district
- Fremantle Markets
- Fremantle Harbour
- Fishing Boat Harbour
- Challenger Harbour
- Fremantle Football Club
- Victoria Quay
- Army Museum of Western Australia
- Fremantle Arts Centre
- Former Fremantle Prison
- Western Australia Maritime Museum
- Royal Perth Yacht Club
- Challenger Institute of Technology
- Fremantle Hospital
- Fremantle Town Hall
- Bathers Beach
- Fremantle Oval
- Kings Square
- Esplanade Reserve
- Monument Hill Memorial Reserve
- University of Notre Dame Australia
- John Curtin College of the Arts

### SOUTH FREMANTLE

Population: 2,790

Area: 152 hectares

Density: 18.31 persons/hectare

Land use: Residential, harbour, limited commercial

#### Major features:

- South Beach
- South Fremantle Marketplace
- Hollis Park
- Parmelia Park
- Wilson Park
- Success Harbour

### WHITE GUM VALLEY

Population: 2,459

Area: 117 hectares

Density: 20.97 persons/hectare

Land Use: Residential, limited commercial

#### Major features:

- Davies Reserve
- Valley Park

### BEACONSFIELD

Population: 4,120

Area: 274 hectares

Density: 14.75 persons/hectare

Primary use: Residential

#### Major features:

- Challenger Institute of Technology (Beaconsfield campus)
- Beacy Park
- Bruce Lee Reserve
- Dick Lawrence Oval
- Glen Jones Oval
- Hilton Park
- James Moore Pioneer Park
- Ken Allen Field
- Lefroy Road Shopping Complex

## Suburb profiles

### HILTON

Population: 3,431

Area: 171 Hectares

Density: 9.59 persons/hectare

Primary use: Residential

Major features:

- Homeworld Shopping Centre
- Police and Community Youth Centre

### O'CONNOR

Population: -

Area: 189 hectares

Density: -

Primary Use: Industrial, limited commercial

Major features:

- Industrial estate

### SAMSON

Population: 1,980

Area: 116 Hectares

Density: 17.12 persons/hectare

Primary use: Residential

Major features:

- Sir Frederick Samson Park
- Samson Recreation Centre
- Seton Catholic College

### NORTH FREMANTLE

Population: 2,584

Area: 323 Hectares

Density: 7.99 persons/hectare

Primary use: Mixed use area, including residential, maritime, industrial and commercial

Major features:

- Fremantle Port - Inner Harbour
- Leighton Beach
- Port Beach
- Rous Head Harbour
- Gilbert Fraser Reserve
- Sorrell Park
- Vlamingh Parklands



## Fremantle central business district - precincts

### CAPPUCCINO STRIP

#### Cappuccino Strip

Fremantle's Cappuccino Strip is the site of Western Australia's first alfresco and café culture precinct. The Strip is one of Perth's most active night time economies with extensive dining and entertainment options. The Strip is also the location of a number of Fremantle's festivals and cultural events.

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### CITY CENTRAL

#### City Central

The City Central area is the traditional heart of Fremantle. The Centre is the location department stores, professional services, retail businesses and public transport hubs. Kings Square, Fremantle's major civic space, adjacent to the historic Fremantle Town Hall, is the centrepiece of City Central.

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### FISHING BOAT HARBOUR

#### Fishing Boat Harbour

Fishing Boat Harbour is administered by the Department of Transport, who issues long term license and lease to tenants of the area. The primary use of Fishing Boat Harbour is for the marine industry, but a busy restaurant and entertainment scene has developed in the Harbour since the mid 1980s.

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### VICTORIA QUAY

#### Victoria Quay

Victoria Quay is located at the mouth of the Swan River, and is part of Fremantle Ports Inner Harbour. Victoria Quay is the location of the Fremantle cruise ship passenger terminal. Victoria Quay is also the location of a range of commercial and government activities, including the E-shed Markets, the Western Australian Maritime Museum and ferry services to Perth and to Rottnest Island.

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### WEST END

#### West End

The West End contributes substantially to Fremantle's reputation as the world's most intact Victorian port city. The retail focus of the West End is art and fashion. The West End hosts the Fremantle campus of the University of Notre Dame Australia, which operates from many of the area's historic buildings. Bathers Bay, on the Indian Ocean, forms the western edge of the area.

## Fremantle central business district - precincts



### FREMANTLE CBD PRECINCTS

#### Legend

- Cappuccino Strip
- City Central
- Fishing Boat Harbour
- Victoria Quay
- West End

## Nearby industrial areas



Situated next to Cockburn Sound and the Rockingham Industry Zone, the Kwinana Industrial Area provides access to land in the state's premier heavy industrial zone.



### Australian Marine Complex

The Australian Marine Complex at Henderson has been developed to enhance the opportunities created by the clustering of business and industries. The Complex is a world class centre for excellence for manufacturing, fabrication, assembly, maintenance and technology development, servicing the marine, defence, oil and gas, and resource industries, and is home to the largest marine industry in Australia.

The complex provides facilities for the repair, maintenance and construction of naval and commercial vessels, as well as infrastructure for the fabrication and assembly of offshore oil and gas modules.

### Kwinana Industrial Area

The Kwinana Industrial Area is one of Western Australia's most important strategic heavy industrial precincts. Situated next to Cockburn Sound and the Rockingham Industry Zone, the Kwinana Industrial Area provides access to land in the state's premier heavy industrial zone. The Area is a specialist centre for chemical and resource based processing and is available on a lease basis. The Kwinana Industrial Area is well developed with a deep water bulk materials port (Fremantle Ports Outer Harbour) and access to rail and road transport.

### Rockingham Industry Zone

The Rockingham Industry Zone provides excellent access to nearby key industrial areas including the Kwinana Industrial Area, the Latitude 32 Industry Zone and the Australian Marine Complex at Henderson. Seven precincts, covering an area of 1,150 hectares, are suitable for warehousing, transport and logistics, medium to large fabrication and marine related industries.

### Latitude 32 Industrial Zone

The Latitude 32 Industry Zone is one of Australia's largest industrial developments, encompassing some 1,400 hectares. Latitude 32 integrates with the Kwinana Industrial Area, the Australian Marine Complex at Henderson, the Rockingham Industry Zone and a proposed new Outer Harbour on Cockburn Sound, providing a regional hub for the continued growth of national and international trade for Western Australia.



Nearby industrial areas



INDUSTRIAL AREAS

- Legend
- Australian Marine Complex
  - Latitude 32
  - Kwinana Industrial Area
  - Rockingham Industrial Zone

## Fremantle: Major annual festivals and events

### ▶ JANUARY

#### FREMANTLE ARTS CENTRE NEW YEARS DAY CONCERT (01 Jan)

Music, opera and dance concert. held at the Fremantle Arts Centre.

#### CITY OF FREMANTLE'S AUSTRALIA DAY CELEBRATIONS – INDIAN OCEAN SKYSHOW (26 Jan)

Range of events held on the Esplanade Reserve and fireworks display in the waters off Bathers Bay.

### ▶ FEBRUARY

#### SMOKEFREE PERTH CRITERIUM

Final races of the Smokefree Perth Criteriums series in the streets of Fremantle's historic West End.

### ▶ MARCH

#### ARALUEN'S FREMANTLE CHILLI FESTIVAL

Celebration of all things chilli held on the Esplanade Reserve.

### ▶ APRIL

#### WEST COAST BLUES AND ROOTS FESTIVAL

Major music festival held on Fremantle Park.

#### FREMANTLE STREETS ARTS FESTIVAL

Australia's biggest and best street arts festival held over the Easter long weekend. Performers from around the world invade the streets of Fremantle to amuse, astound and amaze.

#### ANZAC DAY (25 Apr)

Dawn service, parade and exhibition.

### ▶ APRIL cont...

#### HINDU FOOD FESTIVAL

Celebration of food from the diverse regions of India and Sri Lanka, held on the Esplanade Reserve.

### ▶ MAY

#### MAY DAY

Celebration of the 8 hour work day held on the Esplanade Reserve.

### ▶ JUNE

#### HERITAGE FESTIVAL

Celebration of Fremantle's diverse cultural, social, natural and built heritage.

#### FOUNDATION DAY LUNCHEON

Annual commemoration of the foundation of Western Australia and acknowledgment of Fremantle's pioneers.

### ▶ JULY

#### HIDDEN TREASURES WINTER MUSIC FESTIVAL

Winter music series exploring the new music talent developing in Fremantle.

#### NAIDOC WEEK

Celebration of Aboriginal and Torres Strait Islander cultures and an opportunity to recognise the contributions of indigenous Australians in various fields.

### ▶ SEPTEMBER

#### BATTLE FOR AUSTRALIA DAY

Commemoration of the defence of Australia during World War II held at the Monument Hill Memorial Reserve.

### ▶ OCTOBER

#### BLESSING OF THE FLEET

Introduced to Fremantle by Italian migrant fishermen in 1948, the Blessing of the Fleet has become an important annual event in Fremantle, combining culture and history in a day of fun.

### ▶ NOVEMBER

#### FREMANTLE FESTIVAL

Principal community event held each year, celebrating the stimulating and colourful culture that enriches Fremantle.

#### REMEMBRANCE DAY (11 Nov)

Commemorative service in remembrance of fallen soldiers held at the Monument Hill Memorial Reserve.

#### CHRISTMAS SPIRIT EVENT

Community event at the start of the festive season including the switching of the City of Fremantle's Christmas Lights.

### ▶ DECEMBER

#### NORFOLK LANES YOUTH FESTIVAL

A youth music event as a part of the Fremantle Festival, showcasing some of Australia's finest young acts in Fremantle's laneways.

## Utility infrastructure

Fremantle's location in the Perth metropolitan area means that all utility services are available, at various levels, throughout the city.

### Electricity

Fremantle's electricity supply companies are Synergy, Alinta Energy and Perth Energy. Connection types available are low voltage (240/415V), and high voltage (6.6kV, 11kV, 22kV or 33kV), with different pricing plans available, depending on consumption levels.

Suppliers also offer gas fired or renewable energy options to customers aiming to reduce their carbon footprint.

### Gas

Fremantle's reticulated gas supply is provided by Synergy and Alinta Energy.

Indicative charges for non residential customers are:

Supply charge	14.89 cents per day <i>GST inclusive</i>
The first 100 units used on average per day	10.77 cents per unit <i>GST inclusive</i>
Over 100 units used on average per day	8.62 cents per unit <i>GST inclusive</i>

### Water

Fremantle's reticulated water supply is provided by the Water Corporation. Rates are as follows:

Current non residential charge	172.4c/kl <i>GST inclusive</i>
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### Sewerage

Fremantle's sewerage is supplied by the Water Corporation. Rates are as follows:

Current non residential charge	253.80 c/kl <i>GST inclusive</i>
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## Emergency services

Fremantle is a major centre and has a full range of emergency services available on 24 hr standby.

For emergencies, fire, police and ambulance can be contacted by dialling triple zero (000). For non emergencies the contact details of each emergency service are as follows:

### Police

Fremantle Police Station  
45 Henderson Street  
Fremantle WA 6160

T 08 9430 1222

### Fire

Fremantle Fire Station  
22 Phillimore Street  
Fremantle WA 6160

T 08 9335 6262

### Ambulance

General enquiries

T 08 9334 1222

E [stjohn@ambulance.net.au](mailto:stjohn@ambulance.net.au)

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It is the genius of Fremantle that it lives up to so many of its own clichés. Artistic, historic, architectural showcase and the eclectic mix of people.

Fremantle is deeply rooted in its past, yet always on the move and that is why I choose to open my business in this beautiful city. I wanted that destination.

Anita Sutton  
Djurra Lifestyle  
Salon and Spa



For information and advice about investing in Fremantle contact:

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City of Fremantle  
T 08 9432 9999 F 08 9430 4634  
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[fremantle.wa.gov.au/investment](http://fremantle.wa.gov.au/investment)

