



# Annual Report 2014/15





### **Our Vision**

Our Town has a distinct identity. We are recognised for the integration of our heritage, lifestyle, environment, and community value

### **Achieving our Vision**

Our vision will be achieved through actions across four Key Focus Areas, which are the core components of our business.

Created in 1897, when it separated from the Town of Fremantle to become an independent local authority, the Town of East Fremantle now boasts a population of approximately 7,700. It is 3.2 square kilometres in area, bounded to the north and west by the Swan River. To the east it shares a common boundary with the City of Melville, to the south and west with the City of Fremantle.

The Town has a rich history. The local Aboriginal tribe known as Nyungar obtained food and drinking water from the river foreshore and open grassy areas. The track that linked the fledgling Swan River Colony based in Fremantle to the future city centre of Perth in 1831 is documented traversing along the East Fremantle cliff edge finishing at the river ferry crossing at Preston Point.

Early European settlement of the area consisted of large farm holdings, however as the colony prospered during the 1890s gold rush the nature of settlement altered dramatically, rapidly changing to a residential area.

The Plympton precinct today contains many charming worker's cottages which were established largely between 1890 and 1910. Riverside was established by the merchant elite of Fremantle and is perched high on the cliffs overlooking the River. Gracious homes, some from the goldrush era, are dotted along the escarpment. Further northwards, the Preston Point area was developed in the 1950s with houses typical of the period also enjoying the expansive views over the river.

The Woodside and Richmond precincts contain many homes dating from 1900–1940.

# ***Annual Report 2014/2015***

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## Key points of our Strategic Community Plan

### Investments and enhancements

- Six priorities from community engagement, highlighted in the community survey 2014:
  - *Footpaths and cycleways*: This area will be addressed in two ways. Priorities relating to recreational walkways and cycleways, and access to community facilities, will be included in the Recreation and Community Facilities Plan (see below). The question of standards (service levels) for footpaths in the Town generally will be included in the major strategic review.
  - *Streetscapes*: This area will also be addressed in two ways. First, Council will investigate an urban forestry approach (in conjunction with climate change adaptation). Second, service levels for streetscapes (such as verge maintenance) will be included in the major strategic review.
  - *Sport and recreation facilities and activities*: This will be the subject of a Recreation and Community Facilities Plan, to be developed in 2015/16 and implemented in the following years. It will include oval redevelopment, club facilities, recreational walkways and cycleways, parks and playgrounds, connectivity and access etc.
  - *Parks and playgrounds*: See sport and recreation facilities and activities above
  - *Swan River foreshore*: The draft Swan River Foreshore Master Plan will be finalised in 2015/16. Aspects of this will inform the Recreation and Community Facilities Plan. Some recommendations from the Master Plan will assist with climate change adaptation (protection of natural and infrastructure assets).
  - *Preservation and promotion of local heritage*: Heritage precinct development, including the Royal George Hotel (see also strategic sites development below).
- Strategic sites development (note this program will take around a year longer than the life of this plan):
  - Town Centre (includes the Town Hall and ancillary buildings)
  - Former Kaleeya Hospital
  - Woodside Hospital
  - Leeuwin Barracks
  - Royal George Hotel
- Climate change mitigation and adaptation: Regional work is being undertaken on this over the first year of the Plan. Following this, a local Climate Change Mitigation and Adaptation Plan will be prepared.
- Revamp of the Town's website, social media and community engagement methods

### Strengthening capacity

Furthermore, a number of initiatives are planned to strengthen the delivery of high quality, affordable services to the community:

- Development of a revenue strategy
- Shared service delivery with the City of Fremantle (or other parties) where beneficial
- Incremental improvement to the standard of asset management planning

# Mayor's message



*"I am very proud to be part of a team of enthusiastic individuals who are committed to developing sound planning and policy to continually improve our service delivery to the community; who embrace change, progress development but who are mindful of the uniqueness and heritage of the East Fremantle community."*

I am again honoured to present this year's Annual Report 2014/15. The financial year has proved to be another successful and extremely eventful year for the Town,

As you know, we were busy preparing for amalgamation with the City of Fremantle and whilst Council agreed to work with the City towards amalgamation, we were equally supportive of the democratic process that provided the opportunity for the community to participate in a poll. The community made their feelings known about the amalgamation and 41% of eligible voters said NO in the poll.

With the community's position clear, and with State government's withdrawal of the entire local government reform process, we put the poll behind us and focused on the future of the Town.

Shortly after and following the departure of long term Chief Executive Officer Stuart Wearne, Council appointed Gary Clark as Acting Chief Executive Officer. Gary has been appointed for a period of 12 months until such time as a permanent appointment is made.

Gary has very ably taken the reins and provided solid leadership to the staff. I am grateful for his support, particularly following the reform process, as elected members and staff quickly embarked on the two year (biennial) review of the Town's Strategic Community Plan. The Plan adopted in 2013 set the vision, aspirations and objectives for the Town over the next 10 years.

The review process involved a number of workshops with the elected members and senior staff and we set about reconsidering the stated objectives in the Plan. An assessment of responses from the Community Perceptions Survey, which was undertaken in September 2014, was a key factor in deciding whether the direction of the Plan was still relevant. In examining the results of responses in the Survey, we found the objectives and aspirations in the initial Plan were still closely aligned with what the community saw as its priorities. i.e. the main priorities listed relate to footpaths, cycle ways, parks and playgrounds, sport and recreation facilities, streetscapes, river foreshore and heritage.

As a Council, we are confident that our strategic direction will shape the actions that will deliver positive outcomes for the community and I am looking forward to this next exciting phase in the development of the Town.

During the year, we also embarked on developing a master plan for the Swan River Foreshore and we hope to have a comprehensive management plan in place next year to assist with developing and improving use and activation along the river foreshore.

Our capital works program was re-prioritised during the year and we were able to complete the upgrade to many of our well used and worn footpaths. Refurbishment of our parks and gardens were also a priority with the instalment of playground equipment and shade sails to a number of well utilised parks.

I take this opportunity to thank all elected members and staff for their hard work and commitment over the last 12 months. It has not been an easy year for local government in general, but I believe that due to our collaborative efforts we have been able to provide continuity and stability for the community.

And with continued teamwork and cooperation, we will ensure the continued success and long term viability of the Town of East Fremantle.

A handwritten signature in black ink, appearing to read 'Jim O'Neill', written in a cursive style.

Jim O'Neill  
Mayor

# CEO's message



*The management team continue to support and work closely with Council to manage the expectations of our close knit community...*

The Town of East Fremantle has undertaken a considerable amount of work during the year under review both pre and post the local government reform process.

In spite of the significant resources focused on dealing with the impending local government reform, and the continued uncertainty of what possible changes would bring to the Town, we ensured that our steady priority was on providing services and infrastructure to enhance the safety and amenity of our residents and the general community.

The works program was revised by Council during the year and focused on upgrading and replacing footpaths, park and playground improvements, and foreshore works; the Plympton Steps were completed; and the Cricket and Lacrosse Club have a new home. Our commitment to aged care services continued along with community safety and ranger services; environmental and health monitoring, waste management including recycling and verge pickups; graffiti management, we supported Kidsport; we supported community events such as the East Fremantle Festival, the comedy night and 'movies in the park'.

With a conscious effort to improve our communication with the community we support a Facebook page and continue to produce quarterly newsletters, along with ongoing posts to our website. And the future will see the Town adopt a community engagement culture to harness the views, support and expertise of our general community.

In conjunction with the review of the Strategic Community Plan, Council has also revised the Town's Long Term Financial Plan – the ten year rolling plan that demonstrates the Town's ability to deliver on strategic priorities. Council was challenged with ensuring a balanced budget and delivering what it believes are the priorities in the Strategic Community Plan. Elected members worked through the four year budget allocations with staff to prioritise the next, and future year's activities. Mindful of community desires and expectations, Council is working on accommodating what it can in the budget with the resources available.

With our eye on the future and with the Strategic Community Plan as our key driver, we have started our journey towards a best practice framework. And this has only been achievable due to the commitment of elected members, staff and volunteers who continue to support the Town to maintain a sense of belonging and amenity.

I take this opportunity to acknowledge and highlight the considerable efforts of all the staff at the Town of East Fremantle. It has not been an easy year. My personal thanks to the Mayor, Jim O'Neill; to Councillors and to everyone who has contributed so positively to the achievements of the past year.

The Town of East Fremantle has much to look forward to.

A handwritten signature in black ink, appearing to read 'G. Clark', written in a cursive style.

Gary Clark  
Acting Chief Executive Officer



## *Elected Members -2014/2015*



Mayor Jim O'Neill

Preston Point  
Ward



Cr Michael McPhail



Cr Julie Amore



Woodside Ward

Cr Maria Rico



Cr Tony Watkins



Richmond Ward

Cr Cliff Collinson



Cr Matthew Handcock



Plympton Ward

Cr Sian Martin



Cr Jenny Harrington  
Deputy Mayor



# Integrated Planning and Reporting Framework

In March 2015 the Town of East Fremantle undertook the biennial review of the 2013-2023 Strategic Community Plan.

The Strategic Community Plan is a long-term planning document that sets out the Town of East Fremantle's vision, aspirations for the future, and the key strategies we will need to focus on to achieve our aspirations. The Plan will be used to:

- Guide Council decision-making and priority setting
- Engage local residents and ratepayers, local businesses, community groups, and education providers that contribute to the future of our community
- Inform decision-making with respect to other partners and agencies, including the State Government, other local governments, WALGA, and the private sector
- Provide a clear avenue to pursue funding and grant opportunities by demonstrating how projects align with the aspirations of our Council, and within the strategic direction outlined in this Plan
- Inform future partners of our key priorities, and the ways in which we seek to grow and develop
- Provide a framework for monitoring progress against the community's vision and aspirations

The 2015-2025 Strategic Community Plan was adopted by Council in July 2015 and the Key Focus Areas are set out below.

On the following pages, we have outlined the implementation of our strategic objectives for the year under review.

Key Focus Area	Community strength and identity	Infrastructure and waste services	Built and natural environment	Governance and leadership
Aspirations	Our community is strong, safe and close-knit: we support and foster a sense of identity and belonging	The needs of our community are met through the provision of high quality infrastructure and waste services	Our town is developing in harmony with our unique character within the fabric of the region's built and natural environment	The community is served by a leading and listening local government
Services	<ul style="list-style-type: none"> <li>■ Library</li> <li>■ Arts</li> <li>■ Events</li> <li>■ Community health and safety</li> <li>■ HACC</li> </ul>	<ul style="list-style-type: none"> <li>■ Parks</li> <li>■ Street trees</li> <li>■ River and foreshore</li> <li>■ Roads, drainage, footpaths, cycleways</li> <li>■ Public transport (bus shelters etc)</li> <li>■ Waste management services</li> <li>■ Council-owned buildings</li> <li>■ Recreational facilities</li> </ul>	<ul style="list-style-type: none"> <li>■ Land use planning</li> <li>■ Strategic sites development</li> <li>■ Building Services</li> <li>■ Heritage protection</li> </ul>	<ul style="list-style-type: none"> <li>■ Councillor support and meetings</li> <li>■ Compliance</li> <li>■ Risk Management</li> <li>■ Local Laws</li> <li>■ Policies and procedures</li> <li>■ Communications and community engagement</li> <li>■ Customer service</li> <li>■ Advocacy</li> <li>■ Strategic and corporate planning</li> <li>■ Stewardship of assets</li> <li>■ Financial management</li> <li>■ Skilled, effective, and equipped workforce</li> </ul>

## Annual Report Card – Strategic Community Plan 2013-2023

### Implementing Our Strategic Objectives - Financial Year 2014/15

Key Focus Area – Community Identity	Strategy	Activity/Action	Did we meet our Target?	Comment
<b>Aspiration:</b> <i>Our community is strong and close-knit: we support and foster a sense of identity and belonging.</i>				
<i>Community members are active participants in local events and organisation</i>	Encouraging and supporting volunteering and participation in sporting clubs and community organisations	Annually publish a “information list” of all community groups and clubs within the Town	Yes	This is available on the Town’s website.
		Promote “Kidsport” to increase participation in sport by disadvantaged children in the community	Yes	This is promoted through our newsletter
	Encouraging and supporting our community to actively participate in local events	Use Council web site and local newspapers to promote local events	Yes	Facebook and newsletter is also utilised in promotion
	Encouraging our community to be more involved in Council decisions	Conduct workshop and information sessions on key strategic issues	No	Council undertook biennial review of the Strategic Community Plan (SCP)
		Publish information about key strategic issues on the Council web site and in local media	Yes	Facebook and newsletter is also utilised in promotion
		Publish a Council newsletter	Yes	Four editions per year
<i>Community members feel a sense of belonging</i>	Promoting the community’s identity through events and programs	Use Council web site and local newspapers to promote local events	Yes	Facebook is also utilised in promotion
	Providing art and cultural opportunities as a means of community engagement and inclusion	Provide community events as decided by Council	Yes	Events such as the East Fremantle Festival, Comedy night and film night were held
	Provide services to improve safety and security in the community	Conduct a street lighting assessment	N/A	Deferred due to impending amalgamation
		Review the provision of public toilets in sporting grounds/open spaces	N/A	Deferred due to impending amalgamation – however, will be undertaken for Asset Management

Key Focus Area – Infrastructure and Services	Strategy	Activity/Action	Did we meet our Target?	Comment
<i>Aspiration: The needs of our community are met through the provision of quality infrastructure and services.</i>				
Our physical and environmental assets are maintained, accessible, and safe	Maintaining the Town's physical and environmental character	Budget for and undertake annual maintenance of Councils assets	Ongoing	Deferred due to impending amalgamation – however, will be undertaken for Asset Management purposes
		Implement asset management planning to identify long term renewal requirements	Ongoing	Asset Management planning underway
	Looking for new ways to share the responsibility to support our community amenities	Establish “partnership” arrangements with key clubs/organisations who use the amenities to clearly document the responsibilities of users and council	Yes	Cricket Club and Lacrosse Club co-location – is also part of the brief of the Recreation and Community facilities Plan
	Identifying the changing needs of our community and assessing our facilities and infrastructure to support those needs	Undertake a bi-annual survey of residents and/or users of the Town's facilities to identify opportunities for improvement	Yes	Community Perceptions Survey completed - it was identified during the SCP review that the Town undertake a comprehensive Recreation and Community facilities Plan
	Ensuring our infrastructure is safe and accessible to all members of the community	Budget for and undertake annual maintenance of Councils assets	Ongoing	Asset Management planning underway
		Implement asset management planning to identify the service levels desired by the community	Ongoing	Asset Management planning underway including the impact on long term financial performance
<b>Our infrastructure connects our community</b>	Providing infrastructure to support the connectedness of our Town for pedestrian and cycle traffic	Develop and implement a pedestrian access strategy	Defer - amalgamation	Identified during the SCP review, that the Town undertake a Recreation and Community Facilities Plan
	Promoting traffic management to support safety of the community	Develop and implement a traffic management strategy	Defer - amalgamation	
<b>Significant spaces and places are identified and protected for future generations</b>	Reviewing our planning scheme to ensure it identifies significant spaces and places, such as East Fremantle Oval Precinct and Swan River foreshore	Undertake review on scheduled basis	Yes	Leeuwin Barracks is the current priority

	Continuing to develop planning provisions that ensure the protection and enhancement of significant spaces and places	Develop and implement planning provisions to better protect and enhance significant spaces and places	Yes	Scheme amendments have been instigated and are currently being progressed through the Western Australian Planning Commission	
	Identifying ways to partner and share responsibility to support the protection of significant spaces and places	Complete the East Fremantle Oval Recreational Precinct Concept Plan	Yes	It was identified during the SCP review, that the Town undertake a comprehensive Recreation and Community facilities Plan	
		Commence implementation of the East Fremantle Oval Recreational Precinct Concept Plan	No	It was identified during the SCP review, that the Town undertake a comprehensive Recreation and Community facilities Plan	
<b>Key Focus area - Lifestyle</b>	<b>Strategy</b>	<b>Activity/Action</b>	<b>Did we meet our Target?</b>	<b>Comment</b>	
<i>Aspiration: Our heritage and environment is protected and maintained.</i>					
<b>Our environment is preserved through sustainable practice</b>	Supporting the management and improvement of our parks, open spaces, and public places to maximise the benefit for the community	Budget for and undertake annual maintenance of Councils assets and open spaces	Ongoing	Asset Management Plan and Recreation and Community Facilities Plan	
	Ensuring that access to the river remains a key priority for our community	Ensure planned pedestrian access strategy addresses issue of access to river	Yes	Foreshore Master Plan – currently underway	
		Work closely with Swan River Trust in respect of all relevant planning applications and SRT policy development to ensure public access to river is protected or enhanced	Yes	Foreshore Master Plan – currently underway	
	Recognise, protect and enhance our natural environment	Budget for and undertake annual maintenance of Councils assets and open spaces		Yes	Asset Management Plan and Recreation and Community Facilities Plan
		Work with other councils in region in the development and implementation of a regionally based natural resource management strategy		Ongoing	The Town is involved with regional groups such as the South West Group, South Metropolitan Regional Council
		Actively engage with community groups to partner in a vision and maintenance of the foreshore		Yes	Foreshore Master Plan – currently underway

	Promoting sustainable environmental management and use of sustainable resources	Continue to participate as member of SMRC for sustainable waste management	Ongoing	
		Where budget allows, implement sustainable energy practices with respect to council buildings and other Council property	Yes	
<b>Our community values and protects its built heritage</b>	Identifying and protecting significant heritage buildings	Promote the Heritage Loan Scheme	N/A	This scheme is only relevant for State Listed properties.
		Develop and implement a plan to promote the restoration and appropriate use of the Royal George Hotel	Yes	Council advocating on behalf of the community and seeking updates from owner and potential developer regarding progress of any proposed developments.
	Having sufficient planning controls in place to ensure new developments are appropriate to the built heritage and the character of our streetscapes	Amend planning scheme to reflect revised planning strategy in this regard	Ongoing	Town Planning Scheme Amendment 10 has been submitted for Ministerial consent.
<b>We facilitate sustainable growth whilst maintaining the urban character of our Town</b>	Identifying appropriate locations for increased density	Progress Scheme Amendment 10 through Planning Commission and public advertising	Ongoing	Town Planning Scheme Amendment 10 has been submitted for Ministerial consent.
		Provide statutory weight to Town Centre Redevelopment Guidelines through their incorporation within the Scheme revision	Ongoing	Town Planning Scheme Amendment 10 has been submitted for Ministerial consent.
	Planning for appropriate infrastructure to support increased density and regeneration	Ongoing monitoring of effects of population and housing growth in Town on existing infrastructure and services	Yes	Draft Local Planning Strategy review completed in 2014, awaiting the Western Australian Planning Commission consent to advertise.
<b>Our Town Centre is a hub of activity</b>	Continuing to support the growth and development local businesses	Encourage development and redevelopment of mixed use proposals involving Town Centre	Ongoing	Town Planning Scheme Amendment 10 has been submitted for Ministerial consent.
	Supporting the ongoing development of a town centre/cultural hub	Progress Special Area provisions within revised Scheme to support mixed use activity	Ongoing	Awaiting the outcome of Amendment 10.

# STATUTORY NOTES

## **Record Keeping**

The Town has an ongoing commitment to recordkeeping in accordance with the *State Records Act 2000* and *Records Management Standard AS ISO 15489* which is supported through the use of a corporate electronic document management system (EDRMS).

The Town's Recordkeeping Plan details the process for management and disposal of records which are entered into the EDRMS.

## **National Competition Policy**

The application of national competition policy (NCP) in Western Australian local government is guided by the *Clause 7 Statement* which requires annual reporting of the implementation, application and effects of NCP principles as well as structural reform of public monopolies and legislative review.

## **Competitive Neutrality**

Competitive neutrality principles apply to business activities that generate income in excess of \$200,000 per annum for one or more local governments. In the year under review the Town undertook no activities that met the financial benchmark.

## **Structural Reform of Public Monopolies**

The Town of East Fremantle is not classified as a natural monopoly nor does it conduct any business activities that could be classified as public monopolies.

## **Legislative Review**

All local laws are currently being reviewed for compliance with NCP and all amendments to existing, and all future local laws are monitored to ensure no anti-competitive practices are included.

## **Freedom of Information**

The *Freedom of Information Act 1992* allows the public the right to apply for access to information held by the Town of East Fremantle. The *Act* requires the adoption of a Freedom of Information Statement, to be reviewed annually. A copy of the current statement is available on the Shire website.

During the year under review the Town received three (3) applications for information under the *Act*.

## **Disability Access and Inclusion**

The Town is committed to facilitating the inclusion of people with disabilities through the improvement of access to its services and facilities. The Town adopted a Disability Access and Inclusion Plan covering 2012 – 2016 on 20 November 2012.

## **Register of Complaints**

Minor breaches of the rules of conduct or a local law adopted in accordance with the *Local Government Act 1995* by Council members and any action taken are recorded in a register of complaints.

No complaints were received by the Town in the year under review.



**Employee Remuneration**

In accordance with Regulation 19B of the *Local Government (Administration) Regulations 1996* the Shire is required to disclose the number of employees with an annual cash salary of more than \$100,000.

The number of employees with an annual salary entitlement that falls within each band for 2014/15 is as follows:

Salary Band Number of employees:

\$110,000 - \$119,999 - 2

\$190,000 - \$199,000 - 1