GreaterFreo is a community lead campaign aimed at the people of Fremantle and Greater Fremantle, who would like to see their City become a Greater City.
Proposed boundary re-alignment:
Executive Summary

GreaterFreo is a community lead campaign that evolved in late 2015. The driving force and objective of the group is simple; residents want their rates to contribute towards the improvement of the facilities they use within their community of interest – Fremantle and Fremantle facilities.

For the objective to be achieved, a change in Council boundary for Hamilton Hill and North Coogee needs to occur – a change from Cockburn to Fremantle; a change that would see a more logical and efficient alignment of Council boundaries.

The group is composed of residents from both areas and reflects a diversity of ages, cultural background and employment types.

The push for GreaterFreo is the result of historical, demographic and economic ties that these areas have with the City of Fremantle. Historically Fremantle is a foundation settlement of Western Australia and as such, the suburbs of Hamilton Hill and North Coogee are extensions of Fremantle from its traditional area. The residents of Hamilton hill and North Coogee identify more with the City of Fremantle than the City of Cockburn and thus perceive that the current boundaries do not reflect their identity.

“As a resident of Hamilton Hill and a user of Fremantle facilities/participant of Fremantle culture, I would like the right to vote for what matters to me. My proximal and felt sense of connection to my locality lies with the City of Fremantle.” Hamilton Hill Resident, Ildiko Padanyi.

This document aims to follow the Board’s Guiding Principles to form the basis for considering changes to local government boundaries and take into account the factors set out in the Act 8 Guidelines as outlined by the LGAB.
1. Communities of Interest:

Not only do all roads lead to Fremantle, people choose to live in Hamilton Hill and North Coogee due to the proximity to Fremantle, a community that they identify with.

“It is strange and unnatural that the strongly 'Freo' community and landscape of Hamilton Hill, which commences just South of Hilton Park & Winterfold Rd is officially part of the CoC. The people in those streets, on those hills, are oriented towards the urban centre of Fremantle and they participate in and patronise the same shops and community facilities in Beacy and Hilton that our families and neighbours do. Hamilton Hill is squarely part of the Fremantle community of interest.” Cr Josh Wilson

2. Physical and Topographical Features:

Current boundaries that separate the CoF from the CoC do not offer any clear or logical delineation between the two councils, in both Hamilton Hill and North Coogee. The lack of clarity between the two council areas causes confusion for both the councils themselves and the community. The current boundary also inhibits use of the area by local residents.

The CoC argued in their submission to the LGAB in August 2014 that the proposed Roe Highway presented a more logical northern boundary between CoF and CoC as it will be a ‘major physical feature in the district’ – something that the current boundary of Jean Street certainly isn’t.

In some cases the delineation is so poor that the councils themselves are at times caught out, as experienced by Lyn Shipp from North Coogee who submitted a simple request to have a street tree trimmed “Having a rather fun time with Cockburn, I want a street tree trimmed, asked, they replied that it was Freo, asked Freo, they said no its Cockburn. Eventually by sending copies of emails from and to both councils, Cockburn have held up their hand!!” This experience was conveyed by from Lyn Shipp on Nabo and can be seen below in image 2.1
3. Demographic Trends:

The population of the City of Cockburn in 2015 was 107,645 while the population of the City of Fremantle was 31,046. The addition of Hamilton Hill and North Coogee (10,435 in 2011) would see the City of Fremantle population expand to 41,481 (an increase of 32.2%). Correspondingly, the decrease in Population in Cockburn would be a mere 9.7%.

The City of Fremantle and the suburb of Hamilton Hill have many demographic similarities. Both have median ages that are higher than the Greater Metropolitan Perth area (36). The median age of residents in Hamilton Hill is 39 and the population of the City of Fremantle has a median age of 41. Ancestry of residents within the City of Fremantle and Hamilton Hill also reveal strong similarities. The following two graphs show that both Fremantle and Hamilton Hill contain greater numbers of people with Irish, Italian, Scottish, German, Croatian and Portuguese ancestry than Greater Perth.

4. Economic Factors:

The following information is extracted from the 2015-16 Rates brochures for the City of Cockburn and the City of Fremantle;

- The City of Cockburn rates revenue for 2015-16 was $89,030,000
- The City of Fremantle rates revenue for 2015-16 was $38,023,253

Hamilton Hill and North Coogee are built around infrastructure that feeds directly into the Fremantle CBD rather than feeding back towards Cockburn Central. Roads, buses, bike paths and future planned rail will further connect these areas to Fremantle.

Key community assets include centres of administration, schools, and recreation centres. Fremantle central administration centre is less than 5km to both Hamilton Hill and North Coogee, while on the other hand, Cockburn Central is approximately 20km away. In 2018 South Fremantle High School and Hamilton Senior High will be merged to form Fremantle College. Fremantle College will be located on the existing site of South Fremantle High School and the catchment of the new community asset will extend into both Hamilton Hill and North Coogee.

The CoC are spending around $100 million on a new recreation centre of Cockburn residents, which includes pool and gym facilities. Ignoring the fact that Fremantle Recreation Centre is around 5km from Hamilton Hill and North Coogee, the Melville Recreation Centre is actually closer than the new Cockburn facility. Rate payers of Hamilton Hill and North Coogee are paying for a facility which they’re unlikely to ever use.

Many businesses in the areas of Hamilton Hill and North Coogee are service businesses that cater to the Fremantle Port and associated fishing industries.
5. **History of the Area:**

Hamilton Hill and North Coogee; two suburbs that are presently in the local Government boundaries of Cockburn but have historically been part of the Fremantle local Government boundaries. The families who settled and developed these areas were prominent Fremantle families and their history is outlined in this submission.

Supplying Fremantle with food, materials and labour became a theme for Hamilton Hill, with most of the industrial workers in the port city making their homes in Hamilton Hill. By the 1920s, the area had begun to modernise, and had domestic electricity connected in 1926. The introduction of cars and buses meant that Fremantle was in easy reach, and the district essentially became a suburb of Fremantle.

6. **Transport and Communication:**

In transport terms the residents of Hamilton Hill and North Coogee follow main roads with bus services that feed directly into the Fremantle CBD or areas within the South Fremantle boundary rather than feeding back towards Cockburn Central.

Hamilton Hill shopping facilities have been neglected by the City of Cockburn and in general are not considered to be “inviting” due to poor transport connections to the surrounding environment as discussed in Section 4. Many residents prefer the Woolworths supermarket on Duoro Road in South Fremantle as Transport connections to this area make it an easy option.

“Many cycle from Hami Hill to work in Freo each day -- down past South Beach where some stop for a swim with the other regular morning swimmers and it feels like living the best of Freo life. But the irony is that we are not technically a resident of Fremantle”.

_—_Cr Rachel Pemberton
7. **Matters Affecting the Viability of Local Governments**

Fremantle functions as the second major regional centre for Western Australia and as a global tourist attraction. A study undertaken for the CoF (Drivers of Activity Centre Development in the Fremantle CBD: Property Council of Australia, CoF and Urbis, 2011) found that the Fremantle CBD enjoys a far higher level of street life and vitality, diverse land use mix and optimal CBD layout than other Strategic Metropolitan Centres in the Perth metropolitan area.

As part of this function, Fremantle must provide facilities and services well beyond what any other local council must provide, perhaps with the exception of Perth City Council. The point of difference for Fremantle is that it must provide these functions and services off a tiny suburban rate base.

For Fremantle to flourish to its full potential and efficiently deliver the services and functions for all those who visit from around Western Australia and the world, the rate base must be increased. The rate base must also be increased to offer CoF more liquidity to enable it to be more agile, flexible and responsive to change.

8. **Effective Delivery of Local Government Services**

The GreaterFreo proposal will allow for both Fremantle and Cockburn Councils to deliver their services more effectively and efficiently as the existing boundary alignment is illogical and hard to identify. There are also areas within the City of Cockburn that Fremantle Council would be more experienced and skilled at managing. This is discussed further below.

Geographically speaking, South Beach Estate in North Coogee is an islanded population within the City of Cockburn, surrounded by the City of Fremantle on two sides and the ocean on the other (as seen in figure 8.1). Roads, paths and parks connect this pocket directly to Fremantle and separate it from Cockburn. To access this population and provide services, Cockburn staff generally pass through Fremantle. If this area was within Fremantle, it would allow for much more efficient delivery of services than is currently the case.

In addition to the geographical isolation, North Coogee and Hamilton Hill are actually closer to the Fremantle Council Depot than the Cockburn Depot.

In terms of land comparisons, Hamilton Hill comprises 790 hectares and North Coogee (excluding Port Coogee) comprises 95 hectares amounting to 885 hectares in total – potentially represents a 46.5% increase for CoF and a 5.3% decrease for CoC.
Section 1: Community of Interest

Hamilton Hill and North Coogee are growth suburbs and extension suburbs of Fremantle outwards and as such, all roads, paths and transport services point to and direct people inward towards Fremantle and not outward towards Cockburn Central. Not only do all roads lead to Fremantle, people choose to live in Hamilton Hill and North Coogee due to the proximity to Fremantle, a community that they identify with.

Towards the close of the twentieth Century and into the early twenty first century, the diversity of residents in Hamilton Hill began to change. This was due in large part to an exodus of residents from the Fremantle area who sought greener pastures. This trend has continued to the present day. A large number of the newcomers to this suburb are people who have been involved in arts, music and theatre events based in Fremantle. Many of the residents of Hamilton Hill have previously worked in Fremantle and contributed in large part to the festivals that are held in Fremantle, to the courses conducted at Fremantle Arts Centre, to the Fly By Night Club, Spare Parts Puppet Theatre and what was once Kulcha.

However, they are rarely recognized as Hamilton Hill residents. They have a perception that the artists who contribute to the vibrant Freo culture live in Fremantle!

The following section has been taken directly from the CoF March 2014 submission to the Local Government Advisory Board:

As the post war migrant working class gravitated to the Fremantle area, their shared experience forged a strong, unique and identifiable character. As Fremantle grew, people with ‘Freo values’ moved into surrounding suburbs including ‘Beaky (Beaconsfield), Hami Hill (Hamilton Hill), Cooby (Coolbellup), WGV (White Gum Valley) and Wige (Willagee).

“It is strange and unnatural that the strongly ‘Freo’ community and landscape of Hamilton Hill, which commences just South of Hilton Park & Winterfold Rd is officially part of the CoC. The people in those streets, on those hills, are oriented towards the urban centre of Fremantle and they participate in and patronise the same shops and community facilities in Beacy and Hilton that our families and neighbours do. Hamilton Hill is squarely part of the Fremantle community of interest.” Cr Josh Wilson

‘Hami Hill’ has many of Freo’s finest artists, musicians, creative types, restaurant owners and café staff living there -- the people we always believe represent the Freo ‘character’.

“Many cycle from Hami Hill to work in Freo each day -- down past South Beach where some stop for a swim with the other regular morning swimmers and it feels like living the best of Freo life. But the irony is that we are not technically a resident of Fremantle.” Cr Rachel Pemberton
Despite living, working, shopping and identifying myself as so very Freo – we’re technically Cockburn residents despite never going to the Cockburn shopping centres, instead preferring to frequent South Fremantle, using the Freo library, catching the Fremantle train for the rare trips to Perth.

Cr Rachel Pemberton says it is important to note that “we have priced our young people out of Fremantle’s CBD. Our artists and our young people now live as economic refugees on Fremantle’s fringe – Hamilton Hill, Coolbellup, Palmyra - those areas that feel like part of Fremantle, and use Fremantle as their economic centre. You can even see it in election results - the progressive vote has shifted out of central Fremantle to Hami Hill, Cooby, and Beacy.”

In regards to shopping, residents of North Coogee have no option but to shop in Fremantle, there simply aren’t any shops nearby in Cockburn. Similarly, Woolworths in South Fremantle is the largest regional shopping centre for people living in Hamilton Hill and as seen below, the white car on the left proudly displays a sticker reading “THE HILL 6163” while shopping in South Fremantle.

Figure 1.1: Displays a vehicle from Hamilton Hill shopping in South Fremantle.
During the door knocking campaign to collect signatures for the GreaterFreo submission, Adin Lang met Frank Ford from Hamilton Hill. Without question Frank signed the petition and proceeded to discuss his connections to Fremantle. Below is an image which displays Frank’s connection to Fremantle, a lifetime member of the South Fremantle Bulldogs Football Club, Frank has supported his team for over 50 years.

Figure 1.2: Displays Lifetime Membership to Fremantle sporting team for Frank Ford, resident of Hamilton Hill.
Door knocking again in Hamilton Hill, Adin Lang noted a resident who would prefer to read the Fremantle Herald as their local community paper. The resident was a regular reader of the Herald as they like to know what’s happening in their community – Fremantle.

Figure 1.3: Residents in Cockburn prefer to read about issues in the Fremantle Community.
The Guiding Principles of The Local Government Advisory Board states that “The location of schools also act to draw people together with similar interests. This can also give indications about the direction that people travel to access services and facilities”. In 2018 South Fremantle High School and Hamilton Senior High will be merged to form Fremantle College. Fremantle College will be located on the existing site of South Fremantle High School and the catchment of the new community asset will extend into both Hamilton Hill and North Coogee.

Further to this, there are currently two educational facilities within Hamilton Hill who choose to identify themselves as a ‘Fremantle’ school as they too wish to draw people with similar interests into their institutions and ideally they wish to have people who identify themselves and ‘Fremantle people’. These two institutions are Fremantle Child Development Centre and Fremantle Christian College – both are seen below in images 1.4, and 1.5;

Figure 1.4: Fremantle Child Development Centre - In Cockburn.
Fremantle uses a precinct system based on twelve community precinct groups - Arts Centre area, Beaconsfield, Fremantle Inner City Residents Association, Fremantle Society, Gibson Park, Hilton, North Fremantle, O’Connor, Samson, South City area, South Fremantle and White Gum Valley. These groups are invited to comment on, and have input into, City policies and proposals. People who live in North Coogee and Hamilton Hill regularly attend South Fremantle Precinct meetings and follow the South Fremantle Precinct on Facebook, often commenting on issues occurring in this community of interest.
Section 2: Physical and Topographical Features

Current boundaries that separate the CoF from the CoC do not offer any clear or logical delineation between the two councils, in both Hamilton Hill and North Coogee. The lack of clarity between the two council areas causes confusion for both the councils themselves and the community. The current boundary also inhibits use of the area by local residents.

In some cases the delineation is so poor that the councils themselves are at times caught out, as experienced by Lyn Shipp from North Coogee who submitted a simple request to have a street tree trimmed “Having a rather fun time with Cockburn, I want a street tree trimmed, asked, they replied that it was Freo, asked Freo, they said no its Cockburn. Eventually by sending copies of emails from and to both councils, Cockburn have held up their hand!!” This experience was conveyed by Lyn Shipp on Nabo and can be seen below in image 2.1

“The Board support local government structures and boundaries that facilitate the integration of human activity and land use” LGAB Guidelines. On the western most border of North Coogee and South Fremantle you will find South Beach, an extremely popular hub for the local community - there is a dog beach, beach showers, a large carpark, grassed areas and a local café. However the hub is dissected in two by the boundary which separates the respective councils, the only physical feature to delineate the border is a painted white line on the footpath as seen below in image 2.2. Due to the high frequency use of this area by the local community and the mixed use nature, the boundary does cause confusion and inhibits integration of human activity and use. Recently Adin Lang witnessed local residents being issued warnings by CoF Rangers for taking their dogs to the showers on the grassed area within the CoF (where dogs are not permitted). However immediately adjacent to the grassed area is the CoC dog beach and the CoF carpark where many of the dog owners park their vehicles – dog owners essentially need to walk across the restricted grassed area to their car and on the way they rinse their dogs at the showers. While the CoF Ranger was issuing warnings to dog owners, one resident complained that there were no doggy poop bags at the dog beach, the CoF Ranger struggled to convey that the dog beach belonged to CoC and the bags were not a CoF responsibility. Shortly after the CoC Ranger arrived to the scene and the whole matter required 3 local council staff members around 10 minutes to try and explain to the disgruntled locals exactly what was happening and why.
Figure 2.2: Displays the painted white line which separates Fremantle from Cockburn.
Figure 2.3: Displays the 3 council’s workers and local residents who are confused with the council borders at South Beach.
Figure 2.4: Displays the South Beach Hub dissected by the current council boundary.
As you move further east into Hamilton Hill, the border which separates Beaconsfield and Hamilton Hill (and CoF from CoC) is delineated by Jean Street, a tiny suburban back street and by no means an identifiable boundary that acts as a barrier between adjoining areas. The CoC argued in their submission to the LGAB in August 2014 that the proposed Roe Highway presented a more logical northern boundary between CoF and CoC as it will be a ‘major physical feature in the district’ – something that Jean Street certainly isn’t. Residents in this street also complain that they have 5 garbage trucks up and down their street to collect waste each week (3 from CoC and 2 from CoF) and in the near future this will move to 6 as CoF expands to embrace a 3 bin waste collection strategy.

**Figure 2.5:** Displays the quiet suburban street which acts as the boundary between Fremantle and Cockburn.
The boundary that GreaterFreo are proposing closely matches that already proposed by the LGAB in 2014, with the only exception being that the South Fremantle Power Station is captured within the new CoF boundary – the GreaterFreo boundary uses the Port Coogee Marina as a distinguishable man-made feature as it forms a more identifiable feature than McTaggart Cove and may prevent CY O’Connor Beach being split in two. This boundary will also prevent such issues as have been experienced at South Beach (described previously in this submission). The GreaterFreo boundary matches that proposed by CoF in their October 2013 submission and can be seen below in figure 2.6.

Figure 2.6: Displays the boundary proposed by GreaterFreo which matches in large part that proposed by LGAB in 2014.
In accordance with the LGAB, GreaterFreo proposes Manning Park and Phoenix Road, a major road, and existing suburb boundary, should form the distinct southern boundary that separates CoF and CoC (seen below in Figure 2.7). Manning Park being a highly identifiable barrier, it also holds strong heritage value to CoC and should remain with CoC. Phoenix Road provides a much more identifiable boundary when compared to the current Jean Street boundary. In the Far East, Stock Road will continue to form the eastern most boundary for CoF.

![Figure 2.7: Displays the proposed boundary along major arterial road.](image-url)
Section 3: Demographic Trends

The following is a comparison of key demographic statistics relating to Hamilton Hill, North Coogee and Fremantle.

The characteristics of an inclusion of North Coogee and Hamilton Hill into the City of Fremantle would result in a:

• Greater proportion of residents who are 60 years of age or older;
• Higher proportion of single person households;
• A balanced mix of renters, purchasers and households who own their dwelling outright; and
• Relatively diverse housing stock.

The population of Hamilton Hill in 2011 was 9,856 with a population density of 14.90 persons per hectare. The City of Fremantle Estimated Resident Population for 2011 was 30,046, with a population density of 16.32 persons per hectare. In the 2011 census the population of North Coogee was 579. North Coogee was the fastest-growing SA2 in Greater Perth in 2015, increasing by 23% to reach 1,700 people.

The population of Hamilton Hill and North Coogee is approximately one-third the population of Fremantle. Inclusion of Hamilton Hill and North Coogee into the boundary of Fremantle would see the population of Fremantle increase by approximately 10,000; an increase of 25% on the current population. The population density of Fremantle is higher (16.32 per hectare compared to 14.9 per hectare in Hamilton Hill). However, the population densities of Hamilton Hill are increasing as a result of the rezoning that was undertaken by Cockburn Council and are therefore likely to reach similar densities to Fremantle in the near future.

It is evident that compared to Greater Perth, the age structures of people in Hamilton Hill, North Coogee and the City of Fremantle are similar in that both contain a greater number of Seniors and a smaller percentage of High Schoolers. Emerging groups in both in Hamilton Hill, North Coogee and the City of Fremantle are people in the young workforce category.

The City of Fremantle and the suburb of Hamilton Hill have other demographic similarities. Both have median ages that are higher than Greater Metropolitan Perth that is 36. The median age of people in Hamilton Hill is 39 and the City of Fremantle population has a median age of 41.
Figure 3.1 Comparison of Age Structure City of Fremantle and Suburb of Hamilton Hill Source: ABS QuickStats 2011
The age structure of people living in Hamilton Hill and the City of Fremantle is similar. Hamilton Hill has a greater number of younger families where Fremantle has a greater number of empty nesters although this is consistent with demographic patterns that would be expected in a local government with a strong, higher density urban core and a fringe of more family friendly, affordable housing for younger families.

Another characteristic of the City of Fremantle that is also reflected in the suburb of Hamilton Hill is the relatively high proportion of lone person households with almost one third of all households in this category. This is significantly higher than Greater Perth.

Ancestry of residents within the City of Fremantle and Hamilton Hill also reveals strong similarities. The following two graphs show that both Fremantle and Hamilton Hill contain greater numbers of people with Irish, Italian, Scottish, German, Croatian and Portuguese ancestry than people in the Greater Perth area.
Ancestry, 2011

Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data) Compiled and presented in profile.id by .id, the population experts.

Figure 3.3: Ancestry City of Fremantle
Ancestry, 2011

Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)
Compiled and presented in profile.id by .id, the population experts.

Figure 3.4: Ancestry Hamilton Hill

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In the 2011 census the population of North Coogee was 579 and is comprised of approximately 50.1% females and 49.9% males.

The median/average age of the people in North Coogee is 39 years of age.

59.7% of people living in the suburb of North Coogee were born in Australia. The other top responses for country of birth were 11.9% England, 4.3% South Africa, 1.9% Germany, 1.6% Scotland, 1.4% New Zealand, 1.4% United States of America, 1.2% Philippines, 1.0% Italy, 0.9% United Kingdom, Channel Islands and Isle of Man, nfd, 0.9% Canada, 0.9% Romania, 0.7% Croatia, 0.7% Serbia, 0.7% Bosnia and Herzegovina.

79.8% of people living in North Coogee speak English only. The other top languages spoken are 8.8% Language spoken at home not stated, 3.1% Other, 2.9% Italian, 1.4% Serbian, 1.2% Croatian, 0.7% Mandarin, 0.5% Other, 0.5% Filipino, 0.5% German.

The religious makeup of North Coogee is 34.4% Catholic, 19.5% No religion, 17.3% Anglican, 12.3% Religious affiliation not stated, 5.0% Uniting Church, 2.4% Christian, nfd, 2.1% Eastern Orthodox, 1.4% Buddhism, 1.4% Baptist, 1.2% Presbyterian and Reformed.

58.9% of people are married, 29.7% have never married and 8.2% are divorced and 2.6% are separated. There are 3 widowed people living in North Coogee.

63.6% of the people living in North Coogee over the age of 15 and who identify as being in the labour force are employed full time, 28.0% are working on a part time basis. North Coogee has an unemployment rate of 0.9%.

The main occupations of people living in North Coogee are 29.7% Professionals, 25.4% Managers, 14.1% Clerical & administrative workers, 8.6% Sales workers, 7.6% Community & personal service workers, 7.3% Technicians & trades workers, 4.6% Labourers, 1.5% Machinery operators & drivers, 1.2% Occupation inadequately described/ Not stated.

The main industries people from North Coogee work in are 10.7% Education and training, 10.4% Construction, 9.5% Professional, scientific and technical services, 9.5% Health care and social assistance, 9.1% Retail trade, 7.6% Mining, 7.0% Manufacturing, 5.2% Wholesale trade, 4.6% Public administration and safety.

16.5% of homes are fully owned, and 46.3% are in the process of being purchased by home loan mortgage. 34.0% of homes are rented.

The median individual income is $1179 per week and the median household income is $2764 per week.

The median rent in North Coogee is $680 per week and the median mortgage repayment is $4635 per month.
Section 4: Economic Factors

The following information is extracted from the 2015-16 Rates brochures for the City of Cockburn and the City of Fremantle;

- The City of Cockburn rates revenue for 2015-16 was $89,030,000
- The City of Fremantle rates revenue for 2015-16 was $38,023,253

Historically Fremantle is a foundation settlement of Western Australia and as such, the suburbs of Hamilton Hill and North Coogee are extensions of Fremantle from its traditional area. In economic terms, the people within these suburbs rely on industries, community assets and infrastructure located within the CoF on a regular basis.

Hamilton Hill and North Coogee are built around infrastructure that feeds directly into the Fremantle CBD rather than feeding back towards Cockburn Central. Roads, buses, bike paths and future planned rail will further connect these areas to Fremantle. As populations in these areas grow and urban infill occurs, it would be better from a planning perspective to have all such infrastructure under a single council strategic plan that allows the most efficient movement of people within the area.

Key community assets include centres of administration, schools, and recreation centres. Fremantle central administration centre is less than 5km to both Hamilton Hill and North Coogee, while on the other hand, Cockburn Central is approximately 20km away. In April 2016 the CoF will be hosting the Healthy Lifestyles Expo at Fremantle Town Hall in collaboration with a number of local councils, including Cockburn - it’s fair to say that Fremantle has been selected as it is the administrative centre for the region.

Figure 4.1: Fremantle Town Hall as the regional meeting place for 5 Local Councils.
In 2018 South Fremantle High School and Hamilton Senior High will be merged to form Fremantle College. Fremantle College will be located on the existing site of South Fremantle High School and the catchment of the new community asset will extend into both Hamilton Hill and North Coogee. Having such an investment in the community it would be prudent to have the catchment for this school within a single council so that appropriate planning for bike paths leading to the school and associated infrastructure could be managed more efficiently.

The article in Figure 4.2 is titled ‘Fremantle high schools to merge’ (which actually refers to a Fremantle and Cockburn school merging) explains the merger in more detail.
As was captured in Figure 1.1, residents of Hamilton Hill prefer to shop within Fremantle as it’s their community of interest. In addition, 2012 Local Commercial and Activities Centre Strategy undertaken by the City of Cockburn further supports that Hamilton Hill isn’t a desirable place to shop due to its poor connection to the surrounding environment – see figure 4.3.

Hamilton Hill Neighbourhood centre consists of an open mall, anchored by an IGA supermarket. Demand analysis suggests that the centre is trading well indicating that the centre has a well justified economic purpose, however the future vision/purpose for the centre is not defined.

The centre, which is located in the middle of at grade parking, does not address the surrounding street network at all. The centre, is incredibly fragmented and while the mall itself is relative easy to move through there are poor physical and visual connections between other buildings and streets and poor connections to the surrounding environment.

This translates to an overall Economic Activation score of 4.00, which equates to a below target performance level.

Figure 4.3: Displays poor economic activation in Hamilton Hill which encourages residents to shop in Fremantle.
The 2012 Local Commercial and Activities Centre Strategy also notes that amenities for Hamilton Hill have also been judged as very low, very few recreational facilities, few street trees and little cycle path existence – more reasons why people from this area choose to use Fremantle amenities instead. See figure 4.4 for more detail.

Figure 4.4: Shows very low scores for amenities in Hamilton Hill and explains why Fremantle is our community of interest.
The CoC are spending around $100 million on a new recreation centre of Cockburn residents, which includes pool and gym facilities. Ignoring the fact that Fremantle Recreation Centre is around 5km from Hamilton Hill and North Coogee, the Melville Recreation Centre is actually closer than the new Cockburn facility. Rate payers of Hamilton Hill and North Coogee are paying for a facility which they’re unlikely to ever use. The relative locations of these recreation centres is displayed in image 4.5 on the left.

1. Fremantle Recreation Centre
2. Melville Recreation Centre
3. Cockburn Recreation Centre

Many businesses in the areas of Hamilton Hill and North Coogee are service businesses that cater to the Fremantle Port and associated fishing industries. Importantly, the character and names of these businesses reflect the community they are trading in and how they wish to be simultaneously identified and differentiated as “Fremantle Businesses” – seen in the following images:

*Figure 4.5: Displays relative locations of Recreation Centres.*
Figure 4.6: Fremantle City Coldstores, in North Coogee, Cockburn.
Figure 4.7: Fremantle Gardener, in Hamilton Hill, Cockburn.
Figure 4.8: Fremantle Wood Company, in Hamilton Hill, Cockburn.
greaterfreo@gmail.com

Figure 4.9: Fremantle Counselling and Psychological Services, in Hamilton Hill, Cockburn.

greaterfreo@gmail.com
Figure 4.10: Fremantle Speech Pathology Services, in Hamilton Hill, Cockburn.
Section 5: History of the Area

This is an attempt to present a short history of the area of what is now Hamilton Hill and North Coogee; two suburbs that are presently in the local Government boundaries of Cockburn but have historically been part of the Fremantle local Government boundaries. The families who settled and developed these areas were prominent Fremantle families and their history is outlined in this submission. Many of the streets and parks in Hamilton Hill bear the names of these early settlers. The history of the first 141 years of settlement of the Fremantle area indicate that Hamilton Hill and North Coogee were very much part of Fremantle. The next 61 years (less than half of that time) the two areas have been under the jurisdiction of the CoC.

1830 – 1971

Hamilton Hill was settled very early in Western Australia’s colonial history. In 1830, on his way to Mauritius, Captain George Robb arrived in Fremantle Harbour to establish a farm. He chose a 2000-acre site to the south of Fremantle as a likely spot for his farm. His farm manager was the first to use the name ‘Hamilton Hill’, in a letter home that August.

Later in the 1840s, newspapers in the area referred to it as “that delightful locality well known as ‘The Hamilton Hills’. The colony’s first newspaper was printed on a neighbouring property by the man who went on to print the West Australian.

The gold rushes of the 1880s and 90s caused a boom in the colony’s population, putting Hamilton Hill in a unique position to provide both food and building materials to a rapidly expanding populace in Fremantle.

In 1871, the Fremantle Road District was created under the District Roads Act 1871 to cover the area to the south and east of Fremantle, and the Fremantle Road Board was created to manage it.

In the first five years of the Board’s existence most of its members served on the Fremantle Town Council. The function of the Board was simply to provide the roads that linked Fremantle to other parts of the Colony. By 1913 the District was divided into Wards, each electing representatives to the Board. In 1922 the Board constructed new offices at the corner of Forrest and Rockingham Roads, an area that is now within the CoC.

Abattoirs and market gardens were a common feature of Hamilton Hill and North Coogee, supplying food to all the new settlers. Lime, used to make mortar, was quarried throughout the area, and the kilns built in Hamilton Hill ensured that there was enough mortar to build all the new warehouses and homes that the busy port of Fremantle and its surroundings required.
The Dixon family, a Fremantle family of butchers and cartage contractors, bought thirteen sections of the Robb grant adding up to 560 acres (226 hectares). The Dixons were looking for arable land and their selection centred on a large swamp near Baker’s Square which is now filled in and is known as Dixon Park. This park is now within the CoC. Henry Septimus Dixon had 24 acres (9 hectares) around the swamp near present day Ommanney Street and developed a thriving market garden.

In 1917 some members of the Dixon family lived in a stone house in what was known as Healy’s Paddock on Douro Road. Cecelia Lazenby (nee Isted) moved with her family to the Hamilton Hill Post Office and Isted’s Store that was near the site of Greenslades feed store on Rockingham Road. Cecelia delivered newspapers, mail and telegrams all over Hamilton Hill on horseback, as well as delivering groceries and fresh produce by horse and cart. Cecelia and her husband returned to run Isted’s store during the Second World War when the shop was kept open until 10pm to serve the men from the army service camps in the area, one of which was on Healy Road.

Supplying Fremantle with food, materials and labour became a theme for Hamilton Hill, with most of the industrial workers in the port city making their homes in Hamilton Hill. By the 1920s, the area had begun to modernise, and had domestic electricity connected in 1926. The introduction of cars and buses meant that Fremantle was in easy reach, and the district essentially became a suburb of Fremantle.

In 1833 the first horse race in WA was held at South Beach and South Fremantle and Hamilton Hill became a hub for horse trainers who exercised their horses on South Beach and what is now known as CY O’Connor Beach in the CoC. Many racing stables were clustered in the neighbourhood around Clontarf Hill, particularly along Newmarket Street immediately west of Clontarf Hill, where people involved the racing fraternity settled.

In 1912 the Newmarket Hotel was built on the corner of Rockingham and Cockburn Roads and became a popular watering hole for the workers in the industrial areas and a focal point for the southern metropolitan racing fraternity. There are three stables, the Randwick Johnston and Daly Street stables, still operating in the area and training their horses at South Beach. The Randwick stables trainers (now located in the CoC) still follow an historic route down Cardigan Street, across Rockingham Road, through the commercial sector behind the Newmarket Hotel, across Cockburn Road, along the cycle path to Hollis Park, over South Terrace to South Beach Reserve and down to the beach at the south of the groyne.
Figure 5.1: Sale of Healy’s estate, 1935. Note: The Healy family is referred to as an old Fremantle family and the estate is referred to as being part of South Fremantle.
The Fremantle library contains images of Fremantle’s history and as seen in Figure 5.2, one of these shows a Healy Road (erroneously referred to as Healy Street) being in Beaconsfield (now a suburb of Fremantle). The street is now part of Hamilton Hill. It was the home of Frank and Evelyn Mary Filer from 1942 to 1945.

Post WWII, the area was slowly turned into housing estates, creating the Hamilton Hill that exists today.
1955-2016: The next 61 years

On 21 January 1955, it was renamed Cockburn after a successful referendum recognized the District's independence from Fremantle. On 1 July 1961, Cockburn Road District became a shire following the enactment of the Local Government Act 1960, and on 24 January 1971, almost exactly 100 years after the formation of the Fremantle Road District, it became a Town in recognition of its increasingly urban nature. On 26 October 1979 the town attained City status.

Towards the close of the Twentieth Century and into the early twenty first century, the diversity of residents in Hamilton Hill began to change. This was due in large part to an exodus of residents from the Fremantle area who sought greener pastures. This trend has continued to the present day. A large number of the newcomers to this suburb are people who have been involved in cultural, arts, music and theatre. Many of the residents have previously worked in Fremantle and many continue to do so. These people have contributed in large part to the festivals that are held in Fremantle, to the courses conducted at Fremantle Arts Centre, to the Fly By Night, and what was once Kulcha. However, they are rarely recognized as Hamilton Hill residents. Many people have a perception that the artists who contribute to the vibrant Freo culture live in Fremantle!

Not only do people in the metropolitan area retain this perception, it would seem that Cockburn Council appears to lack a concept of the make-up of residents in Hamilton Hill. This is despite the attendance of many people at consultation sessions with the CoC staff. Large numbers of people wishing to engage with the CoC to promote the area as a centre for the culture and arts provided feedback to the Hamilton Hill revitalization strategy where input indicated the need for community facilities to encourage participation by local people in community cultural activities. Needless, to say, many of these people feel very disappointed by the lack of progress in this direction. It is little wonder that GreaterFreo is gaining support from these people. In addition, little attention other than an emphasis on Manning Park as a historical venue to visit has been given to the area. There is a paucity of documented resources pertaining to the history of the local area and so people in the community find it challenging to celebrate their history.

The lack of community hubs and cafes draw people out of Hamilton and North Coogee and decrease people’s ability to identify with their suburb and connect with their local community.

In conclusion, the history of Fremantle Hamilton Hill and North Coogee are inextricably linked. The boundary created in 1971 has separated areas that historically were one area. Today, the CoC is expanding in a southward direction and these newer areas have very little in common with the older suburbs of Hamilton Hill and North Coogee.
Section 6: Transport and Communication

“Many cycle from Hami Hill to work in Freo each day -- down past South Beach where some stop for a swim with the other regular morning swimmers and it feels like living the best of Freo life. But the irony is that we are not technically a resident of Fremantle”.

_Cr Rachel Pemberton

Healy Road in Hamilton Hill is a very popular route for cyclists travelling to Fremantle from both West and East Hamilton Hill. The north south connectors of Cockburn Road and Rockingham Road through to Hampton Road improve the connectivity to North Coogee and Hamilton Hill and further to Coogee and Spearwood.

Most residents of Hamilton Hill and North Coogee shop in Fremantle rather than travel to Phoenix Shopping Centre in Spearwood or Cockburn Central. The main travel routes are along Hampton Road, South Terrace or marine Terrace to access the centre of Fremantle, as seen below in Figure 6.3.

Large numbers of people from both North Coogee and Hamilton Hill also shop at the Sunday markets located in the grounds of South Fremantle High School.

Hamilton Hill and North Coogee are extensions of Fremantle from its traditional area. The residents of Hamilton Hill in particular retain strong cultural and economic links to the old city. In transport terms the residents of Hamilton Hill and North Coogee follow main roads with bus services that feed directly into the Fremantle CBD or areas within the South Fremantle boundary rather than feeding back towards Cockburn Central.

<table>
<thead>
<tr>
<th>Facility/Service</th>
<th>Number</th>
<th>% of Total Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Library Membership</td>
<td>695</td>
<td>6%</td>
</tr>
<tr>
<td>Swimming</td>
<td>103</td>
<td>5%</td>
</tr>
<tr>
<td>Centre Membership</td>
<td>629</td>
<td>6%</td>
</tr>
<tr>
<td>Transport</td>
<td>19</td>
<td>19%</td>
</tr>
<tr>
<td>Fremantle Legal Service</td>
<td>55</td>
<td>4%</td>
</tr>
</tbody>
</table>

Hamilton Hill shopping facilities have been neglected by the City of Cockburn and in general are not considered to be “inviting” due to poor transport connections to the surrounding environment as discussed in Section 4. Many residents prefer the Woolworths supermarket on Duoro Road in South Fremantle as Transport connections to this area make it an easy option.

_greaterfreo@gmail.com_
One anomaly is the current boundary of Fremantle encompasses Clontarf Hill an area reserved for the former Fremantle Eastern Bypass. This area is accessed by large numbers of people from Hamilton Hill, Spearwood, Coogee, Fremantle, South Fremantle, Hilton, White Gum Valley and Beaconsfield. It is accessed via Clontarf Rd on the northern side and Gordon road on the southern side. The boundary creates a wedge shape and as a result, few people who use the site are aware that it is in the City of Fremantle boundary. Inclusion of the suburb of Hamilton Hill into the City of Fremantle would make sense and remove the current anomaly.

Figure 6.2: Displays boundary along Healy Road and around Clontarf Hill
In addition, the Metronet Rail concept developed by the ALP is projected to build a passenger rail line along the freight rail reserve that would provide a fast rail connection directly into the Fremantle CBD for both areas, especially the new Cockburn Coast development. This strengthens an already strong case for such suburbs being part of Fremantle.

Figure 6.3: All roads lead to Fremantle
Section 7: Matters Affecting the Viability of LGA’s

Fremantle functions as the second major regional centre for Western Australia and as a global tourist attraction, voted number 7 in the 2016 Lonely Planet best cities in the world. “The world washes in and washes out in ‘Freo’, a raffish harbour town in Western Australia that attracts free spirits from far and wide. Visitors come here to enjoy the live-music rooms, hipster bars, boutique hotels and craft-beer breweries alongside the Notre Dame University students who have helped to underpin the process of Fremantle’s reinvention from a town stuck in the economic doldrums to the bustling, artsy, counter-cultural capital you see today”. Lonely Planet 2016.

A study undertaken for the CoF (Drivers of Activity Centre Development in the Fremantle CBD: Property Council of Australia, CoF and Urbis, 2011) found that the Fremantle CBD enjoys a far higher level of street life and vitality, diverse land use mix and optimal CBD layout than other Strategic Metropolitan Centres in the Perth metropolitan area. The report found that Fremantle offers a healthy sense of identity and status compared to other Strategic Metropolitan Centre’s by way of its major cultural institutions such as the Maritime Museum, the Fremantle Arts Centre, the presence of the university, the Fremantle Dockers and the significant amount of culturally significant buildings and places in the CBD.

Fremantle’s attraction is multi-layered.
1. The first layer is the strong identification of Fremantle’s residents with their town.
2. The second layer of attraction is visitors from all over Metropolitan Perth who come to Fremantle to enjoy its attractions, culture and history.
3. The third layer, Fremantle attracts tourists and holiday makers both nationally and internationally and is increasingly frequented by cruise ships.
As part of this function, Fremantle must provide facilities and services well beyond what any other local council must provide, perhaps with the exception of Perth City Council. The point of difference for Fremantle is that it must provide these functions and services off a tiny suburban rate base of around $40 million per annum.

The CoC has a rate base of around $90 million per annum which will continue to grow as the urban sprawl within its boundaries expands further south and east. CoC also has a number of new developments within its Cockburn Central district that will further increase its rate base over time. On the other hand, the CoF does not have the luxury of new growth suburbs as the areas within its boundary have been fully developed. Fremantle must rely on infilling to increase its rate base growth.

For Fremantle to flourish to its full potential and efficiently deliver the services and functions for all those who visit from around Western Australia and the world, the rate base must be increased. The rate base must also be increased to offer CoF more liquidity to enable it to be more agile, flexible and responsive to change. Figure 7.1 b shows that Fremantle has far less liquidity than the current ratio of Cockburn.

Figure 7.2: Displays poor Liquidity of Fremantle

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As well as being a major tourist destination, Fremantle is a regional centre for all those suburbs which surround it – Greater Fremantle. Figure 7.2 has been taken from the March 2014 CoF Submission to the Local Government Advisory Board, it displays a small snapshot of how Fremantle is currently supplying services and facilities to people from non-Fremantle suburbs.

Currently employing the appropriate staff with professional expertise and skills dealing with developing and managing older foundation suburbs such as Hilton and Beaconsfield, they’re able to transfer this knowledge into Hamilton Hill should it become part of Fremantle yet again. Fremantle staff are also well versed with high density coastal developments as demonstrated at Leighton Beach, this will enable more efficient development of Cockburn Coast and North Fremantle Rail Yards in the future.
Section 8: Effective Delivery of LG Services

In terms of land comparisons, Hamilton Hill comprises 790 hectares and North Coogee (excluding Port Coogee) comprises 95 hectares amounting to 885 hectares in total. The City of Fremantle currently comprises 1,902 hectares. The addition of Hamilton Hill and North Coogee would see the City of Fremantle land area expand to 2,787 hectares. This is an increase of approximately 46.5%. The City of Cockburn currently comprises 16,698 hectares. The loss of Hamilton Hill and North Coogee (excluding Port Coogee) would see the City of Cockburn land area reduce to 15,813 hectares. This is a decrease of 5.3%.

The GreaterFreo proposal will allow for both Fremantle and Cockburn Councils to deliver their services more effectively and efficiently as the existing boundary alignment is illogical and hard to identify. There are also areas within the City of Cockburn that Fremantle Council would be more experienced and skilled at managing.

Geographically speaking, South Beach Estate in North Coogee is an islanded population within the City of Cockburn, surrounded by the City of Fremantle on two sides and the ocean on the other (as seen in figure 8.1). Roads, paths and parks connect this pocket directly to Fremantle and separate it from Cockburn. To access this population and provide services, Cockburn staff generally pass through Fremantle. If this area was within Fremantle, it would allow for much more efficient delivery of services than is currently the case.

In addition to the geographical isolation, North Coogee and Hamilton Hill are actually closer to the Fremantle Council Depot than the Cockburn Depot.

As has been detailed in Section 2, the current boundary between the two councils is poorly defined and does not allow for efficient management and efficiency. The Hamilton Hill/Beaconsfield border in Jean Street is a tiny residential street that currently sees up to 5 rubbish trucks visit each
week, not only is this an nuisance for residents, it isn’t the most effective use of capital assets or workforce. As also explained through an example in Section 2, the boundary through South Fremantle and North Coogee (as seen in figure 8.1) causes inefficiency as multiple Rangers from both Councils are required to patrol the same beaches and grassed areas – essentially double handling the management and causing confusion within the community.

South Fremantle Power Station Heritage Precinct currently lies within the City of Cockburn. This building is heritage listed and deserves the best possible expertise to manage its restoration. Unquestionably the City of Fremantle has a stronger emphasis on Heritage than the City of Cockburn as Fremantle is the world’s best preserved example of a 19th century port streetscape and boasts Western Australia’s largest collection of heritage listed buildings, As a result, Fremantle have the staff, process, expertise and efficiency to manage the restoration of the power station to the level required. Fremantle even celebrates it heritage every year, with an annual Heritage Festival held every May/June for two week period, naturally if the power station was within Fremantle, the Heritage Festival would include and showcase such an important building.

Currently employing the appropriate staff with professional expertise and skills dealing with developing and managing older foundation suburbs such as Hilton and Beaconsfield, they’re able to transfer this knowledge into Hamilton Hill should it become part of Fremantle yet again. Fremantle staff are also well versed with high density coastal developments as demonstrated at Leighton Beach, this will enable more efficient development of Cockburn Coast and North Fremantle Rail Yards in the future.

Cockburn is currently spending $109 million dollars on a new recreation centre which is great, however they’re using rates from North Coogee and Hamilton Hill to pay for this infrastructure which could be perceived as inappropriate when you consider both Fremantle and Melville Recreation Centres are closer than the new Cockburn Centre. It would be more appropriate for rates from Hamilton Hill and North Coogee to contribute to the Fremantle Recreation centre.

Customers, as in rate payers, have also reported much dissatisfaction with the current boundary alignment. As mentioned in Section 2, Lyn Shipp is an unsatisfied customer due to Cockburn Council being unable to easily identify their boundary quickly and easily.