



City of Fremantle

Chief Executive Officer
Application Package



Introduction from the Mayor

Thank you for your interest in the role of Chief Executive Officer (CEO) with the City of Fremantle. This pack contains the information you need to submit your application.

There couldn't be a better time to take on this exciting role. There is billions of dollars of redevelopment either completed, planned or underway in Fremantle's city centre and we have just moved in to the Walyalup Civic Centre, our new office, library and community centre. Our future horizon includes transformational projects across our city and suburbs, as well as a strategic plan that takes us to post-port Fremantle with new economic, employment and development opportunities.

Our vision is ambitious and requires a CEO who can lead a creative and collaborative culture internally and will form the necessary partnerships externally to drive our strategy and play an integral role in making Fremantle a destination city for investment and tourism.

We are looking for someone who truly embodies our vision. If you are that person, we look forward to your application.



Hannah Fitzhardinge
Mayor



Fremantle is the most eclectic and spirited seaside destination in the world. Fremantle or ‘Freo’ is a maritime city with spirit and soul, full of vibrancy, colour and culture. We are on the cusp of an exciting new era for our city, and this is a once-in-a-lifetime opportunity to lead a changing and agile organisation and work with a progressive and dynamic Council to achieve a shared vision of performance and partnership with our community.

City profile

Bounded by the Swan River and the Indian Ocean, Fremantle is widely regarded as Perth’s second city.

Fremantle’s unique character is captured by its landscape, heritage architecture, music, arts, culture, festivals, retail stores, markets, cafés and restaurants, which all contribute to its village-style atmosphere.

A proud history

Fremantle’s most important assets are its heritage and its people of diverse backgrounds and cultures. Its irresistible character is inviting and rich in history.

Fremantle is an important place for Aboriginal people and lies within the Aboriginal cultural region of Beeliar. In the Nyoongar language, the Fremantle area is called Walyalup – meaning ‘place of the Walyo’ or Woylie, a small brush-tailed bettong or kangaroo rat. To the local Whadjuk people, whose heritage dates back tens of thousands of years, Fremantle is a place of ceremonies, significant cultural practices and trading. Walyalup has several significant sites and features in many traditional stories. Fremantle was established in the Walyalup area in 1829 at the time of European colonisation.

The city’s early economy was driven by trade in wheat, meat and wool. By 1900 Fremantle had grown to include many of the landmarks we know today including the Fremantle Harbour, Fremantle Hospital, Fremantle Markets and the railway between the harbour and Perth. At this time the Western Australian gold rush had begun, and Fremantle served as a gateway to people heading to the goldfields.

In the lead up to World War II the main industries in Fremantle were shipbuilding, soap boiling, saw milling, smelting, iron founding, furniture making, flour milling, brewing and animal skin tanning.

In the post-war period, Fremantle's suburban areas grew, and the city underwent a period of consolidation. As a result of technology advancements within the shipping industry, an ever-progressive Fremantle moved to diversify its economy and evolve to create more diverse population driven industries.

In 1987 Fremantle was thrust into the global spotlight when the city hosted the America's Cup defence event, held offshore from Fremantle harbour. The event saw a large public and private investment in the city and subsequent growth in retail and tourism sectors, leading to the vibrant and culturally rich Fremantle we know today.

The city today

The City of Fremantle is approximately 18 kilometres southwest of the Perth CBD and includes the suburbs of Beaconsfield, Fremantle, Hilton, North Fremantle, O'Connor, Samson, South Fremantle and White Gum Valley.

As Perth's second city, Fremantle offers a diverse range of housing options, exceptional access to public transport and a dynamic economy, creating jobs and opportunities that enable Fremantle residents to live, work and play.

The City of Fremantle (the City) employs more than 400 people and services more than 30,000 residents over a land area of 19 square kilometres.

Fremantle is often ranked as the state's most visited tourist destination outside of the Perth CBD. In October 2015, Lonely Planet voted Fremantle as one of the top 10 cities to visit in the world.

Home to Notre Dame Australia's original campus, the West End of Fremantle is a university precinct within a network of renovated heritage buildings.

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

An exciting future

A key Council focus over the past few years has been to sustainably revitalise the city centre.

The strategies implemented, including innovative planning scheme amendments across key non-heritage inner-city areas, have led to a significant increase in investor confidence in Fremantle. As a result, there is currently unprecedented investment and renewal underway with the combined level of public and private investment exceeding \$1.8 billion including several civic, commercial, residential and retail developments.

As part of this, the City has set ambitious targets for the development of new dwellings, commercial office and retail floor space within the city's central area. The development pipeline will see the delivery of a mix of civic, commercial and retail projects.

Arguably the most important project has been the \$270m renewal of the heart of the city, the former Kings Square recently renamed Walyalup Koort following an extensive public consultation process. This transformational project involved the redevelopment of multiple retail buildings and public spaces, delivering the new Walyalup Civic Centre and Library, a children's playground and the FOMO retail development by Sirona.

With levels of development and investment not seen since the America's Cup, Fremantle is on the cusp of a major period of revitalisation that will reinforce its position as a place of great significance to Western Australia, being home to modern facilities and high-quality infrastructure.

Brand new modern, spacious civic building

The City of Fremantle Council staff have recently relocated to the new civic and community hub at Walyalup Koort, in the revitalised heart of the city.

The new state-of-the-art facility incorporating library and customer service centre at Walyalup Civic Centre as well as the children's playground opened to the public on Monday 22 November 2021.

The Walyalup Koort (formerly Kings Square) renewal, which includes the FOMO retail development, is the single-biggest redevelopment project in Fremantle's history.



Advertisement – Chief Executive Officer

A once in a lifetime opportunity to lead a talented executive team in a changing and agile organisation

- Vision, leadership and innovation for this destination city
- Broad scale strategic planning
- Four-year contract, salary \$250,375 to \$381,278

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Distinctive roles like this, where you have an opportunity to lead and realise the Council’s vision for a “destination City” in the beauty of Australia’s sunniest state, are a rarity. If you have the desire and impetus to steer this City, full of character, to the next stage of its community, economic and cultural development journey, this could be the role for you.

The City is looking for an innovative leader with a proven track record of accomplishment in a senior executive position in public or private sectors to:

- Lead a talented executive team and multifunctional workforce in the strategic development, delivery and execution of a range of initiatives for the community;
- Ensure exemplary management of the City’s physical, financial and human resources;
- Provide professional, high level program and policy advice and support to the Council; and
- Create and maintain effective relationships with all key stakeholders including business leaders, the broader community and other levels of Government.

Further relevant experience and impressive networking skills in the pursuit of economic development opportunities will be critical to your success.

An attractive remuneration package, in accordance with the Band 1 role, of \$250,375 to \$381,278 per annum will be offered to the successful candidate, in a four-year contract. To view the Application Pack, please click on the link at the bottom of the page (or copy and paste in your browser). To apply, click the ‘Apply Now’ button or visit www.beilbydt.com.au quoting Job Reference **308083**.

To best showcase your suitability for this role, please submit a covering letter outlining your interest in the position and skills against the selection criteria within the Application Pack, together with a current resume. For a confidential discussion please contact Emily Bulloch on 08 9323 8801 or ebulloch@beilbydt.com.au.

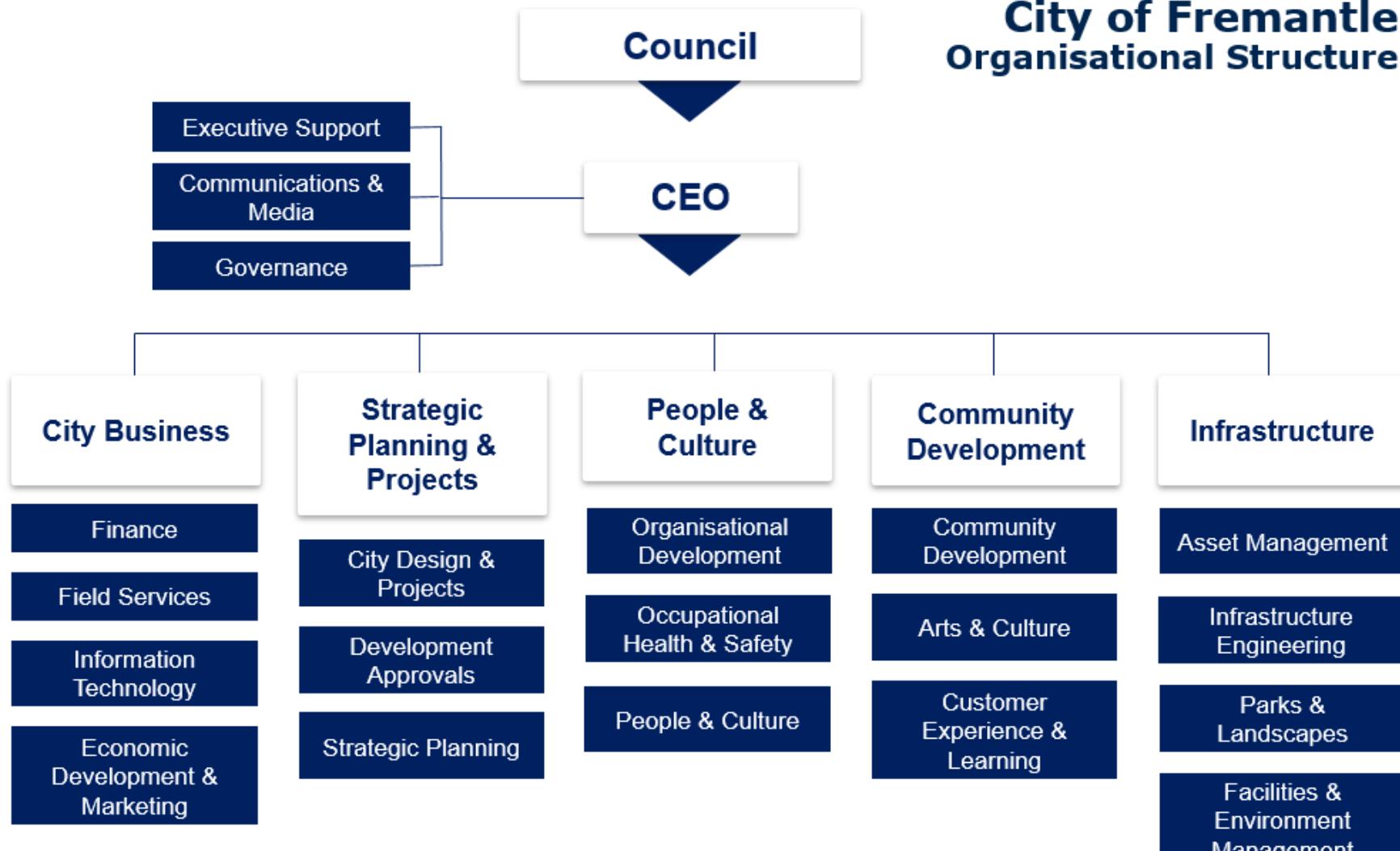
The City of Fremantle promotes a workplace that actively seeks to include, welcome and value unique contributions of all people. The City encourages people of all ages, genders, and abilities, Aboriginal Australians and people from culturally diverse backgrounds to apply for this job.

Canvassing of Councillors will disqualify potential candidates.

Applications close at 12pm AWST on Friday 28 January 2022.

<https://beilbydt.com.au/application-packs/>

City of Fremantle Organisational Structure





Chief Executive Officer – City of Fremantle

Position Description

Position Objectives

- Oversees the implementation of the City of Fremantle's ('the City') strategic plan on behalf of Council and leads the business operations of the City through implementation of the Council's Corporate Business Plan.
- Provides good governance, through strong organisational leadership, effective community engagement and the creation of an inclusive workplace culture.
- Carries out the functions of the CEO as described in Section 5.41 of the Local Government Act 1995.
- Works to achieve the annual Key Performance Indicators as determined by the Council.

Leadership and Management

- Provides contemporary leadership of the organisation to drive a culture of achievement, responsive service delivery and innovation.
- Oversees implementation of the City's Strategic Community Plan to address the City's strategic objectives.
- Ensures the implementation of policies and best practice standards for efficient and effective management in all areas of the organisation.
- Coordinates the development and delivery of the City's plans as aligned to the Integrated Planning and Reporting Framework including the annual budget, long term financial plan, workforce plan and asset management plan.
- Facilitates the effective operation of the Council and committees (formal and informal) to maximise Elected Member and community involvement.

Strategic Stakeholder Engagement

- Develops and maintains a positive perception of the City, through effective relationships with key stakeholders to enable the City's contributions in decision-making forums to be valued.
- Builds effective strategic relationships with key stakeholders to facilitate investment and business development initiatives for the City.

Change Management and Organisational Culture

- Leads and drives organisational culture to ensure an optimal working environment and employee wellbeing, attraction and retention.
- Maintains constructive and positive relationships with Elected Members to enable effective operation of Council.
- Lead an adaptive culture that responds effectively to a changing environment.

Governance

- Ensures the City's activities are managed in accordance with public sector management principles for transparent and accountable governance and comply with Local Government's legislative requirements.
- Ensures accurate and timely advice and support is given to Council and other stakeholders to execute Council's decisions and business.
- Ensures the City has an effective risk management framework.

Selection Criteria (Essential)

- Substantial executive management or CEO experience leading a complex, multi-disciplinary, service-focused organisation.
- Demonstrated capability to lead, inspire and initiate strategic projects.
- Highly developed strategic financial planning and budgetary management skills, with demonstrated performance.
- Highly developed interpersonal skills to negotiate, influence and consult across diverse stakeholders to deliver strategic outcomes.
- Demonstrated capacity to carry out the functions of the CEO of a Local Government as described in Section 5.41 of the Local Government Act 1995.
- Existing strategic and operational networks, or demonstrated ability to form such networks, of benefit to the achievement of the City of Fremantle's strategic objectives.
- Demonstrated understanding of economic development and the significance of investment opportunities to meet the economic objectives of the City's Strategic Community Plan.

Selection Criteria (Desirable)

- Bachelor degree or higher in management or a field relevant to Local Government.
- Substantial strategic change and project management experience.

Applicant Notes

This document will help you prepare and submit your application and includes information about the recruitment and selection process. The information in this document can be requested in alternative formats by or on behalf of someone with disability by emailing jobs@fremantle.wa.gov.au or calling 08 9432 9932.

Reasonable adjustments

The City of Fremantle promotes a workplace that actively seeks to include, welcome and value unique contributions of all people. The City encourages people of all ages, genders, and abilities, Aboriginal Australians and people from culturally diverse backgrounds to apply for this job.

If you have any access needs that may require reasonable adjustments to allow you to fully participate in the application and interview process, please get in touch with the contact stated on the advertisement. If you are an Aboriginal person or a person with a Disability who would like assistance with your application, please contact the Jobs and Skills Centre on 136464.

Preparing your application

Before starting your application, read the advertisement and position description. If you have questions about the role, contact the person listed in the advertisement. Ensure that you can meet the following requirements:

- Be able to provide 100 points of identification, click [here](#) for a guide.
- Be able to provide evidence that you have Australian work rights which allow you to work in the position you are applying for.
- Be able to provide evidence that you have required qualifications, licences and tickets if stated on the position description.

These notes are provided to assist you in the preparation of your application and to help the selection panel evaluate your application.

Application

Your application should include:

1. A covering letter outlining your interest in the position and addressing the selection criteria. The selection criteria used for the recruitment process is included on page 8 of this Application Pack; and
2. A current resume detailing your contact details, qualifications, experience and attributes for the position.

It is essential that the information you provide is clear, concise and relevant, so that the selection panel can readily assess your claim for the position.

Initially based on written applications, candidates who demonstrate that they meet the selection criteria for the position and, relative to other candidates, appear to be competitive, will be considered for interview.

Lodgement of Application

Applications should be made online at www.beilbydt.com.au quoting job reference **308083**.

Applications will close at **12pm AWST on Friday 28 January 2022**.

Referees

Applicants should provide the names and contact details of at least two current referees in their application. This will include two managers or suitably senior colleagues that can comment on work outcomes, competencies and behaviours that are relevant to this position.

Other Documents

It is recommended that only copies of supporting documents be enclosed with your application so as to avoid loss or damage to originals. Nonetheless, the Council may ask to sight the originals at a later time.

Interviews

Interviews will be conducted by the Council's appointed recruitment and selection panel and will be held at Beilby Downing Teal's offices in West Perth. However, if this is not possible an interview may be conducted by video link or electronic means eg Zoom or Teams.

Shortlisted applicants may be required to complete psychometric testing and/or Digital Interview in addition to reference checking and may partake in a second interview.

The final decision on the appointment of the successful candidate will be taken by Council.

Council will meet reasonable, out-of-pocket expenses including fares incurred in responding to an invitation for an interview.

Background Checks

Third party background checks will be undertaken for the preferred applicant – this includes qualification, police clearance, identify and employment history verifications.

Pre-employment medical

The preferred applicant will be required to undertake a pre-employment medical to ascertain if they are fit and can safely perform the inherent requirements of the CEO role.

COVID-19 vaccination requirements

The preferred applicant will be required to provide proof of vaccination prior to commencing at the City of Fremantle.

Late Applications

In fairness to all applicants, late applications cannot be received unless permission has been sought prior to the closing date (12pm AWST on Friday 28 January 2022).

Equal Opportunity

Council maintains an equal opportunity policy in assessing all applications for any advertised position and provides a smoke free work environment.

Further Enquiries

For further information about the role please contact Emily Bulloch, Senior Consultant – Beilby Downing Teal on 08 9323 8801 or ebulloch@beilbydt.com.au.