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What we heard during Engagement Week 2 in November 2025

South Hedland Town Centre

What did we do and why?

As part of the Hedland on the Horizon project, we are undertaking stakeholder engagement to inform the development of a Precinct Structure Plan (PSP) for the South Hedland Town Centre. Stakeholder and Community Engagement is just one of several inputs that will inform the Precinct Structure Plan. The PSP will also draw on technical studies, planning frameworks, environmental assessments and other evidence-based analyses to ensure a balanced and robust outcome. **The PSP looks at the future development for these areas for the next 10 years.**

How we engaged

Across the week, engagement included:

- Pop-ups at the Boulevard, South Hedland Square & Christmas Markets
- Town staff workshop & ELT briefing
- 1:1 stakeholder meetings
- Online community survey

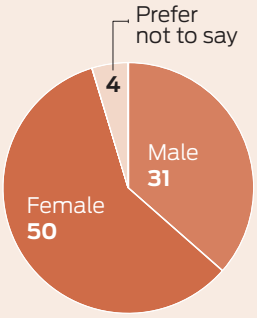
Engagement Participation

165 in-person

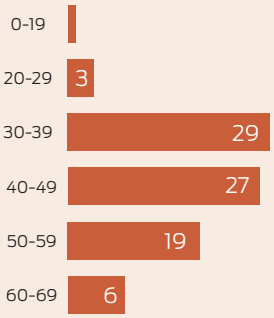
85 survey responses

73 specific for South Hedland

Survey Participation Data



Age



Purpose of Week 2

Week 2 (14th – 20th November 2025) tested two draft design scenarios for the South Hedland Town Centre. These scenarios were built from Week 1 feedback and explored:

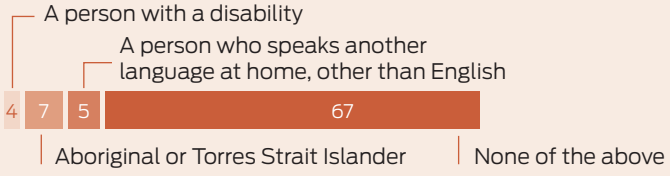
- Renewal of Wise Terrace as the “main street”
- A new town square
- Reuse of strategic sites (former Bowling Club, former TAFE)
- Public realm and greening
- Safety and amenity improvements
- Cultural expression opportunities
- Pedestrian and movement upgrades

What we asked

Participants reviewed the draft scenarios and told us:

- What ideas they supported
- What raised concerns

Do you Identity as any of the following?



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Overall Community Sentiment

Community members strongly supported revitalising SHTC. People want:

- Safer, greener and shaded public spaces
- Revitalisation of the Town Centre
- Youth facilities

However, the community also emphasised:

- Persistent antisocial behaviour
- Ageing or underperforming infrastructure
- Limited retail and entertainment options
- Lack of shade and comfort in public areas

Safety is the top priority

Among youth, businesses, residents and service providers—safety was the most consistent message. Participants highlighted:

- Theft, loitering, intimidation & vandalism
- Poor lighting & lack of passive surveillance
- Avoidance of the shopping centre due to antisocial behaviour

Cultural identity & co-design

Participants supported cultural expression but emphasised:

- Aboriginal Cultural Garden requires co-design
- Governance and safety must be addressed
- Cultural facilities need to reflect Kariyarra Country
- Any cultural facility must be developed in partnership with Traditional Owner groups and local Aboriginal organisations

Shade, greening & comfort

A cooler, greener town centre was one of the strongest outcomes of Week 2. Community priorities:

- Shade structures / tree-lined streets
- Landscaped public spaces
- Shaded walkways and carparking
- Comfortable pedestrian links

Retail, dining & entertainment

Participants supported cultural expression but emphasised:

- More retail options
- More food and beverage choices
- Night-time and family - friendly entertainment
- Indoor activities for summer (cinema, bowling, arcades, indoor sports)

Youth spaces & indoor recreation

Youth strongly supported:

- Indoor recreation
- Safe shaded gathering areas
- Year-round entertainment

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What received the most/ least support

Most supported ideas (Pop-ups & Survey)

- Reuse of former Bowling Club (creative hub / youth / community)
- Aboriginal Cultural Garden + artist wall (subject to co-design)
- Food vans rotating between Town Square & Dreamers Corner
- Street trees and shade along key pedestrian routes
- Reuse & redevelopment of former TAFE site (civic, community, cultural, office)
- Improved pedestrian connections across Hamilton Road

Ideas with mixed support

- Cultural Garden location (safety, proximity to alcohol outlets)
- Short-stay / Aboriginal short-stay accomodation
- Building height requirements
- New town square location and configuration

Least supported ideas

- Mandatory minimum two-storey building heights
- Building heights up to 9 storeys
- Road closure at Hamilton Road
- Single consolidated “town centre hub”

Wise Terrace as the sole main street (people wanted activity more evenly distributed)

What people told us matters the most – Top Priorities

- Shade and greening
- Reuse of key strategic sites
- Improved safety and lighting
- Activated public spaces
- Indoor recreation and youth facilities

Additional ideas raised by the community

- More diverse shops (clothing, books, diving, sports)
- More public seating, upgraded lighting, cleaner public spaces
- Housing diversity and aged care accommodation
- Reopen or repurpose Bowling Club
- Water play / water park elements
- Improved ease of walking and footpaths
- Stronger follow-through on plans

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What this means for the Draft PSPs

The Week 2 findings give a clear direction for shaping the final preferred concept.

Safety improvements must lead the plan

The PSP must include:

- Lighting, surveillance, active edges
- Safe public spaces at all hours
- Better pedestrian visibility and pathways

Shade, greening & comfort

- Tree canopy targets
- Shaded main streets (Wise Terrace)
- Landscaped corridors to key destinations
- Shaded parking and rest areas

Reuse of key sites will drive activation

The PSP should prioritise:

- Former Bowling Club → creative / youth / community hub
- Former TAFE → civic, cultural, mixed community uses

Cultural design must be co-led with Aboriginal groups

The PSP should:

- Identify opportunities, not prescribe outcomes
- Establish cultural governance pathways
- Support co-design for the cultural garden and any cultural infrastructure

More retail, dining & indoor recreation

The PSP should encourage:

- Flexible, small-scale commercial tenancies
- Spaces for food vans and pop-ups
- Indoor play, recreation and entertainment uses
- Mixed-use activation hubs

Building height must be flexible and viable

The PSP should:

- Remove overly rigid height minimums
- Support lower heights where needed
- Align building heights with realistic market delivery

Youth & family-friendly spaces

The PSP should:

- Provide for year-round recreation
- Include safe, shaded meeting places
- Support activation near youth-friendly uses

A connected network of activity — not one focal point

The preferred concept will likely include:

- Multiple connected hubs (Wise Terrace, Town Square, Sports Hub area)
- Safe routes linking shopping, recreation, civic, cultural and retail uses

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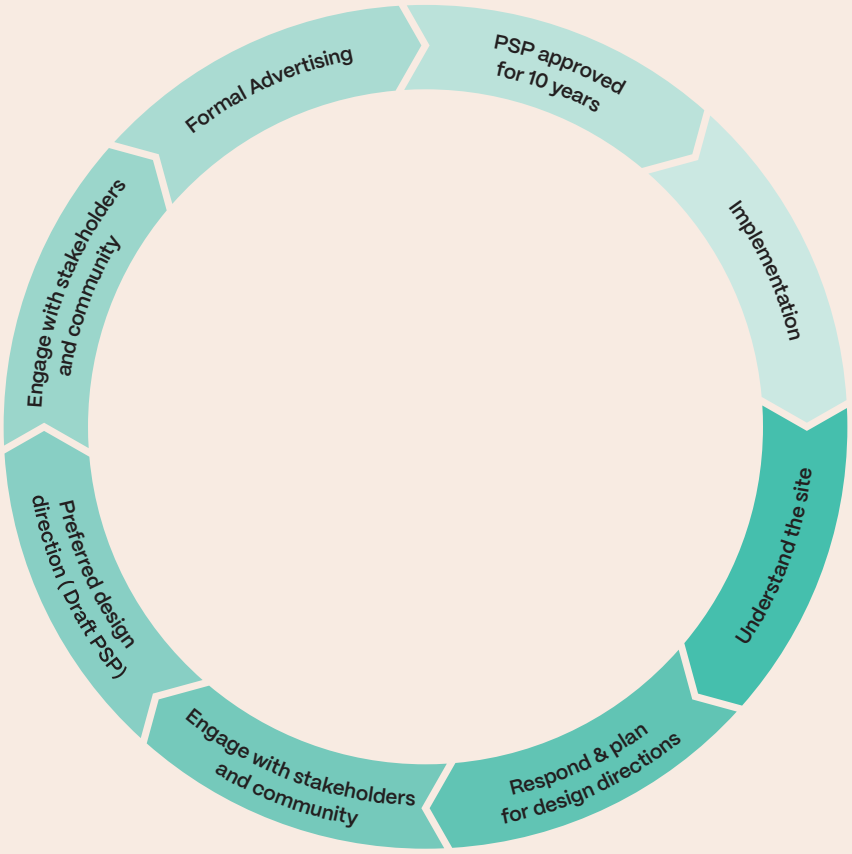
Where do we go from here?

The process for preparing a precinct Structure Plan is depicted in the figure on the right.

From here, the Project Team will review the feedback on the design scenarios and use this to refine a preferred draft plan for the South Hedland Town Centre.
The Project Team will line up a third and final week of engagement to present these concepts, lined up with the Precinct Structure Plans being publicly advertised in mid-2026.

The current project timeline anticipates the formal adoption of the Precinct Structure Plans in late 2026.

Stakeholder and Community Engagement is just one of several inputs that will inform the Precinct Structure Plan. The PSP will also draw on technical studies, planning frameworks, environmental assessments and other evidence-based analyses to ensure a balanced and robust outcome.



We are currently here

