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ON THE HORIZON

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What we heard during Engagement Week 1 in July 2025

Port Hedland West End

What did we do and why?

As part of the Hedland on the Horizon project we are undertaking stakeholder engagement to help inform the development of a Precinct Structure Plan (PSP) for both South Hedland Town Centre and Port Hedland West End. **The PSP looks at the future development for these areas for the next 10 years**.

We spent a week in Port Hedland speaking to various stakeholder groups and community to help us better understand both project areas, where the opportunities lie, how people want them to look and feel and what uses and activities they would like to see in the future. This will help us build a vision for each area, that will inform some scenario development, which we will share again with the community on the 14th - 20th of November 2025.

We hosted

- Stakeholder workshops
- Drop-in sessions
- Pop-ups at local shopping centres and at the Spinifex Spree
- A session with youth at JD Hardie
- Stakeholder 1:1 meetings
- Impromptu conversations
- An online survey

Who did we speak to?

We spoke to a range of stakeholders including:

- Local and State Government
- Aboriginal and Torres Strait Island community members
- Local industry
- Local Business owners
- Community Organisations
- Youth and children
- Residents and property owners
- Visitors

Survey Participation

266 in-person

134 online survey

116 completed for West End

Town of Port Hedland Civic Centre, McGregor Street, Port Hedland WA 6721
council@porthedland.wa.gov.au | **www.porthedland.wa.gov.au**

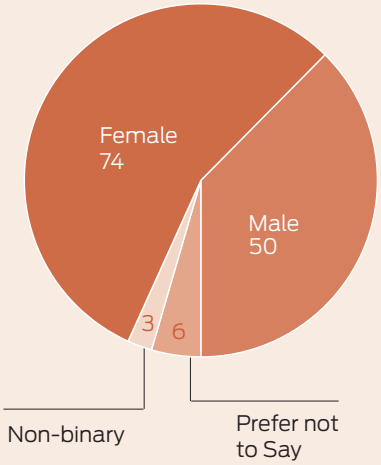
Town of Port Hedland

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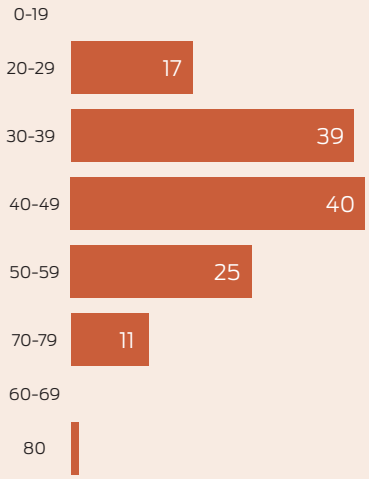
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Survey Participation Data

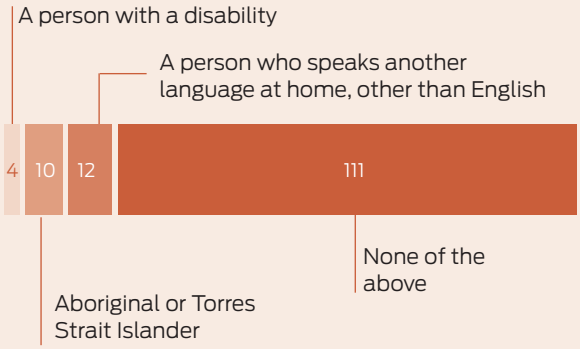
Gender



Age



Do you Identity as any of the following?



Relationship to Port Hedland



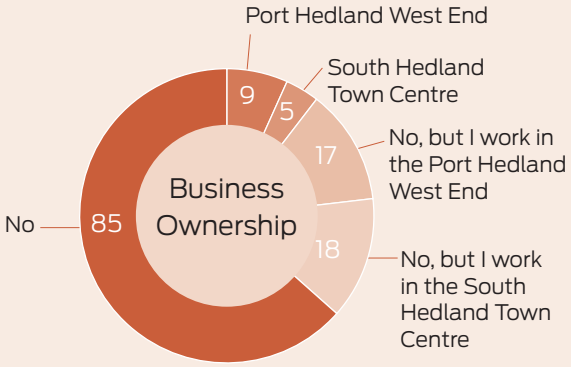
23 Resident in the **Port Hedland** West End PSP area

57 Resident in the broader **Hedland** area

44 Resident in the **South Hedland** town Centre PSP area

01 Visitor

Business Ownership



What were the opportunities for Port Hedland West End?

- Increase visitor / tourism appeal
- Increased Dining options
- Water Activities (i.e. water park)
- Balance Port operations with tourism and history
- Increased Short Stay Accommodation
- Eco, Marine and Cultural Tourism

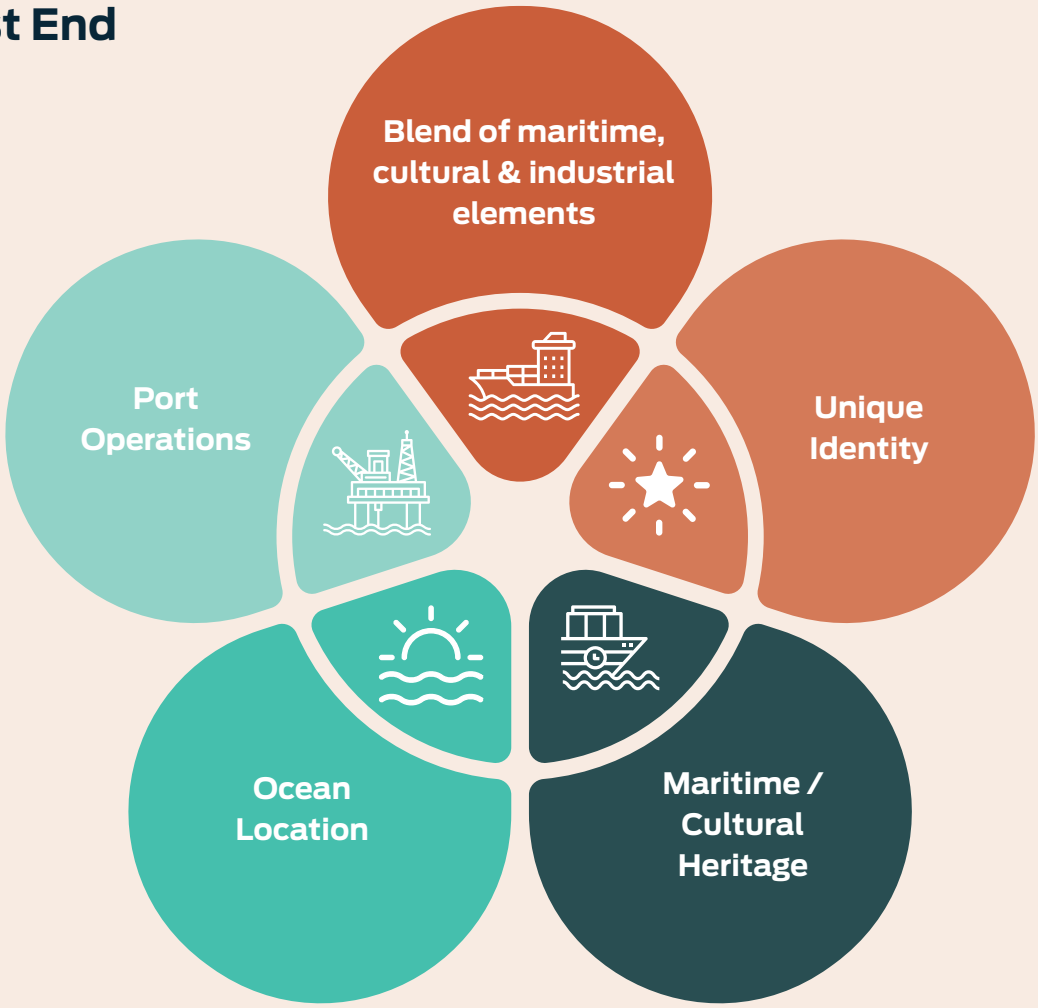
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What were the constraints for Port Hedland West End?

- Health facilities
- Public Transport Connectivity
- Fall in Commercial Activity

What makes West End unique?



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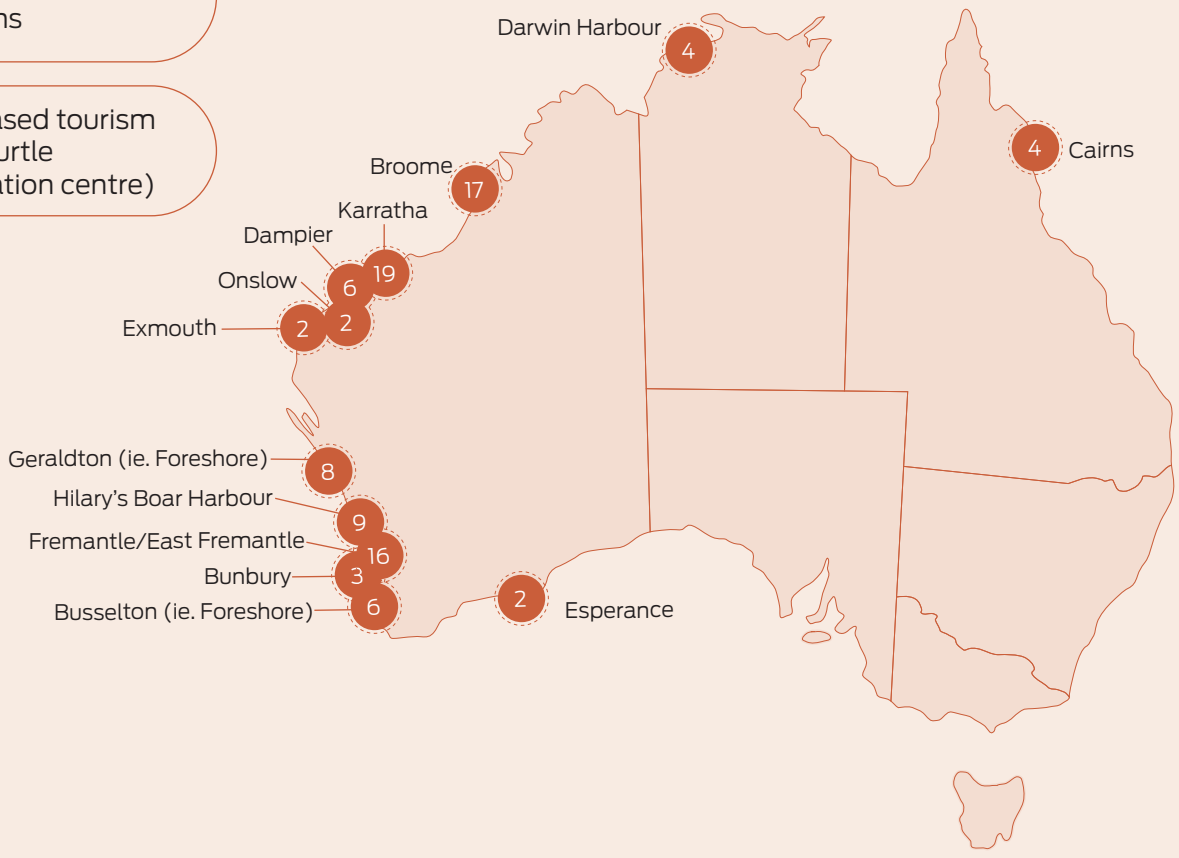
What activities do you want to see in West End in the future?

- Recreation (i.e., water activities)
- Short-Stay Accommodation
- Hospitality / Dining
- Increased food options
- Increased tourism (i.e., turtle education centre)

How would you like the West End to look and feel in the future?

- Vibrant / Thriving
- Waterfront Views
- Green Spaces
- Increased nightlife
- Integrated Marina, Tourism and Port

What are some places West End could aspire to be like?



Other feedback

Some of the feedback received is outside of scope for the development of the PSPs, however it has been heard and noted, and will be shared with the relevant departments at the Town to inform future projects and activities. This feedback is summarised below...

What were the constraints for Port Hedland West End

- Mining Impact
- High construction costs
- Policy / Planning Constraints