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What we heard during Engagement Week 2 in November 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 inform the development of a Precinct Structure Plan (PSP) for the West End. 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

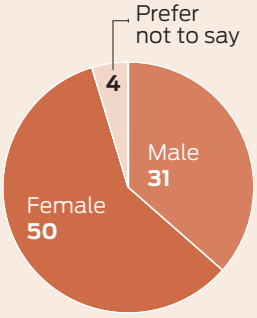
165 in-person

85 survey responses

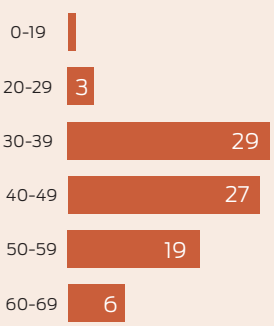
69 specific for West End

Survey Participation Data

Gender



Age



Purpose of Week 2

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

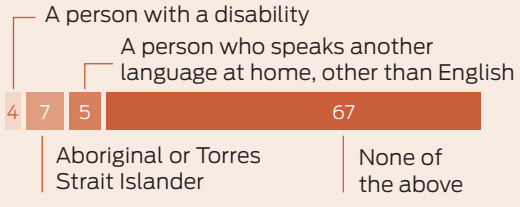
- A future Activity Hub at the Spoilbank Marina
- Enhancements to Wedge Street
- Possible movement and access changes
- Public realm improvements
- Heritage and cultural opportunities

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 were positive about seeing plans progress and strongly supported:

- Activation of Spoilbank Marina
- Better public spaces, shade and greening
- Revitalisation of the West End
- Stronger identity and heritage expression

However, the community also emphasised:

- Access and traffic changes must be carefully considered
- Dust, amenity and env ironmental conditions need to shape future uses
- Heritage, especially regarding the War Memorial, must be handled respectfully
- Youth and family facilities should not be reduced or relocated without clear benefit

Access & Movement

Community members were cautious about:

- Closure of Short Street
- Realignment of Sutherland Street
- Cul-de-sacs and new entry points

They want:

- Clear, simple access to the Marina & West End
- Safe walking and cycling routes
- Improved foreshore links

Activation & Identity

West End to be a vibrant tourism and leisure destination:

- A lively Spoilbank Marina activity hub
- More hospitality, retail and event spaces
- Strong cultural, maritime and heritage identity
- Enhanced Wedge Street as the primary commercial spine

Heritage & Cultural Review

Mixed views emerged regarding relocation of the War Memorial. Key points were:

- Spoilbank offers visibility and capacity for events
- Marapikurrinya Park offers stronger historical and cultural meaning
- Any decision must involve RSL, Traditional Owners, and community co-design

Public Realm & Environment

Strong community support for:

- More shade, trees, lighting and seating
- Heat-mitigating landscapes
- Dust mitigation in building design
- Continued protection of turtle habitat & coastal processes

Youth & Community Facilities

Feedback emphasised:

- Retaining the BMX Club in its current form/location unless a fully supported alternative is provided
- More shaded recreation, water play and family-friendly spaces

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What received the most/ least support

Most supported ideas (Pop-ups & Survey)

- Enhancing Wedge Street with improved shading, colour and amenity
- Creating an Activity Hub at Spoilbank Marina
- More greening and shaded pedestrian routes
- Landmark buildings and public art
- Enhancing Marapikurrinya Park
- Building design that mitigates dust impacts

Ideas with mixed support

- War Memorial relocation (split strongly between options)
- Long-term coastal road connection
- Traffic calming along Sutherland Street

Least supported ideas

- Closing Short Street
- Relocating the BMX Club
- Cul-de-sac at Kingsmill & McKay Streets
- Caravan parking near sensitive foreshore areas

What people told us matters the most – Top Priorities

- Create the Spoilbank Marina Activity Hub
- Enhance Marapikurrinya Park
- Extend Project LEAF greening initiatives
- Introduce landmark buildings & public art
- Upgrade Portside (Wedge Street) as the main street

Additional ideas raised by the community

- More food, drink and entertainment options (e.g., brewery, fish & chips, night markets)
- Re-establishing the Yacht Club
- Lagoon pool or family-friendly waterfront facilities
- More walking and cycling links
- Water-related tourism and education (turtles, shipping, maritime heritage)
- Improved greening throughout West End
- Clearer activation of foreshore and public spaces

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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.

Spoilbank Marina will be the activity heart

- The PSP should consolidate tourism, hospitality, events, short-stay accommodation and community activity around the Marina.

Wedge Street will remain the main commercial street

- With streetscape improvements, shade, lighting and activation strategies.

Connectivity must be improved— But access changes require testing

Road closures, realignments and movement changes will undergo:

- Traffic modelling further stakeholder engagement safety and operational assessment

Heritage & cultural values must be embedded early

The PSP should include:

- A heritage + cultural interpretation strategy
- A structured co-design process for any War Memorial decision

Land uses must respect environmental context

Consistent with Improvement Scheme 1:

- No permanent residential
- Tourism, hospitality, retail, recreation and maritime-compatible uses appropriate
- Sensitive uses require robust dust and environmental design responses

Public Realm Uplift is a Priority

Including:

- Shade, trees, native landscaping
- Better foreshore access
- Seating, lighting & cooling strategies

Youth & Family Recreation Should Be Protected

- Any changes (e.g., to BMX Club) must be co-designed and supported before progressing

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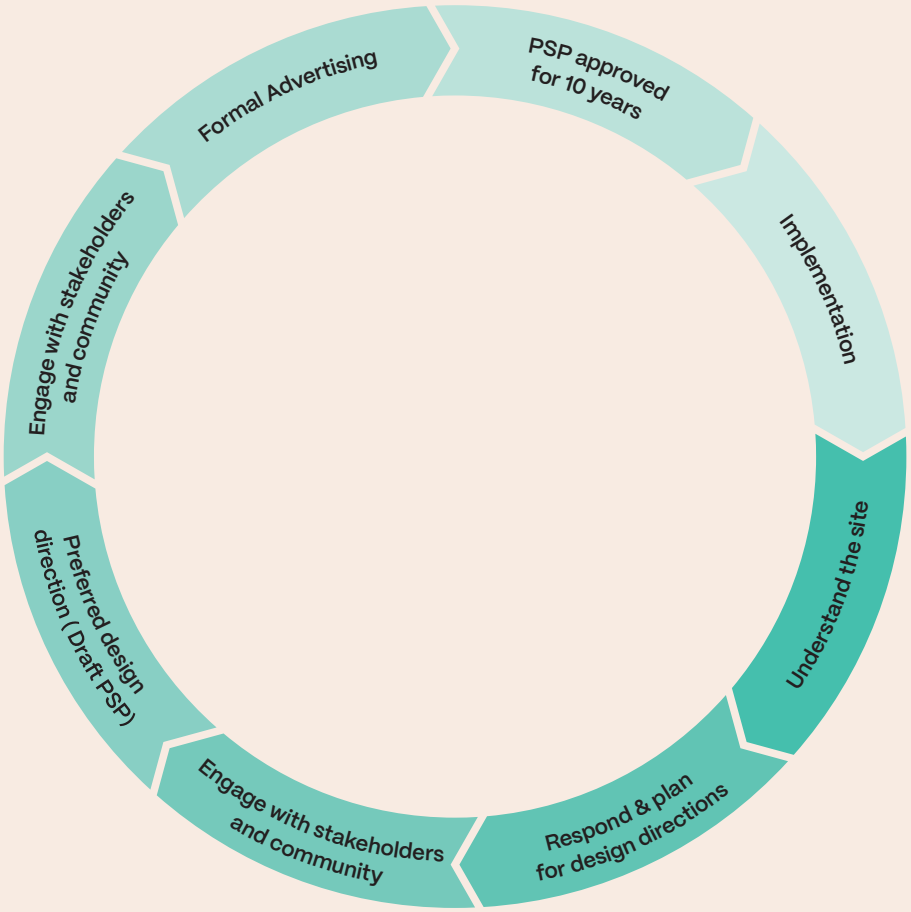
Where do we go from here?

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 West End. 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

