

Additional Information

Noria Bernard - Candidate for Pearce Ward, City of Swan

I am honoured to stand as a candidate for Pearce Ward, City of Swan. Having lived here for nearly 10 years, I appreciate the strength and diversity of our community. As a wife, mother of five, business owner, and resident, my vision is of a City where every person is valued, families are supported, and every voice is heard.

Family is at the core of everything I do. Raising five children here has shown me the realities parents face, the hopes of young people, and the worries of seniors. Strong families create strong communities, and my journey has shaped my values of resilience, compassion, and faith. In 2016, my husband and I founded New Dawn Realty in Ellenbrook. Running a business has taught me the challenges of balancing responsibilities and supporting families in their search for housing. It deepened my understanding of affordability pressures and the role of the council in shaping development and business.

It has been a privilege to support the Ellenbrook Community Food Pantry, especially during the 2024 festive season. Partnering with Collecting Forward, we assisted families doing it tough. I saw relief on parents collecting groceries and heard seniors stretching their pensions. Joining Councillor Cate McCullough on the bread run showed me kindness matters. I am committed to advocating for more youth, family, and domestic violence support. Women experiencing violence must have access to safe housing, counselling, and help. Families need affordable activities and safe spaces, and young people deserve mentoring and opportunities for growth.

I am also committed to conserving our environment, including parks, and ensuring black cockatoos remain part of our region. Balancing growth with conservation is vital for a liveable community. I believe in open and accountable government. Residents deserve consultation, honesty, and clarity in decision-making. Together, we can build a stronger, safer, community.