

Business Welcome Pack



**THIS IS
FREMANTLE**



fremantle.wa.gov.au

Wanjoo Walyalup

Welcome to Fremantle

The City of Fremantle acknowledges the Whadjuk people as the Traditional Owners of the greater Walyalup/Fremantle area and we recognise that their cultural and heritage beliefs are still important today.

Walyalup/Fremantle is an important meeting place for events of social, educational, sporting and cultural significance.

From the Mayor

On behalf of the City of Fremantle, I'd like to extend my heartfelt thanks to our incredible local business community. Fremantle's unique spirit is built on the passion, creativity, and resilience of its people, and our businesses are at the heart of that. From family-run cafés and boutique retailers to innovative startups and long-standing institutions, each local business contributes to the vibrancy and character that make Fremantle such a special place to live, work, and visit.

Your hard work supports local jobs, strengthens our economy, and helps create the welcoming atmosphere that draws visitors from around the world.

Thank you for your ongoing commitment to our community and for playing such an important role in shaping Fremantle's bright future.



Ben Lawver
Mayor | City of Fremantle



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City Snapshot

Business Audit Stats

33,000+
Local jobs

5,000+
Local businesses

Largest industry by employment is Health Care and Social Assistance

78% Independent businesses*

* 2025 City Centre Business Audit

Development Completed since 2016



1,392
Residential dwellings



40,359m²
Retail and Hospitality



43,412m²
Office



323
Hotel rooms



\$984 million
Estimated value

Development Pipeline



1,892
Residential dwellings



4,979m²
Retail and Hospitality



17,684m²
Office



684
Hotel rooms



\$1.81 billion
Estimated value

Visitation Stats



1.3 million+
Visitors/year



876
Rooms available

Awards



FREMANTLE, WA
GOLD
Australia's Top
Tourism Town Awards

2025 WINNER

Winner

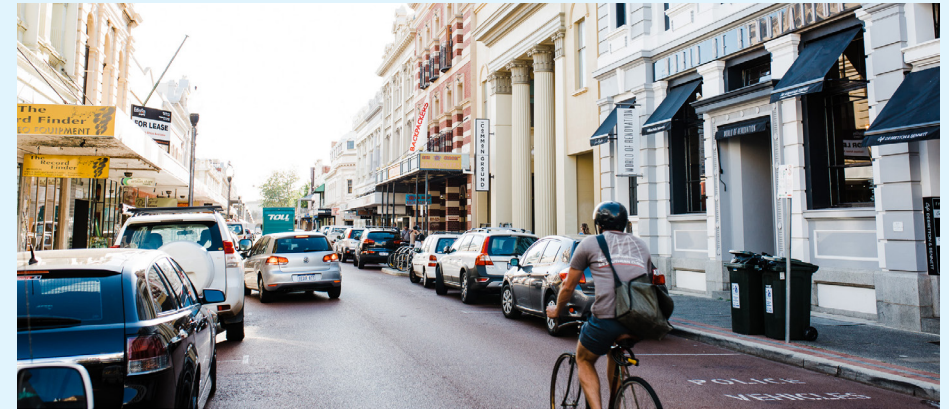
2025
Top Tourism Town

7NEWS
Top Tourism Town Awards

Visitor Centres
Western Australia

2025 WINNER

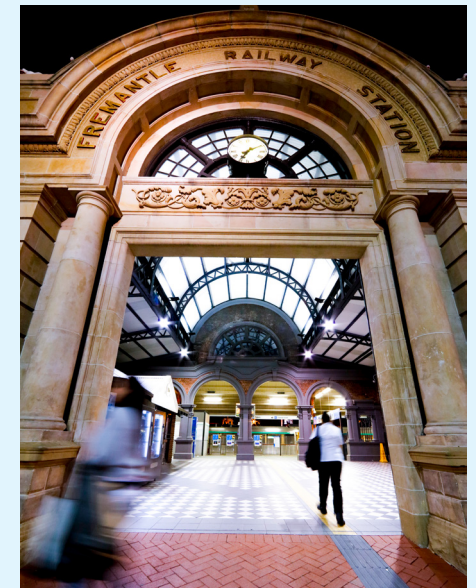
Accessing Our City



Fremantle is one of Western Australia's most accessible destinations, just 25 minutes from the Perth CBD, directly connected by the Fremantle Train Line, and supported by more than 6,000 parking bays across the city.

Whether you're arriving by rail, car, bike, bus, ferry, or on foot, the City of Fremantle is easy to reach and even easier to navigate, making it a convenient hub for business.

If your staff require parking, please get in touch with us so we can help facilitate the necessary permits.



For more on parking or transport, head to fremantle.wa.gov.au/parking

Supporting Fremantle Businesses



The City of Fremantle is committed to supporting a strong and thriving local business community.

Our Business Engagement Partner provides a dedicated concierge service, acting as your central point of contact to help you navigate City services, approvals and processes, and connect with the right people across the organisation.

Whether you need guidance or assistance, they are here to listen, advocate for you and ensure you can access the support you need.

The Business Engagement Partner assists new and existing businesses with setup, approvals, compliance pathways, and identifying suitable spaces across Fremantle.

They also deliver workshops, connect businesses with development resources and partnerships, and provide access to economic insights, visitation data and local market information.

Through this concierge approach, we aim to simplify interactions with the City, strengthen connections with stakeholders, and ensure local businesses have the information and opportunities they need to grow and succeed.

Get in touch with your Business Engagement Partner via business@fremantle.wa.gov.au

This Is Business

Stay informed on important news, event updates, major works, cruise ship timetables, business information, and upcoming opportunities with Fremantle's monthly business newsletter.

It also features regular calls for business content and participation in promotional initiatives, helping local businesses increase visibility and get involved.

Keep updated on these and other great opportunities to support and promote your business within the Fremantle community.

Subscribe to **This Is Business** below.

SpacetoCo

The **SpacetoCo** platform makes it easy for businesses, community groups and individuals to browse real-time availability of bookable spaces, quickly and conveniently.

Discover a variety of venues across Fremantle, including halls, studios, boardrooms, consulting rooms and pop-up retail spaces. These flexible spaces can be used for meetings, workshops, activations, community programs or short-term business needs.

The City's Walyalup Civic Centre also offers professional meeting and conference rooms available for hire, making it an ideal location for business meetings, training sessions and corporate events.

Subscribe today

Browse SpacetoCo



To explore available support and resources, visit the [City's Business Resources](#) page.

This Is Fremantle

The City of Fremantle's destination marketing brand establishes an identity for Fremantle that is authentic and reflects the values of spirit, soul and sea.

We encourage local businesses to engage with the destination marketing brand, get involved in activations, participate in or leverage marketing campaigns or support the City's work in advocating for the destination with visitors, stakeholders and tourism bodies.

Visit Fremantle Website

Our Destination website visitfremantle.com.au is dedicated to Fremantle products & content and is the main hub for all sources of information such as accommodation, tours, attractions, dining, retail and upcoming events.

Tourism and visitor-focused businesses within the Fremantle LGA are encouraged to add their own listings and upcoming events, providing the opportunity to leverage the City's marketing efforts that drive traffic to Visit Fremantle.

Add your business

Add your event

Engage With Us

We have dedicated Instagram and Facebook accounts which we use to highlight upcoming events, announce new businesses, and promote all that Fremantle has to offer.

We encourage all businesses to engage with our campaigns and marketing activities.

Follow and tag [@visitfremantle](https://www.instagram.com/visitfremantle) on socials and be sure to leverage [#ThisIsFremantle](https://www.instagram.com/visitfremantle) on your own channels to enhance strategic marketing campaigns.

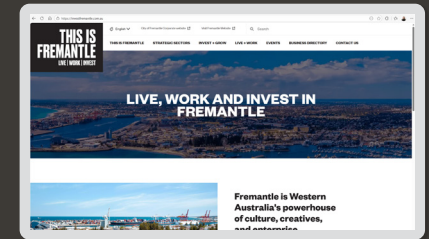
Businesses are encouraged to engage with and utilise brand assets. Please be sure to share your assets so our marketing team can repost and amplify relevant content.

> [Utilise the brand](#)

> [Share your assets](#)



Invest Fremantle



Invest Fremantle is a digital platform designed not only to showcase the city's business and investment opportunities, but also to highlight why people choose to live, work, study, and create here.

It tells the full story of the City of Fremantle as a vibrant, connected, and creative community, making it easier for investors, residents, students, and talent alike to explore, connect, and engage with the city. You can share your success stories, join our Investor Concierge Program, or access the latest insights on what makes Fremantle a city of opportunity.

If your business falls within the professional services sector, submit a request to be listed in Invest Fremantle's **Business Directory**.

Submit

For more information, subscribe to **Invest Fremantle's** quarterly update. investfremantle.com.au

Subscribe

Future Employees

Fremantle is a vibrant education city, home to leading universities and TAFE facilities that attract thousands of students each year.

Our tertiary institutions play a central role in growing the region's talent pipeline, developing the skilled, job-ready graduates who become the future employees, innovators, and entrepreneurs of local businesses.

With education, industry, and community connected in one place, Fremantle offers businesses direct access to emerging talent, collaborative opportunities, and a thriving ecosystem that supports long-term workforce growth.

Events

The City of Fremantle works with experienced promoters and event organisers to deliver a diverse calendar of events at our most prestigious outdoor venues.

In 2024-25, the City of Fremantle processed:



School holiday activations

Throughout the year, the City of Fremantle partners with local businesses to facilitate a series of free school holiday activations, encouraging families to visit Fremantle, fill our street and explore our city.

30,000+
Yearly school holiday visitors

\$2,000,000
Estimated yearly economic impact on the local Fremantle economy

Interested in becoming a key partner for future school holiday activations? Email business@fremantle.wa.gov.au

What's On

Explore what's on and plan your visit to Fremantle! Discover gigs, arts & culture, comedy, festivals, family fun and more. To view or download our events calendar, or find out *what's on*, visit visitfremantle.com.au/whats-on

Want to host your own event in Fremantle?

The first point of contact for is the City's dedicated events team.

We encourage you to take advantage of the support available and contact the events team throughout the planning process.

The team will provide you with the resources and help guide you through the process of launching a safe and successful event.

Get in touch today: events@fremantle.wa.gov.au

Event Resources

Festivals

Internationally renowned, thought-provoking and inspiring, Fremantle's year-round program of music, theatre, visual art, and cultural festivals articulate an incredible history, stories and unique place in the world.

Fremantle International Street Arts Festival
Easter Long Weekend

A multi-day celebration of the weird, wacky and creative. A world class event with international performers, hosted on the streets of Fremantle.

Fremantle Heritage Festival
April/May

Be immersed in the sights and sounds of Fremantle's past and make connections in the shared experience of Walyalup — then and now.

Hidden Treasures
June

A showcase of local musical prodigies curated by some of your most loved Fremantle musos.

10 Nights in Port
August

Fremantle is set aglow with warming winter experiences for young and old.

Wardarnji
November/December

A joyous showcase of one of the world's oldest and richest cultures.



FTSAF Highlights. Image credit: Ezra Alcantra

Film-Friendly Fremantle

Priding itself as a film-friendly city, Fremantle has been the shoot location of choice for many major productions, increasing accommodation and hospitality demand, and providing a significant long-term boost to tourism.



Filming Applications

Take advantage of these productions and consider **listing your business, home, land, office, restaurant, bar or hotel** as a potential film location.

You can also **list vacant spaces** such as a garage or warehouse for film crew to use as storage space and production offices.

Filming Information

You can also list your location with Screenwest [here](#)



Top-bottom: *Reckless*. Image credit: David Dare Parker

Fremantle Visitor Centre

The Fremantle Visitor Centre is the true hotspot for visitors to plan their visit to the City.

By keeping the Visitor Centre updated on your business, you ensure staff can confidently promote what you offer to visitors, new residents, workers, and locals exploring the city.

Statistics



140,000+

Visitors through its doors, per year



1,300+

Free bike rentals to help explore our city



3,000+

Hours of volunteer time providing advice and guidance to visitors

Advertise Your Business

Enhance your business presence and promote your services to the thousands of visitors who pass through its doors.

Advertise through brochure racking within the Fremantle Visitor Centre, the Fremantle Passenger Terminal, or by displaying their business on the centre's digital screens.

Advertise today!





Above: Brilliance of the Sea. Image credit: Tourism Western Australia

Cruise Ships

The cruise industry plays a vital role in Fremantle’s economy and vibrancy. As one of Western Australia’s primary cruise ports, Fremantle welcomes thousands of cruise visitors each year, boosting local businesses, hospitality, retail, and tourism services.

Cruise passengers gain a unique opportunity to explore Fremantle’s historic streets, offerings and attractions. The cruise industry contributes directly to local spending and helps sustain jobs across the region.

Beyond the immediate economic benefits, the industry enhances Fremantle’s global profile as a gateway to Perth and Western Australia, supporting the city’s reputation as a dynamic and welcoming coastal destination.

Statistics (2024-25)



Shuttles and Servicing

The City of Fremantle runs free shuttle buses for select ships allowing passengers a convenient opportunity to explore the city for the day.

The shuttles bring passengers from the Fremantle Passenger Terminal into Walyalup Koort and return them to the ship at the end of the day.

In 2024-25:



Image credit: Tourism Western Australia

Crew Friendly Program

The City of Fremantle recognises the additional importance of the cruise industry’s servicing crew. These crew members are repeat visitors to the city and it is important they feel welcomed and valued during their time in port.

The **‘Crew Friendly’ program** partners with local businesses to offer special discounts, services, and warm hospitality to visiting crew, encouraging them to explore and enjoy Fremantle’s shops, cafés, and attractions.

This partnership encourages crew to be ambassadors for Fremantle’s reputation and fosters lasting connections between the city and the global cruise community.

1. Submit your Crew Friendly Program offer by emailing business@fremantle.wa.gov.au
2. Get in touch with the **Fremantle Visitor Centre** to learn more about promoting your business here or the Fremantle Passenger Terminal.
3. For more information on the upcoming cruise ship schedule, please visit **Fremantle Ports**.



Resources

Long-term Strategy

The City's 2030 Economic Development Strategy provides a clear framework for how the City of Fremantle will collaborate with local businesses, industry groups, and government partners in the next five years.

Through a mix of direct delivery, strategic partnerships, and targeted advocacy, the City will drive initiatives that strengthen Fremantle's economy, support business growth, and enhance the city's unique identity.



Learn more about our City Centre Plan, which sets out a long-term vision over a 20-year horizon.



Fremantle Chamber of Commerce

The partnership between the City of Fremantle and the Fremantle Chamber of Commerce reflects a long-standing shared commitment to supporting local business growth, economic development and community prosperity in Fremantle.

Through a collaborative memorandum of understanding, the two organisations work together to advocate for major infrastructure projects, strengthen the local economy, support small businesses and enhance Fremantle's reputation. Should you wish to learn more or explore membership opportunities visit fremantlechamber.com.au

Community Support

The City of Fremantle partners with organisations who can offer support and necessities to vulnerable communities. These partnerships focus on early intervention, coordinated services and compassionate responses.

Community Support

If you are concerned about someone's welfare and are looking for services to help them, the [City of Fremantle Community Support Map](#) may be a useful resource. Alternatively, you can visit the [St Pat's Housing](#) page.



City Cleansing and Graffiti

The City is dedicated to maintaining a clean and presentable streetscape and recently increased its street cleansing and public waste collection service. **Operations run from 3am to 9.45pm, 7 days a week.**

- ✓ **We will remove unauthorised graffiti and tagging from:**
 - i. Street facing walls on or within a 2m to the property line and below 2.4m (signed waiver required)
 - ii. All City owned assets
 - iii. West Australian service provider assets
- ✗ **The City will not remove graffiti and tagging from:**
 - iv. Property not within 2m to the property line, obstructed or street facing, or anything above 2.4m
 - v. Property located within the business parcel or down an access way for business use
 - vi. Properties that fail to provide a signed waiver

- Removal times:**
- vii. Offensive – 24 hours
 - viii. High profile – 48 hours
 - ix. Non major thoroughfares and side roads – 3 days
 - x. All other – 5 days.



Quick Facts

The cleansing fleet travels approximately 40,000km per year (which is roughly the circumference of the Earth).

Witnessing someone doing graffiti?

You can make an anonymous call to **Crime Stoppers** on **1800 333 000**

Please report spills or any cleansing related issues to 1300 693 736

Community Safety

The City's Community Safety Officers are responsible for enforcing local laws in relation to ranger-related duties as well as provide a mediation role to assist the Police, business community, locals and visitors to Fremantle.

Anti-Social Behaviour

Community Safety

The Community Safety Team strives to reduce anti-social behaviour, nuisance activity, and low-level criminal acts by responding to calls for service, seeking compliance, deterring unlawful behaviour, and gathering intelligence to support WA Police.

The Community Safety Team also maintains strong working relationships with outreach services and, where appropriate, can assist in connecting vulnerable members of the community with support services.

Patrol times

Sun to Tues: 7am–9am

Wed to Sat: 7am–2am

Public Holidays: 8am–6pm

Police

For concerns regarding aggressive behaviour, drinking alcohol in public, fighting, public urination, or an individual's welfare please contact **Police on 131 444 (for non-emergency situations) or 000 for emergencies.**

These include situations where a person has not moved for a long period of time or appears distressed.



Report an incident

NOTE: Community Safety Officers DO NOT have the powers of arrest and cannot physically remove individuals. If an issue appears life threatening, call 000 immediately. Contact Community Safety Team on **1300 360 666** if you wish to report any issues or require security patrols of a location.

Directory



City of Fremantle

Walyalup Civic Centre, 151 High St, Fremantle WA 6160

Postal PO Box 807 Fremantle WA 6959

Office hours 8am-5pm (Monday-Friday)

Cashier hours 8.30am-4.30pm (Monday-Friday)

ABN 74 680 272 485

T 1300 MY FREQ (1300 693 736)*

**For urgent calls outside of our regular office hours (8am-5pm),
press '5' when prompted to be redirected to an operator*

E info@fremantle.wa.gov.au **W** fremantle.wa.gov.au



Business Engagement

T 9432 9950

E business@fremantle.wa.gov.au



Community Safety

T 1300 360 666

E communitysafety@fremantle.wa.gov.au



Fremantle Visitor Centre

T 9432 9988

E visitorcentre@fremantle.wa.gov.au



Police

T 131 444

Crime Stoppers

T 1800 333 000

Emergency

T 000
