



Expression of Interest

City of Fremantle
Destination
Development
Working Group



Introduction and Background

In 2018, the City of Fremantle appointed a Destination Development Working Group comprising external industry experts to provide advice and guidance on the City's destination marketing and economic development activities.

With the evolution of the City's strategic framework, including the Destination Development Strategic Plan 2023–2027 and the Economic Development Strategy 2025–2030, the Working Group continues to play a critical role in supporting Fremantle's position as a destination to live, visit, work and invest.

As part of the regular renewal of the Working Group and in accordance with the Terms of Reference, the City of Fremantle is seeking Expressions of Interest from suitably qualified and experienced individuals to be appointed as the Independent Chairperson of the Destination Development Working Group.

Purpose of the Destination Development Working Group

The purpose of the Destination Development Working Group is to provide external industry guidance and advice to City officers and Council to support the delivery of the City's Destination Development Strategic Plan 2023–2027 and relevant initiatives within the Economic Development Strategy 2025–2030.

The Group supports all business-to-customer industries in Fremantle, including (but not limited to) retail, hospitality, professional services, arts and culture, creative industries and traditional tourism attractions.

The Group is expected to provide advice and/or recommendations on:

- The overall destination development and marketing approach over the life of the Destination Development Strategic Plan
- Initiatives that promote Fremantle as a destination to live, visit, work and invest
- The brand values and unique selling points of Fremantle within the context of global customer trends and industry disruption
- Approaches to achieving ongoing engagement with the local business community in marketing and economic development activities
- Sponsorship of existing and new public events and grassroots business activation projects

Key Performance Indicators

The primary KPI for the group is increasing visitation and activation in Fremantle to provide opportunities for local businesses to capture expenditure.

The group also seeks to improve awareness and perception of the overall Fremantle offering to visitors.

Independent Chairperson – Role and Responsibilities

The Independent Chairperson plays a key leadership role within the Destination Development Working Group and is responsible for:

- Facilitating meetings of the Working Group in an effective, inclusive and professional manner



- Ensuring discussion and advice aligns with the City's adopted strategies and Terms of Reference
- Supporting constructive collaboration between industry representatives and City officers
- Providing strategic guidance on destination development, marketing and economic development matters
- Acting as a key point of leadership for the Group when presenting outcomes to Council, where required

In the absence of the Chairperson, the Director City Business may act as Deputy Chairperson if the meeting cannot be rescheduled.

The terms of reference for the group are published on the City's website and can be found on the [Destination Development Working Group](#) page.

Appointment and Term

The Independent Chairperson is appointed by Council following a public Expression of Interest process.

The appointment is for up to a two-year term, aligned with the Council election cycle and in accordance with the Local Government Act 1995.

The Chairperson is eligible to receive an allowance, determined by the City's Chief Executive Officer.

Required Skills, Qualifications and Experience

Applicants for the Independent Chairperson role must demonstrate:

- Tertiary qualifications in marketing, communications or commerce
- A minimum of five (5) years' industry experience in marketing, economic development or a related field, preferably at the management or executive level
- Company Directors Certificate or at least five (5) years' board or governance experience
- Demonstrated leadership capability and experience chairing meetings or governing bodies
- Hold strong high-level relationships among key industry sectors and stakeholders relevant to the future growth of Fremantle
- Knowledge of retail, small business, tourism or related industries (desirable)

Meeting Commitment

- A minimum of four meetings per year (with additional ad hoc meetings as required)
- Meetings may run for up to three (3) hours and typically occur on weekdays during business hours
- The Chairperson may also be required to attend presentations to the local business community or industry engagement activities



- It is anticipated that the role will require an average commitment of approximately 6–8 hours per month.

Decision-Making Authority

The Destination Development Working Group is an advisory body only.

The Chairperson and Group do not have authority to direct City officers or make decisions regarding the allocation of budget.

How to Apply

If you meet the criteria and are interested in being considered for appointment as the Independent Chairperson of the Destination Development Working Group, please submit:

- A short statement outlining your relevant experience and suitability for the role
- A current CV / résumé

Applications may be submitted by email to caitlins@fremantle.wa.gov.au, or lodged in hard copy at Customer Service, Walyalup Civic Centre, addressed to Economic Development and Marketing.

For further information, please contact the City's Economic Development and Events team via caitlins@fremantle.wa.gov.au or on 0439 942 711.

All applications must be submitted by 5pm AWST Friday, 22 May 2026. Applications received after this date will not be considered.

The City reserves the right leave the positions vacant, should no suitable candidates be identified through this process.