



Expressions of Interest

City of Fremantle Destination

Marketing Working Group



Introduction and Background

In 2018 the City of Fremantle appointed a group of external experts to assist the City in establishing and delivering the City's Destination Marketing Strategic Plan.

The current plan has delivered significant outcomes over the past four years and having come to the end of its initial term the City is now looking to refresh the current plan to guide the next phase of delivery for the City's destination development program.

Concurrent to this refresh, a position on the Destination Marketing Working Group has become vacant creating an opportunity for an individual with suitable skills and experience to join the working group and play a role in guiding the City's destination development activities.

To date the DMWG has contributed to the City's delivery of the following outcomes:

- 7.04 million people reached through marketing campaigns
- 1 million page views of visitfremantle.com.au (since brand launch)
- 1.25 million people engaged on the city's social platforms
- Nearly 750,000 people attracted to events
- \$4.52million in economic impact from activations and 70,312 people attended them

Purpose of the Destination Marketing Working Group

The purpose of the Destination Marketing Working Group is to provide external industry guidance and advice to officers to support the implementation of the City's Destination Marketing Strategic Plan, which supports all business-to-customer industries in Fremantle.

This includes (but is not limited to) retail, hospitality, professional services and traditional tourism attractions.

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

- The overall strategic marketing approach, including different stages over the term of the destination marketing strategic plan
- The 'brand values' and 'unique selling points' of Fremantle within the context of global customer trends, disruptions to major industries such as retail, and the economic development aspirations of Fremantle
- How to achieve ongoing business community engagement in marketing activities
- Appointment of a marketing agency and/or marketing contractors (via a normal City procurement process) to deliver destination marketing services



- Sponsorship and delivery of existing and new private events and grass roots business activation projects
- Updating and renewing the Destination Marketing Strategic Plan as required at the end of its specified term/s.

Key Performance Indicators

The primary KPI for the group is increasing visitation to 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.

Membership

Members are appointed by Council and include:

- An independent chairperson
- Up to five of the following, taking into account the advice of the Chairperson:
 - A representative from the Fremantle Chamber of Commerce
 - A representative from Fremantle's arts and culture business sector
 - A representative from Fremantle's hospitality/accommodation sector
 - A representative from the Indigenous business sector
 - A representative from Fremantle's retail business sector
 - A representative from Fremantle's tourism business sector
 - A representative from Fremantle's professional service business sector (e.g. beauticians, banking, dentists)

The terms of reference for the group is published on the City's website and can be found in the [Council Committees and Groups Register](#).



Current Vacancies

The City is currently seeking one (1) suitably qualified and/or experienced candidate to fill a vacant position on the group. Based on existing membership, the candidate can be a representative from one of the following sectors:

- Fremantle's hospitality/accommodation sector
- Indigenous business sector
- Professional service business sector (e.g. beauticians, banking, dentists)

As per the terms of reference a suitable qualification is considered to be a tertiary marketing related qualification. Suitable experience is considered to be at least five years' experience in a role that includes a focus on or delivery of marketing.

Requirements of the Position

The Destination Marketing Working Group meets on a 4–6-week basis, depending on the volume of activity underway.

Meetings can be for up to 3 hours and typically occur between 9.00 am and midday on weekdays. Group members may also be required to attend industry engagement related events and industry updates delivered by the City.

Group members should also be available from time to time to provide advice and feedback regarding proposed campaign concepts as part of the campaign development process.

It is estimated that a minimum of up to 6 hours per month is required from members in order to provide a reasonable contribution.



How to Apply

If you fit the membership criteria and are able to meet the requirements of the position, we encourage you to apply.

Simply submit a short summary of relevant experience demonstrating your suitability for the role along with a CV/Resume via email to marketing@fremantle.wa.gov.au

Alternatively, you can submit a hard copy by providing it to customer service at the City of Fremantle's Walyalup Civic Centre, addressed to *Economic Development and Marketing*.

If you have any questions regarding the opportunity or your suitability for the role you can contact the City's Economic Development and Marketing team via marketing@fremantle.wa.gov.au or call 1300 693 736

All applications must be submitted by 5pm AWST Friday, 21 October. Applications received after this date will not be considered.

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