

FREMANTLE: A FESTIVAL AND EVENT CITY



**THIS IS
FREMANTLE**



The City of Fremantle acknowledges the Whadjuk people as the Traditional Owners of the greater Walyalup area, we respect their spiritual relationship with their country, and we recognise their cultural and heritage beliefs are still important today.



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FREMANTLE: OUR FAVOURITE PORT CITY

Fremantle is the most eclectic and spirited seaside destination in the world.

Fremantle is Perth's Old town. It's a maritime city with spirit and soul, full of vibrancy, colour and culture. Chart a course through a coalescence of festivals, museums, UNESCO World Heritage, hundred year old markets and a soundtrack of sails and rigging in the sea breeze.

Experience an otherworldly collision of musical and creative culture, and world class food and wine. Meet local

characters who will lead you on adventures through historic streets, hidden laneways, and salty ports on your way to Rottnest Island.

It's an adventure not found elsewhere in Australia: swim at a beach in the middle of city and have a cocktail brought right to your sun lounge, then weave your way through boutique shops, small bars and street art in the middle of one of Australia's biggest heritage listed precincts.

Fremantle's appeal is widely recognised both in Australia and internationally. In 2022 Fremantle was named by TIME® magazine as one of the world's 50 best places to travel by. In 2016, Fremantle was named as one of the world's top ten tourism cities by the influential international travel guide Lonely Planet. The port city has also been rated Perth's most popular entertainment precinct in research commissioned by Tourism WA in 2017 and 2022.



SNAPSHOT OF FREMANTLE

Fremantle is the most eclectic and spirited seaside destination in the world. It's a maritime city with spirit and soul, full of vibrancy, colour and culture. As one of the most visited destinations in Western Australia, Fremantle offers a unique opportunity for event organisers to capitalise and contribute to our world class tourism offering.



VISITATION

- Up to one million visitors a year
- (878,000 21/22)
- In 2022 TIME® Magazine named Fremantle as one of the world's greatest places and in 2016 Fremantle was named as a top ten city in the Lonely Planet Best in Travel.

CRUISE

- 30+ cruise ships per year scheduled to dock at Fremantle Port
- Thousands of tourists brought directly into Fremantle via free shuttle.

DESTINATION MARKETING

- Promoting Fremantle as a visitor destination via a destination marketing strategy utilising the City's 'This is Fremantle' brand, website and a series of strategic campaigns
- Dedicated destination marketing website with free listings for tourism businesses
- Leisure activity.

EVENTS

- Ensuring Fremantle's spirit and vibrancy is reflected through major events and festivals that increase visitation to the City
- International Street Arts Festival and Fremantle Festival: 10 Nights in Port.

VISITOR CENTRE

- World class/State of the art visitor centre welcoming tourists
- Providing information on all our neighbourhoods and attractions.

ACTIVATIONS

- Regular activations throughout the calendar organised by the City of Fremantle
- School holiday activations dispersing visitors around Fremantle.

PARTNERSHIPS & ADVOCACY

- We collaborate with key stakeholders to amplify the impact of the 'This is Fremantle' Brand
- Inviting businesses to get involved with campaigns and activations
- The City's work in supporting businesses was recognised when in 2022 the City was awarded double gold at the Perth Airport Tourism Awards for Excellence in Local Government Award for Tourism and Tourism Marketing & Campaigns.

HERITAGE

- Fremantle is home to a UNESCO world heritage site (Fremantle Prison), 100 year old markets, and heritage shopfronts, all of which attract visitors to our city.

ACCOMMODATION

- Fremantle's new and completely refurbished quality hotels include small boutique accommodation, traditional Australian pubs and larger properties offering the complete experience
- They each showcase the character and history of the city whilst giving visitors another reason to spend more time in our city.



THE OPPORTUNITY

CITY OF FREMANTLE EVENTS

The City of Fremantle is inviting Expressions of Interest from experienced promoters and event organisers to deliver Large and Major scale events at our most prestigious outdoor event venues.

This Expression of Interest process will be used to proactively seek a broad range of complementary Large and Major impact events across Fremantle.

These events will support the City's events calendar and will secure provisional approval for the upcoming season. Provisional approval is the first step in the event application process and secures the date and venue for the event.

Whilst Large and Major scale events can be supported outside the EOI process, venue and date availability will be limited. Small and Medium scale event applications are processed year-round.

EVENT SCALE

Assessment of event scale is based on some of the below.

	Large Scale	Major Scale
Capacity	5,000-9,999 patrons	Over 10,000 patrons
Duration	Up to eight hours, single day, single event site	Up to ten hours, single or multiple event days, multiple event sites
Bump in/out duration	Up to five bump in/out days	Up to ten bump in/out days
Timing	Held between 7am and 10pm	Held between 7am and 12am
Noise	Amplified Noise/ Reg 18 required	Amplified Noise/ Reg 18 required
Infrastructure	Large infrastructure	Major infrastructure build
Road closures	Minor road closures	Major road closures

WHAT ARE WE LOOKING FOR?

- New and unique event ideas.
- Events that contribute to Fremantle being recognised locally, nationally and internationally for its festivals and events.
- Events that incorporate local businesses and allow them to take an active role in the event.
- Increased stay in Fremantle through the creation of interesting and diverse activities.
- Engage, include and connect a range of people in our community, providing diverse opportunities for engagement and participation.
- Events that minimise community impact and maximise economic and community benefit.

WHAT ARE WE NOT LOOKING FOR?

- Events that will directly compete with established businesses or activities in the local area.
- Events that don't positively reflect Fremantle's brand and reputation.



ASSESSMENT CRITERIA

Applications will be assessed to the extent to which the project can demonstrate strong alignment with the following criteria:

- Contributes to Fremantle being recognised locally, nationally and internationally for its festivals and street life. (17.5%)
- Incorporate local business and allow them to take an active role in the event. (17.5%)
- Create interesting and diverse activities to encourage people to stay longer in Fremantle including offering pass outs. (22.5%)

- Engage, include and connect a range of people in our community, providing diverse opportunities for engagement and participation. (22.5%)
- Minimise community impact and maximise economic and community benefit. (20%)

Applications will be selected to ensure the event calendar in its entirety meets the City's event criteria to ensure the event offering is one of mix and diversity.



EOI DATES

EOI applications for Large and Major events to be held in 2024 are open from Wednesday 2 August, and close Wednesday 30 August 2023.

Submissions should be made electronically via the [Large and Major EOI Form](#). You should include a formal event proposal as part of this along with any other supporting documentation.

Event organisers may apply outside of the EOI application period, however this process forms the basis for the City's events calendar and therefore availability may be limited.

2 AUGUST – 30 AUGUST
EOI applications period.



INVITING YOUR APPLICATIONS



1. EXPRESSION OF INTEREST

Expression of interest is open annually in July/August for the following years annual events calendar. Event organisers should submit their expression of interest via an application form to the City of Fremantle.



2. ASSESSMENT

Expression of interest applications are assessed by City Officers over a 3 week period. During this time applicants are shortlisted and will be contacted to confirm event venues and dates.

All applicants will receive a response via email one month following EOI closure.



3. PROVISIONAL APPROVAL

Provisional approval is provided to successful applicants confirming event venue and date in the form of an Event Agreement. The Event Agreement will detail event fees and document requirements.



4. OPERATIONAL ASSESSMENT

Event documents and plans are submitted and assessed by City officers. Stakeholders are engaged and where required will provide approval or feedback on event documents.



5. EVENT APPROVAL

Once you've submitted your final plans and documents, and paid your event fee, your event will be approved. The events team will provide you with your formal event approval.



FREMANTLE OUTDOOR EVENT VENUES

There are six outdoor venues available for Large and Major Events in Fremantle. Each site offers opportunities for different event formats to take place.

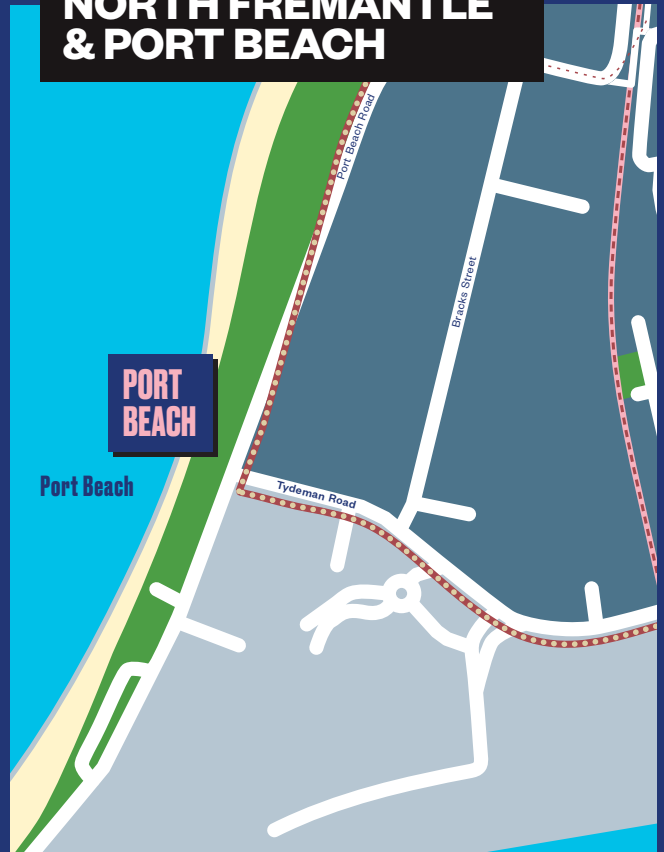
FREMANTLE



SOUTH FREMANTLE



NORTH FREMANTLE & PORT BEACH





FREMANTLE PARK

Total area: 36,500sqm

Suggested uses

- Sporting events
- Concerts and performances
- Arts and cultural events
- Car shows
- Multistage music festivals

Facilities

Club rooms, toilets, lighting
(fees apply), power



FREMANTLE OVAL

Total area: 19,500sqm

Suggested uses

- Sporting events
- Concerts and performances
- Arts and cultural events
- Multistage music festivals

Facilities

Toilets, lights, power, water, grandstands, function rooms for hire





ESPLANADE RESERVE

Total area: 15,000sqm

Suggested uses

- Concerts and performances
- Arts and cultural events
- Marches and rallies
- Markets/exhibitions

Facilities

Toilets, power, drinking fountain, water



WALYALUP KOORT

No major events, large events only

Total area: 4,500sqm

Suggested uses

- Arts and cultural events
- Community events
- Concerts and performances
- Car shows

Facilities

Power, water, water fountain, toilets



SOUTH BEACH

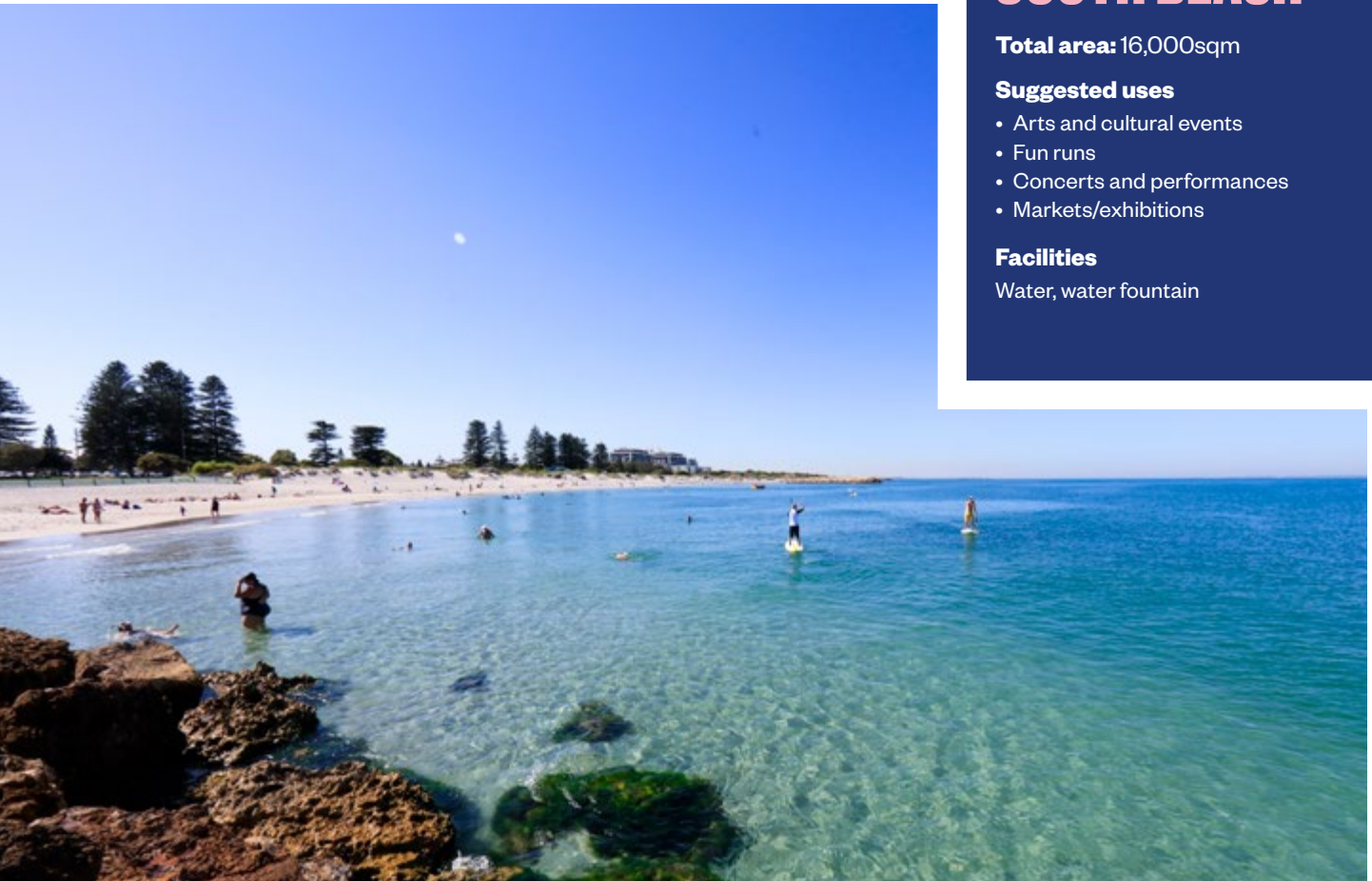
Total area: 16,000sqm

Suggested uses

- Arts and cultural events
- Fun runs
- Concerts and performances
- Markets/exhibitions

Facilities

Water, water fountain





PORT BEACH

No major events, large events only

Beach area: 3,000sqm

North carpark area: 4,500sqm

South carpark area: 7,500sqm

Suggested uses

- Sporting events
- Community events
- Car shows
- Arts and cultural events

Facilities

Toilets, water



APPLY NOW

[Click here for the Large and Major Event expression of interest application form.](#)

City of Fremantle

Walyalup Civic Centre
151 High Street
Walyalup Koort, Fremantle WA 6160

E events@fremantle.wa.gov.au

T 08 9432 9830

fremantle.wa.gov.au
visitfremantle.com.au

THIS IS FREMANTLE

