

FAQ's Destination Marketing Working Group

What does the 'destination marketing' of Fremantle mean?

Destination marketing is the marketing of Fremantle to visitors or customers for the benefit of local businesses. It aims to attract more people to Fremantle to enjoy what we have to offer by way of retail, hospitality, tourism attractions, festivals and other services.

ABN: 74 680 272 485

Fremantle Oval, 70 Parry Street
Fremantle WA 6160

PO Box 807, Fremantle WA 6959

T 08 9432 9999 F 08 9430 4634

TTY 08 9432 9777

E info@fremantle.wa.gov.au

www.fremantle.wa.gov.au

What is 'Fremantle. Be part of the story'?

Fremantle's destination marketing plan was launched in January 2014 using the brand of 'Fremantle. Be part of the story'. The plan was developed following a period of consultation with customers and Fremantle stakeholders. The goals of the plan are to build awareness of the Fremantle offering, improve perception of that offering in order to increase the number of people who come to Fremantle for an experience.

The main activities include the www.fremantlestory.com.au website, an extensive social media presence, a quarterly printed magazine distributed throughout the metropolitan area, banners and entry signage, and paid advertisements (e.g. on Perth trains and at the airport). A comprehensive evaluation of the plan can be found by clicking [here](#).

What is the differential rate?

At the beginning of the 2008/09 financial year, the City of Fremantle introduced a City Centre Commercial Rate to 'fund the management, administration and delivery of activities aimed at enhancing economic and social viability, and general amenity, of the Fremantle Central Business District (CBD)'. Since that time, the City has levied the City Centre Commercial Rate on all commercial land parcels within the coloured area of the CBD on the below map.

The total amount collected is approximately \$400 000 (inc. GST) for the financial year 2017/18.

What change did council recently approve?

Council approved an officer's recommendation to:

1. Combine the differential rate funding and City of Fremantle destination marketing budget.
2. Establish an arm's length advisory group called the 'Destination Marketing Working Group' comprised of key representatives from the business community and a marketing expert as chairperson to help set the strategy for:
 - Overall destination marketing approach (including different stages over next few years).
 - How to achieve ongoing business community engagement.
 - Appointment of marketing agency to deliver marketing services under specific terms, KPIs etc.

- Sponsorship of local business led events (e.g. develop sponsorship criteria / policy).

3. The Fremantle BID will no longer receive funding from council

It is planned that the group can begin operating by June and will receive administrative and marketing support from City officers.

How will the destination marketing working group be appointed?

The group will operate for a four year period (2018/19 – 2021/22). Nominations for the group will be considered by the City's CEO. The group is expected to include an experienced and independent marketing expert as a chairperson, and key representatives from Fremantle's main industry sectors (retail, hospitality, arts and culture, tourism, service industry), the Fremantle Chamber of Commerce, an Indigenous business representative, and the current chairperson of the Fremantle BID.

What are the benefits of the group expected to be?

The benefits of the working group are expected to be:

- No additional funding required from any source - using City of Fremantle and differential rate money only.
- Simple and centralised accountability that removes possibility for duplication or role uncertainty.
- Creates genuine and sustained acceptance and shared ownership from the business community.
- Arms-length separation from other council services (but the City does not relinquish ultimate accountability for use of funds).
- Greater ability to leverage funding from other sources.

Does this mean that only businesses in the differential rate area will be marketed by the group?

No. Funds from the differential rate and the City's normal operating budget will be combined and used for destination marketing for Fremantle as a whole.

Who should local businesses talk to if they have an issue related to their business?

Businesses can contact the City of Fremantle directly or the Fremantle Chamber of Commerce.