



City of Fremantle Small Business Grant Program – FAQs

Find everything you need to know about eligibility, funding, key dates, and how to apply below.

Key Dates

- Applications open: Monday 1 December 2025 at 9:00 am
- Applications close: Monday 26 January 2026 at 4:00 pm
- Assessments conducted: Tuesday 27 – Friday 30 January 2026
- Successful applicants notified: Monday 2 February 2026

Two funding rounds are available:

- **Round 1:** December – January
- **Round 2:** June – July

About the Program

The City of Fremantle Small Business Grant Program is a targeted funding initiative that supports local, visitor-facing small businesses. Each successful applicant receives:

- Up to \$2,000 in marketing funding, and
- Expert marketing agency support to help plan, execute, and maximise campaign results.

What is the purpose of the program?

This program aims to:

- Empower local businesses to market themselves professionally
- Keep Fremantle visible and attractive during periods of disruption
- Build a coordinated, city-wide marketing presence
- Strengthen Fremantle's visitor economy and support business resilience

The program complements the City's broader destination marketing strategy by promoting unified messaging and celebrating Fremantle's vibrancy.



Eligibility

Applications are open to small retail, hospitality, and tourism-related businesses located within the City of Fremantle local government area that contribute to the visitor economy.

To be eligible, businesses must:

- Operate from or provide services within Fremantle
- Have a valid ABN
- Employ fewer than 20 full-time equivalent staff
- Have an annual turnover of \$10 million or less
- Have no outstanding debts or acquittals with the city
- Provide all mandatory supporting documentation (proof of turnover, employee numbers, etc.)

What types of businesses are eligible?

The program supports businesses that enhance the visitor experience, including:

- Arts & Culture: galleries, performance venues, cultural experiences
- Tourism: tour operators, attractions, experience providers
- Food & Beverage: cafés, restaurants, bars, breweries, distilleries
- Retail: boutique shops, local makers, artisan producers, creative workshops
- Wellness: spas, yoga studios, wellness centres
- Events & Entertainment: live music venues, event organisers
- Marine & Adventure Tourism: boat tours, diving, outdoor experiences

How do I apply?

Complete the online application form during the open period.
You'll need to provide:

- ABN and business registration details
- Proof of annual turnover and employee numbers
- Evidence of your business operating in Fremantle
- Any other documentation requested in the form



Funding and Support

How much funding can I receive?

Each approved business will receive up to \$2,000 for marketing initiatives, plus access to expert agency support to guide campaign development and execution.

What is the funding for?

Funding shall be used to create content or run paid promotions on the business's existing digital channels, with options for businesses to co-contribute to the marketing activity.

When will I be notified of the outcome?

All applicants will be notified via email on Monday, 2 February 2026 following assessment and city approval.

How will I be scored?

EOIs will be assessed based on eligibility, submission of required documentation, and criteria that reflect the business's potential impact and readiness.

Contact us

If you have any questions, please contact us at business@fremantle.wa.gov.au and sign up for the This is Business newsletter to stay up to date on the program.