

## **City of Fremantle Small Business Grant Program – FAQs**

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

Two funding rounds are available:

- **Round 1:** CLOSED
- **Round 2:** Opens June 2

### **Round 2 Key Dates**

- Applications open: Tuesday 2 June
- Applications close: Sunday 5 July
- Assessments conducted: 6-20 July
- Successful applicants notified: Tuesday 21 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

### **Application Process**

#### **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](mailto:business@fremantle.wa.gov.au) and sign up for the This is Business newsletter to stay up to date on the program.