

**THIS IS
FREMANTLE**

SEASONAL & TEMPORARY TRADING GUIDELINES

Supporting local business, creativity and
innovation

[FREMANTLE.WA.GOV.AU/SEASONAL-TRADING](https://fremantle.wa.gov.au/seasonal-trading)



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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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SEASONAL & TEMPORARY TRADING IN FREMANTLE

Fremantle is Western Australia's most creative, dynamic, and entrepreneurial city. Come and explore the exciting opportunities to trade, create and grow your business through the City of Fremantle's Seasonal & Temporary Trading Program.

Designed for innovative and short-term activations that bring our public spaces to life, and supporting mobile food vendors serving exceptional culinary experiences across key locations.

These programs give passionate entrepreneurs, artists, and food visionaries the chance to engage with Fremantle's thriving visitor economy and contribute to the city's renowned creative energy.

If you're launching a new concept or experience, Seasonal and Temporary Trading in Fremantle offers the platform, audience, and support to succeed.

What is Seasonal & Temporary Trading?

Any approved short term or temporary selling activity in a public place. Typically, this involves temporary infrastructure that is removed from the public space at the end of trade each day.

There are number of iconic sites across Fremantle which are suitable to accommodate Seasonal & Temporary trading by both business ventures and mobile food vendors with each site offering different opportunities. We are looking for exciting and innovative businesses to bring new ideas to life across some of Fremantle's most iconic locations.



GUIDING PRINCIPLES

The Seasonal & Temporary Trading Program follows a set of guiding principles which forms the criteria for assessing applications. These guiding principles will deliver the best outcome for the community, visitors, and traders.

We are looking for:

- Sustainable businesses that are self-sufficient with power, water, and waste
- Trading that focusses on leisure/ recreation activity
- Suitable businesses that fill a gap in the market and enhance the visitor experience
- Businesses that align with the City of Fremantle's brand values of spirit, soul and sea.
- Businesses that don't directly compete with established businesses in the local area.

APPLICATION CRITERIA

Traders who wish to apply for Seasonal or Temporary Trading must ensure their proposed activity is aligned with the following weighted criteria:

1. ACCESSIBILITY (15%)

Trading activity should be integrated into the location in a way that doesn't compromise existing uses, access, and pedestrian safety.

2. UNIQUE, DISTINCTIVE, DIVERSE AND ENGAGING (15%)

Trading activity should create interesting and diverse activity to encourage people to stay longer in Fremantle. It should fill a gap in the market and have a tourist appeal with a variety and range of products, services, hospitality and/or activities that are complementary to the location.

3. SAFETY (20%)

Trading activity must be compliant, mobile (ability to be removed within 12 hours), should create comfortable and safe ambience for the community and not compromise the public amenity. Trading activity should be non-invasive and respectful, should improve the environment and promote accessible places that encourage a feeling of safety and community participation.

4. ATTRACTIVE AND HIGH QUALITY (15%)

The design and appearance of infrastructure or equipment associated with trading activity should complement Fremantle's character and the streetscape of the location. Activities should be innovative and vibrant, be structurally sound and should create a seamless and attractive addition to the location.

5. SUSTAINABLE (20%)

Trading activity must be environmentally sustainable and integrate environmentally friendly practices in their operations.

6. SUITABLE (15%)

Trading activity must be considered suitable and acceptable in relation to its public appeal and amenity. Criteria such as evidence of quality, noise levels, risk management and the use of dangerous goods will be assessed in relation to the suitability of the trading activity.





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.

SNAPSHOT OF FREMANTLE

By joining the Seasonal & Temporary Trading Program, you're not just setting up shop, you're joining a city that celebrates creativity, independence, and innovation. Below is a snapshot of what is available in Fremantle, the support we bring to the table, and what to expect after setting up your seasonal trading business:

VISITATION

Fremantle welcomes over 1M visitors each year, reflecting its appeal as a leisure destination and global reputation. In 2025 Fremantle was named Australia's Top Tourism Town.

CRUISE

30 cruise ships are scheduled to dock at Fremantle Port each year, bringing thousands of visitors directly into the city. Cruise passengers are transported into Fremantle via a free shuttle, ensuring easy access to local businesses and attractions.

DESTINATION MARKETING

Fremantle is promoted through a destination marketing strategy delivered under the City's "This is Fremantle" brand and includes a tourism website with free business listings, and marketing campaigns.

EVENTS

Major events and festivals play a key role in enhancing Fremantle's vibrancy and attracting visitors throughout the year. Flagship events such as the Fremantle International Street Arts Festival, Fremantle Festival and 10 Nights in Port significantly boost visitation.

VISITOR CENTRE

Fremantle is home to a world-class visitor centre located next to Town Hall which serves as a key entry point for tourists. The centre provides comprehensive information on neighbourhoods, attractions and experiences across the city.

ACTIVATIONS

The City delivers a year-round program of activities to activate public spaces and support local businesses. School holiday activations have successfully dispersed visitors across Fremantle and attracted up to 10,000 families.

PARTNERSHIPS & ADVOCACY

The City partners with key stakeholders and local businesses to strengthen the 'This is Fremantle' brand through campaigns and activations, an approach recognised with double gold at the 2022 Tourism Awards.

HERITAGE

Fremantle is rich in heritage, home to a UNESCO World Heritage-listed site, Fremantle Prison. The city also features more than 100-year-old markets, heritage streetscapes and historic shopfronts that continue to attract visitors and contribute to its distinctive character.

ACCOMMODATION

Fremantle offers a diverse accommodation mix, including newly refurbished boutique hotels, traditional Australian pubs and larger properties catering to a range of visitor needs. Together, this mix showcases the city's character and history, encouraging visitors to extend their stay and fully experience Fremantle.

READY TO START TRADING?

Trading applications will open on a seasonal basis as per the schedule below through an expression of interest (EOI) process. Applications must meet the guiding principles to be selected and progress to receive trading approval.

ARE YOU A BUSINESS WITH A NEW IDEA?

Bring Your Business to Life Outdoors

Seasonal & Temporary Trading allows small businesses, artists, and entrepreneurs to activate Fremantle's beautiful public spaces with temporary, high-quality, temporary experiences.

If you have a great idea from outdoor recreation hire to creative retail, this program gives you the platform to trial, grow, and showcase your concept in high-traffic areas across Fremantle.

How businesses can apply

Seasonal & Temporary business trading is allocated seasonally according to the application schedule below. Applicants must apply by completing and submitting an application form prior to the closing dates for the desired trading period. **If you are a mobile food vendor, please read on to the next page.*

What We're Looking For

We're seeking vibrant, sustainable, and self-sufficient ventures that:

- Offer something unique and engaging;
- Complement Fremantle's lifestyle and character;
- Enhance the visitor experience; and
- Align with Fremantle's Spirit, Soul and Sea values.

Note - we are no longer taking applications for saunas as part of this program.

Season	Winter	Summer
EOI opens	February 1	August 1
EOI closes	March 1	September 1
Operational assessment	30 days	30 days
Trading approval	April 1	October 1
Trading dates	May 1 - October 31	November 1 - April 30
Seasonal trader fee	\$1,500	\$1,500
Location bond	Determined following assessment of risk to infrastructure assets	

Outside of the EOI process, if there are trading locations that are available, occasional trading can be approved through the same approval process and trading fees will be applied pro-rata.

READY TO START TRADING?

ARE YOU A FOOD VENDOR?

Fremantle is famous for its food scene and the Seasonal & Temporary Trading Program takes that experience beyond the restaurant.

This program provides mobile food vendors with the opportunity to trade in select, high-visibility locations across the city, connecting your culinary creations with locals and visitors every day.

Why Join the Program

- Trade in some of Fremantle's most iconic destinations and reach thousands of visitors
- Access Fremantle's bustling visitor economy
- Enjoy visibility in an iconic WA destination

How businesses can apply

Mobile Food Vendor (MFV) trading slots are issued seasonally or annually according to the application schedule below. Applicants must apply by completing and submitting an application form prior to the closing dates for the desired trading period. A break has been added between time slots for traders to bump-in/bump-out. If consecutive time slots are selected by a single trader, there is no need to cease trade during this time.

Season	Winter	Summer	Annual
EOI opens	February 1	August 1	August 1
EOI closes	March 1	September 1	September 1
Operational assessment	30 days	30 days	30 days
Trading approval	April 1	October 1	October 1
Trading dates	May 1 - October 31	November 1 - April 30	November 1 - October 31
MFV trader fee - Time Slot 1 7am-11am	\$ 350	\$ 350	\$ 650
MFV trader fee - Time Slot 2 11.30am - 3pm	\$ 350	\$ 350	\$ 650
MFV trader fee - Time Slot 3 3.30pm - 9pm	\$ 400	\$ 400	\$ 700
Location bond	Determined following assessment of risk to infrastructure assets		

Outside of the EOI process, if there are trading locations or timeslots that are available, occasional trading can be approved through the same approval process and trading fees will be applied pro-rata.

This is Fremantle

- Trading in Fremantle is your chance to do business differently, test ideas, reach new audiences, and shape the city's vibrant culture.

All traders must:

- Have a valid registration to trade within the City of Fremantle
- Hold valid public liability insurance
- Comply with the Food Act 2008 and health regulations (if selling food)
- Manage noise, waste, and power responsibly
- Maintain an active online presence
- Remove all litter and leave sites clean



TRADING LOCATIONS

There are a number of sites available for Seasonal & Temporary trading activity. Each site offers opportunities for different business activity to take place. There are some sites able to accommodate multiple traders and are outlined throughout this document.

We recommend visiting any location you are interested in before submitting your application. Generally sites are open from 7am - 9pm.

Some sites are suitable for all year-round trading whereas others we think are only right for summer trading activity.

Have a look what other businesses are in close proximity, remembering that one of our guiding principles – *unique, distinctive, diverse & engaging*, states we are looking for trading activity that fills a gap in the market rather than competing with established local businesses.

TRADING LOCATIONS



LOCATION 1: BATHERS BEACH (BEACH)

Business trading site: Up to 1 trader per season

Trading seasons: Summer

Suggested uses: Beach recreation hire, stand up paddleboarding

Access: via boardwalk - no vehicle access



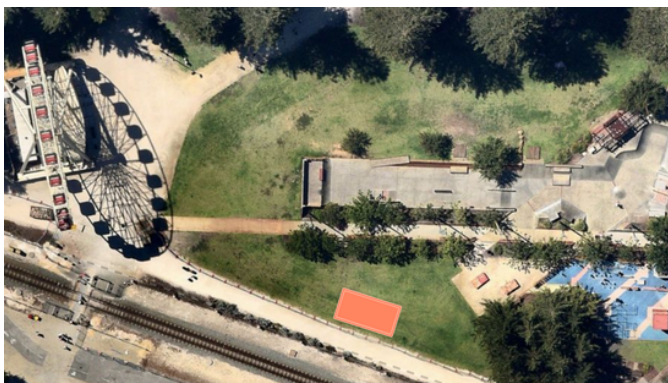
LOCATION 2: BATHERS BEACH (HARDSTAND)

Business trading site: Up to 1 trader per season

Trading seasons: Summer and winter

Suggested uses: Beach recreation hire, water hire other beachside activation

Access: vehicle access



LOCATION 3: ESPLANADE RESERVE

Food operator trading site: Up to one food vendor per time slot

Trading seasons: Summer and winter

Access: vehicle access, hardstand only



LOCATION 4: PORT BEACH NORTH

Business trader and food operator site: Up to one business trader per season and one food vendor per time slot

Trading seasons: Summer and winter

Suggested uses: Beach recreation hire, stand up paddleboarding, kayak hire, coffee / food vendor

Access: vehicle access, carpark hardstand

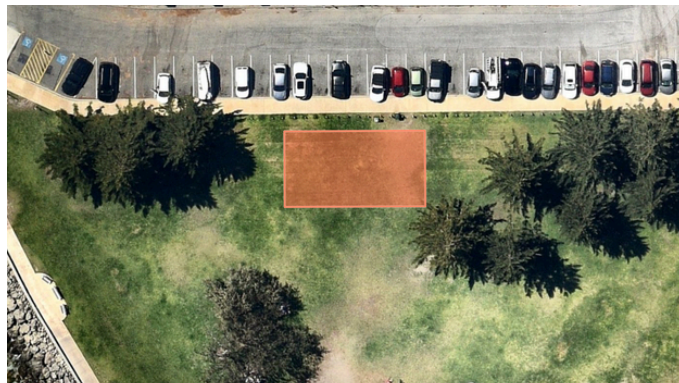


LOCATION 5: PORT BEACH SOUTH

Food operator trading site: Up to one food vendor per time slot

Trading seasons: Summer and winter

Access: vehicle access, carpark hardstand



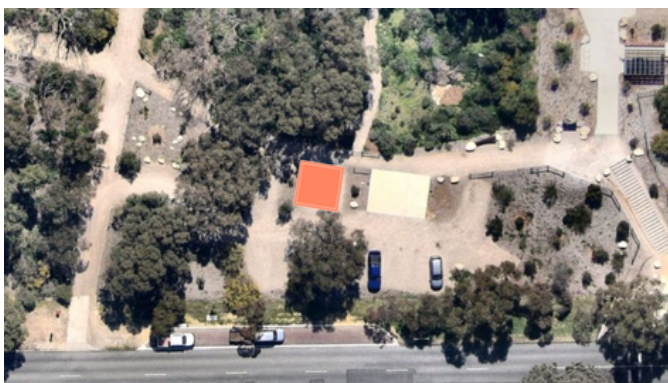
LOCATION 6: SOUTH BEACH DOG BEACH

Food operator trading site: Up to one food vendor per time slot*

Trading seasons: Summer and winter

Access: limited vehicle access (conditions apply)

**Alternative/adjacent locations that better enable a temporary transition between operators at this site can be requested subject to approval by the City*



LOCATION 7: BOO PARK MOUNTAIN BIKE TRAIL

Food operator trading site: Up to one food vendor per time slot

Trading seasons: Summer and winter

Access: vehicle access, via hardstand car park



LOCATION 8: SAMSON PARK

Food operator trading site: Up to one food vendor per time slot

Trading seasons: Summer and winter

Access: vehicle access

Power: Power available subject to fee and COF approval



TRIAL LOCATIONS

If the location you'd like to trade from isn't listed in the program, you can apply for it to be considered as a Trial Location. Suitable sites may be approved for temporary trading for up to 12 months, allowing the City to assess how the location works in practice. If successful, the location may be added to the program permanently, subject to Council approval.

If the specific trading locations available are not suitable for your activity or idea please contact us via the details provided to discuss alternative locations that may be better suited, noting any alternative location must still align with the criteria and guiding principles outlined in these guidelines to be considered.

LOCATION 9: GILBERT FRASER RESERVE

Food operator trading site*: Up to one food vendor per time slot

Trading seasons: Summer and winter

Access: vehicle access

**Approval to trade at this site is subject to approval from the Department of Biodiversity, Conservation and Attractions.*



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**LET'S
TALK**