

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.

1,000,000
VISITORS PER YEAR*

Up to one million domestic and international visitors a year (920,000).

164,000+
REACH*

Combined reach of 164,000+ across 'This is Fremantle' social and digital platforms.

592
ROOMS AVAILABLE*

Fremantle has 592 rooms and apartments available to book with 683 rooms and apartments expected by 2025.

30+
CRUISE SHIPS*

32 cruise ships docked in Fremantle Port.

460,000+
EVENT ATTENDEES*

Hosted over 100 events with 462,000 attendees.

48,000+
SCHOOL HOLIDAY VISITORS*

School holiday activations dispersing 48,000 visitors around Fremantle.

17,000+
CRUISE PASSENGERS*

17,342 passengers that were on board cruise ships with thousands of tourists brought directly into Fremantle via shuttle bus.

4 x GOLD
TOURISM AWARDS*

The City of Fremantle has won Gold four times at the WA Tourism Awards.

Also inducted into the hall of fame for winning the Excellence in Local Government Award for Tourism in 2021, 2022, 2023.

*Statistics from FY2023/2024 unless specified otherwise.





ASSESSMENT CRITERIA

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

- 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 drawbacks and maximise economic and community benefit. (20%)
- 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%)

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 2025 are open from Monday 5 August 2024, and close Friday 23 August 2024.

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.

5 AUGUST – 23 AUGUST
EOI applications period.



APPLICATION PROCESS



1. EXPRESSION OF INTEREST

Expression of interest is open annually in July 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 (23 August).



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. Event Agreement will need to be signed by the City and Event Organiser to lock in the event.



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.

We have just launched our new event sponsorship program. [LEARN MORE ABOUT OUR OPPORTUNITIES AND HOW YOU CAN APPLY HERE.](#)



FREMANTLE OUTDOOR EVENT VENUES

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

FREMANTLE



SOUTH FREMANTLE





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), and power

Availability

1 large/major event, available all year round



FREMANTLE OVAL

Total area: 19,500sqm

Suggested uses

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

Facilities

Toilets, lighting, power, water, function rooms (fees apply) and grandstand

Availability

2 large and/or major events across January to March and December





ESPLANADE RESERVE

Total area: 15,000sqm

Suggested uses

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

Facilities

Toilets, power, drinking fountains, and water

Availability

3 large or major events, available all year round

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
- Markets and exhibitions

Facilities

Toilets, power, drinking fountains, and water

Availability

2 large events, available all year round



SOUTH BEACH

Total area: 16,000sqm

Suggested uses

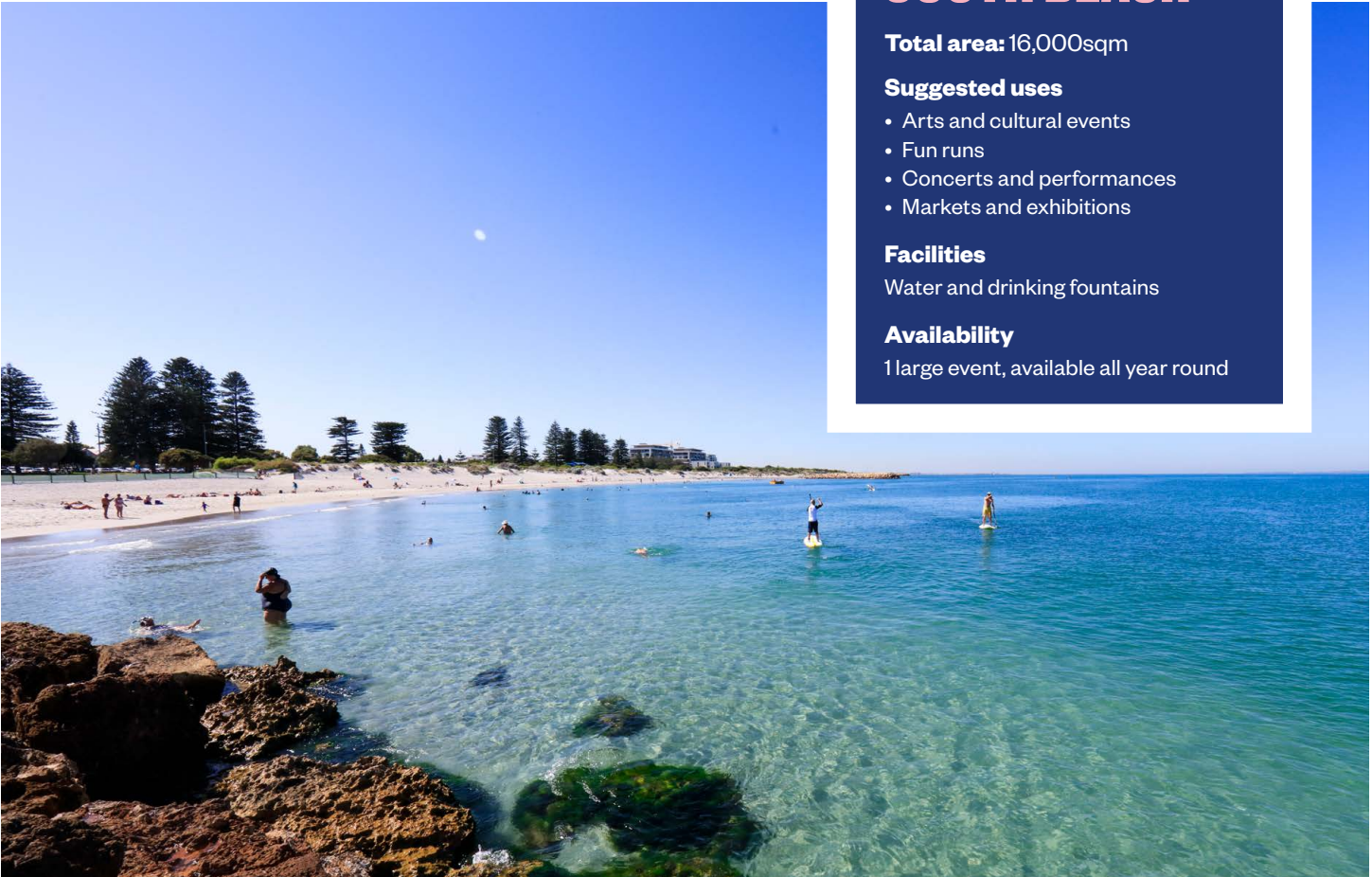
- Arts and cultural events
- Fun runs
- Concerts and performances
- Markets and exhibitions

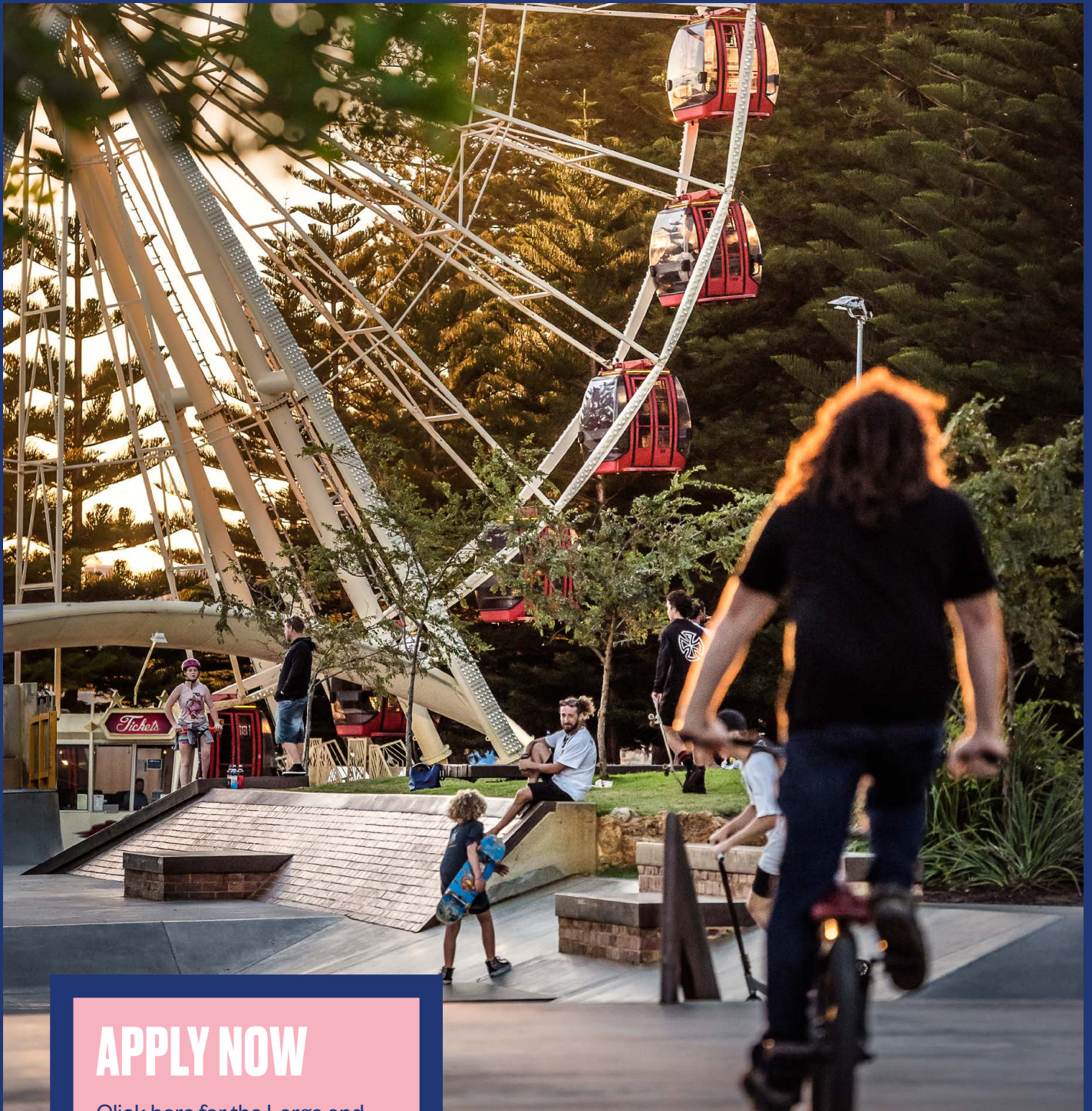
Facilities

Water and drinking fountains

Availability

1 large event, available all year round





APPLY NOW

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

City of Fremantle

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THIS IS FREMANTLE



CITY OF
Fremantle