

MARITIME CITY WITH SOUL

Fremantle is a maritime city with spirit and soul that is vibrant, colourful and rich with culture and history.

The development boom that has transformed Western Australia in recent years can also be seen transforming the port city of Fremantle with significant revitalisation bringing more retail, hospitality and vibrancy to the city centre.

There are new hotels and character venues to compliment the city's existing offering. Fremantle is consolidating its position as a premium destination for conferences, events and incentive groups.

The port city is only a short 30 minute drive from Perth CBD making it easy to access for local, interstate and international delegates staying throughout Perth.

Accommodation

Fremantle's new and completely refurbished quality hotels include boutique and larger family-style serviced apartments showcasing the character of the city. Many offer spectacular ocean and river views and all are within walking distance of entertainment precincts, cafés & restaurants. There's a range of accommodation types suitable for all conference and incentive group budgets.

The Esplanade Hotel Fremantle by Rydges offers a complete conference venue with the appeal and atmosphere of Fremantle on its doorstep. The fully refurbished Tradewinds Hotel in East Fremantle provides options for smaller conferences and boasts spectacular views of Fremantle Harbour and the Swan River.

Representing the city's best boutique accommodation options are the Hougoumont Hotel, named after the last convict ship that came to Fremantle, and the lovingly restored National Hotel, also home to Fremantle's first rooftop bar. Its location marks the gateway to the historic West End, one of the best preserved Victorian streetscapes in the world.

Venues

Venues in Fremantle are diverse with hotels offering an array of configurations for a fully self-contained program, stylish executive boardrooms in the heritage listed West End, converted inner city warehouses and modernist light-filled spaces overlooking the working harbour. Over 75 venues reflect the character and history of this intriguing destination.

Fremantle is a canvas, primed and ready, for professional event and conference organisers to present exceptional experiences in heritage venues including Western Australia's only UNESCO World Heritage listed building, Fremantle Prison, and the recently opened Freo.Social within the beautifully restored National Trust Drill Hall building.

Pre/post conference options, partner programs and more

Enticing delegates with compelling options for pre/post conference activities and partner programs is always a consideration and Fremantle holds its own in this area.

Fremantle was recognised as a top 10 city in the world by Lonely Planet 2016 Best in Travel. It's the home of alfresco dining in Western Australia and in 2016, Bathers Beach, Fremantle's inner city beach, became the first ever licenced beach area in Australia.

The city is home to some of Western Australia's top attractions. Fremantle Markets, which originally opened in 1897, is one of the few remaining markets of its kind in Australia. The Western Australian Maritime Museum houses the Australia II, winner of the 1983 America's Cup, and the WA Shipwrecks Museum is recognised as the foremost maritime archaeology museum in the southern hemisphere. The UNESCO World Heritage Listed Fremantle Prison, built by convict labour in the 1850s, is open daily for tours of the site.

Voted Perth's top entertainment precinct in 2017, Fremantle has great nightlife and an acclaimed live music scene. Street arts and performance are celebrated each year with Australia's largest street art festival each Easter long weekend and Fremantle Festival - 10 Nights in Port – a 10-day multi-genre arts festival in the middle of winter.

After business hours delegates can explore galleries, museums, boutiques and restaurants in the West End. Pristine beaches, stunning coastlines and thrilling water sports are within easy access.

Fremantle is the gateway to Rottnest Island, home of the famous quokka and the must do quokka selfie. SeaLink ferry services, leaving from Victoria Quay, make the holiday isle in just 25 minutes. The iconic Margaret River in WA's South West Region can be reached directly from Fremantle within a three hour drive south. **m**



Fremantle International Street Arts Festival.

Image by Max Kordyl.

DESTINATION DELIGHTS



Fremantle Markets

One of Fremantle's most iconic attractions is the markets. Housed in a heritage listed building located on the main street in Fremantle, it provides a diverting bookend to the famous "cappuccino strip". The markets are open Friday, Saturday, Sunday and Monday public holidays and are easily accessible by public transport. Over 150 stalls occupy the markets which fills an entire city block. An emphasis on local products and international street food provides a unique atmosphere with buskers, performers and seasonal displays. The wildlife zoo offers visitors an opportunity to get up close to native fauna every Friday from 12-2 pm.

- **Corner South Terrace and Henderson Street, Fremantle**
- **+61 8 9335 2515 • info@fremantlemarkets.com.au**
- **www.fremantlemarkets.com.au**



Fremantle Prison

Built by convicts in the 1850s and decommissioned as an operating maximum security prison in 1991, the award-winning Fremantle Prison is one of WA's premier tourist attractions and the State's only World Heritage listed building. A dramatic and atmospheric venue, the prison has a variety of unique function spaces to choose from. From gala dinners, product launches and business socials to murder mystery nights, team-building activities and incentive rewards, the prison is the perfect backdrop for events with a difference. Help set the mood with the option of entertaining highlight tours at the start of your evening and choose from a wide range of prison merchandise to bring your event's theme to life and help your guests remember their night.

- **Meeting and function rooms: 7, 1 The Terrace Fremantle**
- **+61 (0) 417 964 709 • Julie.hemen@fremantleprison.com.au • www.fremantleprison.com.au**



Freo.Social

Freo.Social is located in the heart of Fremantle's heritage precinct and is an ambitious, multi-faceted venue being managed by Triple-1-Three, the team behind Otherside Brewing Co. This new venue reopened in March 2019 after extensive renovations and now includes an onsite microbrewery, 550 person capacity entertainment hall with impressive in-house AV set up, breakout spaces and beer gardens. The 120-year-old heritage building has been redeveloped to highlight the history and architecture of the space and offer a state-of-the-art experience for event organisers.

- **Meeting and function rooms: 3, Parry Street Fremantle**
- **+61 8 9335 9335**
- **events@freo.social**
- **www.freosocial**



SeaLink Rottnest Island

Departing daily from Fremantle, discover the best of Rottnest Island with SeaLink Rottnest Island, the newest ferry operator servicing the island. Their ferry, Quokka 1, is the newest and most environmentally friendly vessel to be servicing Rottnest Island. Enjoy your journey in air-conditioned comfort, with free WiFi and a fully-stocked bar. Enjoy the 83 breathtaking Mediterranean style beaches, bays, and plenty of opportunities for a quokka selfie, snorkel, or bike ride around this exquisite island. For conferences being held on Rottnest, Fremantle is the perfect base for accommodation.

- **B Shed, Victoria Quay, Fremantle 6160**
- **1300 QUOKKA • +61 8 9325 9352**
- **rotnest@sealink.com.au**
- **www.sealinkrotnest.com.au**

ACCOMMODATION AND VENUES

Esplanade Hotel Fremantle by Rydges

The 4.5 star Esplanade Hotel Fremantle by Rydges is an iconic Fremantle landmark which has recently had an extensive refurbishment throughout the conference centre and hotel rooms. The hotel features 14 flexible event spaces, both heritage and modern in design, and can host from six to 1000 delegates. The hotel is complimented by three bars and two restaurants which are available for exclusive use. The 300 rooms, 24 hour reception and room service, valet parking and business centre and gym will meet all your delegates' needs. Located in the centre of Fremantle there are a host of cultural activities and historical landmarks right on your doorstep.

- **Number of rooms: 300, Meeting and function rooms: 14, Star rating: 4.5**
- **Corner Marine Terrace and Essex Street, Fremantle**
- **+61 8 9432 4801 • functions_esplandefremantle@evt.com • www.fcec.com.au**



Hougoumont Hotel

Like its nautical namesake, the Hougoumont Hotel is more than meets the eye. It's set in a heritage building with modern architectural features and cabin and state rooms famously moulded from shipping containers. The central location, just 20 metres from the "cappuccino strip", puts everything to love about Fremantle at the doorstep. With complimentary light breakfast and evening wine and cheese, it's easy to experience what it means to feel well travelled staying at the Hougoumont. Designed to reflect the hotel's modernistic architecture, the John Boyle O'Reilly function room has state-of-the-art facilities. The hotel's dedicated crew always have all hands on deck to ensure your delegates feel welcome, relaxed and attended to.

- **Number of rooms: 37 • Meeting and function rooms: 1 • Star rating: 4.5**
- **15 Bannister Street Fremantle • +61 8 6160 6800 • reservations@hougoumonthotel.com**



National Hotel Fremantle

The National Hotel is an iconic, federation heritage building in the heart of Fremantle that has recently opened 12 en-suite, individually styled, luxury hotel rooms. Six rooms have private balconies overlooking the West End and six are set in the eaves with fabulous Parisian style views over Fremantle rooftops. A stunning rooftop bar and event space offers 360 degree views of the port city and out over the Indian Ocean. A vintage style restaurant and function space on the second floor features wrap around verandas suitable for groups of all shapes and sizes.

- **Number of rooms: 12 • Meeting and function rooms: 2 • Star rating: 4.5 (self rated)**
- **98 High Street Fremantle**
- **bookings@nationalhotelfremantle.com.au**
- **+61 8 9335 6688**



Tradewinds Hotel

With sweeping views of the Swan River and a choice of elegant banquet and function rooms, the recently refurbished Tradewinds Hotel is the ideal setting for meetings and events. Included for all events are a range of meeting essentials, free WiFi, complimentary onsite parking and a designated conference concierge. Choose from seven function rooms, from larger size spaces to smaller boardrooms, all featuring the Tradewinds signature style and modern aesthetic. Event coordinators are available to guide you through the planning process, providing advice on room set-up and styling, menu choices and accommodation in quality rooms or short stay apartments.

- **Number of rooms: 83, Meeting and function rooms: 7, Star rating: 4.5**
- **1 Sewell Street East, Fremantle**
- **+61 8 9339 8188 • functions@tradewinds.com.au**
- **www.tradewindshotel.com.au**



THIS IS FREMANTLE

WESTERN AUSTRALIA

Aerial view of
Fremantle to Perth.

Image by Alan Deveau.

FREMANTLE ON THE RISE

Fremantle is undergoing a revitalisation like it's never had before.

In April 2020, Fremantle's Kings Square will be home to 1500 state government office workers as part of a significant redevelopment making Fremantle the biggest government hub outside of the Perth CBD.

The revolutionary FOMO food and retail concept will see new retail and hospitality businesses join the existing mix of boutique and speciality stores in the city centre.

Completion of the City of Fremantle's new award-winning civic centre and library will follow in late 2020, completing the rejuvenation of the City's civic heart, including the Fremantle Town Hall and the public spaces that surround the site.

This revitalisation has significantly increased investor confidence in Fremantle's future. The local government authority has approved plans worth \$331m with \$242m of that money now being spent on construction in the city centre.

Exciting hospitality venues including

Republic of Fremantle, a new gin distillery in the West End, and the Old Synagogue and the Manning Buildings heritage development which will usher Fremantle into a new era that supports and amplifies this city's character, spirit and soul.

Alongside these infrastructure works is a renewed and strategic approach to destination marketing for Fremantle where business tourism has been identified as a strategic pillar in the Destination Marketing Strategic Plan 2018-2022. The city seeks to leverage high yield meeting, incentive, conference and exhibitions in response to this increased investment in hotels and accommodation and is ready to work with conference organisers to ensure the success of their meetings.

Fremantle's strategic position close to the Trade Coast, which includes Henderson, Rockingham and Kwinana, makes it the perfect location for doing business with key sectors including maritime, logistics and defence. Fremantle is only a 15 minute drive from the Australian Marine Complex.

It also has strong connection to key industries – being a centre for arts, culture and film along with representation in the education sector through the University of Notre Dame Australia and South West Metropolitan TAFE – providing yet another compelling argument for professional conference organisers working in the association conference sector to tap into.

Western Australia's favourite maritime city is ready to embrace and welcome a new wave of conference and event business. In an industry where clients are looking for something unique and memorable, Fremantle presents the business case you're looking for.

To learn more telephone +61 8 9432 9947, email marketing@fremantle.wa.gov.au, or visit www.visitfremantle.com.au. 