Fremantle City Centre

Central Fremantle is the primary employment hub in the LGA, accounting for 48 per cent of total local jobs (approximately 13,189 jobs).

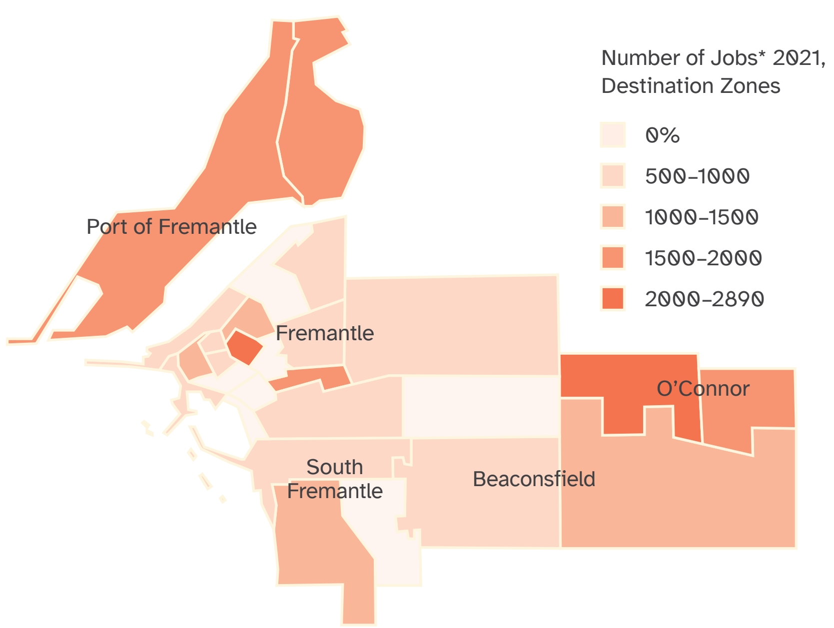
The area has a strong concentration of jobs in Health Care and Social Assistance, Public Administration, and Accommodation and Food Services. The high number of health, education, and government roles reflects Fremantle's role as a major civic, health, and service centre, while hospitality and tourism also play a significant role in the local economy.

In 2021, around 2 in 3 jobs in the City of Fremantle were in the Fremantle SA2 (18,797 jobs). Fremantle - South SA2 supported 4,597 jobs and O'Connor (WA) supported 4,571 jobs in the same year. The largest specific job nodes were Fremantle central area where approx. 13,000 people stated they worked in the 2021 Census (including 2,722 workers in the Walyalup Koort central zone and 1,814 at Fremantle's health precinct; O'Connor Industrial Precinct with approx. 4,589 workers; and the Inner Harbour with approx. 2,377 workers).

Walyalup Koort central zone clearly had the largest growth in employment between 2016 and 2021 largely due to the opening of the relocated Department of Communities head office. However, there was also growth in professional services and hospitality.

The second largest employment growth was at Fremantle's health precinct and third largest in the area adjacent to the health precinct. Some locations saw worker declines but may have been impacted by COVID policies still in effect in 2021.

Local Job Numbers by ABS Destination Zones*, 2021



SA2	Destination Zone	Local Jobs – 2021
O'Connor (WA)	511671184	2,879
Fremantle	511651181	2,722
Fremantle	511651188	1,814
O'Connor (WA)	511671189	1,710
Fremantle	511650001	1,615
Fremantle	511651169	1,557
Fremantle – South	511661193	1,495
Fremantle	511651183	1,261
Fremantle	511651178	1,205
Fremantle – South	51661198	1,123

Industries such as Professional Scientific and Technical Services, Financial Services and, in the base of Fremantle SA2, Information Media experienced strong business growth across the LGA. Business growth was particularly strong in the Fremantle – South SA2 where numbers grew 19 per cent between 2019 and 2024, compared to 10 per cent for Fremantle SA2 and O'Connor SA2.

There was strong growth in non-residential building approvals in Fremantle SA2, driven by major retail, education, health and accommodation investments.

Source: ABS, Census of Population and Housing, 2021

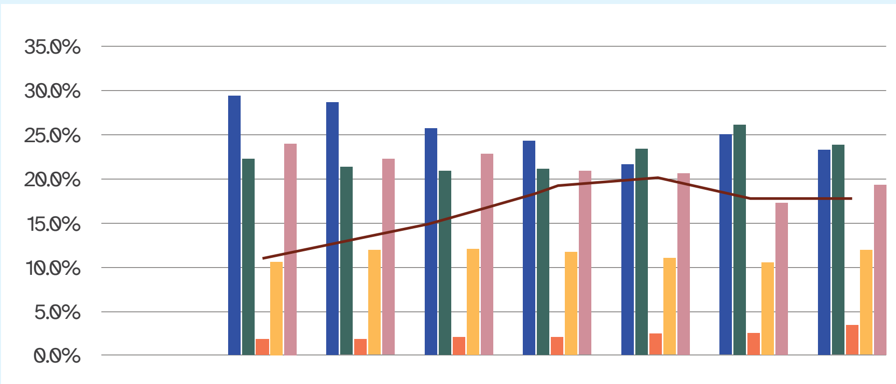
City Centre Vacancy

High Street has the highest concentration of vacancies, accounting for 18 per cent of the total, with 30.9 per cent of upper-floor vacancies also located here.

William Street, particularly the Fremantle Malls complex, represents 12.3 per cent of vacancies. Adelaide Street follows closely with 10.7 per cent, with the old Woolworths site being a significant vacant space. Collie Street shows 9 per cent vacancy, with 11 of its 20 tenancies currently unoccupied.

In terms of upper-floor spaces, many are small office suites under 30sqm, commonly found in older buildings along High and Market Streets. Market Street alone accounts for 27.3 per cent of upper-floor vacancies.

These patterns suggest challenges in attracting tenants to smaller office spaces and older properties, alongside opportunities for revitalisation and adaptive reuse to meet changing business and community needs.



	2017	2018	2019	2020	2021-22	2023	2024
Retail	29.6%	28.9%	25.9%	24.5%	21.8%	25.2%	23.4%
Hospitality	22.5%	21.5%	21.1%	21.3%	23.6%	26.2%	23.9%
Accommodation	1.9%	1.9%	2.1%	2.0%	2.5%	2.6%	3.5%
Office	11%	12%	12%	11.8%	11%	10.6%	12.0%
Services	24.3%	22.4%	22.9%	21.0%	20.7%	17.4%	19.4%
Vacancy Rate	11%	13.4%	15.9%	19.2%	20.3%	17.9%	17.7%

Source: City of Fremantle Business and Vacancy Audit 2024

Visitation

Central Fremantle is visited by more than 1.8 million people annually including residents, workers and tourists and equates to a total number of 39.7 million visits. The City Centre experiences a small increase in visitation on weekends.

39.7 million
Total Visits

1.8 million
Visitors

117 minutes
Average Dwell Time

Slight upward trend Fri-Sun
Peak Days

Source: Pathzz 23-24 data

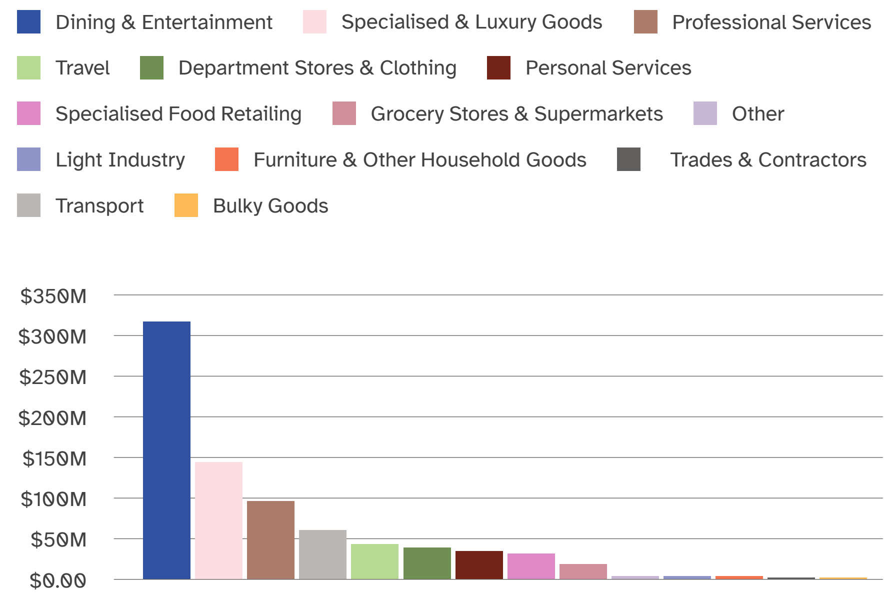
Spending

During 2023–24, central Fremantle recorded a total local spend of $791 million (47 per cent of Fremantle). Of this, 17 per cent was attributed to local residents, while 83 per cent came from visitors. This strong economic activity reflects the pivotal role central Fremantle plays with both weekday and weekend trade and the precincts role as a destination beyond the LGA boundary.

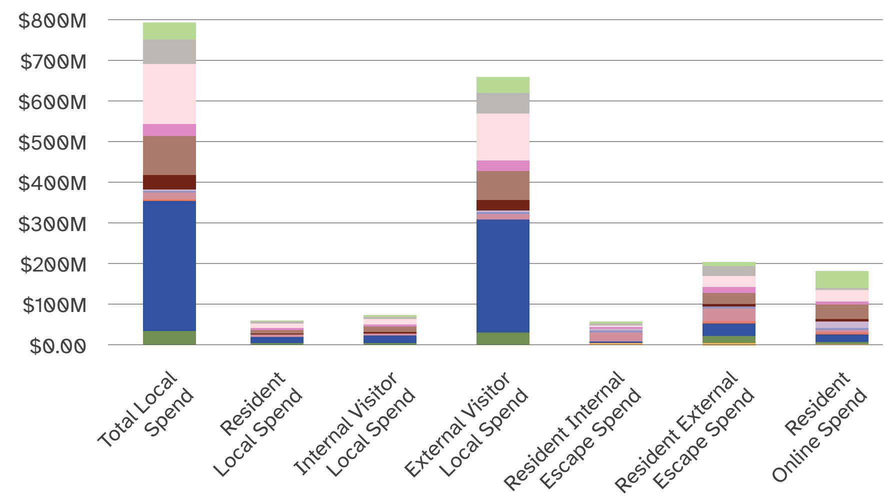
Top visitor spending suburbs include those in close proximity (East Fremantle, Hamilton Hill and Mosman Park). The highest expenditure was Dining and Entertainment (39 per cent or $315 million), followed by Specialised and Luxury Goods (18.1 per cent or $144 million), indicating strong demand for independent retail, hospitality and experiential offerings.

$791 million Expenditure		
Visitor/local spend	**Resident spend**	**Category breakdown**
Visitors: $658 million (83 per cent)	Within Fremantle: $114.4 million (22.9 per cent)	Dining and Entertainment: $315 million (39.8 per cent)
Local residents: $133 million (17 per cent)	Outside Fremantle: $202.6 million (40.7 per cent)	Specialised and Luxury Goods: $144 million (18.1 per cent)
	Online: $180.8 million (36.3 per cent)	Professional Services: $94.7 million (12 per cent)

Categorised expenditure: Central Fremantle FY23–24



Central Fremantle: Expenditure Types FY23–24



Source: Spendampp by Geografia