

**THIS IS  
FREMANTLE**



# **Small Business Grant Program Application Pack**

Guidelines, eligibility and assesment criteria for the  
City of Fremantle Small Business Grant Program

# CONTENTS

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Overview & purpose	01
Key aims	02
Key dates	03
Eligibility	04
Assessment criteria	06
How to apply	07
Contact us	07



# OVERVIEW & PURPOSE

The City of Fremantle Small Business Grant Program is funded by the City of Fremantle and supported by the Fremantle Chamber of Commerce. The program gives the city's small, visitor-facing businesses the opportunity to drive their own marketing efforts while the City conducts a broader destination marketing campaign.

Throughout 2026, the construction of the new traffic bridge will temporarily change travel patterns. Rather than focusing on the closure, the aim of this program is to flood the market with positive, business-led content to reassure customers that Fremantle's experiences are as good as ever. The coordinated approach builds capacity within local businesses and creates consistent, sustained visibility.

The first round of the program will be capped at 50 businesses, each receiving grant funding valued at up to \$2,000.

This funding must be used in partnership with the City-appointed marketing agency, who will work with each business to determine the most effective strategy and implement campaign activity across digital channels. The resulting content may also be used by the City to coordinate an overarching marketing campaign.

Businesses may increase the value of their grant by contributing matched funding to their proposed marketing activity.



# KEY AIMS



Empower local businesses to promote themselves actively and professionally



Ensure Fremantle remains visible, appealing and open for business throughout the disruption period



Create a coordinated, city-wide marketplace of content and campaigns that reinforces Fremantle's destination strengths



Strengthen the local visitor economy and Fremantle's reputation as a vibrant destination and support business resilience

# KEY DATES

Key dates for round one of the City of Fremantle Small Business Grants Program

**MONDAY**  
**1 DEC 25**

**APPLICATIONS  
OPEN (9AM)**

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**FRIDAY**  
**16 JAN 26**

**APPLICATIONS  
CLOSE (4PM)**

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**19-30 JAN 26**

**ASSESSMENT  
PERIOD**

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**MONDAY**  
**2 FEB 26**

**APPLICATION  
OUTCOME  
NOTIFICATIONS**

**Please note a second funding round is scheduled for  
June - July 2026**

# ELIGIBILITY

The Small Business Grant Program supports businesses that serve Fremantle's visitor economy including those in retail, tourism, and hospitality. If visitors can book or purchase your product and it contributes to enhancing their overall experience, your business may be eligible to apply.

The eligibility criteria have been designed to target businesses most likely to be affected by disruptions to visitor activity, typically those reliant on foot traffic and in-person trade.

Applications are open to small retail, hospitality, and tourism-related businesses located within the City of Fremantle local government area. For the purpose of this program, small businesses are defined as those with 20 employees (FTE) or fewer, an annual turnover of \$10 million or less, and have a physical presence in Fremantle.

Priority is given to independently owned and operated businesses. Applicants will need to demonstrate eligibility by providing business address, evidence of employee numbers and annual turnover.

## **Qualifying business categories:**

- Arts and culture – galleries, performance venues, cultural experiences
- Tourism – tour operators, attractions, experience providers
- Food and beverage – cafés, restaurants, bars, breweries, distilleries, cooking schools
- Retail – boutique shops, local makers, artisan producers, specialty stores, creative classes
- Beauty services - hair salons/barber shops, tattoo studios, beauticians
- Wellness – spas, yoga studios, wellness centres
- Events and entertainment – live music venues, experience providers
- Marine and adventure tourism – boat tours, diving, snorkelling, bike hire, outdoor experiences

# ELIGIBILITY

## **Exclusions and limitations**

- Businesses operating under a franchise agreement
- Essential services
- Gyms, fitness centres, sporting clubs/teams
- Professional services
- Groceries and convenience stores
- Trade services
- Private accommodation providers

## **To be eligible, the applicant must:**

- Operate from a physical location within the Fremantle local government area
- Have a valid Australian Business Number (ABN)
- Have less than 20 (full-time equivalent) employees at the time of applying
- Have no outstanding acquittals to the City
- Provide all mandatory supporting documentation requested in the application form including revenue and employee numbers

## **Applicants will be ineligible if they:**

- Have an outstanding acquittal to the City
- Are from government departments or agencies, foundations or grant making bodies
- Are political parties or organisations that have a core purpose of political lobbying, including the lobbying of Elected Members
- Are current City of Fremantle staff or Elected Members
- Are unlawful or have an adverse effect on public safety
- Will not comply with anti-discrimination / anti-vilification legislation and / or are incompatible with Council policies, priorities or values

## **Successful applicants must:**

- Acknowledge and provide permission for the City of Fremantle to access all content created as part of the funded activity. This content may be used at the City's discretion across marketing and communication channels, with respect to the promotion of the destination.



# ASSESSMENT CRITERIA

Each application, once deemed eligible, will be assessed against the following criteria. Each criterion will be scored on a scale of 1–10, with 10 representing the highest alignment with program objectives. Total scoring will be used to determine which applicants are successful, subject to final eligibility checks and program capacity.

With five assessment criteria each scored out of 10, applications will receive a final score out of 50.

Please note businesses will need to meet all mandatory eligibility (revenue, physical Fremantle address, staff numbers) and documentation requirements before they are assessed

## Assessment Criteria

- Trading Frequency – how often the business is open and trading, with particular consideration given to activity occurring Monday to Friday
- Value to Fremantle's Visitor Economy – The business's contribution to enhancing the visitor experience and supporting Fremantle's broader destination profile.
- Impact of Bridge Closure – The degree to which the business is likely to be affected by temporary changes to travel patterns
- Business Readiness – The business's demonstrated capacity (or willingness) to deliver campaign activity within the funding timeframe and broader campaign intent
- Community Contribution – The extent to which the business contributes positively to the Fremantle community



# HOW TO APPLY

Applications open on Monday 1 December (9am) and Close Friday 16 January 2026 (4pm)

All applications will be made by submitting an electronic application that can be found [here](#)

Any canvassing of City of Fremantle Elected Members will automatically disqualify applicants from the process.

## CONTACT US

For any assistance regarding your application please reach out to our team:

[business@fremantle.wa.gov.au](mailto:business@fremantle.wa.gov.au)

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**[business@fremantle.wa.gov.au](mailto:business@fremantle.wa.gov.au)**

**[visitfremantle.com.au](http://visitfremantle.com.au)**

**THANK  
YOU**