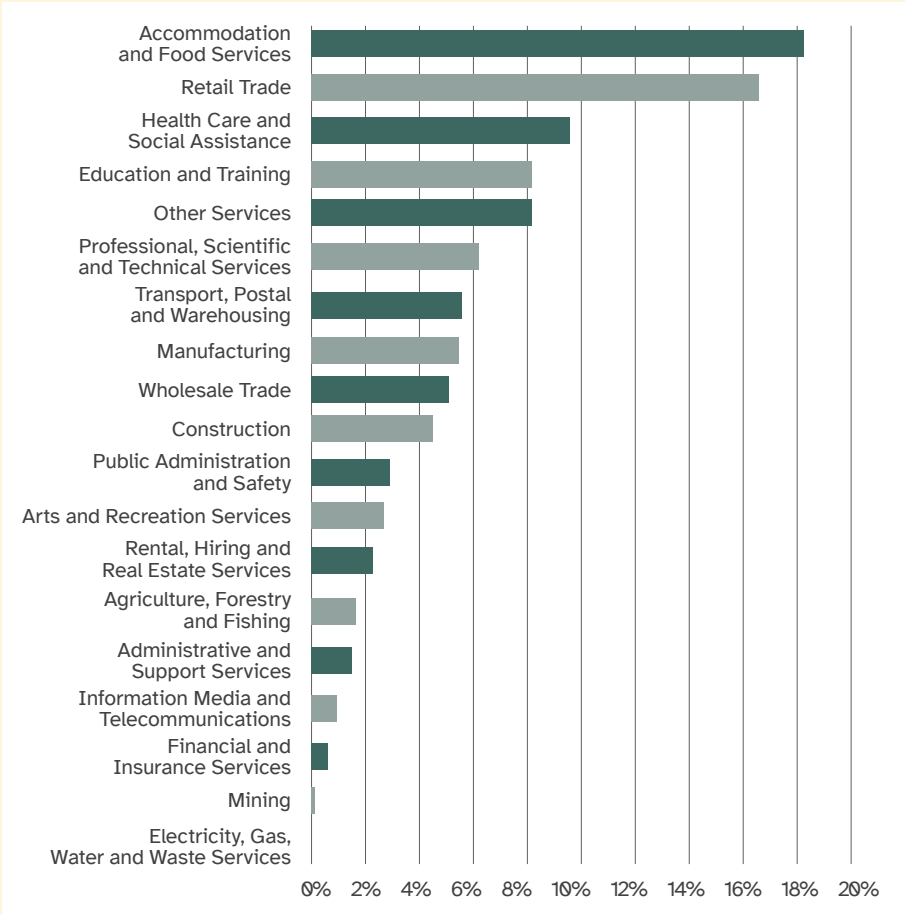


South Fremantle

South Fremantle accounts for 8 per cent of total local jobs (approximately 2,300 jobs), with a job mix centred mainly around hospitality (1 in 3 jobs).

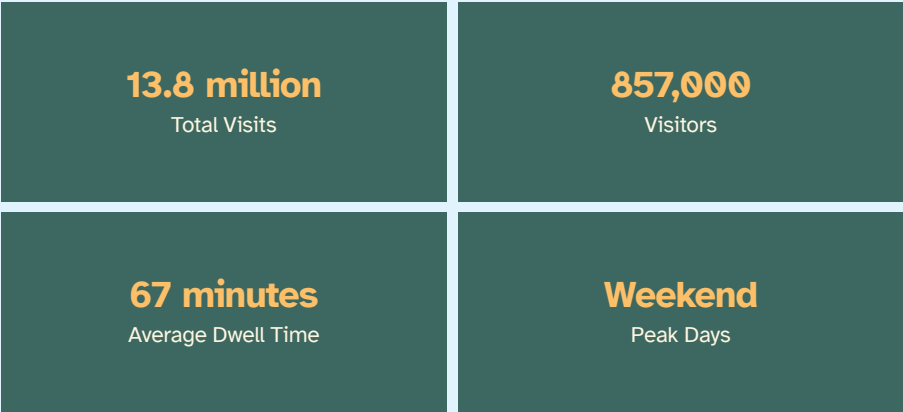
However, the rest of the economy is quite diverse with a spread across population servicing industries (Education and Training, Health Care and Social Assistance), blue collar (Manufacturing, Transport) and white collar (Professional Services) areas.



Source: ABS Census of Population and Housing, 2021

Visitation

South Fremantle is visited by more than 857,000 people (13.8 million visits) annually (2023–24 Pathzz pedestrian data). This includes residents, workers, visitors and those travelling through arterial road network. Visitation to South Fremantle is skewed towards weekends with 50 per cent of total visitation occurring between Fri-Sun. This reflects the popular dining and entertainment along South Terrace, retailing (both specialised and supermarket) and the recreational amenity of the South Beach area.



Source: Pathzz 23-24 data

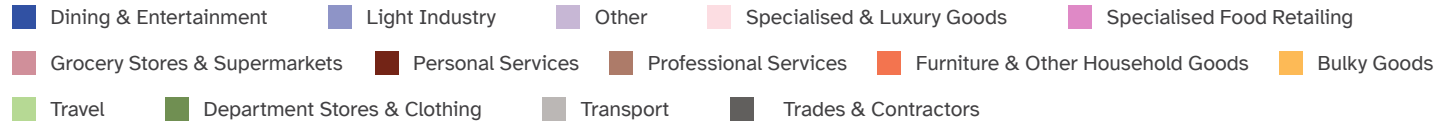
Spending

During 2023–24, South Fremantle recorded a total local spend of \$269.3 million. Of this, 36 per cent was attributed to local residents which reflects the strong affinity Fremantle residents have with the precinct. The remaining spend (64 per cent) came from visitors which is significantly lower than in other precincts. Given the visitation numbers, the economic activity of South Fremantle is significant (15.9 per cent of total in Fremantle). Top external visitor spending suburbs include those in close proximity (Hamilton Hill, North Coogee, Spearwood and East Fremantle). The highest expenditure category was Grocery Stores and Supermarket (\$102 million or 38 per cent) followed by Dining and Entertainment (\$54.9 million or 20.4 per cent), and Specialised Food Retailing (\$34 million or 12.6 per cent).

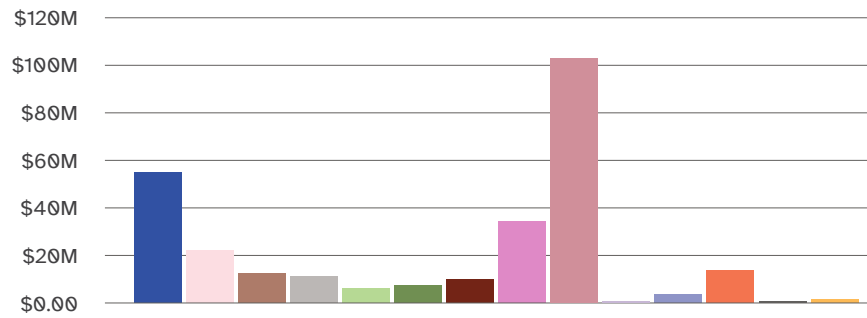
\$95.7 million Expenditure		
Visitor/local spend	Resident spend	Category breakdown
Visitors: \$76.8 million (80 per cent)	Within Fremantle: \$32.8 million (12.7 per cent)	Dining and Entertainment: \$27 million (28.2 per cent)
Local residents: \$18.3 million (19 per cent)	Outside Fremantle: \$131.9 million (51.2 per cent)	Transport: \$17.1 million (17.9 per cent)
	Online: \$93.4 million (36.2 per cent)	Specialised Food Retailing and Luxury Goods: \$14 million (14.6 per cent)

Source: Spendampp by Geografia

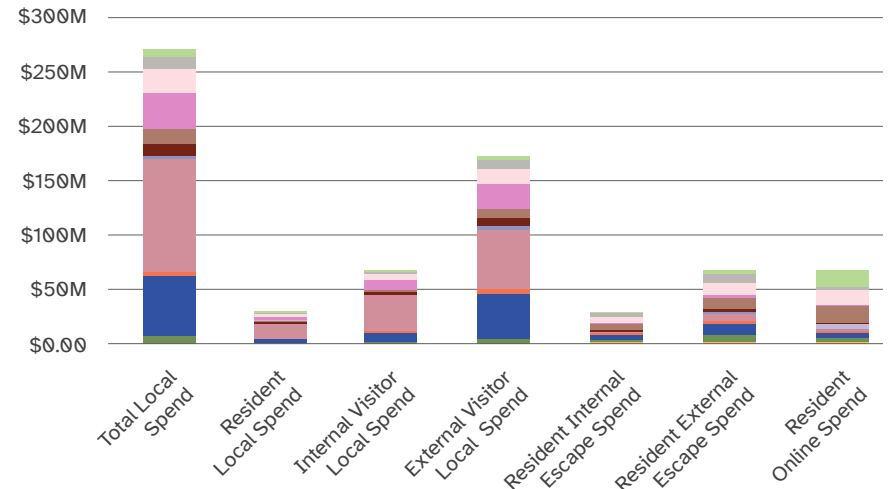
Legend



South Fremantle expenditure by category FY23-24



South Fremantle expenditure by type FY23-24



South Fremantle Expenditure (\$ million) category time series (Sep 2022 – May 2025)

