



SNAPSHOT of City of FREMANTLE

1. Current RESIDENTS in City of Fremantle

1A. Total approx. (#ABS census 2006) 25,466

B. Aged <15 years 3,551

C. Aged >65 years 4,024

Indigenous person's approx 400

In 1996, total residents 24,272 and 2001 – 25,195. **Growth** of 1194 over 10 years

1B. Aged <15 years in 1996 – 3780 and in 2001 – 3670. **Decline** of 229 over 10 years

1C. Aged > 65 years in 1996 – 3715 and in 2001 – 3915. Growth of 309 over 10 years

2A Employed F/T (2006) 7,080 (don't necessarily work in Fremantle)

P/T 3,875

2A In 1996, employed F/T 6,397 and 2001 – 6,492. **Growth** of 683 over 10 years

2B In 1996, employed P/T 3,059 and 2001 – 3,639. **Growth** of 816 over 10 years

3. Key Fremantle occupations are:

Professionals 4000 (32% c/w Australia 20%)

Tech & trades 1500 (13% c/w Australia 14%)

Clerical & admin 1500 (12% c/w Australia 15%)

4. Key Fremantle industries of employment are:

School education/tertiary 1200 10%%

Hospitals 600 5.0%

Cafes/restaurants 500 4.0%

Archit/eng/tech services 360 3.0%

5. Key business profile is:

Additional data is being sourced for the section and will be available shortly

5A. Business profile database

5B. 2007 data of Nett lettable floor area from Dept. for Planning & Infrastructure

5C. Retail expenditure data from Dept. for Planning & Infrastructure

6. Estimated value of Employment economy \$637 million (ABS census 2006)

7. Fremantle Median age (ABS census 2006)

2006: 41 years c/w Australia 37

2001: 39 years

1996: 37 years

8. Fremantle residents place of birth (ABS census 2006)

In Australia 61% c/w Australia wide 71%; UK 9%; Italy 4%; NZ 2%

(1996 census) Australia 61%; England 11%; Italy 6%; NZ 2%

9. NUMBER OF DWELLINGS 12,500

10. NUMBER OF BUSINESSES in Fremantle CBD est.1000+ (2007)

10A. Estimated in 1990 – 1016 (total in LGA of 1735)^{##}

Estimated in 1993 – 998 (total in LGA of 1660)^{##}

Estimated in 1997 – 1012 (total in LGA of 1658)^{##}

Estimated in 2002 – 1020 (total in LGA of 1679)^{##}

Estimated in 2007 – data available shortly

^{##} Dept. for Planning & Infrastructure statistics surveys on Nett Lettable Area

11. VACANT FLOOR SPACE AS % of TOTAL in Fremantle CBD

11A. Estimated in 1990 – 8.5%^{##}

Estimated in 1993 – 9.3%^{##}

Estimated in 1997 – 34%^{##}

Estimated in 2002 – 23.9%^{##}

Estimated in 2007 – data available shortly

^{##} Dept. for Planning & Infrastructure statistics surveys on Nett Lettable Area

12. TOURISTS/VISITORS

Estimated in 2007 Domestic day trips 578,000 (1585/day)

Overnight 142,200 (390/day)

Intrastate 45,000

Interstate 60,000

International 37,200

Overnight visitor expenditure per trip (not per person) \$2025# (#Perth data)

Estimated tourist **overnight** economy is \$287 million

Assume that the domestic day trip expenditure is 10% of the overnight visitor market at \$200 per trip; the market is worth \$105 million

This equates to a potential market of \$1 billion and tourism making up close to 40%

Of the 105,000 intra/interstate visitors 28,000 came for business

What did the intra/interstate visitors do?

Eat out at restaurants	62%
Visit friends	42%
Sight seeing	37%
<u>Shopping</u>	<u>30%</u>
Pubs/clubs	29%
<u>Markets</u>	<u>22%</u>
Beach	20%
Museums/galleries	17%
Gardens/parks	10%
History/heritage	10%

And they seek information from:

Visitor centre	60%
Brochures	20%
Other- wide variety	

Time series of **Interstate visitors to Fremantle (from Experience Perth data)**

	<u>2000/01</u>	<u>2002/03</u>	<u>2004/05</u>	<u>2005/06</u>	<u>2006/07</u>
Number	18,000	47,000	41,000	52,000	71,000
Share	1.9%	5.0%	4.2%	4.5%	5.5%

Time series of **day trippers to Fremantle (from Experience Perth data)**

	<u>2000/01</u>	<u>2002/03</u>	<u>2004/05</u>	<u>2005/06</u>	<u>2006/07</u>
Number	610,000	524,000	553,000	442,000	578,000
Share	9.0%	8.1%	8.5%	6.5%	7.8%