

# **THIS IS FREMANTLE**

**A guide to making the most of YOUR brand**

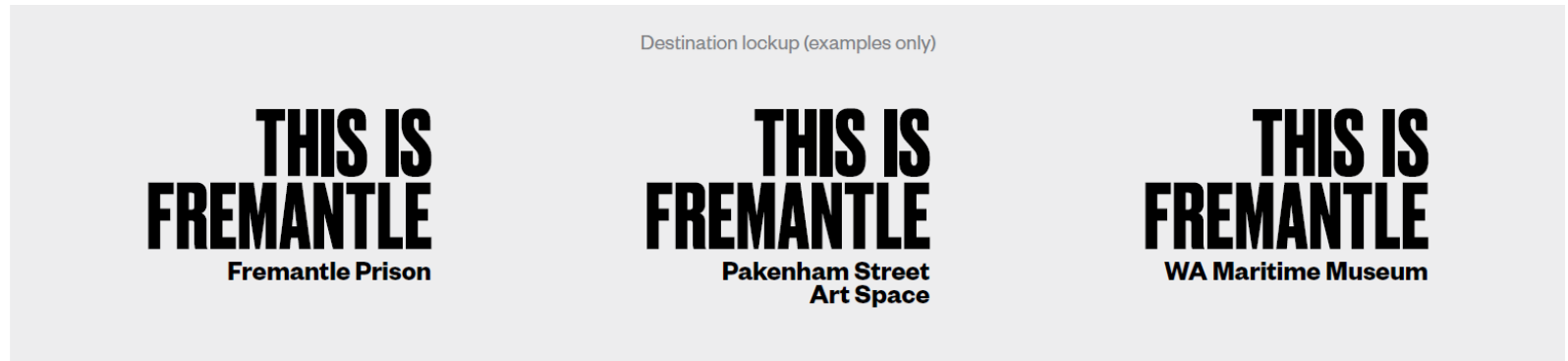
# **As a business in Fremantle THIS IS your brand**

To maximise the power of this brand businesses can leverage it in many ways.

It could be putting the shop window sticker on your shopfront, adding the logo and a link on your website, including the #thisisfremantle hashtag on social media posts, including the brand in advertising campaigns, adding the brand to digital channels.


In addition to your own marketing activity, your business now has a raft of high quality, professionally produced material to use. Here's some of the ways you can engage with, use and get the most out of this new asset for your business.

# Utilise the brand logo



The brand is available for all businesses to use in advertising and marketing campaigns. Email us [@marketing@fremantle.wa.gov.au](mailto:@marketing@fremantle.wa.gov.au) and we'll send you the files and style guidelines.

**Australian Tourism Awards 2018 Bronze**  
Convict history



**FREMANTLE PRISON**  
The Convict Establishment


**IT'S TIME TO ESCAPE!**

Step inside and do time to explore Perth's only World Heritage listed site on a fascinating Prison Day Tour, underground Tunnels Tour or spooky Torchlight Tour.

**BOOK YOUR GUIDED TOUR TODAY**  
(08) 9336 9200 | [www.fremantleprison.com.au](http://www.fremantleprison.com.au)

**THIS IS FREMANTLE**  
WESTERN AUSTRALIA

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**THIS IS FREMANTLE**  
WESTERN AUSTRALIA

**Winterworld**  
Freo's Outdoor Ice Skating & Festivities  
29 June - 21 July 2019

**THIS IS FREMANTLE**  
PRINCIPAL PARTNER

Like Follow Share ...

Book Now

Send Message

**Winterworld**

**THIS IS FREMANTLE**  
City of Fremantle

**synergy**

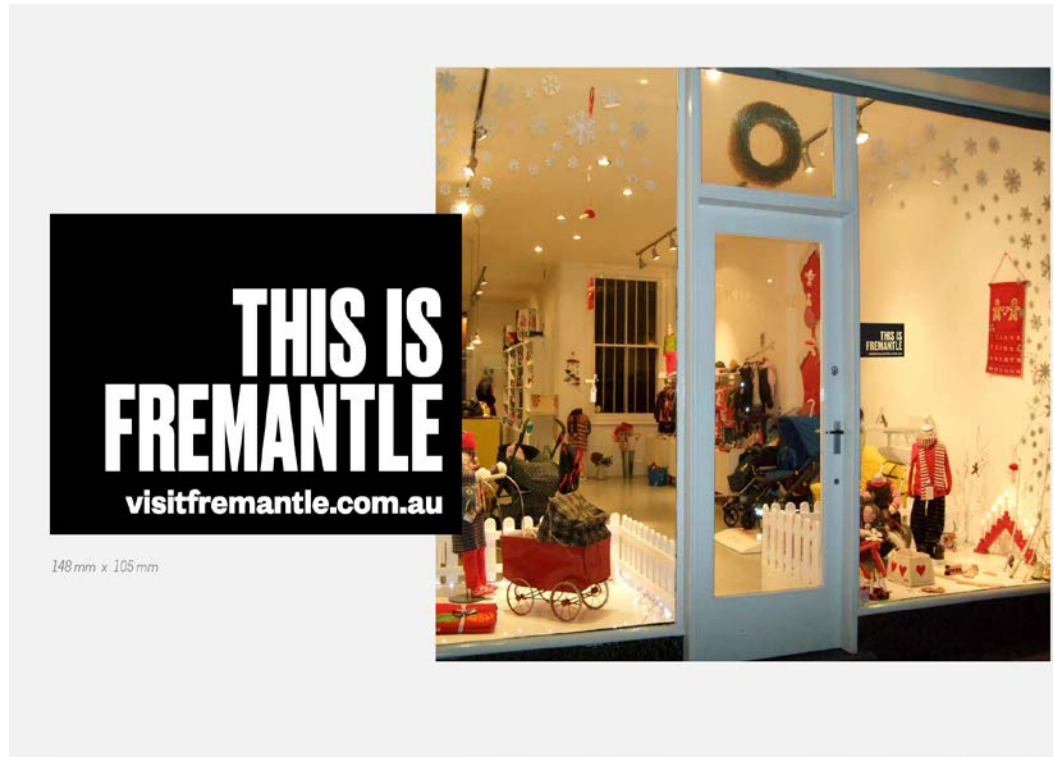
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**THE NATIONAL HOTEL**  
FREMANTLE

**KINCO**

**PRINCIPAL PARTNER**

# Display shop window stickers

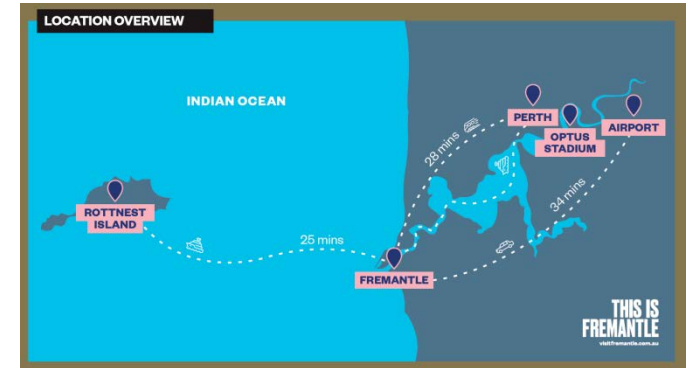


If you haven't already received one,  
request a shop window sticker by  
emailing [marketing@fremantle.wa.gov.au](mailto:marketing@fremantle.wa.gov.au) and  
place it at the front door



# Display the brochure

If you have some spare space in your business, making the brochure available to customers is a great way to educate them on what else is on offer in Fremantle. Email us and we'll deliver some copies to you.



## VIBRANCY, LIVELINESS, COLOUR AND FUN



### Experience the Esplanade

Test your courage at the skate park or relax under the pines.



### Something's brewing

Whether it's an IPA or a Pilsner, if you fancy a beer, you'll feel at home here.



### Discerning dining

We cater to the discerning foodie with award-winning dining on almost every street.



### Boutique shopping at its best

Perth's best outdoor shopping experience.

## ARTS, CULTURE AND MUSIC



### History and infamy

Take a trip back in time and discover the history behind some of our city's most iconic buildings.



### Urban art attack

The city is covered with artworks, so me you won't find in galleries.



### A musical heartbeat

Get carried away by music in a town that's renowned for it.



### Our city's soundtrack

Tune in to the soundtrack of Fremantle from any one of its small, intimate venues.

## BEACH LIFE AND AN INTIMATE CONNECTION TO THE SEA



### Bathers Beach bliss

Watch the waves lap the shore with a wine or beer in hand, and your toes in the sand.



### Fishing Boat Harbour

Eat and drink from a dock load of award-winning restaurants overlooking the water.



### Victoria Quay

Throw a line, watch the tugboats or discover some maritime history.



### An ocean playground

Perth's best beaches, pristine and perfect for the ocean adventurer.

## 2 DAYS IN FREMANTLE



### Discover

Lose yourself, fall in love with the city and uncover things that aren't on any tourist brochure.



### Boutique shopping

Find a bespoke treasure in one of the street-side shops. You'll be rewarded for your wandering.



### Fine fare for foodies

Good food is as much a religion here as sport is. Fine dining is a must.



### Gateway to Rottnest

Catch a fast ferry to Rottnest Island and enjoy a day on WA's premier holiday isle.



### Stay in style

Our hotels are so comfortable you'll never want to go home.

## KAYA HELLO CIAO 你好



**THIS IS  
FREMANTLE**

visitfremantle.com.au

# Use our photos, videos & other media



Request destination content such as professional photography and videos for use in your own marketing campaigns and channels by emailing [marketing@fremantle.wa.gov.au](mailto:marketing@fremantle.wa.gov.au)

Callouts for product or talent to include in photo shoots, video and advertising campaigns will be included in the business newsletter.

# Use & engage with the brand on social media

## Facebook

- Like and follow at facebook.com/visitfremantle
- In your own posts and events mention us by typing @visitfremantle or send your event URL to [marketing@fremantle.wa.gov.au](mailto:marketing@fremantle.wa.gov.au)
- Mention @DestinationPerth, @WesternAustralia and @Australia to connect with Destination Perth, Tourism Western Australian and Tourism Australia
- We use your website and Facebook pages as a source of information for social media content and newsletter content so please keep them up to date.

## Instagram

- Follow at instagram.com/visitfremantle (or search @visitfremantle)
- In your own posts @mention our handle @visitfremantle
- Use our promoted hashtag #thisisfremantle
- Hashtag your images with #SeePerth #justanotherdayinWA #SeeAustralia #RestaurantAustralia to flag your content for use by Destination Perth, Tourism Western Australia and Tourism Australia



# Use & engage with the brand on social media

## Twitter

- Follow us at [twitter.com/visitfremantle](https://twitter.com/visitfremantle) (or search @visitfremantle)
- Tweet interesting news, photos or videos and @mention @visitfremantle
- Use our promoted hashtag #thisisfremantle
- Limit hashtags to 1 or 2 per tweet and consider using #SeePerth #justanotherdayinWA #SeeAustralia or #RestaurantAustralia to flag your content for use by Destination Perth, Tourism Western Australian and Tourism Australia

## Pinterest (new)

- Follow our Pinterest boards at [pinterest.com/visitfremantle](https://pinterest.com/visitfremantle)
- Use our promoted hashtag #thisisfremantle
- Limit hashtags to 5 or 6 per pin and consider using #SeePerth #justanotherdayinWA #SeeAustralia or #RestaurantAustralia to flag your content for use by Destination Perth, Tourism Western Australian and Tourism Australia

You can also email event announcements, fabulous photos, short videos & media releases directly to the social media team

[socialmedia@visitfremantle.com.au](mailto:socialmedia@visitfremantle.com.au)

# Getting featured on our social channels

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- We love to feature Fremantle businesses, attractions and experiences on our social media
- To consistently showcase the Visit Fremantle brand, we look for specific types of content that uphold the brand values and maintain a high visual standard



# Brand themes

Does it tick at least two of the three brand values?

Spirit	Soul	Sea
relates to Fremantle's vibrancy, liveliness, colour and fun	relates to Fremantle's arts and culture, heritage buildings and live music	relates to Fremantle's beaches, its maritime history, the port, seafood industry, and unique coastal precincts such as Fishing Boat Harbour

Does it fit under one of the brand pillars?



Arts and culture lovers



Recreation and fun-seekers



Heritage enthusiasts



Ocean, maritime and beach lovers



Food and coffee lovers



Shopping and retail



Group travellers

# Popular types of content

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- Inspiring, engaging, spectacular, funny or eye-catching content
- Portrait aspect images
- Short, engaging videos (15-30 seconds)
- Short video, boomerangs and portrait aspect content for Instagram Stories (15 seconds max)
- No logos, text, watermarks, talking heads or voiceovers
- More tips and tricks for creating great social content can [be found here](#)



# How we use different content types

	Facebook Feed	Instagram Feed	Instagram Stories
High quality, drone or professional photography or videography that is aspirational and thumb-stopping	X	X	X
Quirky, good quality imagery or video with a unique story that can be told through a caption	X		X
Live event footage, behind the scenes or an interesting story told through a number of images and videos			X
General imagery of your business or attraction			X



# Example of popular Facebook posts

**Visit Fremantle**  
Thu 6/20/2019 4:27 am PDT


Former MasterChef contestant, Brendan Pang, to launch Bumpings Perth - on the corner of James and Beach Street in Fremantle.  
\*Although Bumpings is the result of my ongoing obsession with

A man in a blue shirt is smiling and holding a plate of food. Behind him is a sign for 'BUMPINGS' with a logo and text.

**Visit Fremantle**  
Wed 9/11/2019 12:53 am PDT

"If you turned 18 in the mid-00s, there's about a 95% chance you frequented Harbourside in Fremantle." Get excited because Little Creatures Brewing is re-launching the venue, opening on September

Everyone's Favourite Bar From The 00s Is Making A Return Th...

A wide shot of a waterfront area with a large building, a palm tree, and a body of water under a cloudy sky.

**Visit Fremantle**  
Fri 5/24/2019 1:05 am PDT

An epic view of the Fremantle Round House. The building has been standing since 1831 📸 IG @aqualyte

An aerial view of a large, historic building with a central tower, surrounded by other buildings and greenery.

**Visit Fremantle**  
Mon 12/16/2019 4:19 am PST

Darling Darling is the latest addition to the spectacular selection of bars in Fremantle. Nestled in our beloved West End, this quirky spot opened its doors just last week and is already getting rave reviews

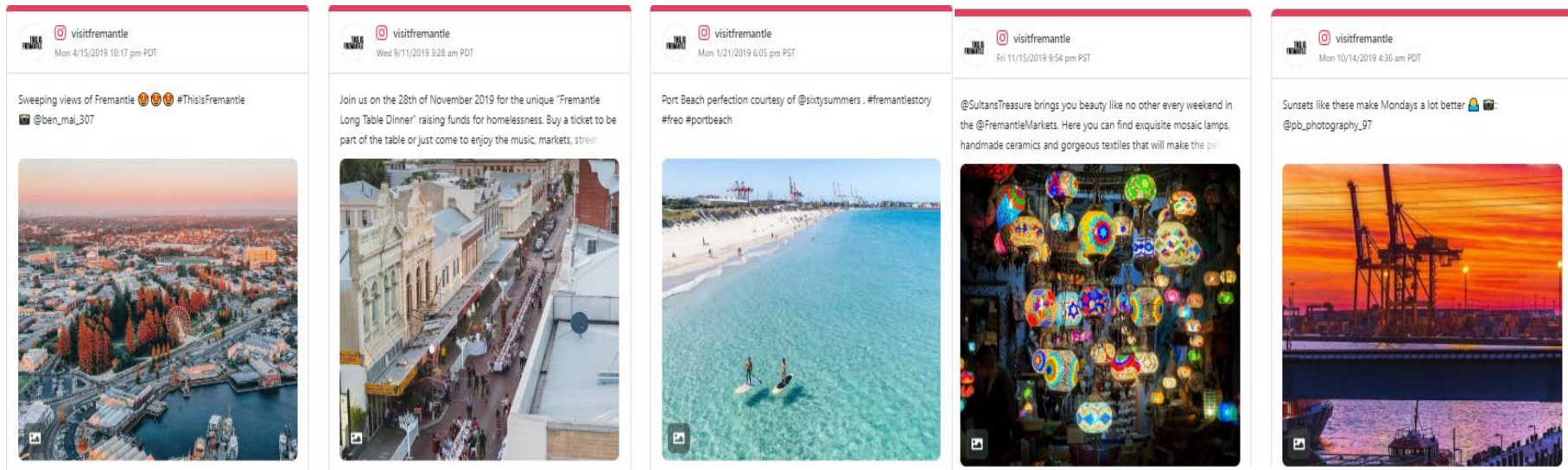
A close-up view of a bar counter with stools, lit with warm candles and featuring various bottles and glasses.

**Visit Fremantle**  
Tue 11/19/2019 4:33 pm PST

We're calling it - the countdown to Christmas is officially ON! Switch your sound on to enjoy the 12 days of Christmas, Freo style!

Two people are sitting in deck chairs on a paved area, looking towards the camera. The background shows a street scene with buildings.

# Examples of popular Instagram posts



# Send us content to include in consumer newsletter



## ACCOLADES TO FREMANTLE'S OWN

Congratulations to Clancy's Fish Pub Fremantle recognised at the APRA AMCOS awards winning the Australian Licensee of the Year Award. Clancy's has been celebrated for its commitment to original local live music.

Hats off to Miles Records in Fremantle with their mention in Double (s) 10 Great Record stores from around the world in April - up there with the Reykjavik Record Shop in Iceland, Vinyl Hero Shui Po in Hong Kong, DUBB Records in Hiroshima Japan and Wax Trax in Denver USA.

## STRANGETABLES MARGARET RIVER VENISON + VINO



With the weather getting cooler, it's the perfect time to enjoy some quality meat and perfectly matched wines. Join the team at Strange Company for their Margaret River Venison + Vino dinner Thursday 9 May. [Book now](#), limited spots available.

BOOK TICKETS

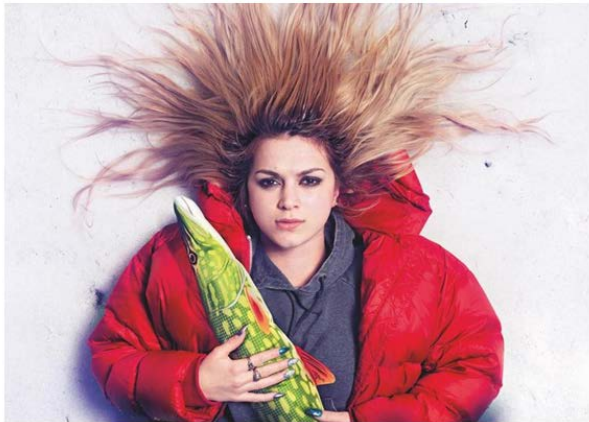
## DID YOU KNOW?



- Distributed first week of each month
- Subscriber list 14,000 +
- Looking for content
  - shopping – seasonal / Instagram / Pinterest
  - what's on – Facebook events, websites
  - what's new
  - accolades and achievements
  - did you know (Freo facts)
  - food / beverage (restaurants, bars & cafés)
  - things to do (attractions)
  - competitions / special offers
- We use your website and Facebook pages as a source of information for social media content and newsletter content so please keep them up to date
- Email content ideas to [marketing@fremantle.wa.gov.au](mailto:marketing@fremantle.wa.gov.au)

# Consumer competitions

## COMPETITION TIME



## WIN TICKETS TO SCANDINAVIAN FILM FESTIVAL

Thanks to [Luna on SX](#) we are giving away 10 double passes with a glass of wine for each guest on arrival (valued at \$62) to the [2019 Volvo Scandinavian Film Festival](#). The double passes can be redeemed throughout the festival from 17 July - 7 August. Enter now for your chance to win. Entries close 16 July 2019 at 9 am AWST and the winners will be announced on the [Visit Fremantle website](#). [Terms and conditions](#) apply.

- Fremantle businesses can offer product or experiences to be used as competition prizes
- Competitions are promoted on the [visitfremantle.com](#) website and e newsletter
- The aim of the competitions is to create broad appeal for the destination that aligns with the brand pillars of spirit, soul and sea
- Prizes should be perceived as providing significant value for the winner
- Specific criteria for prizes:
  - Prizes to be valid for two or more people eg family pass or dinner for two
  - Accommodation – minimum of an overnight stay for two
  - Hospitality – a complete experience eg meal for two
  - Entertainment & events – VIP pass/es for two or more people
  - Attractions - tickets / entry for two or more people
  - Retail - giveaway to the value of \$100+
- If you'd like to offer a prize for a newsletter competition email [marketing@fremantle.wa.gov.au](mailto:marketing@fremantle.wa.gov.au)



# Other ways to engage

## **Familiarise yourself with the Destination Marketing Strategic Plan**

Download the Destination Marketing Strategic Plan 2018–2022 from  
[www.fremantle.wa.gov.au/dmwg](http://www.fremantle.wa.gov.au/dmwg)

## **Stay informed with the THIS IS FREMANTLE newsletters**

Subscribe to the business and consumer e-newsletters at  
[www.fremantle.wa.gov.au/subscribe](http://www.fremantle.wa.gov.au/subscribe)

## **Contact us**

If you have any questions about engaging with the brand you can contact us via email or give us a call with the details below.

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

**T** 08 9432 9947