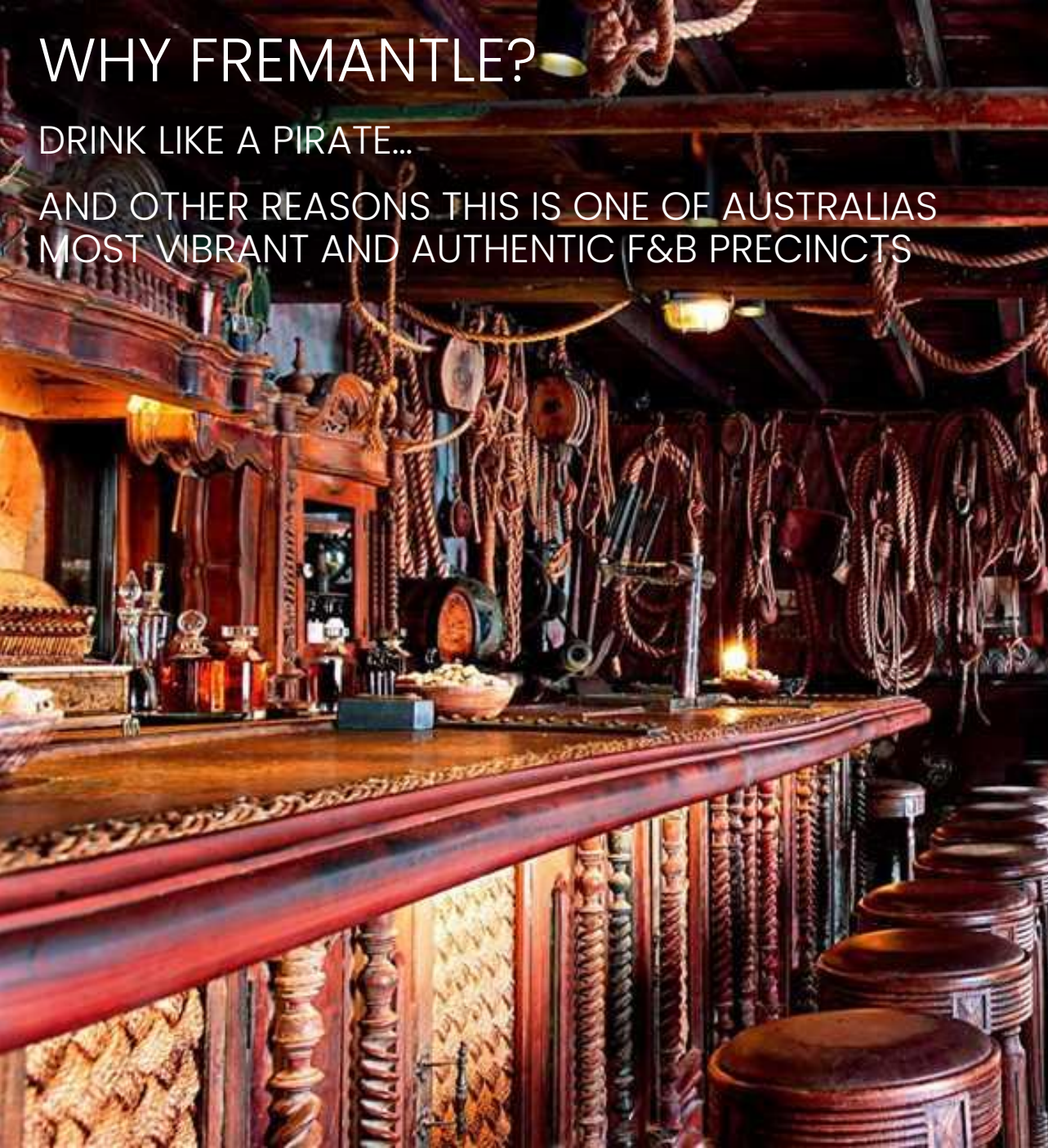


WHY FREMANTLE?

DRINK LIKE A PIRATE...

AND OTHER REASONS THIS IS ONE OF AUSTRALIA'S
MOST VIBRANT AND AUTHENTIC F&B PRECINCTS



- **Why Fremantle?**

- **Heritage & Authenticity**

- Fremantle's West End is a UNESCO World Heritage precinct with some of Australia's best-preserved 19th-century streetscapes.

- Its heritage buildings, reimaged as bars and restaurants, give operators instant character and atmosphere that new builds can't replicate.

- As a working port city, Fremantle layers maritime grit with heritage elegance, creating the most authentic dining and nightlife backdrop in WA.

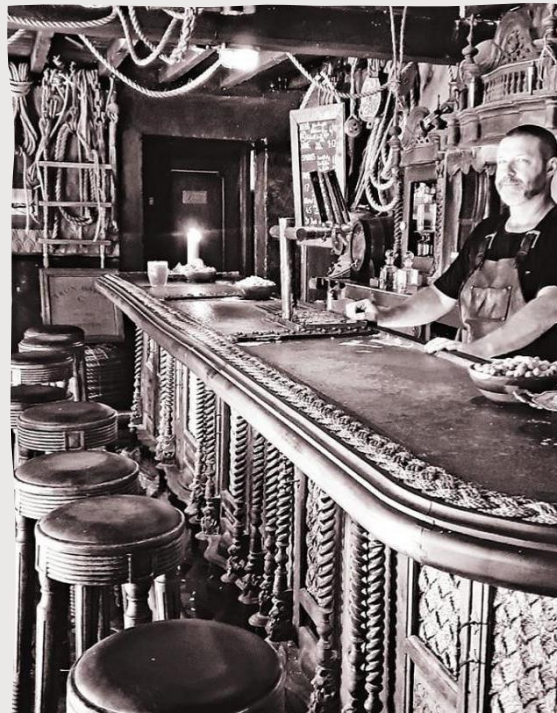


- **Why Fremantle?**

- **Tourism & Footfall**

- Fremantle is WA's premier tourist destination, attracting both international visitors and locals seeking cultural and culinary experiences.
- The West End's compact grid of venues creates a walkable, high-energy precinct with the density and discovery factor of a true city experience.





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- **Why Fremantle?**
 - **Creativity & Culture** **drink like a pirate*
 - Bread in Common's bold location choice off the traditional South Terrace strip in 2013 proved Fremantle could sustain unique, design-driven venues — sparking a new wave of creative operators.
 - High Street has since re-emerged as the epicentre of WA's on-trend F&B scene, now home to Jungle Bird, Darling Darling, Republic of Fremantle, Vin Populi and more.
 - Fremantle's culture of music, art and creativity nurtures themed, surprising and eclectic venues that push the boundaries of hospitality.



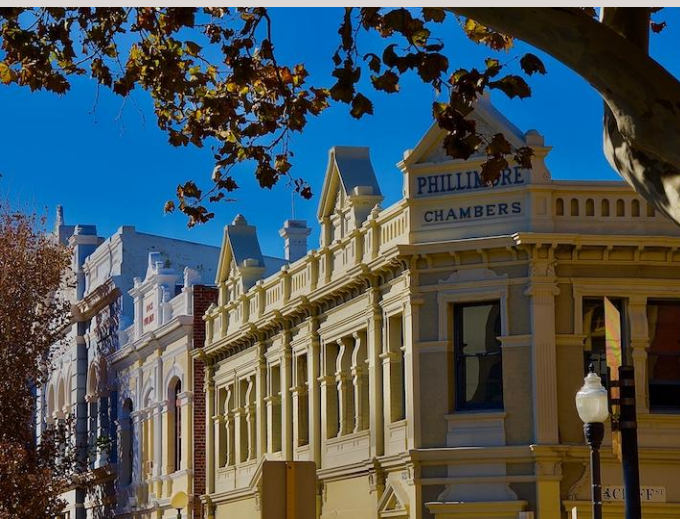
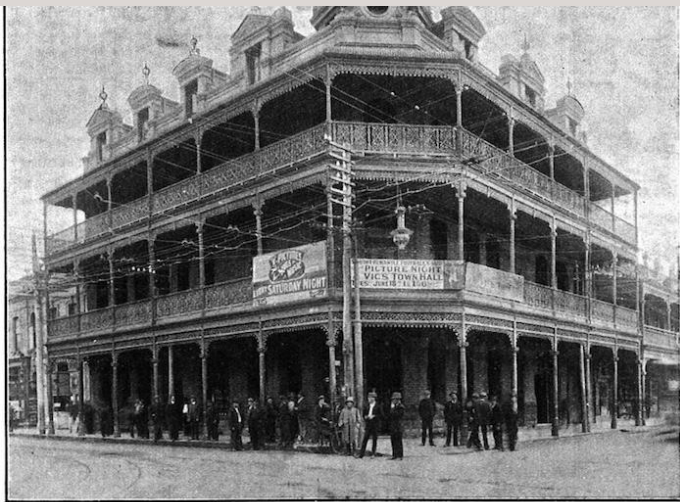
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- **Why Fremantle?**
 - **Investment & Momentum**
 - The past decade has seen steady investment in Fremantle, with major players like Tattarang (Twiggy Forrest) committing capital to flagship projects.
 - Corporate and private confidence is accelerating the precinct's transformation, strengthening its role as Perth's alternative CBD for dining and entertainment.



Why Fremantle?

The Punchline:

- Right across the country, developers are pouring capital into dining hubs designed to feel “authentic.”
- Fremantle’s West End simply is authentic; it’s alive in the heritage fabric, the eclectic venues, and the cultural edge that makes Fremantle unrivalled





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