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Contributing Partners



The City of Fremantle is Propel Fremantle's Principal Founding Partner and coordinates the steering committee in accessing opportunities related to collaboration, funding, and industry development.

The City of Fremantle recognises the importance of supporting the development of a thriving and diverse local economy which embraces new trends and innovation whilst building on Fremantle's points of difference and strengths.



Propel Fremantle is supported by a group of ecosystem partners that bring considerable local experience. The partners are actively engaged and will play an integral role in supporting the initiatives goals.

Propel Fremantle also wishes to acknowledge the Innovative Society Initiative, Spacecubed and Lotterywest as a funding partner of our initiative.



Ecosystem Partners

The Propel Fremantle initiative, along with its programs, is guided by a collective of local stakeholders who have extensive expertise in fostering and advancing innovators and entrepreneurs. The partners provide assistance and advice aimed at improving skills, strengthening organisational capabilities, promoting the growth of businesses, and devising plans intended to increase capital in Fremantle.



CHRISSIE MAUS

Chief Executive Officer
Fremantle Chamber of Commerce



ANDREW OUTHWAITE

Managing Director
For Blue



PHILLIP KEMP

Chief Executive
Business Foundations



NATALIE MARINHO

Founder and Creative Director
Voyant AR



SABINE ALDERS

Founder
fSpace



CHARLIE GUILLOTEAU

Director
Metis DE | Hub On SX | Microplastix



ROB NATHAN

Chief Executive Officer
Australian Tenders



MICHELE VILLA

Head of GHD Digital Lab
GHD

Fremantle - WA's most diverse and creative regional economy



15 minutes from Henderson and 25 minutes from Perth, Fremantle is on the doorstep of the Western Trade Coast, WA's Global Advanced Industries Hub.



Home to major national university, TAFE WA, and specialist maritime training, Fremantle is a powerhouse in research and education.



Western Trade Coast is one of the fastest-growing, productive, and diverse sub-regions of the Perth Metropolitan Region.



Fremantle is a hub for research with groundbreaking thought leadership being delivered via the Institute for Health Research and Collaborative Research Network.



Fremantle drives regional prosperity and serves as the base for manufacturing and logistics operations expanding southward.



\$2.3 Billion redevelopment either completed or underway in Fremantle's centre has created one of the biggest clusters of Government and supporting services outside of the Perth CBD.



Fremantle's knowledge revolution is driving skills, training and innovation across a variety of sectors and is producing some of WA's brightest minds.



Exciting development projects, new and vibrant communities, New-York style living in WA.



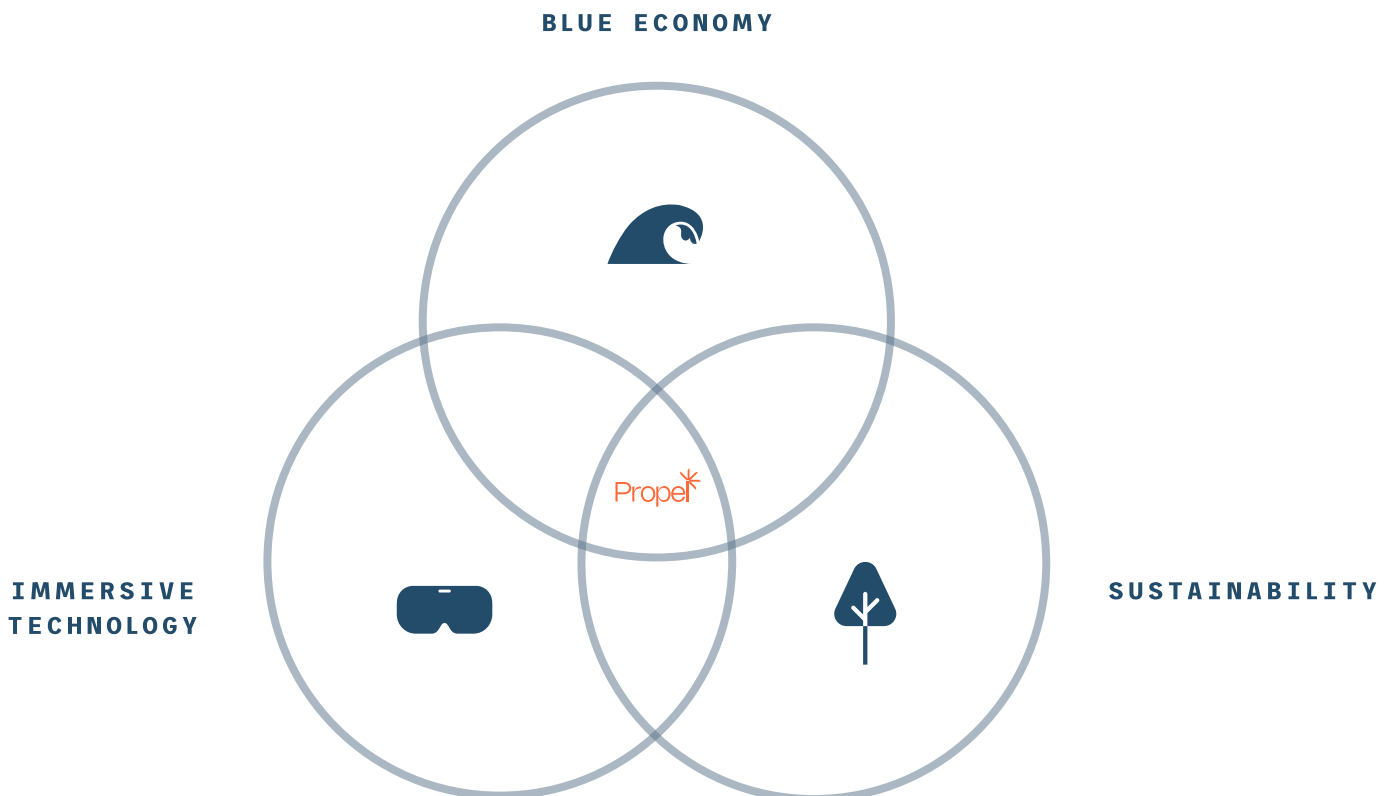
What is Propel Fremantle?

As the national and global economy grows increasingly competitive, attracting and retaining talent has never been more important. The world's most creative and innovative people demand interesting, desirable, supportive and inspiring environments.

Fremantle has long held a reputation for providing an irresistible milieu for Australia's most creative and talented people, and Fremantle seeks to raise the profile of the thriving start-up and innovation ecosystem that exists within our unique and elective heritage streets.

The Propel Fremantle initiative aims to boost innovation in Fremantle by leveraging its expertise, creative community, and cultural heritage. It seeks to unite various resources like events, accelerators, and incubators to empower entrepreneurs and businesses.

With an eye on future changes, especially the potential relocation of Fremantle Port, the initiative focuses on nurturing growth in key sectors: the blue economy, sustainability, and immersive technology. This initiative connects entrepreneurs with opportunities across various sectors to foster job creation and economic growth in Fremantle.





THE BLUE ECONOMY - THE FOUNDATION

Currently supporting approximately 1,400 jobs within the City of Fremantle, marine based industries are a significant contributor to the City's local economy and a strong foundation upon which to grow Fremantle's innovation capabilities and unique knowhow.



SUSTAINABILITY - A CORE VALUE AND FOCUS FOR INNOVATION

Fremantle is home to a diverse and growing local sustainability sector which includes retailers, manufacturing, tech start-ups, consultancies, research groups, hospitality, technology and space providers with a shared vision and purpose around producing services and products that are specifically focused on promoting and innovating sustainability, environment, and circular economy solutions.



IMMERSIVE & CREATIVE TECHNOLOGIES - SUPPORTING BLUE INNOVATION

Currently supporting approximately 550 diverse jobs within the City of Fremantle, the creative industries, (including performing arts, music and sound recording, video production and distribution and knowledge-based industries such as architecture, design, gaming, and digital technologies continue) underpin the City's vibrancy, strong sense of community and progressive identity.

Propel Fremantle Accelerator Fund

The City of Fremantle in consultation with the Propel Fremantle ecosystem partners developed the Propel Fremantle Accelerator Fund, identified as just one program designed to assist the Propel initiative with the objective of identifying and supporting early-stage ventures.

Coordinated by Ecosystem Partners and funded by Spacecubed, Lotterywest's Innovative Society Initiative, and City of Fremantle, the program provides resources such as co-working spaces, legal consulting, and market analysis for up to ten ventures that sit within three of Fremantle's growth sectors of Blue Economy, Sustainability, and Immersive and Creative Technology.

Through an expression of interest process and diagnosis phase, the program aims to prepare ventures for formal accelerator programs, offering exposure to Fremantle's innovation landscape and opportunities to participate in events like Freo Start Up Fest.

Successful applicants receive access to world leading expert advice, referrals, and feedback from the Ecosystem Partners.

In 2023, the inaugural program selected nine ventures which were offered a share of a total \$50,000 grant accessing business coaching, mentoring, access to co-working memberships, legal and accounting services and other support that was identified during an assessment phase managed by Propel partners.

Ventures from the 2023 Propel Fremantle Accelerator Fund have subsequently succeeded in securing additional grants.



2023 Recipients

Anelo, an EV charging platform that gives users centralised information on charging availability, type and accessibility.

Conifir Technologies, a carbon emission tracking platform leveraging AI to extract and classify information, offering visualised insights to help clients track their emissions in near real time.

Freo Creative, a creative studio with an extensive network of collaborators delivering 3D, VR and AR projects to a broad target market ranging from government agencies to resource companies.

How I Started, a membership organisation dedicated to providing education, planning, career development and coaching for aspiring or current screen professionals.

Kelp Island, a marine venture committed to decarbonising the global construction sector with its innovative Sea Brick – made of seaweed that is stronger than concrete.

Ludic Learning Lab, a healthcare tool providing medical professionals with creative learning solutions using XR technology and wellness training.

Mantle Marine, a new marine brokerage business leveraging established relationships to connect vessel owners, construction companies and international clients.

Over 3 Oceans, a marine tech dashboard that measures a vessel's weight in water to assist with safety and cargo management, primarily aimed at bulk cargo carriers and defence.

Sensorium D-Lite, a venture deploying XR and other immersive tech to work with small and medium- sized enterprises in Australia, USA and the UK that are engaged with AUKUS pillar 2 initiatives.



Partnership Opportunities

Partner with Propel Fremantle in 2026

Fremantle is home to a thriving startup, SME, and venture ecosystem, where innovation, creativity, and sustainability drive economic growth. With industries like the blue economy, creative industries, and sustainability flourishing, now is the time to get involved.

By partnering with the Propel Fremantle program, your company can play a key role in supporting entrepreneurs while gaining significant business and brand advantages.

Benefits of Partnering with Propel Fremantle

Brand Exposure & Marketing

- Co-branding opportunities in promotional materials and media campaigns
- Recognition as a key supporter of Fremantle's startup, SME, and investor ecosystem

Access to Fremantle's Entrepreneurial, Startup & Investment Ecosystem

- Connect with high-potential startups, scale-ups, active investors, and business leaders
- Collaborate with Fremantle's innovation hubs, co-working spaces, and industry networks
- Network with entrepreneurs, venture capitalists, and government stakeholders

Exclusive Participation in Events & Programs

- Invitations to Propel Fremantle networking sessions, startup pitch nights, investor showcases, and business roundtables
- Speaking opportunities at business forums and innovation events
- Strengthen relationships with the City of Fremantle, startups, investors, and economic development initiatives

Investor & Business Growth Opportunities

- Discover emerging startups and investment-ready ventures in high-growth sectors
- Gain insights into Fremantle's evolving investment landscape and business trends
- Connect with a pipeline of innovative projects seeking funding and strategic partnerships

Talent Attraction & Workforce Development

- Access to a pool of entrepreneurs, startup founders, and skilled professionals
- Opportunity to mentor and shape the next generation of business leaders
- Potential recruitment of fresh talent from Propel-supported projects

Economic & Social Impact

- Support sustainable business growth and economic resilience in Fremantle
- Contribute to the development of high-growth sectors like the blue economy and technology
- Align with corporate social responsibility (CSR) and environmental, social, and governance (ESG) goals.

Now is the perfect time to partner with Propel Fremantle and help shape the future of startups, investment, and business innovation in one of Western Australia's most dynamic economic hubs.

Get in touch via: info@propelfremantle.com.au



**THIS IS
FREMANTLE**

Propel
F R E M A N T L E

info@propelfremantle.com.au

www.propelfremantle.com.au