

# Contributing Partners

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FREMANTLE**



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.

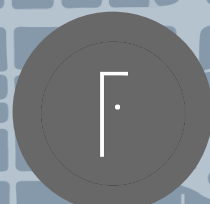


Propel Fremantle is supported by a group of ecosystem partners that bring considerable local experience. The partners are actively engaged and will play an integral role in supporting the initiatives goals.

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



# Ecosystem Partners





# Fremantle - WA's most diverse and creative regional economy



Fremantle is a place where creative thinkers, technical experts, leaders of industry and WA's brightest minds collide with vibrant streets, unique heritage spaces and diverse culture to create an irresistible environment for innovators and entrepreneurs.

For more than 120 years, Fremantle has been home to a working port – the beating heart of our state's economy. Over this time Fremantle has evolved into a dynamic and innovative city with a strong knowledge economy and arts sector.

Just 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, which is home to some of Australia's biggest suppliers to WA's growing manufacturing and logistics sector. The Western Trade Coast is one of the fastest growing, productive and diverse sub-regions of the Perth Metropolitan Region.

Fremantle plays a significant role in the economic prosperity of the Region and is emerging as the corporate and administrative base for manufacturing and logistics operations being delivered further south.

Home to a major national university, TAFE WA, specialist maritime training and several other educational institutions all within the city centre, Fremantle is a powerhouse in research and education. Fremantle's knowledge revolution is driving skills, training and innovation across a variety of sectors and is producing some of WA's cleverest characters.

The nationally recognised Notre Dame University sits within the heart of our vibrant CBD making our city centre a living breathing university campus. Fremantle is a hub for research with groundbreaking thought leadership being delivered via the Institute for Health Research and Collaborative Research Network.





South Metropolitan TAFE is at the forefront of technical and vocational training and is critical in ensuring the necessary skill base for Perth's Western Trade Coast. TAFE specialises in delivering skills to the Aerospace, Maritime and Logistics industries, engineering and mining and building and construction among many others.

The \$1 billion worth of redevelopment either completed or underway in Fremantle's city centre has created one of the biggest clusters of Government and supporting services outside of the Perth CBD. You'll also find some of the world's biggest corporate players nestled among our vibrant and creative streets.

This has also driven a residential renaissance across both the private sector and a variety of State Government projects. Several projects such as the Knutsford Precinct, Heart of Beaconsfield, and Burt Street Development will

see a range of new and vibrant communities developed just minutes from the centre of Fremantle. Several trendy inner-city developments have also emerged recently providing a taste of New-York style living right here in WA.

At the centre of Fremantle's civic and commercial heart the once-in-a-generation Walyalup Koort project has transformed the heart of WA's favourite port city into a vibrant commercial and community hub, consolidating Fremantle as WA's most diverse and creative regional economy.

# What is Propel Fremantle?

The Propel Fremantle initiative focusses on leveraging the city's technical experts, creative thinkers, and rich cultural history to grow Fremantle's capacity for innovation.

By bringing together a wealth of expertise, knowledge and engaged ecosystem partners, Propel Fremantle will both deliver and highlight the diverse set of events, programs, accelerators, and incubators available to innovators.

Harnessing some of Fremantle's competitive advantages, the initiative will empower entrepreneurs and businesses to drive transformative change to the region's innovation landscape.

In consideration of a future relocation of Fremantle Port, and the potential for a transformational shift in the makeup of Fremantle's economy, the City of Fremantle in partnership with local industry stakeholders sought to understand what jobs and businesses must be created now, to service and support Fremantle's evolving economy over the next 20–30 year horizon.

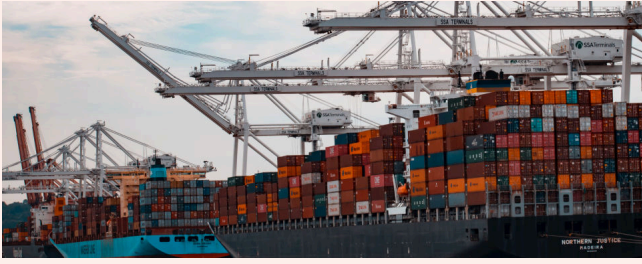
In doing so, three significant growth sectors – primarily the blue economy, sustainability and immersive technology sectors were identified as critical to the future evolution of our economy. After engaging Fremantle's start-up and innovation community, it was evident a strong ecosystem was in place and thriving, and would present a significant opportunity to create future jobs for our evolving economy.

The City of Fremantle brought together these organisations, to plot a course for a project that could deliver support and nurture innovation across the three sectors, in an already thriving Fremantle innovation and start-up ecosystem.

As a result, the Fremantle Innovation and Start-up Ecosystem Project was conceived and brought together a diverse group of ecosystem stakeholders including business mentors, chambers of commerce, industry bodies, space providers, corporate advisors, and tertiary education, with an initial focus being on definition of projects objectives and a broader vision for the growth of the ecosystem.

Propel Fremantle is the culmination of this work and marks the first initiative in driving jobs and growth for Fremantle's future economy.

The heart of Fremantle's start-up and innovation ecosystem exists at the intersection of the three locally based and globally significant sector specialisations previously mentioned being the blue economy, immersive & creative technologies and sustainable technologies. However Propel Fremantle exists to connect all new and existing entrepreneurs and innovators to the countless opportunities that exist within Fremantle's economy.



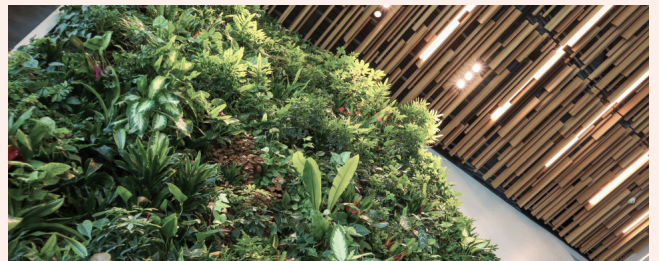
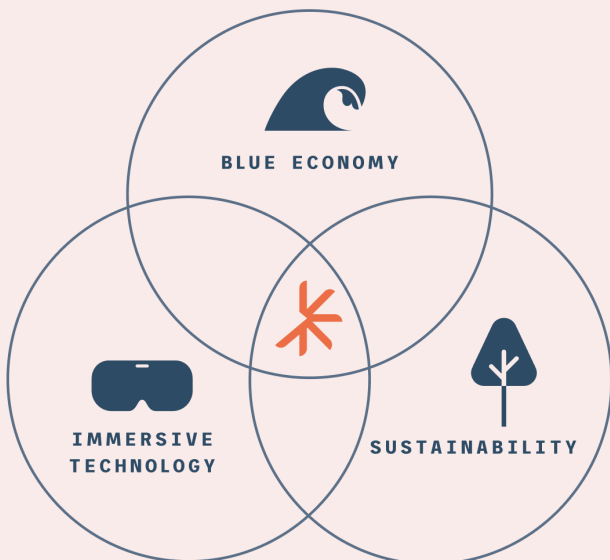
## THE BLUE ECONOMY - THE FOUNDATION

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.



## 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.



## 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.







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 Propel 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 seeks to define, promote and connect people to the support available across Fremantle's start-up and innovation ecosystem which exists across three key fundamental layers:



## **1 PHYSICAL ASSETS + SPACE**

The diverse range of physical office, coworking and collaboration spaces that provide flexible and affordable access to desks, meeting rooms and semi-permanent office space for innovators and entrepreneurs embarking on their start-up journey.



## **2 INSPIRATION & EDUCATION**

Access to an ever-growing calendar of events and networking opportunities targeted at the start-up community, as well as access to accelerator, incubator and funding programs that drive growth and capacity building for start-up and entrepreneurial businesses.



## **3 SERVICES**

Connection to the breadth of business and support services on offer within Fremantle, including legal, technology, finance, consultancy, and grant writing support so that innovators and entrepreneurs can focus on growing their ideas without the stress of the day to day running of a business.

# Inaugural Program

The Propel Pilot Program is Propel Fremantle's inaugural program offering support to ventures in the blue economy, immersive technologies, and sustainability sectors.

The program being coordinated Enkel Collective with support from Propel Fremantle founding partners will offer access to co-working spaces in Fremantle, legal consulting services, business registration, market analysis, coaching, mentoring, and other requirements discovered during a diagnosis for up to ten ventures.

Supported with funding from Spacecubed and Lotterywest's Innovative Society Initiative the program will prepare ventures to enter formal accelerator and incubator programs and provide exposure to the diversity of Fremantle's innovation landscape.






The program will begin with an EOI process, followed by a diagnosis and referral phase, before the formal support for the ten ventures begins. All applicants will receive advice, referrals and feedback from a Propel Fremantle partner.

All ten ventures receiving formal support will also be allocated tickets for Freo Start Up Fest and one venture will be selected to take part in Freo Start Up Fest's: Golden Ticket Pitch Event (last years winners can be seen [here](#)).





## Key Dates

-  **Aug 7th:** Expressions of interest open
  -  **Sept 8th:** Expressions of interest closed
  -  **Sep 11th:** Venture diagnosis, support and referrals
  -  **Dec 7th:** Freo Start Up Fest
  -  **Dec 15th:** Program close
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## Eligibility Criteria

- Ventures in the blue economy, sustainability, immersive & creative technology sectors
  - No barrier for established ventures to apply
  - Must have (or be willing to obtain an ABN)
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## Responsibilities

- Ventures receiving support will need to provide ongoing evaluation up to six months after the program has concluded
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## More information

For more information please visit:

[www.propelfremantle.com.au](http://www.propelfremantle.com.au)

or email:

[info@propelfremantle.com.au](mailto:info@propelfremantle.com.au)

# Our Guiding Compass

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## - Governance

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The Propel Fremantle initiative is guided by a group of local stakeholders who have formed a steering committee, all with immense experience in growing and supporting innovators and entrepreneurs. The group meets regularly to identify opportunities and pursue funding and growth opportunities for Fremantle start-up and innovation ecosystem. Our founding members are listed on the following pages.

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A U S T R A L I A



### **NATALIE MARINHO**

Natalie is an Extended Reality (XR) professional with over 15 years' experience in Digital Media. She is Founder and Creative Director of Voyant AR, a Fremantle-based studio developing bespoke augmented reality experiences for social impact projects and creative industries.

Natalie is Chair of Immerse Australia, a member of Screenwest's Industry Advisory Panel and a committee member of DesignFreo.

Born in Perth, she is of Filipino, Portuguese and Spanish descent. Her diverse working background includes augmented reality, user experience, narrative design, gamification, and digital content production.



### **ANDREW OUTHWAITE**

Andrew Outhwaite is Managing Director of For Blue, now recognised globally as the leading ocean innovation incubator in both WA and SE Asia. He is also co-founder and facilitator of Meshpoints, the network focused on growing WA as a more innovative society.

Andrew has qualifications and two decades' experience in sustainability, leadership, human development and marine science working in the US, Europe, Asia and regional Western Australia.



## **SIMON OWEN**

As a corporate and commercial lawyer Simon has considerable executive experience in the establishment and development of businesses in industries including information technology, biotech, medtech, agriculture, fintech and a variety of software and blockchain based platforms.

He has acted for investors and venture capital funds as well as participated in nearly 100 separate capital raisings, from seed equity to complex syndicated debt and hybrid raisings in international markets.

He regularly contributes time to the earliest stage ventures, incubators and other groups supporting the 'innovation ecosystem'.



## **ADAM JORLEN**

Adam Jorlen works as a consulting futurist who helps organisations build strategic foresight capacity and prepare for the future through horizon scanning, trend analysis and scenario planning.

He's also co-founder and director of the enkel collective, a network of social entrepreneurs and businesses that work towards a more sustainable, conscious, and future proof WA.



## **PHILLIP KEMP**

Phil is the Chief Executive of Business Foundations, a specialist consulting organisation based in Walyalup, (Fremantle, Western Australia) that works in community economic development, with a focus on local supply chain development/diversification and First Nations economic self-determination.

Phil has qualifications in small business facilitation, company management and agricultural science, and is a small business advisory expert who specialises in assisting businesses scale-up, business incubation and commercialisation.

He has previously sat on several Australian Federal Government and State Ministerial boards and committees, investigating the provision of services and training to Australian SMEs.



## **CHRISSIE MAUS**

Chrissie Maus was most recently the General Manager (CEO) of the largest retail and entertainment precinct in Australia – Melbourne's Chapel Street.

Chrissie is now the CEO of the Fremantle Chamber of Commerce deploying her considerable skill in strategic planning, project execution, talent management and publicity.

An innately courageous and inclusive leader, Chrissie makes it her mission to set the benchmark for corporate governance and company culture. She leverages her platforms to advocate for women's rights, equality, sleep and mental health, in addition to embracing diversity as the key to future success.





## **SABINE ALDERS**

Sabine Albers is the founder of fSpace, a coworking space in the heart of Fremantle. With a background in adventure photography Sabine has a passion for places and people.

fSpace combines both of these in the form of a convenient, comfortable, flexible and thoroughly modern co-working environment. She looks forward to meeting other creative souls who are ready to join her on her next project.



## **CHARLIE GUILLOTEAU**

Charlie is a passionate engineer with a keen eye for detail and problem solving and over 15 years' experience in Mechanical Engineering. In 2014 Charlie founded his own consultancy, Metis Design & Engineering.

More recently, Charlie and the Metis team set-up a successful Not-For-Profit called the Hub On SX (HOSX), a value based co-working space underpinned by the 17 United Nations Sustainable Development Goals. With a strong focus on Innovation and Sustainability, HOSX aims to attract, bring together and support organisations and professionals sharing the same values and drive for sustainable practices.



## **ROB NATHAN**

Rob is CEO and Founder of Australian Tenders with over 30 years experience in tech. He is passionately committed to supporting emerging WA startups and is an active Angel investor having invested in over 20 WA startups in the last 7 years.

Rob is the founder of the Freo Startup Fest and on the organising committee of the West Tech Fest. He was awarded the Pearcey WA Entrepreneur of the Year in the 2019 Incite Awards.



## **MICHELE VILLA**

Michele has 30 years' experience providing environmental, health & safety and social impact consulting services to multiple sectors across Europe and Australia. An expert at integrating environmental issues into the long-term financial success of organizations,

Michele's areas of specialization include identifying risk, improving business performance through digital solutions and implementing best practice for climate change strategies, emissions trading systems, environmental and health and safety management systems, sustainability strategies and waste management.

# Get in Touch

## APPLICANTS

If you are a venture that would like more information on the Propel Fremantle initiative please go to:

[www.propelfremantle.com.au](http://www.propelfremantle.com.au)

or email:

[info@propelfremantle.com.au](mailto:info@propelfremantle.com.au)

## FUNDERS

If you are a potential funding partner and would like to discuss opportunities through Propel Fremantle please contact:

[info@propelfremantle.com.au](mailto:info@propelfremantle.com.au)

or:

[alex@propelfremantle.com.au](mailto:alex@propelfremantle.com.au)

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