

# BUSINESS FRANKSTON

promoting prosperity

NOVEMBER 2001

## MOVING FRANKSTON FORWARD MAJOR INFRASTRUCTURE PROJECTS

Several significant projects, which offer renewal and growth for our City, have shown tremendous progress over the last six months. As you will be aware, such projects have a long lead-time and require sustained effort. It's pleasing therefore to be able to provide the following good news as an update:

### - Scoresby Freeway

Recent commitments of \$890m by the Federal and State Governments have brought this project to reality. The Freeway will open up the Carrum Downs Industrial Corridor, generate substantial investment and employment and entice greater tourism traffic to Frankston.

### - Frankston Foreshore

The creation of a world-class leisure precinct is well underway. The foreshore, with its iconic playground, proposed sculpture promenade and arts trail, new fibre optic lit bridge and three beachfront restaurants, will become a premier destination point for local residents and tourists.

### - Sandhurst

Construction has commenced on the 1,850 lot, 2 x 18 hole golf course housing estate. The response to the first release of land was outstanding with sales records set. The total development is estimated to cost \$930m and will be implemented over several stages. Sandhurst will provide high quality, environmentally- friendly residential living within our own City and set a benchmark for other housing developments.

### - Bulky Goods Precinct

The first stage of this development covering some 22,500 square metres on McMahons Road is nearing completion. An integrated plan comprising approximately 33,000 square metres of further development is likely to be lodged with Council, for its consideration, by December.

The Bulky Goods Precinct will be one of the largest of its type in Australia, capturing a large proportion of the \$85m worth of escape expenditure lost to the City by this "new" market sector. The creation of some 500 plus jobs on site is also likely.

### - CAD Re-Development

It is essential that Frankston has a strong and vibrant CAD and that its position as a regional shopping centre is consolidated. The plans put forward by Grocon and by the Gandel Retail Trust propose some \$150m worth of investment and in excess of 1,000 jobs.

### - Frankston Safe Boat Harbour

Further work to investigate traffic, noise and urban design is nearing completion, as well as the setting of appropriate performance standards. A Planning Scheme Amendment is to be considered by Council with a view to seeking private sector investment.

### - Parklands

Substantial improvements to the City's parkland assets at feature parks such as George Pentland Botanic Gardens, Beauty Park, Ballam Park (including the Homestead), sporting fields and nature reserves have provided this City with an open space network comparable to the best in metropolitan Melbourne.

### It is an exciting time to be involved in Frankston!

Peter Fitchett  
General Manager  
Market Development & Planning

## ATTITUDE?

### End of the year networking opportunity

The last 'business connect breakfast seminar' for this year is on 22 November featuring Justin Herald and The Great Australian Success Story.

You can register by calling Frankston Arts Centre on 9784 1060.

Don't miss out, BOOK NOW!



Frankston  
The Premier City on the Bay



[www.frankston.vic.gov.au](http://www.frankston.vic.gov.au)

Business Frankston Hotline 9784 1888

## promoting prosperity

### RUTHERFORD ROAD

#### On-Ramp Update!

Thank you to the many businesses from the Carrum Downs and Seaford industrial precincts who have forwarded their support letter urging the State Government to fund the proposed north-bound Rutherford Road on-ramp onto the Mornington Peninsula Freeway. We will keep you informed on our progress in the next edition of Promoting Prosperity.

### 2002 BUSINESS AWARDS

Frankston City Council is supporting and sponsoring the Frankston and Mornington Peninsula Business Awards, to be held on 26 February 2002. The nominations for the awards are now open and nomination forms can be obtained by calling Darko Popovski on 9784 1889.

### BUSINESS INFORMATION AT YOUR FINGERTIPS

Melbourne's South East Profile 2001 is a snapshot of statistical information compiled from a range of sources including the latest figures on population, labour force, education, residential development and investment.

You can order your copy by calling Donna Waixel on 9784 1888.

## BUSINESS FRANKSTON UPDATE

On behalf of Frankston City Council, I wish to thank the many different businesses and individuals who actively participated and supported the various **Business Frankston** events throughout 2001.

The Council's Economic Development Unit, recently re-branded as **Business Frankston**, has focused on delivering practical, useful and relevant initiatives, programs and strategic services that proactively address the needs of our local business community. The following represents a brief snapshot of our 2001 activities:

- Business breakfast connect series; featuring nationally-recognised and highly respected key speakers, including Bob Miller ('Oh what a feeling, Toyota!') and Professor Neville Norman ('What the hell is going on!').
- Business breakfast round table series; focused on the manufacturing sector, retail sector, service clubs and business services.
- Business visitation program; weekly visits to businesses throughout the municipality, providing business advice, information and support.

Throughout 2001, our attention has focused on building a new, proactive relationship and partnership with the local business community and Frankston City Council.

Frankston City is a vibrant, exciting and safe place to work, live and play. The year 2002 will present some great challenges and a range of interesting opportunities. On behalf of my team, we look forward to working with you and your business in the future. If we have not met you yet, please introduce yourself to us at your convenience.

Our best wishes to you and your business during the festive season.

Stephen Chapple  
Economic Development Manager

## CONGRATULATIONS!

To Frankston businesses Viking Danish Bakehouse, Sunshine Pine Furniture, Simply Fresh Fruit, Toffolon Motors, Mahogany Avenue Pharmacy, Foot Street Newsagency, New Wave Swim School, Darts Gourmet Meats and Hoskings Jewellers, the regional category winners at the Southern Regional Business Awards. Good luck in the finals!

## COMPANY PROFILE

### SW & J Gardiner Pty Ltd

The Gardiner family has been servicing Frankston and the region for 52 years and is one of the oldest companies registered in Frankston, still in business.

Building the major landmarks in Frankston over the last 50 years, **SW & J Gardiner** - construction company, is currently run by Bill Gardiner. Five members of the third generation are currently working with the company ensuring the ongoing success of the family business.

Bill's father, Sid Gardiner, started the business in 1949, and five years later it was registered as a Pty Ltd company.

Throughout the 1950s and early 1960s the company specialised in large architect designed houses in Frankston and on the Mornington Peninsula, moving into the commercial and industrial field in 1962.

The list of projects and buildings in the Frankston area alone is very impressive. Starting with the first Safeway store built in Australia, The Frankston Telephone Exchange (then the tallest building on the Peninsula), the Hub Arcade (the first shopping arcade in Frankston), Sir Dallas and Lady Brooks' first residence in Frankston, to St Paul's and St Andrews Church, Frankston Hospital (various projects) and over 30 schools throughout the region.

'We are proud of our record of training local young people as apprentices, a number of whom are still with the company after more than 25 years, whilst others have successfully set up their own businesses in Frankston and surrounding areas', said Bill Gardiner.

For further information call **SW & J Gardiner** on 9781 2511.

## A GUIDE FOR BUSINESS

### Local Drug and Alcohol Action Plan

An information kit for business is being developed and will be available in late November, which includes:

- A Guide for Business – a booklet containing practical ideas for responding to the issue of drugs and alcohol.
- An information card and A4 poster outlining the drug and alcohol services available in Frankston.

For further information contact Carolyn McLean, Drug and Alcohol Action Officer on 9784 1888.

## CITY PLANNING

Lidia Orsini

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The Community Plan 2001-2004

## SUSTAINABILITY@WORK

Mark Batty Environmental Coordinator

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## CITY PLANNING

### Frankston City Council Community Plan 2001 - 2004

The 2001-2004 Community Plan has been prepared, following extensive consultation with the community.

The Community Plan is the key strategic document that guides the planning, development, allocation of resources and provision of services to the Frankston City Community.

The Plan is structured around a framework of programs and activities that work towards achieving Council's stated vision, which currently is to create "an exciting, vibrant and safe place to live, work and play".

The programs and activities are included within the following chapters:

1. Community Leadership
2. Transport
3. Environment
4. Community Development and Support
5. Recreation and Culture
6. Economic Development

Copies of the 2001-2004 Community Plan are available at the following locations:

- Civic Centre,  
Corner Davey and Young Street, Frankston
- Frankston Library,  
60 Playne Street, Frankston
- Carrum Downs Library,  
203 Lyrebird Drive, Carrum Downs
- Seaford Shop,  
120 Nepean Highway, Seaford
- Langwarrin Shop,  
Shop 6, Gateway Shopping Centre
- Young Street Shop,  
30 Young Street, Frankston

For further information, please call the hotline 9784 1888.

## SUSTAINABILITY@WORK

A total of 70 per cent of all energy in Victoria is used in the commercial and industrial sectors.

### Energy Smart Business

The Energy Smart Business program, run by the Sustainable Energy Authority of Victoria (SEAV) helps small, medium and large enterprises to adopt and integrate sustainable energy solutions by providing expert technical advice, best practice information, free seminars, networking opportunities and case studies.

Having helped larger companies such as Coles Myer, BP, Amcor and Ford, to small laundrettes and regional corner stores, the Sustainable Energy Authority has the experience to help companies improve their bottom-line and environmental performance.

The Energy Smart Partners program encourages and assists larger corporations to identify and implement major energy saving initiatives. Energy Smart Partners receive one-on-one assistance to help them save energy and then promote their achievement.

Under the Energy Smart Leaders program, the Sustainable Energy Authority works with host organisations to provide training to suppliers and associated companies to save energy and money. The program is geared towards identifying practical solutions by stimulating innovative thinking.

Hotline 1300 363 744

E-mail [advice@seav.vic.gov.au](mailto:advice@seav.vic.gov.au)

Web [www.seav.vic.gov.au](http://www.seav.vic.gov.au)

### Trees to Soak Up Transport Emissions - Greenfleet

**Greenfleet** offers motorists and industry a tree-planting program to sequester CO2 emissions, and promotes the fast-tracking of ultra-fuel-efficient technologies to substantially reduce emissions in the future.

Since its' launch in late 1997 **Greenfleet** has planted more than 700,000 native trees to create permanent 'Forests of Diversity', all funded by Australian motorists. To find out more or to sign up your car check out [www.greenfleet.com.au](http://www.greenfleet.com.au)

## TOURISM AND EVENTS

**Maxine Sando** Coordinator

maxine.sando@frankston.vic.gov.au



Frankston Visitor Guide

For more information on any of the articles in this newsletter, please call 'business frankston' hotline 9784 1888 or e-mail [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au)



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## Frankston On The Bay Visitor Guide Launch

Over 100 local tourism operators and members of the media celebrated the launch of the new **Frankston On The Bay Visitor Guide** at the Frankston Yacht Club on 19 October.

Guests dined on fine fare from Frankston caterers, **Great Flavours**, and local peninsula wines, whilst listening to tunes from **Oliver** performed by the Peninsula Light Opera Society (PLOS).

On arrival, the guests were amazed to see that the Frankston Yacht Club was transformed into an underwater world of glittering fish and other creatures of the sea.

The **Frankston On The Bay Visitor Guide**, an initiative of Frankston City Council, and supported by Mornington Peninsula Tourism and Frankston Tourism, will be distributed to tourism outlets throughout Victoria and New South Wales in order to attract visitors to Frankston.

The aim of the guide is to promote the fact that visitors can stay in Frankston and experience 10 kilometres of pristine beaches and coastal habitat, boating, lush bushlands, historic mansions, galleries, theatres, regional shopping centres and restaurants, whilst being in easy reach of Victoria's most popular attractions- wineries, national parks, Mornington Peninsula coastline, dolphin encounters, Dandenong Ranges, French Island, the fairy penguins of Phillip Island and the vibrancy of Melbourne.

The **Frankston On The Bay Visitor Guide** is the newest product in the award-winning Mornington Peninsula Tourism Swap-Card Campaign. Advertisers in the Visitor Guide were invited to have their advertisements reproduced as "swap cards" which will then be distributed to other operators within Frankston and Mornington Peninsula.

If you would like a quantity of Frankston On The Bay Visitor Guides to have on display at your business, please call Jenny Hynes, Frankston City Council on (03) 9784 1763 or e-mail [tourism@frankston.vic.gov.au](mailto:tourism@frankston.vic.gov.au)

## Promoting Frankston's Local Businesses to Visitors

Events and Tourism Frankston is encouraging visitors to stay in Frankston for Frankston's Christmas Festival of Lights (on the weekend of 30 November - 1 December), by offering gift vouchers and product give-aways to visitors who book to stay in Frankston during the Festival.

Local businesses are invited to donate product such as gift vouchers, "buy 1, get 1 free" vouchers, free entry passes and samples of their goods.

This is a great way to promote your business to new visitors to Frankston, and encourage them to sample Frankston's impressive range of products and services.

For more details, please contact Maxine Sando on 9784 1988.

## COMPANY PROFILE

### The Oaks B&B

The **Oaks Bed and Breakfast**, located at 20 Victoria Parade in Frankston (beside the George Pentland Botanic Gardens), has been providing a warm welcome to visitors for the past three years.

The Oaks provides private luxurious and affordable self-contained accommodation with views of landscape gardens.

Hosts Narelle and Bede Debenham will welcome your inquiries and look forward to caring for your business clients, or visiting family and friends in the near future.

For further information, please call Narelle on 9783 2355.