

BUSINESS FRANKSTON

promoting prosperity

APRIL / MAY 2001

INTRODUCING THE BUSINESS FRANKSTON TEAM & SERVICES

On behalf of Frankston City Council, I am delighted to introduce 'business frankston' (Economic Development Unit).

Our city's new dynamic team members include;

- **Stephen Chapple**
Economic Development Manager
- **Darko Popovski**
Business & Industry Development Officer
- **Maxine Sando**
Events & Tourism Co-ordinator
- **Jenny Hynes**
Events Support Officer
- **Donna Waixel**
Executive Assistant

In addition, Council's Lidia Orsini, Senior Strategic Planner, significantly contributes to the strategic initiatives of the unit.

Over the past four months, business frankston has critically reviewed the unit's mission, values, objectives and performance. In consultation with a number of different stakeholders, a business plan has been developed with the following focus:

- Business Frankston;
- Tourism and major events;
- Industry development;
- Education and technology;
- Strategic planning, regional co-operation and partnerships; and
- Investment promotion and marketing

I encourage you to contact the business frankston team which is here to assist you and your business. Please telephone 9784 1888.

Mayor
Cr Mark Conroy

EDITORIAL

Thank you to those businesses which responded to the 'Reader's Survey' in the Promoting Prosperity December 2000 edition. Your valuable comments and suggestions have assisted us to evaluate and re-design the Promoting Prosperity newsletter.

Some of your comments and suggestions included:

- "Providing more information on Council departments and their services available to local business"
- "Building links with home-based businesses, and businesses owned and operated by people with disabilities"
- "Local business to continue to be promoted plus what the Council can do to help small business"
- "Information on unusual businesses and how they have built the business"
- "More recipes of success from business"
- "Get out and meet the people – walk in the door and say hello"
- "Publications like this"

Of survey responses received, the following industry sectors were represented:

Industry sector	% of survey sample
Retail Trade	30%
Manufacturing	18%
Wholesale Trade	9%
Health & Community Services	9%
Construction	9%
Personal and Other Services	6%
Property & Business Services	3%
Accommodation, Café's & Restaurants	3%
Communication Services (inc info tech)	3%

More than 50% of survey respondents indicated their business did not regularly receive the quarterly Promoting Prosperity.

93% of survey respondents thought Promoting Prosperity was informative. The majority of respondents read the Promoting Prosperity newsletter every issue.

With this information, I'm confident that the re-branded business frankston promoting prosperity newsletter will continually provide relevant information, add value and respond pro-actively to your suggestions.

cont. on pp 2



(From left to right)
Stephen Chapple, Donna Waixel,
Jenny Hynes, Maxine Sando
and Darko Popovski



CITY PLANNING

Lidia Orsini Senior Strategic Planner
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SUSTAINABILITY@WORK

Mark Batty Environmental Coordinator
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CITY PLANNING

This is a very exciting time for Frankston City with several major initiatives underway. The following is an update on some of the major projects Council is pursuing.

Frankston Safe Boat Harbour

A comprehensive public facility is intended to be constructed on the foreshore at the base of Olivers Hill. The proposed Frankston Safe Boat Harbour would incorporate a range of facilities, including a safe destination for the growing water-based developments occurring at the top end of the Bay.

Council is establishing a Technical Committee to consider the relevant issues raised in the Minister's Assessment of the Olivers Hill Environmental Effects Statement. Issues to be considered will include: On-going environmental management, finance and traffic issues. The Committee will comprise Council representatives, government departments and community groups.

Once all the relevant issues have been addressed, Council will prepare a single amendment to the Frankston Planning Scheme, to enable planning certainty to be achieved for a period of three years. Private sector funding will be sought once the planning approval is in place.

Frankston Central Activities District Redevelopment Opportunities

Frankston City Council is facilitating a revitalisation of the Central Activities District through the redevelopment of three Council-owned sites (North of Beach Street carpark, Sherlock and Hay carpark and former Police and Law Courts site).

As part of any redevelopment of the three sites, Council requires a number of development imperatives to be satisfied, including:

- replacement of all existing public car parking spaces either on-site or within reasonable proximity to their existing location;
- any development south of Wells Street to occur prior to, or concurrently with, the development on the north of Beach Street site;
- preference will be given to parties who promote innovation and design excellence.

Council is currently negotiating with three parties with a view to selecting a preferred developer by June 2001. The three parties short-listed for this project are: the Gandel Retail Trust, Harbour City Centre and Wilbow Corporation.

Frankston Pier Kiosk Redevelopment

Late last year, Frankston City Council advertised for Expressions of Interest for a quality restaurant/café establishment on the foreshore. Council officers are currently considering the submissions, and anticipate that construction of the landmark facility will commence before Christmas.

The design of the building will be an important consideration in the assessment, particularly having regard to the prominence of the building and its location on the foreshore.

SUSTAINABILITY@WORK

Sustainable Solutions Forum

Companies and businesses that manufacture products from recycled materials and offer sustainable solutions for tomorrow's future, were invited to a Sustainable Solutions Forum held recently at the Frankston Arts Centre.

The companies were invited to present their products and promote what they are doing to representatives from local government, educational institutions, purchasing groups and local business.

The companies that attended are taking the lead in sustainability, and utilising technology and innovation in an effort to reduce waste going to landfill, improve efficiency and offer alternatives to products produced from virgin materials.

The main aim of the forum was to demonstrate ways in which local government and educational institutions in particular could contribute toward a more sustainable society, and reduce environmental impacts.

The Sustainable Solutions Forum was a further demonstration of Council's commitment to promoting the sustainability message. The event was an outstanding success receiving positive feedback from those who attended.

The Environment Group at Frankston City Council is continually investigating and promoting ways to improve business efficiency through ecologically sustainable practices. The Environment group can provide information and advice in the areas of cleaner production, energy management, greenhouse gas reduction, recycling and waste reduction.

For more information on any of these issues, contact the Environment Group at Frankston City Council on 9784 1006.

promoting prosperity

EDITORIAL

Stephen Chapple

Economic Development Manager
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'BUSINESS CONNECT' BREAKFAST SEMINAR SERIES:

30 May 2001

"The Secrets of Marketing Success"
 with Bob Miller

23 August 2001

"What the hell is going on?"
 with Professor Neville Norman

for more information call Darko Popovski on 9784 1889 or e-mail darko.popovski@frankston.vic.gov.au

For all your **Statistical/Demographic Data** needs please call Darko Popovski on 9784 1889 or e-mail darko.popovski@frankston.vic.gov.au

To arrange a **Personal Business Visit** or to make an appointment at our business centres in Langwarrin or Seaford please contact 'business frankston' hotline 9784 1888 or e-mail business@frankston.vic.gov.au

If you would like to be on our **Database/Business and Industry Register** please call Donna Waixel on 9784 1789 or e-mail donna.waixel@frankston.vic.gov.au

ROUND TABLE

The business frankston industry round table was introduced in March 2001, designed to:

- promote industry networking;
- address specific industry issues;
- interact with high quality industry specific speakers; and
- extend our partnership capacity between business to business and business to government.

The first industry round table was focused on the manufacturing sector. Local manufacturers across the municipality were invited to a breakfast held at the Civic Centre. An industry specialist from the Victorian Office of Manufacturing provided an interesting and practical manufacturing snapshot presentation. Participants were then briefed on the future directions and activities of business frankston. The majority of time was devoted to open, round table discussion. Issues varied from local roads and signage to state and federal business policies.

Council provided a commitment to address the identified local issues. Business frankston has written to each participant, highlighting the issues and action to be taken. A follow-up business frankston round table (manufacturing) will be conducted later this year.

The second business frankston round table, to be held in June, will focus on the retail sector.

BUSINESS FRANKSTON

What's Happened Already

1. Frankston City tourism promotion campaign (phase one).
2. Produced and distributed 50,000 'March/April What's On' brochures.
3. Commenced the Marketing Excellence business growth program for local businesses.
4. Commenced 'business frankston' visitation program, where our team visits weekly, local businesses and industries across the municipality.
5. Commenced 'business frankston' customer service centre program, where our team has a presence at both the Langwarrin and Seaford Frankston City Council customer services centres.

FUTURE ACTIVITIES

Business Frankston will be preparing an up-dated statistical and demographic Frankston Community Profile – providing very useful information for strategic business planning purposes.

Other priorities include:

- Explore the demand for and purpose of a local business register and database of e-mail contacts.
- Continue to up-date business frankston presence on Council's website.

Business frankston is serious about its commitment to assist and work with local businesses across the municipality. We will continue to 'get out and talk' to as many businesses as possible.

If you require business information or wish to raise business issues, please contact me by telephoning 9784 1789

Thank you
 Stephen Chapple *Economic Development Manager*

FACTS & FIGURES

Scoresby Transport Corridor

The proposed Scoresby Transport Corridor will address a pressing need for the construction of some form of high capacity arterial link connecting this region and the existing National Highways to the North and West of Melbourne.

Approximately 40% of all road trips in the Melbourne area originate or terminate in the Scoresby Corridor.

It is predicted that construction of the corridor will increase the GDP by \$400m per annum from 2025. Approximately 357,000 jobs are located in the area (28% of Melbourne's workforce). Around 27,000 additional jobs will be created by 2010.

According to the RACV, the estimated cost of the road is about \$900+ million, with a benefit cost ratio of 5:1 - that is, for an investment of close to \$1 billion, Australia would receive benefits approaching \$5 billion.

The benefits of the Scoresby Transport Corridor to Frankston are significant, and include:

- Opportunity to move freight more efficiently through the corridor, reduce freight costs and provide transport links to other parts of Melbourne & Regional Victoria
- Opportunities to further stimulate business investment and local employment
- Opening approximately 300 hectares of available industrial land in Carrum Downs with a direct link to the Scoresby Transport Corridor
- Attract serious investment opportunities for local and regional business expansion
- Increased and convenient access to Frankston and the Peninsula business, commercial and industrial sectors, including the increasing important hospitality and tourism industries

Frankston City Council will continue, in conjunction with the other municipalities abutting the Scoresby Transport Corridor, to lobby both Federal and State governments to commit resources and ensure the project proceeds as soon as possible.

Practically, Frankston City Council seeks support from local businesses in its lobbying efforts. Businesses will be invited to add their business logo to Council's support letter to government.

TOURISM AND EVENTS

Maxine Sando

Events and Tourism Coordinator
 maxine.sando@frankston.vic.gov.au

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

LAUNCH OF NEW TOURISM INITIATIVE FOR FRANKSTON

Over 50 businesses and tourism operators attended a tourism forum on Tuesday March 27 at Frankston City Council, where Phase One of a new tourism initiative for Frankston was launched.

Frankston City Council together with Frankston Tourism Inc. and Frankston Chamber of Commerce and Industry are delighted to announce that an opportunity exists for operators and businesses to participate in a new Frankston Visitors' Guide.

In addition to advertising within the Visitors' Guide, there is an excellent marketing referral concept available which is not only economical but extremely popular with tourists and that is businesscard size "swap-cards".

Your Visitor Guide ad can now be reproduced as a "swap-card" which is then distributed to other operators within Frankston and the Mornington Peninsula. It's just another way to make the most out of referrals and to promote your product or service to the tourist market.

If you are interested in participating in Frankston's Visitors' Guide or would like more information, please contact Maxine Sando, Events & Tourism Co-ordinator, Frankston City Council on 9784 1988.

EVENTS UPDATE

Frankston City Council acknowledges the sponsorship and support from the following companies and organisations throughout the 2000/2001 Events' Season:

Frankston Town Centre, Independent News Group, 1377 3MP, Arts Victoria, Frankston Arts Centre, The Professionals Campbell Smith, VicHealth, Australian Guitar Magazine, PBS FM, Millmaine Entertainment, McPherson Promotions, Karingal Hub Shopping Centre, Vision Australia, Rotary Clubs of Seaford/Carrum Downs and Sunrise Frankston, Frankston SES, Frankston Historical Society, National Trust, Trovan/Central Animal Records, RSPCA Peninsula Animal Aid, Creative Celebrations, Department of Natural Resources, Frankston Anglers & Boatowners Association, VR Fish, and the Frankston Standard.

Frankston City now has several annual major events:

June/July/August

Winter Arts Program

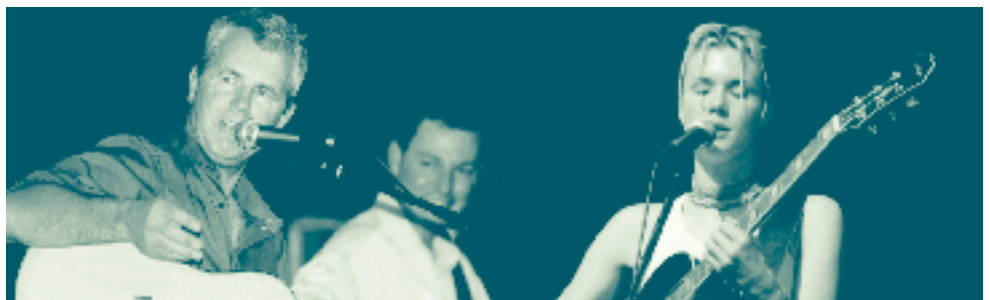
October

Herald Sun Bike Tour
 Asics Melbourne Marathon
 Pets 'n Chips Pet Expo

November

FBEK Victorian Holden Day
 Australian Unity International Tennis Tournament
 Dolphin City Christmas Festival

Performances at the Frankston International Guitar Festival 2001



Daryl Braithwaite

Ember Swift



Slava Grigoryan

Rory McLeod



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