



**Frankston City Council**  
**Economic Scorecard**  
April - June  
2024

# Introduction

The purpose of this scorecard is to provide an overview of the current structure and recent performance of the Frankston City economy.

This quarterly report is used to monitor the performance of the economy.

By analysing key indicators of the economy, Council and the community can build a clear understanding of the economic health and progress of the City. This supports Council, current businesses, investors, future businesses, and residents to make more informed decisions.

The scorecard has two components —

**Annual snapshot:** *(this data will be reviewed and updated on an annual basis)*

- Economic overview
- Workforce, skills and resilience
- Investment and spending

## **Council's commitment to local businesses**

**Quarterly Snapshot April - June 2024 including:**

- Key Highlights
- Business Success Stories
- Business Engagement
- Business Concierge Service





01

**Economic  
Overview**  
Annual Snapshot



## Frankston City’s activity centres and industrial areas

Frankston City has **1** Metropolitan activity centre, **1** Major activity centre, **21** Neighbourhood activity centres and **6** Industrial Areas.

The Frankston Metropolitan activity centre is a higher-order centre, as defined by the Victorian Government, that provides a diverse range of jobs, activities and housing. The centre serves the wider region and is well served by public transport.

Karingal is the only Major activity centre in the area. A major activity centre is an area that has been defined by the Victorian Government as the preferred hub for services, employment, housing, public transport and social interaction.

Neighbourhood activity centres are local centres that provide access to local goods, services, employment opportunities and serve the needs of the surrounding community. These centres serve smaller, local areas and have an important role in giving people the ability to meet most of their everyday needs within 20 minutes of their home.

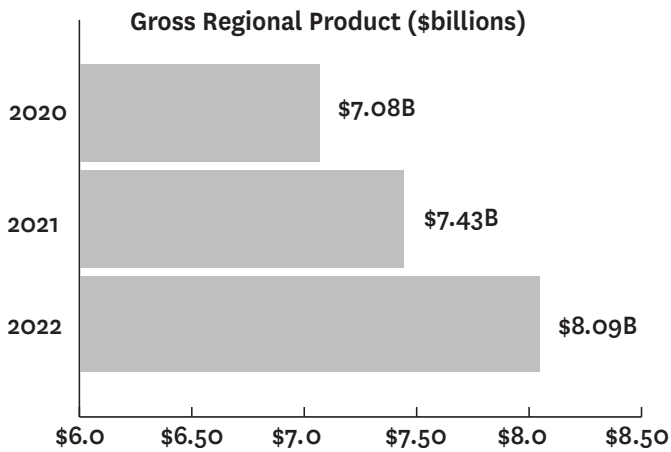
The City’s industrial areas comprise of **6** distinct precincts which together are a leading source of regional employment growth, economic activity and investment attraction. These include Carrum Downs, Seaford North, Seaford, Frankston, Frankston East and Langwarrin.

## Growth in the Frankston City economy

The Frankston City economy has been growing steadily over recent years, with a significant spike in Gross Regional Product (GRP) between 2020 and 2022 as the economy bounced back from the economic effects of the Covid-19 pandemic.

The top four contributing industries to the City's GRP are rental, hiring and real estate; health care and social assistance; construction; and manufacturing.

Frankston City's Gross Regional Product, 2021-2022



Source: REMPLAN, Release 2, 2022 (published May 2023)

## Top 4 industries contributing to Frankston City's GRP

**\$1.18B**

Rental, hiring and real estate

**\$1.17B**

Health care and social assistance

**\$1.03B**

Construction

**\$542M**

Manufacturing

Source: REMPLAN, Release 2, 2022 (published May 2023)

Industry sector	Gross Value Added
Rental, Hiring & Real Estate Services	\$1,182,330
Health Care & Social Assistance	\$1,173,972
Construction	\$1,031,488
Manufacturing	\$542,127
Electricity, Gas, Water & Waste Services	\$503,846
Retail Trade	\$473,400
Education & Training	\$460,413
Professional, Scientific & Technical Services	\$334,916
Public Administration & Safety	\$313,249
Wholesale Trade	\$244,512
Financial & Insurance Services	\$242,022
Transport, Postal & Warehousing	\$209,090
Administrative & Support Services	\$177,884
Accommodation & Food Services	\$152,755
Other Services	\$146,836
Information Media & Telecommunications	\$98,718
Agriculture, Forestry & Fishing	\$53,438
Arts & Recreation Services	\$47,236
Mining	\$42,929

Source: REMPLAN, Release 2, 2022 (published May 2023)

## Business and industry

Frankston City's businesses and local industries are growing.

There are over 160 businesses in Frankston City with a turnover greater than \$10m.

These are vital economic anchors and export earners for the economy. However, most of the City's business community is comprised of small and medium enterprises which are essential to the success and growth of the local economy.

Health care and social assistance continues to be the biggest employer in the region and strong growth in the industry is expected to continue.

**15,017**

Businesses registered with GST as at 30 June 2023

**\$4.4B**

Regional exports in 2022

**\$8.09B**

Gross regional product in 2022

Source: REMPLAN, Release 2, 2022 (published May 2023)

## Frankston City's Top 4 Regional Export Industries as compared to Greater Melbourne

Rank	Industry sector	Export value (\$'000) Frankston City	Greater Melbourne (\$'000)
1	Manufacturing	\$1,374,966	\$57,524,645
2	Construction	\$1,117,843	\$25,564,265
3	Electricity, Gas, Water & Waste Services	\$651,632	\$5,464,362
4	Health Care & Social Assistance	\$504,825	\$930,327

Source: REMPLAN, Release 2, 2022 (published May 2023)

## Frankston City's key anchor institutions



Source: SGS Economics and Planning, 2023

## Key anchors

Key anchors are institutions and businesses that have an important presence in Frankston City as large-scale employers and purchasers of goods and services.

Key anchors play a vital role in the local economy by providing stability, generating employment opportunities, fostering community development, and attracting investments. They serve as economic pillars by driving growth, supporting other sectors, and creating a sense of place.

Anchor institutions are typically situated and operate in the same locations for long periods of time. Anchor institutions provide stability for smaller local businesses to be attracted to the area and provide goods and services to the institution and its employees.

Anchor institutions can commit to building local wealth in an area through local procurement, investment and workforce.



# 02

## Workforce, skills and resilience

Annual Snapshot



# Local population, workers and skills

Nearly half of Frankston City's workers are also residents. As more people work locally and work from home, more spending is captured locally. The stock of knowledge, experience and skills in the economy is critical to economic performance.

Without a stock of knowledgeable and skilled people, businesses cannot function. An undersupply of skilled labour will impede economic growth and development.

**54,633**  
Jobs in Frankston City

**141,002**  
Population in 2022

**34**  
Jobs per 100 residents in Frankston City

**161,660**  
Projected population in 2041

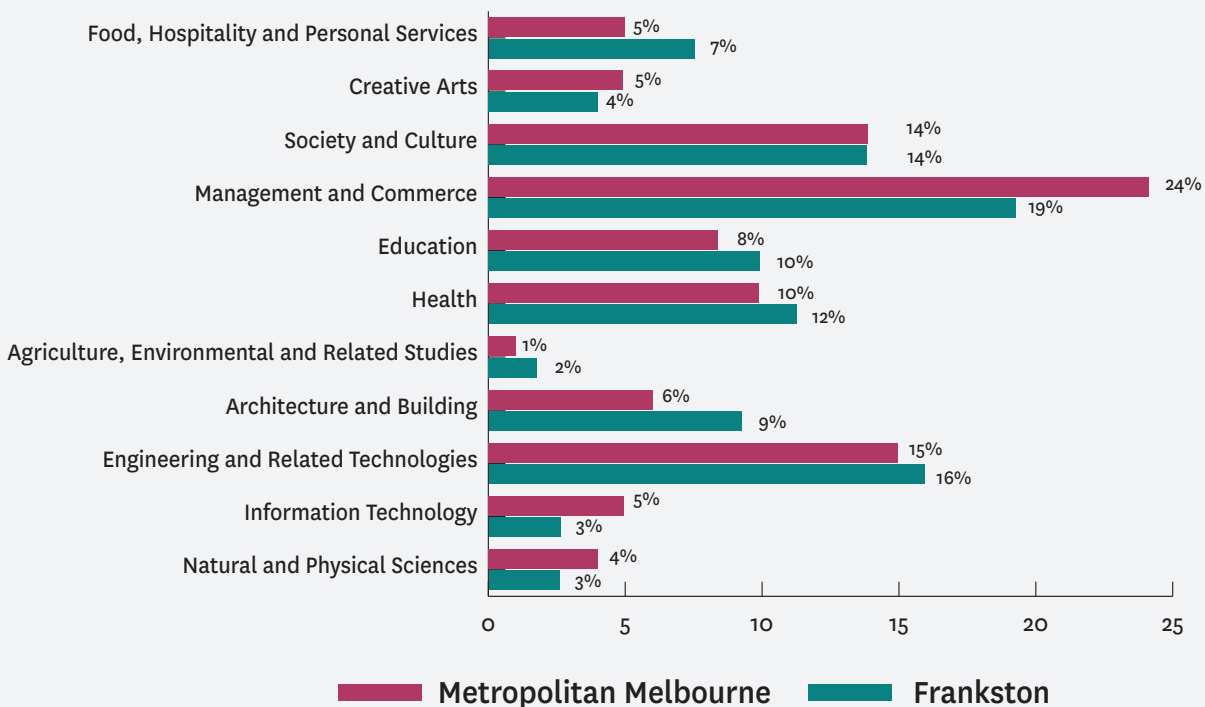
## The number and percentage of local residents employed in local jobs



Source: ABS Census, 2021

Source: REMPLAN, Release 2, 2022 (published May 2023) and Profile.id (informed decisions), February 2023

## Frankston City resident qualifications compared to Metropolitan Melbourne



Source: ABS Census, 2021

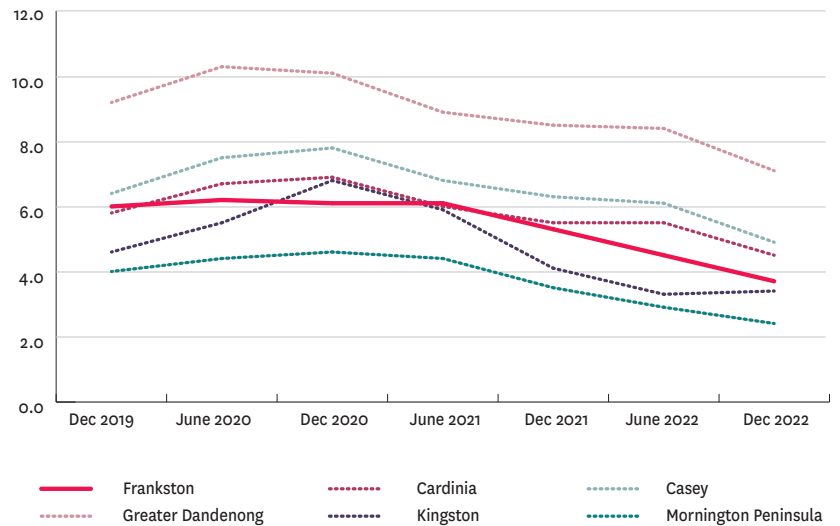


## Unemployment rates

Frankston City has an engaged workforce with low unemployment rates in the municipality. A low unemployment rate is a core aim of economic development.

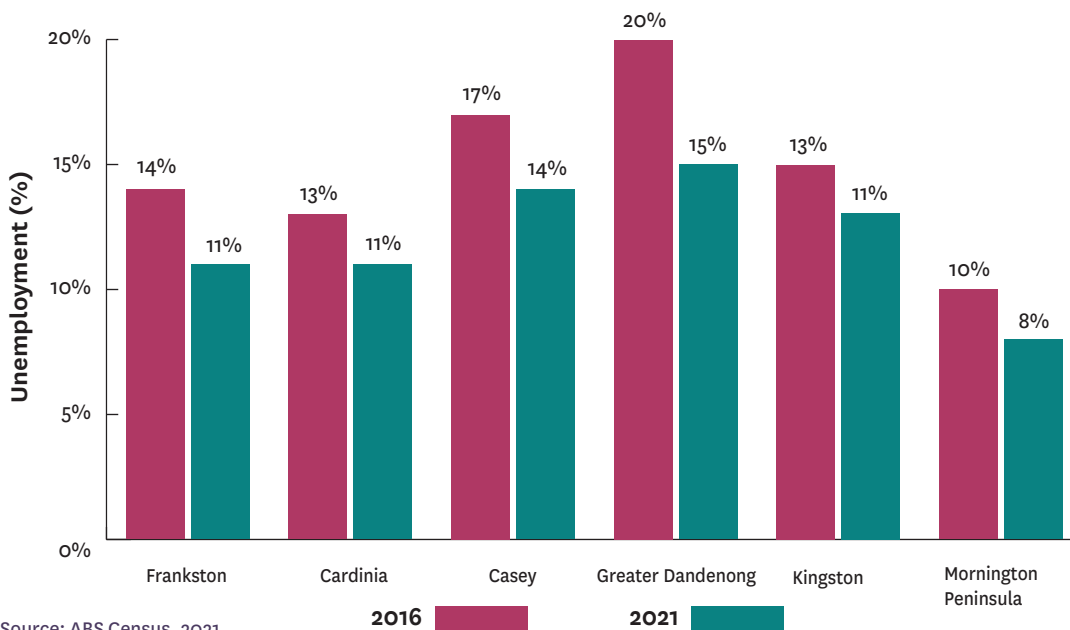
- Unemployment in Frankston City peaked at 7 per cent in 2017. During the pandemic it reached 6.5 per cent before falling back to 4.6 per cent in 2022. In 2023, the unemployment rate has gone further down to 3.6 per cent.
- In Frankston City's youth unemployment for people aged 15-24 has declined since 2016, down 3 per cent. Female unemployment is just over 4 per cent in Frankston. Compared to neighbouring LGA's, Frankston City has a low female unemployment rate.

## Frankston City's Unemployment Rate compared with neighbouring LGA's



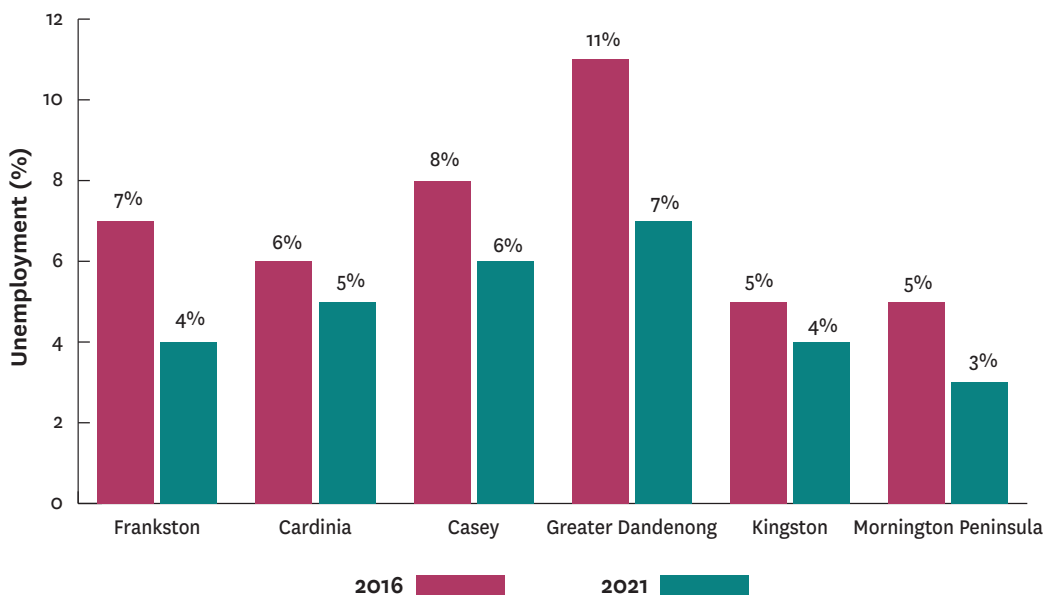
Source: National Skills Commission Small Area Labour Market, 2022 and REMPLAN, Release 2, 2022 (published May 2023)

## Frankston City's Youth (aged 15-24) Unemployment Rate compared with neighbouring LGA's



Source: ABS Census, 2021

## Frankston City's Female Unemployment Rate compared with neighbouring LGA's



Source: ABS Census, 2021

## Economic resilience

Nearly 9 per cent of Frankston City’s population is involved in volunteering.

Volunteering is a pillar of strength in the community with nearly 12,000 residents making economic and social contributions without financial gain.

Frankston City’s residents are engaged, have a high sense of social inclusion and reasonably high levels of life satisfaction pointing to an engaged local community.

An engaged, local community can play a vital role in fostering economic resilience by creating a supportive environment for businesses, encouraging entrepreneurship, and fostering collaboration among community members.

By creating a supportive environment, the community strengthens its economy, adapts to challenges and shocks such as Covid-19, and sustains the wellbeing of its residents.

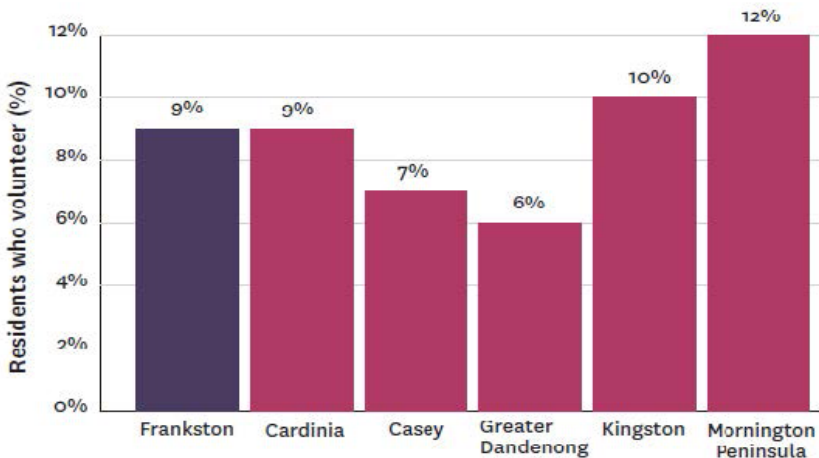
**83%**  
of residents’ feel valued by society

**83%**  
of residents’ feel most people can be trusted

**75%**  
of residents’ have a high or very high life satisfaction

Source: Victorian Department of Health, Victorian Population Health Survey, 2020

Percentage of Frankston City residents volunteering compared with neighbouring LGA’s



Source: ABS Census, 2021

## Local Business experience with the Economic Development Team

In September 2023, the Economic Development (formerly Economy, Investment & Activation) team conducted an Annual Business Survey with local businesses to better understand how Council can help and support them and the type of services needed by business operators. 147 responses were received.



We asked whether “you have interacted directly with a member from Council’s Economic Development team?”

Yes	14% (20 count)
No	72% (107 count)
Not sure	14% (20 count)



We asked “if yes, how satisfied were you with the service provided by the Economic Development team?”

Very Satisfied	45% (9 count)
Satisfied	50% (10 count)
Dissatisfied	0% (0 count)
Very Dissatisfied	5% (1 count)

# 03

## Investment and spending Annual Snapshot



## Local spending

While there was over \$3 billion spent locally in Frankston City, over \$1.7 billion was spent by residents in other municipalities between October 2022 - September 2023.

Escape spending reduces the circulation of money within the local economy, resulting in a weakened multiplier effect. On the other hand, escape spending highlights an opportunity to redirect and capture a portion of that spending back into the local economy.

**\$3.31B**

Total local spend

**\$1.78B**

Resident escape spend

**\$1.38B**

Visitor local spend

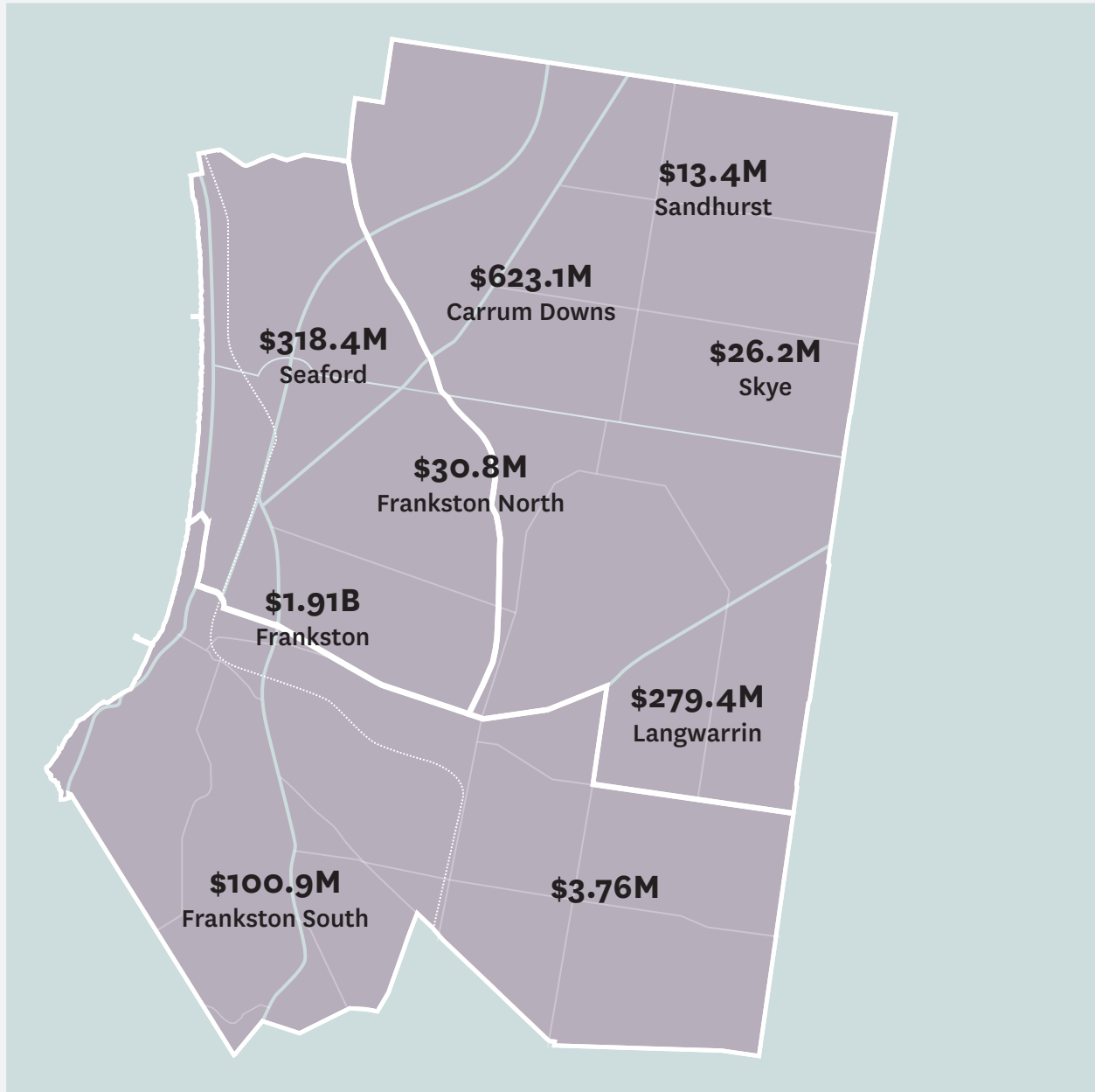
**\$521M**

Total local spend in the Night-time economy

Source: Spendmapp Oct 2022 - Sep 2023

## Resident local spend by suburb within Frankston City

Of the \$3.31B total local spend, 57 per cent is spent within Frankston, with the remainder distributed across the municipality.



Source: Spendmapp Oct 2022 – Sep 2023

## Local investment

Building approvals are a measure of construction activity in the economy. Approvals indicate confidence in the business community and residents to invest. The supply of available land is a vital determinant of the level of investment.

The growth of Frankston City has the backing of Victorian Government investment and projects. Investment from government at different levels shows recognition of the areas value and a commitment to long term growth. Investment and funding acts as catalysts for economic activity

**533**

Residential building approvals  
(2022-2023)

**\$245M**

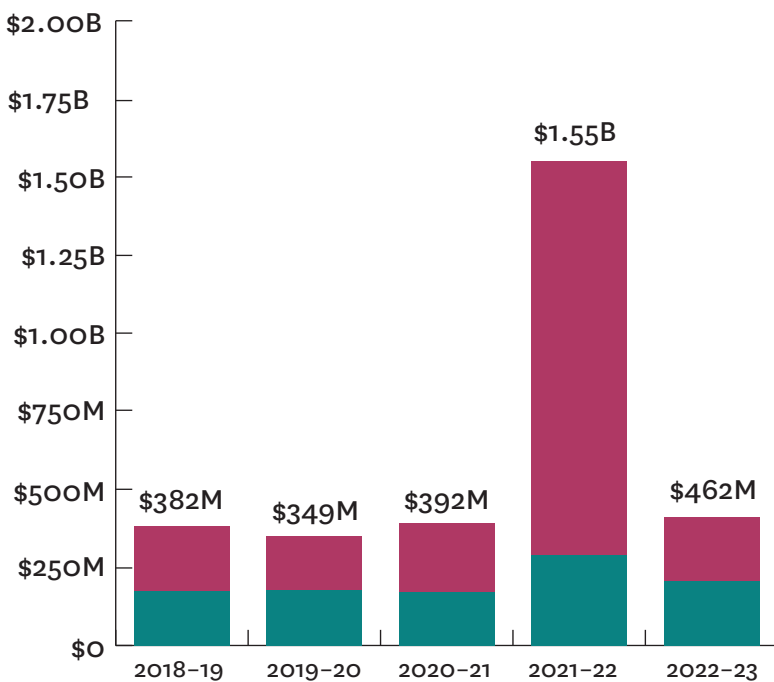
Value of residential building  
approvals (2022-2023)

**\$217M**

Value of non-residential  
building approvals (2022-2023)

Source: SGS Economics and Planning using ABS Building Approvals, 2023

### Value of building approvals in Frankston City



■ Value of residential ■ Value of non-residential building

Source: SGS Economics and Planning using ABS Building Approvals, 2023

### Key State Government investment and project commitments

Frankston Hospital  
redevelopment and  
expansion

New tech school to  
improve students' skills  
and knowledge

Level crossing removals

Chisholm Institute —  
Stage 2 redevelopment

Commuter Car Park  
infrastructure

Youth treatment facility  
upgrades

Source: Victorian Government Budget, State Capital Program 2023-24



04

# Council's commitment to local businesses

April - June 2024



# Key highlights

## **Economic Development and Skilled Community Strategy**

At the 13 May 2024 Council Meeting, Council resolved to adopt the Frankston City Economic Development and Skilled Community Strategy. The Strategy aims to support economic prosperity by using current economic and demographic data and information to build on existing strengths and advantages as well as future opportunities which are aligned with the Frankston City Community Vision and Council Plan Priorities. A Strategy Action Plan addresses each of the three Priority Areas of the Strategy: Supporting local business; Investment attraction and economic activation of places; and Council as an enabler.

## **CommBank Small Business Expo**

Council's Economic Development Team exhibited at the two-day CommBank Small Business Expo in late May. The expo was held at the Melbourne Exhibition and Convention Centre, where Council Officers spoke to more than 150 small business owners, introducing Imagine Frankston and showcasing Frankston City's impressive amenities, upcoming projects, economic statistics, outlook and growth for the future. 45 business owners from Melbourne and surrounds signed up to receive the Business eNewsletter, with many businesses being impressed to discover information about Frankston City and learn why it is a great location to invest and to operate a business in.

## **School to Work Forum - Frankston Edition**

In collaboration with the Frankston Mornington Peninsula Local Learning and Employment Network (FMPLLEN), Council delivered a School to Work Forum breakfast meeting for business and local school principals at McClelland Gallery on Tuesday 18th June. A panel of guests including Chisholm, Mt Erin College Principal, Sam Grigg (Burst Branding Agency), Elizabeth McDonald (Netfocus IT) spoke about career pathways.

## **Young Street Vacant Shopfront Activation Project**

In partnership with Plan One and Ginane and Associates, Council's Economic Development team delivered the Young Street Vacant Shopfront Activation Project this quarter. This project resulted in two vacant shops being successfully filled with quality short term tenants, giving them the opportunity to prove the concept of a physical space in Young Street. Both of the new businesses are expected to enhance the vibrancy of Young Street, contributing to the area's economic growth and community appeal.

## **Imagine Frankston**

More and more families, professionals, retailers, entrepreneurs, businesses, developers and visitors are discovering the opportunities in Frankston City. That's why Council has brought together our economic development and visitor attraction teams to show the world that we are open for business, under one unified voice of Imagine Frankston. Showcasing Frankston City's finest amenities, Imagine Frankston will also attract potential investors and businesses to the city, helping to strengthen the economy and make it a even more liveable city to cater for the future population demand.



## Local business success stories

### **Guitar Village Australia**

Guitar Village Australia has been the place to shop for guitars and musical instruments in Frankston for the past 47 years! Not to forget their thriving school Guitar Village School Of Music. They were one of the lucky recipients of a 23/24 Frankston City Business Grant. Owner Bob said the \$\$ went toward modifications to their music school on Davey Street: "The grant went towards glass partitions and doors in our music school," Bob said. "We love the people and love seeing new customers come and learn an instrument. It's great to see past customers coming back to our guitar store or music school years later and reminiscing about past experiences here." So great to see this much loved local business still going strong after all these years!

### **Spanish Bar**

When Adriano Gonzalez opened Spanish Bar in Seaford in 2014, he never imagined how popular it would become. So much so that even famous faces (including P!nk) visit when they are in town! "What started as a sketch in the sand..." Mr Gonzalez said. "Led to months of hard work, restless nights, paperwork, family recipes, interviews, and boundless anticipation, mixed with passion, aspirations, and most importantly, love, culminated in the grand opening of Spanish Bar on May 16, 2014." He said "We aimed to add the missing touch to Seaford, and to be the proud pioneers of the positive transformation of this vibrant community over the past decade. Our heartfelt gratitude goes out to everyone who supported and continues to support this dream.

## Testimonials

*“The Think Local grant that we received enabled us to purchase high quality media cards for our new Sony camera systems. Being able to support local camera shop - Peninsula Camera House and upgrade our recording media, has meant we have greater ease when filming and creating back-ups on the go - something that is hard to place a value on. Thanks so much Frankston City Council - the Think Local Grants are an amazing initiative.”* **Thomas Barnes, Colossal Studios**

*“When a bus crashed into our store on Young Street, we needed to find a temporary location, fast, to keep trading. Thankfully local real estate agent, Nichols Crowder and the Investment and Economic Activation Officer from Frankston City Council’s Economic Development team came to our rescue and found us a location just a short walk on the same street. The agent from Nicholas Crowder was astronomical and the Economic Development team jumped on it straight away, both working hard to find us a temporary location to set up shop and keep our business open. We are very grateful.”* **Wade Savage, Professional Hair Care Products**

*“We spent our (Frankston City Council Business) grant on a single head embroidery machine and eight head embroidery machine. This is brand new technology straight from Japan to allow us to do 3D embroidery, regular embroidery and embroidery on high vis products. Thank you to Frankston City Council for your grant which has allowed us to do such amazing things for our small business. It’s taken our business to a whole new level.”* **Ben, Owner Thread Traders**

*“A huge Thank you to Council’s Business Concierge in helping to launch the Seaford Village Makers Market. It was extremely helpful to have a single point of contact who could communicate our goals to the correct departments, this ensured we understood our limitations and responsibilities in creating a safe event for our community. Council’s support has been invaluable, not just initially but also in ensuring the markets continuity. The assistance from the Imagine Frankston social media department in promoting our event has been instrumental in attracting visitors, not only benefiting the market but also my business and other traders in the area. I am looking forward to working with Council to continue to make this event something our Seaford community can enjoy and be proud of.”* **Holly, Creek & Bay**



## Business Engagement

	eNewsletter Subscribers	Business Support	Business Mentoring	Business Concierge	Workshops Provided
April 2024	2468	12	5	37	0
May 2024	2504	11	7	44	1
June 2024	2576	8	3	35	6

**eNewsletter Subscribers:** Number of subscribers to the Business eNewsletter

**Business Support:** Number of businesses assisted with workshops, grant assistance, business relocation and more

**Business Mentoring:** Number of businesses who signed up for free mentoring and were assigned a mentor

**Business Concierge:** Number of Business Concierge requests actioned

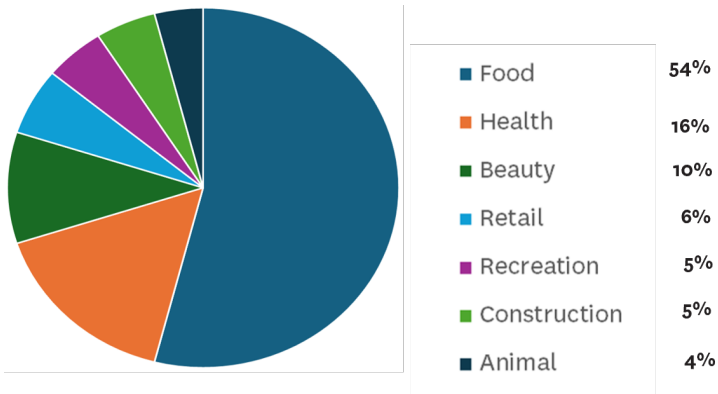
**Workshops Provided:** Number of Business Workshops provided

## Business Concierge Service

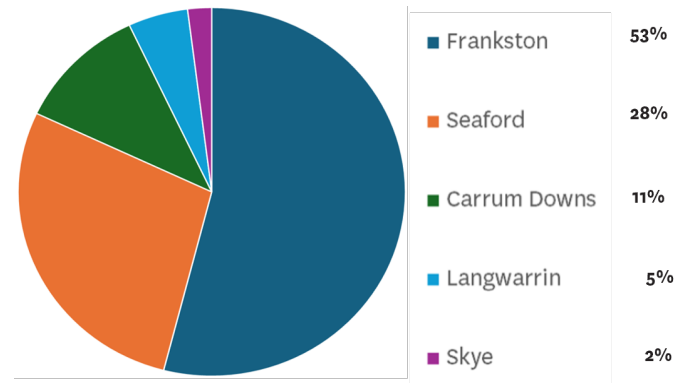
Our Business Concierge is a free service to help guide businesses to start up, grow or relocate by:

- providing information to help open or expand a business
- helping business operators to understand which permits they need
- help with completing and submitting these applications
- connecting business operators with Council's business mentoring service
- offering advice on other aspects of running a business

### Business Concierge requests by industry type



### Business Concierge request locations



### Businesses assisted by the Business Concierge





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