



June 2023

ECONOMIC SCORECARD



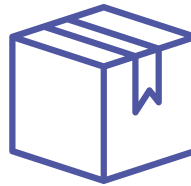
INVEST
FRANKSTON
.COM

O1

ECONOMY



▲▼ Change in comparison to March 2023 Scorecard



▼ **43,036**
BUSINESSES

Trading as at 30 Jun 2023

▲ **15,051**
BUSINESSES

Registered for GST
(as at 30 Jun 2023)

▲ **\$4.407**
BILLION

Regional exports, with
31.2 per cent from the
manufacturing industry*

▲ **\$16.671**
BILLION

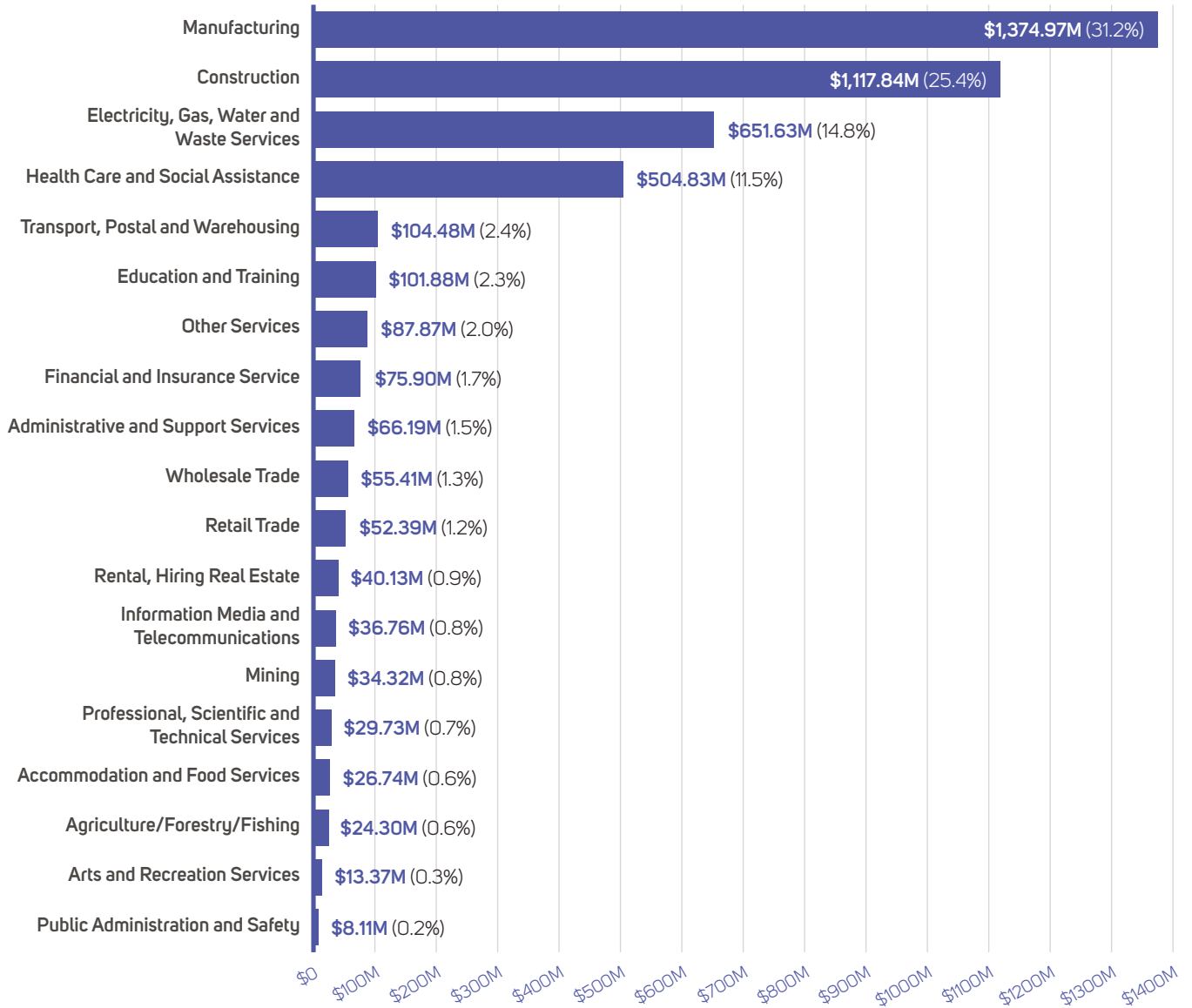
Economic output*

Frankston City Growth by Economic Output



* Source: REMPLAN

Regional Exports by Industry Sector*



* Source: REMPLAN Economy

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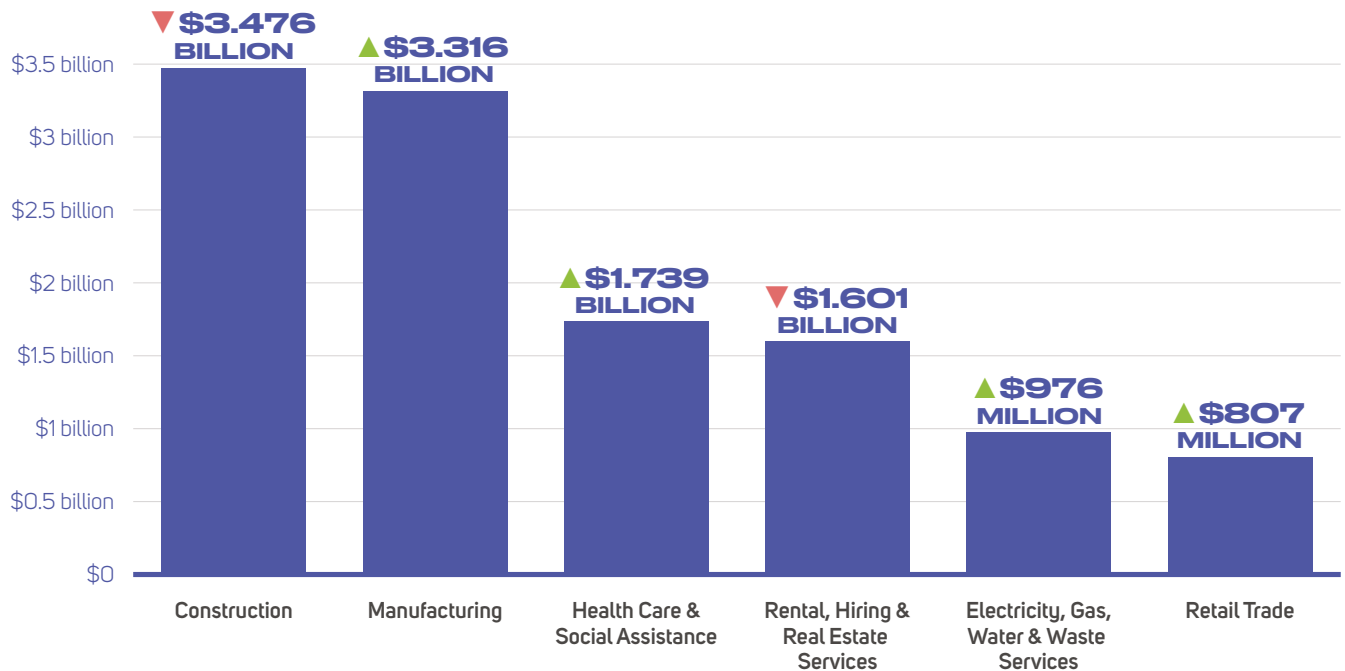
INDUSTRY OVERVIEW



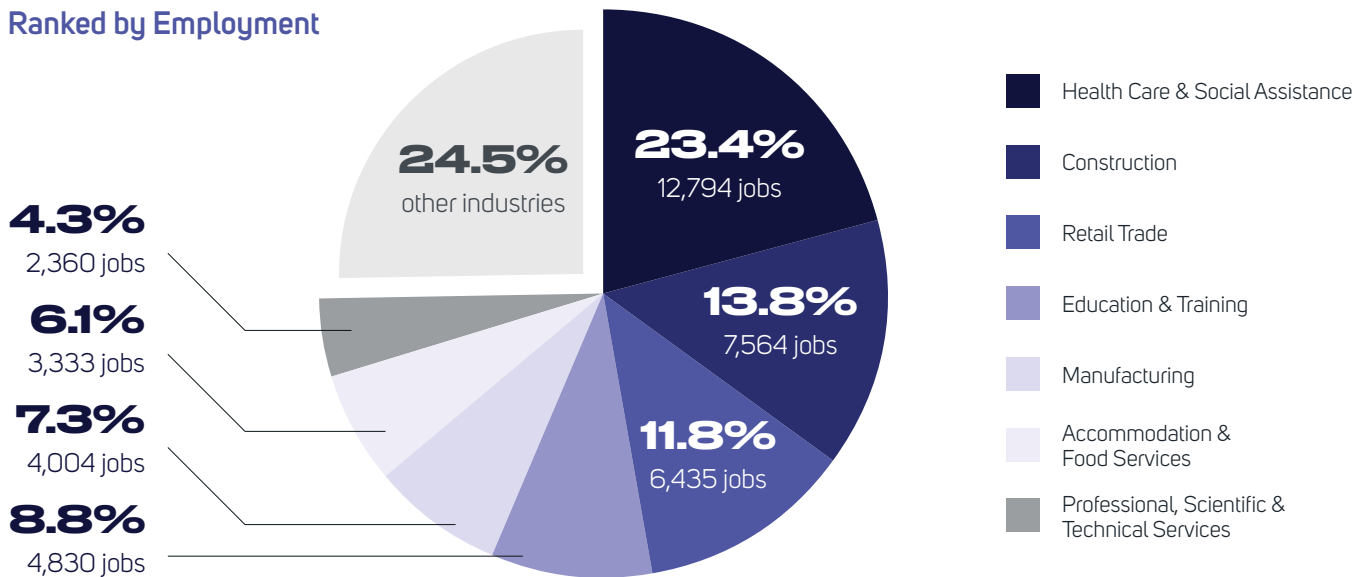
TOP SIX INDUSTRY SECTORS IN FRANKSTON CITY

Ranked by Output

▲ ▼ Increase/decrease in comparison to March 2023 Scorecard



Ranked by Employment





RESIDENT AND VISITOR SPENDING OVERVIEW

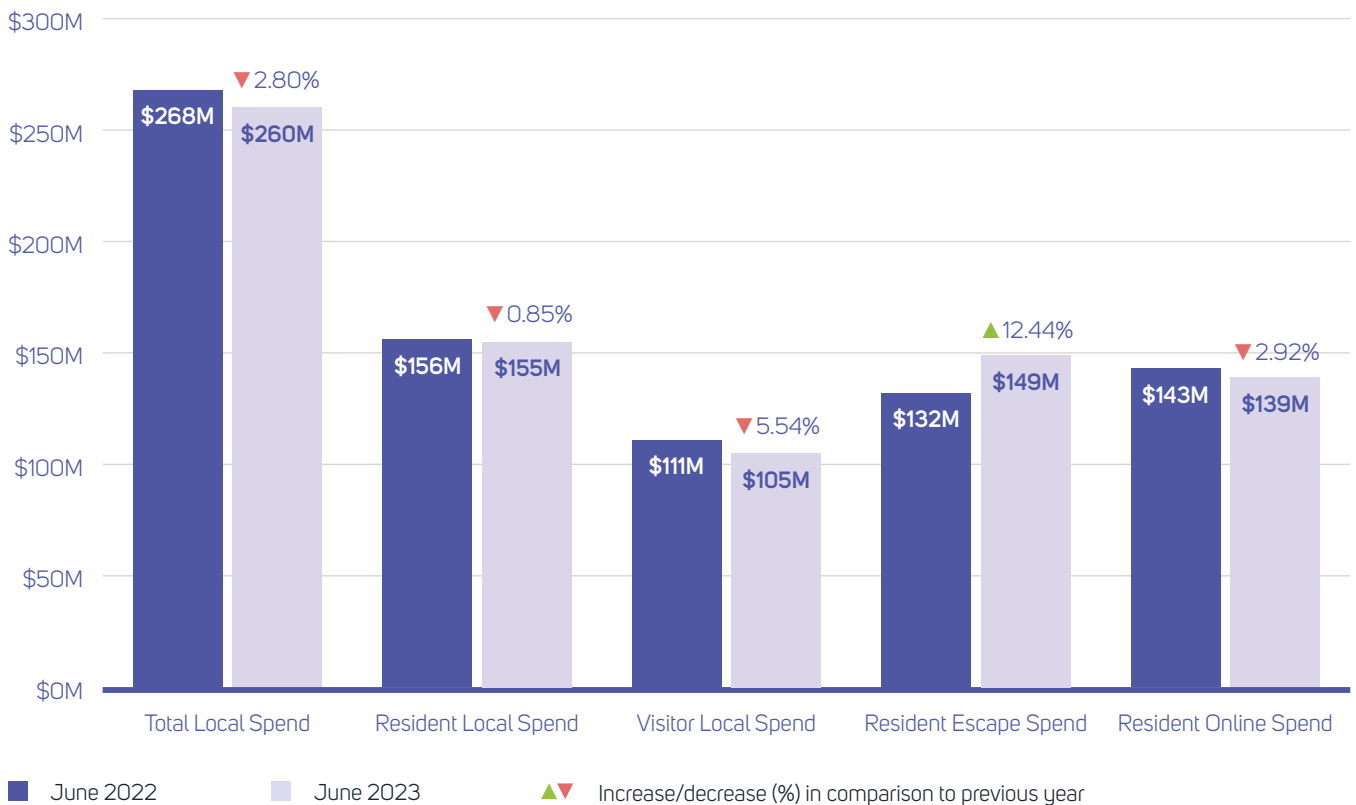
2022-2023 COMPARISON

ANNUAL EXPENDITURE OVERVIEW Jul 2022-Jun 2023

▲▼↔ Change in comparison to March 2023 Scorecard

<p>▼ \$3.334 BILLION</p> <p>Total local spend</p>	<p>↔ \$1.968 BILLION</p> <p>Resident and business (spending by businesses and residents in Local Government Area)</p>	
<p>▼ \$1.366 BILLION</p> <p>Spending inside LGA by non-residents and non-resident businesses</p>	<p>▲ \$1.742 BILLION</p> <p>Total spending by residents and local businesses outside LGA</p>	<p>▼ \$1.702 BILLION</p> <p>Resident online spend</p>

Year-on-Year Changes (Comparison of Jun 2022 and Jun 2023)



THE SUBURBS July 2022–June 2023

Suburb	Local Spend				Escape Spend		Resident Online Spend
	Total Local Spend	Resident Local Spend (lives in the suburb)	Internal Visitor Local Spend (lives elsewhere in the LGA)	External Visitor Local Spend (lives outside LGA)	Resident Internal Escape Spend (lives in suburb but spend in other suburbs in the LGA)	Resident External Escape Spend (lives in suburb but spending outside LGA)	
Carrum Downs	\$621.60M	\$172.60M	\$224.60M	\$224.10M	\$108.70M	\$218.40M	\$228.30M
Frankston	\$1.953B	\$440.80M	\$651.60M	\$860.90M	\$91.32M	\$380.80M	\$396.80M
Frankston N	\$30.21M	\$9.31M	\$13.44M	\$7.34M	\$65.93M	\$45.40M	\$51.51M
Frankston S	\$102.30M	\$22.30M	\$27.04M	\$52.67M	\$234.60M	\$313.20M	\$296.10M
Langwarrin	\$277.60M	\$164.00M	\$36.66M	\$76.63M	\$237.10M	\$305.60M	\$319.00M
Langwarrin S	\$3.96M	\$15.15K	\$1.34M	\$2.23M	\$13.83M	\$24.72M	\$19.02M
Sandhurst	\$11.90M	\$4.00M	\$670.3K	\$6.95M	\$55.42M	\$103.90M	\$95.95M
Seaford	\$300.60M	\$87.38M	\$102.70M	\$110.40M	\$136.70M	\$200.40M	\$200.40M
Skye	\$23.04M	\$1.76M	\$5.89M	\$15.09M	\$120.70M	\$93.35M	\$93.59M

NIGHT TIME ECONOMY July 2022–June 2023

Annual Night Time Expenditure Overview for Frankston City (Spending recorded between hours of 6pm and 6am)*

▲▼↔ Change in comparison to March 2023 Scorecard



* Source: Spendmapp June 2023 update

Expenditure Category by Volume July 2022–June 2023

Category	Total Local Spend	Resident Local Spend	Visitor Local Spend	Resident Escape Spend	Resident Online Spend
Bulky Goods	\$186,943,049	\$106,141,138	\$80,801,911	\$52,438,682	\$34,363,814
Department Stores & Clothing	\$324,631,233	\$161,710,389	\$162,920,843	\$106,116,151	\$83,334,746
Dining & Entertainment	\$535,995,221	\$302,227,823	\$233,767,398	\$404,198,484	\$295,402,354
Furniture & Other Household Goods	\$86,256,422	\$35,526,668	\$50,729,754	\$31,774,424	\$36,408,191
Grocery Stores & Supermarkets	\$542,025,070	\$425,340,337	\$116,684,732	\$228,975,296	\$48,282,108
Light Industry	\$61,972,566	\$26,059,606	\$35,912,961	\$38,066,143	\$45,313,929
Other	\$39,046,031	\$17,762,255	\$21,283,776	\$36,511,865	\$152,383,494
Personal Services	\$78,640,922	\$45,041,436	\$33,599,486	\$45,490,833	\$24,070,526
Professional Services	\$352,037,485	\$173,999,629	\$178,037,856	\$151,084,926	\$279,787,985
Specialised & Luxury Goods	\$255,734,044	\$185,115,504	\$70,618,540	\$124,318,081	\$29,714,492
Specialised Food Retailing	\$373,132,602	\$225,683,864	\$147,448,738	\$135,680,322	\$292,135,480
Trades & Contractors	\$17,055,933	\$7,246,757	\$9,809,176	\$8,700,232	\$17,692,513
Transport	\$439,116,460	\$237,401,830	\$201,714,631	\$251,419,662	\$130,497,281
Travel	\$41,148,211	\$18,738,685	\$22,409,527	\$71,193,394	\$232,113,678



04

WORKFORCE AND SKILLED COMMUNITY



▲54,633
JOBS
in Frankston City



▲39
JOBS PER 100
RESIDENTS
in Frankston

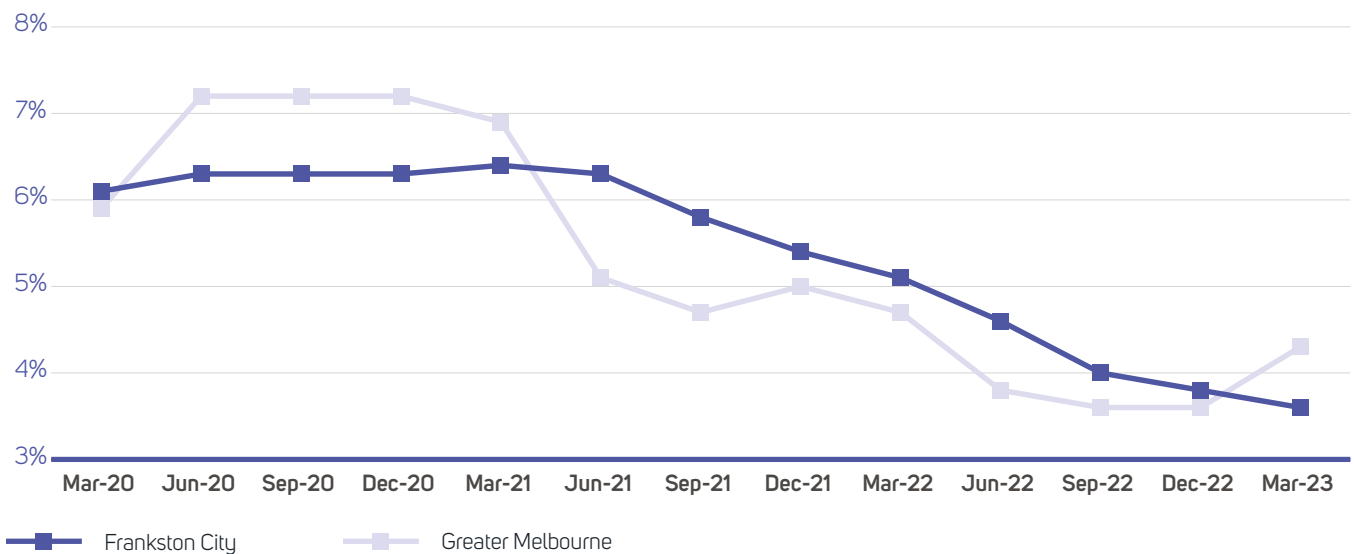


▲49
JOBS PER 100
RESIDENTS
in Greater Melbourne



▲140,809
POPULATION
OF FRANKSTON
CITY
as per latest REMPLAN data

Unemployment Rate Comparison to Greater Melbourne (March 2020–March 2023)*



UNEMPLOYMENT RATE in comparison with March 2023 scorecard



▼3.6
PER CENT
In Frankston City

▲4.3
PER CENT
Comparison to
Greater Melbourne

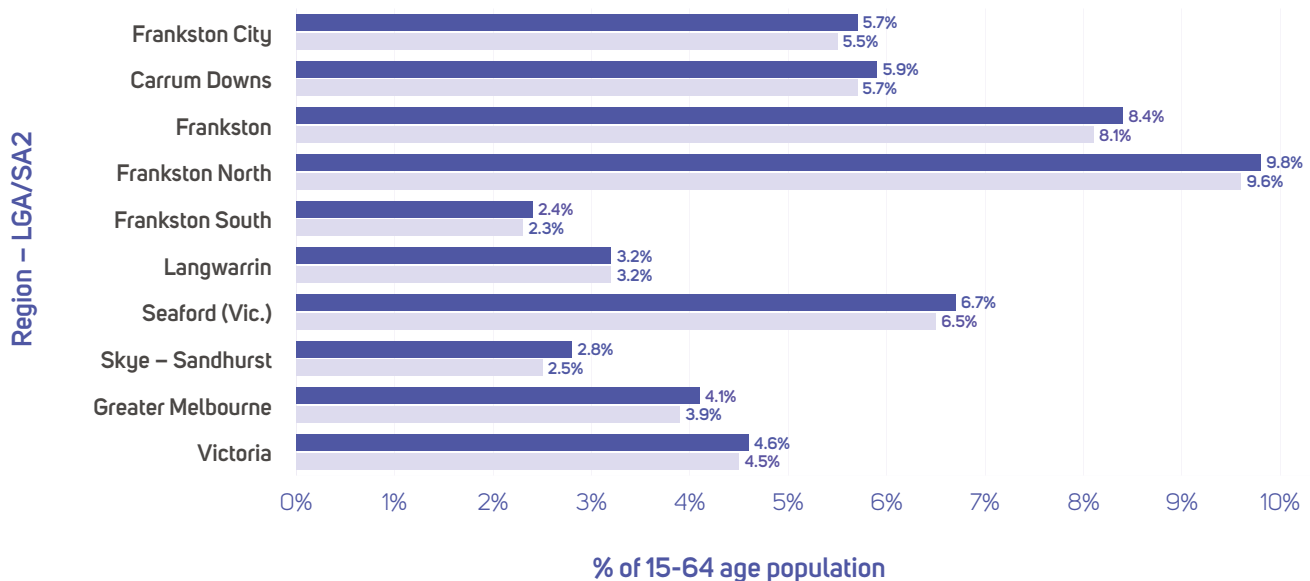
* Source: Latest [REMPAN](#) data, as at March 2023

JOB SEEKERS STATISTICS

JOBSEEKER*

Region – LGA/SA2	March 2023		May 2023		
	JobSeeker and Youth Allowance Recipients	% of 15–64 Age Population	JobSeeker and Youth Allowance Recipients	% of 15–64 Age Population	Change
Frankston City	5,300	5.7	5,135	5.5	-165
Carrum Downs	895	5.9	870	5.7	-25
Frankston	1,345	8.4	1,300	8.1	-45
Frankston North	1,215	9.8	1,190	9.6	-25
Frankston South	280	2.4	260	2.3	-20
Langwarrin	545	3.2	540	3.2	-5
Seaford (Vic.)	750	6.7	735	6.5	-15
Skye – Sandhurst	270	2.8	240	2.5	-30
Greater Melbourne	141,875	4.1	137,695	3.9	-4,180
Victoria	204,315	4.6	198,350	4.5	-5,965

JobSeeker March 2023 to May 2023, Frankston City and benchmarks*

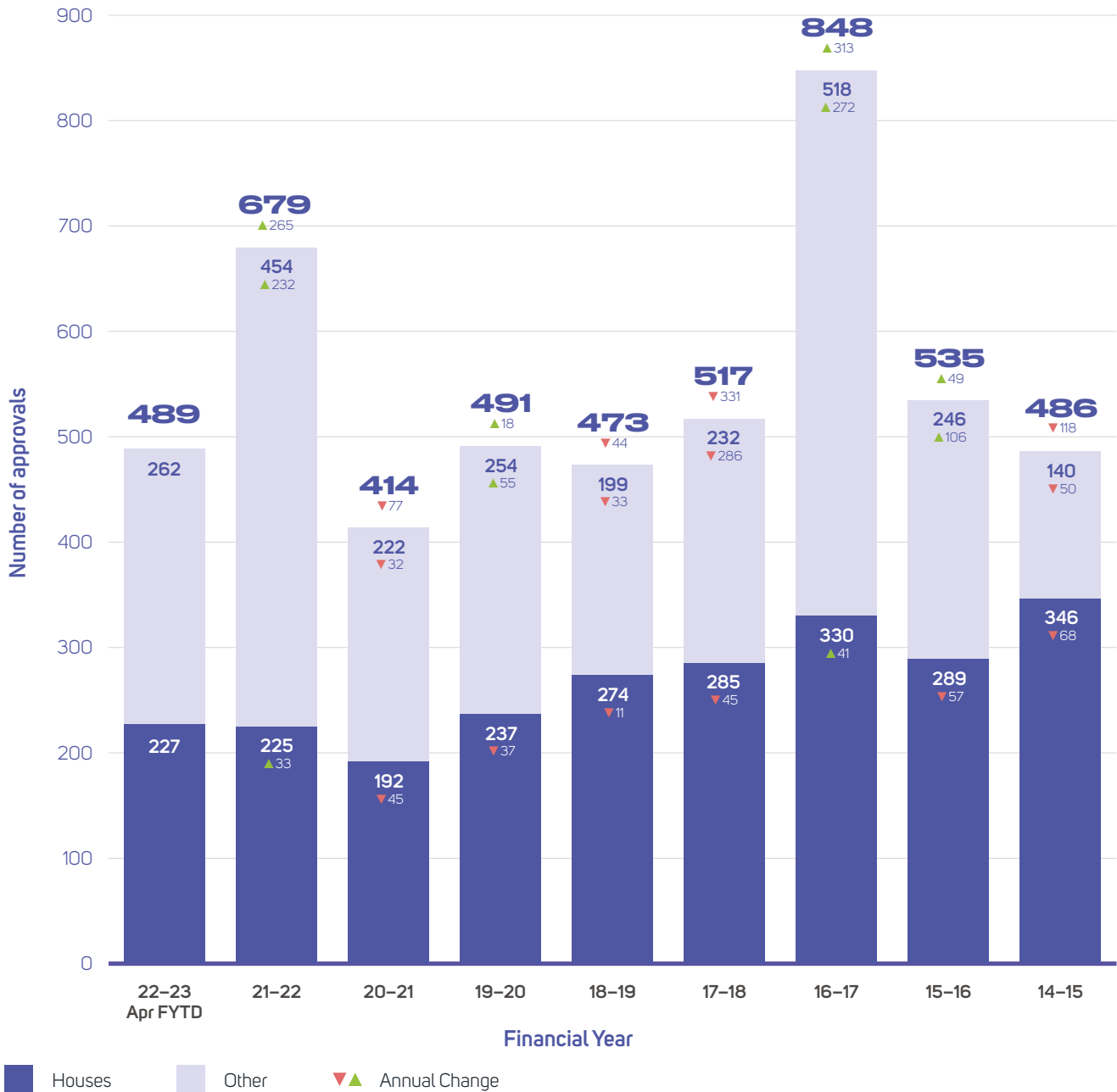


* Source: Department of Social Services – JobSeeker and Youth Allowance recipients – monthly profile via data.gov.au.
Compiled and presented by [id](https://www.informeddecisions.com.au) (informed decisions).

INVESTMENT PIPELINE

BUILDING APPROVALS*

In Frankston City there were 330 residential and other dwellings approved to be built in the financial year 2022–23 (current data available until Apr 2023)



* Source: Australian Bureau of Statistics, Building Approvals, Australia (8731.0). Compiled and presented in profile.id by .id (informed decisions)

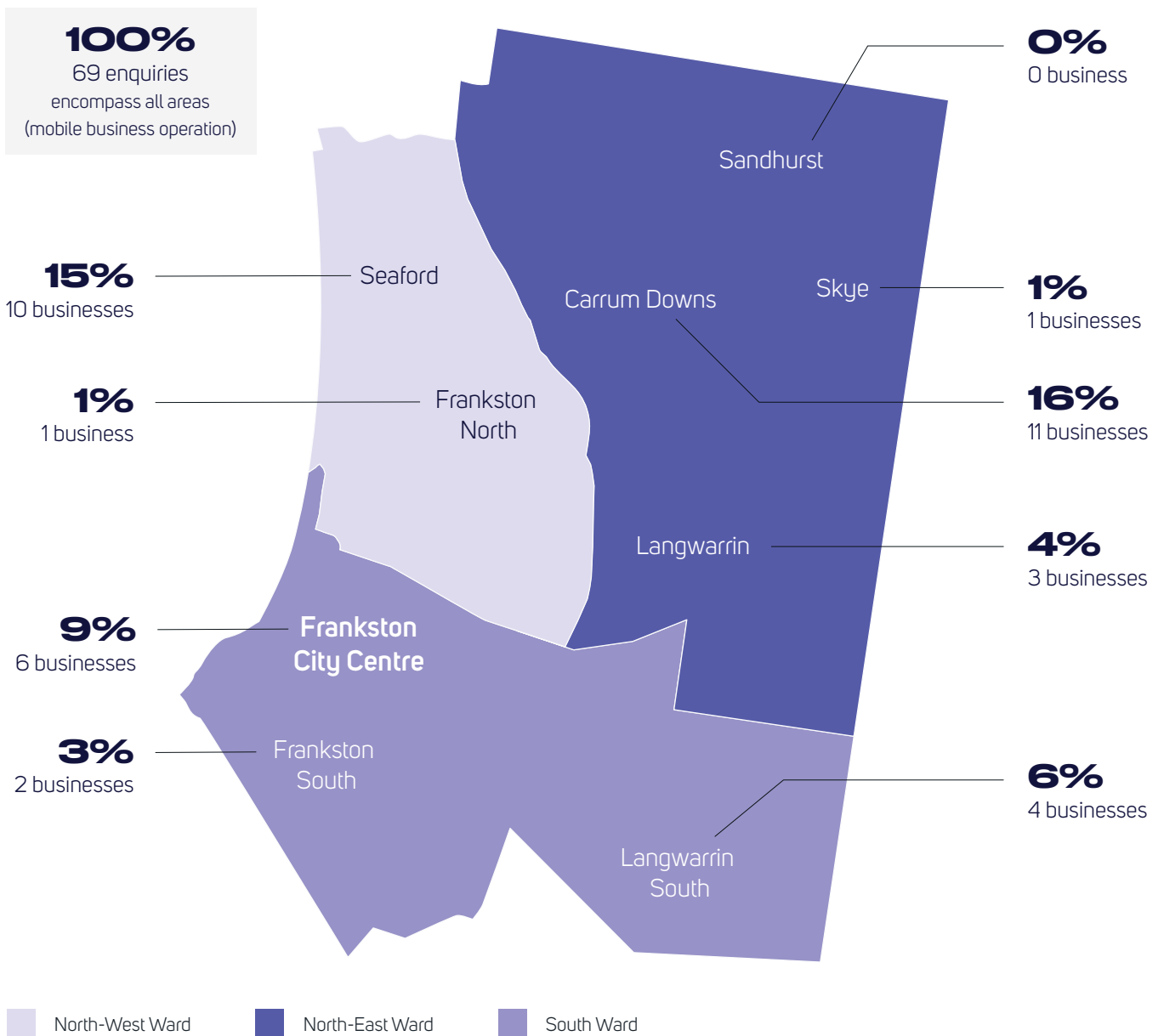


BUSINESS CONCIERGE

APRIL 2023–JUNE 2023

PROPERTY LOCATION QUERIES

April 2023–June 2023



BUSINESS TYPE

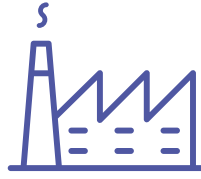
Queries received during April 2023–June 2023 from the following business types:



25
RESIDENTIAL
BUSINESSES



30
COMMERCIAL
BUSINESSES



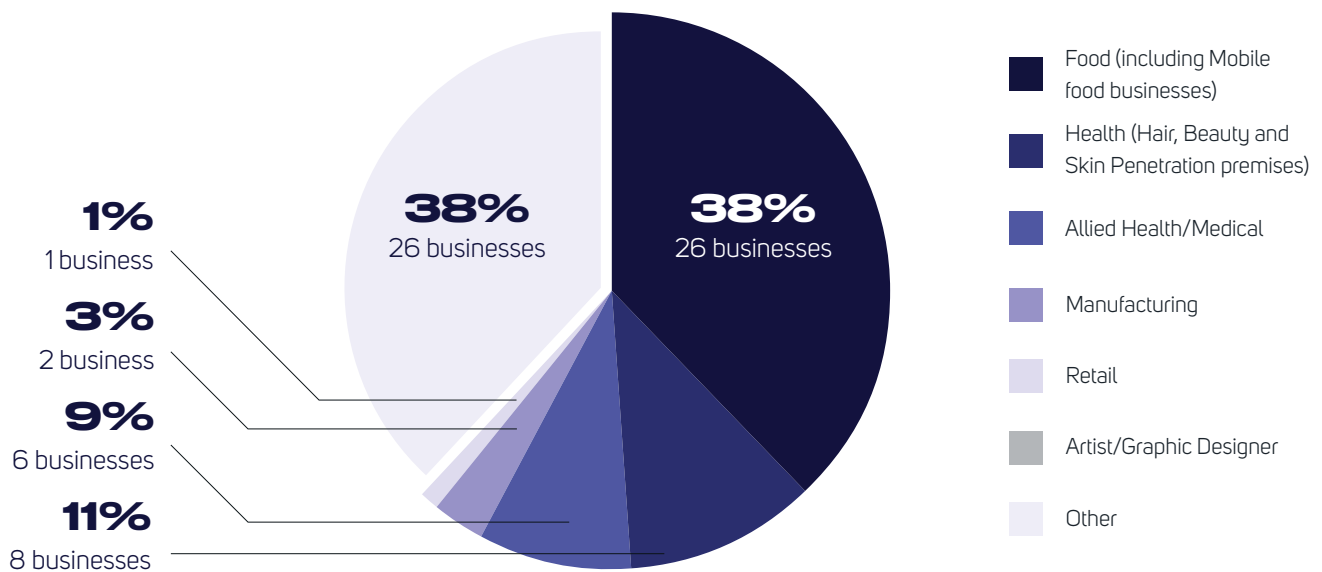
13
INDUSTRIAL
BUSINESSES



1
OTHER
BUSINESSES

BUSINESS INDUSTRY (TOP 6 CATEGORIES)

April 2023–June 2023



IF YOU'RE READY TO THRIVE, INVEST FRANKSTON

Invest Frankston is our commitment to creating the most robust, forward thinking, energetic, exciting, progressive suburb, city, municipality and region in Melbourne.

We aim to become an epicentre of innovation, growth, industry, modernity and thinking. Fully supported by Frankston City Council, this is our ethos; the mantra we live, grow and develop by.

We will continue to support and encourage the people and businesses of Frankston to make it happen, through our highly innovative and successful support programs.

We will continue to work with the Victorian and Australian governments to ensure we remain at the forefront of infrastructure and investment facilitation, now and into the future.

We are committed. We are dedicated. We are unswerving. IF you share the vision and the passion for what can be, Invest Frankston.

If you would like to learn more about investing in Frankston City, send us an email at business@frankston.vic.gov.au and we can arrange for a meeting to discuss your business needs further.

The data in this document is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, REMPLAN does not guarantee the accuracy of data nor the conclusions drawn from this information. Any inference or decision to pursue any action in any way related to the figures, data and commentary presented in this data is wholly the responsibility of the party concerned. REMPLAN advises any party to conduct detailed feasibility studies and seek professional advice before proceeding with any such action and accept no responsibility for the consequences of pursuing any such action.

**FRANKSTON
CITY COUNCIL**

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