



September 2022

# ECONOMIC SCORECARD



INVEST  
FRANKSTON  
.COM

# 01

## ECONOMY



▲▼ Increase/decrease in comparison to June 2022 Scorecard



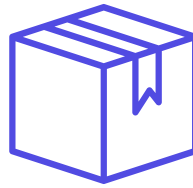
▲ **44,078**

Businesses



▲ **14,197**  
**BUSINESSES**

Registered for GST



▲ **\$3.372**  
**BILLION**

Regional exports, with  
**36.1 per cent** from the  
manufacturing industry\*



▲ **\$14.52**  
**BILLION**

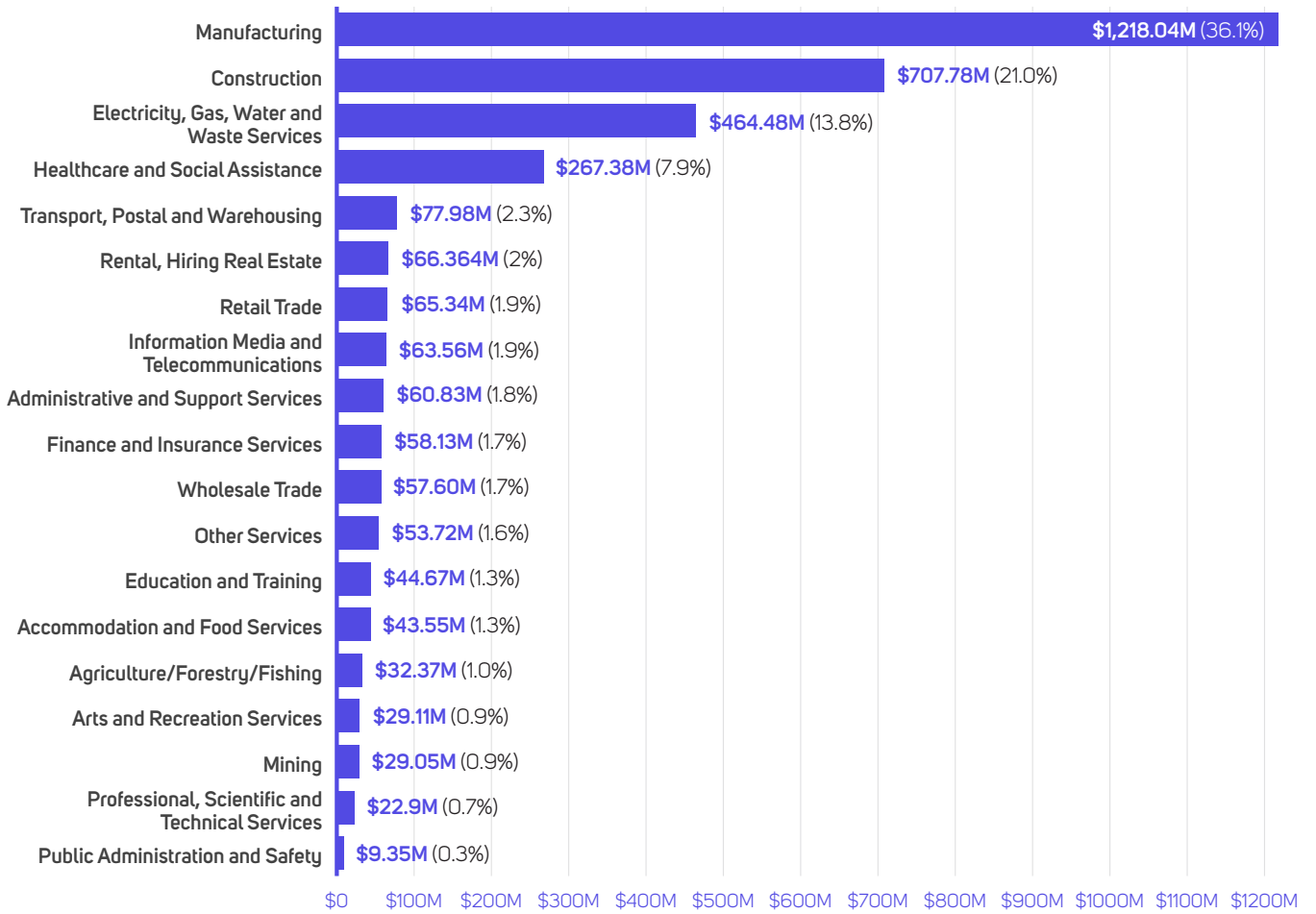
Economic output\*

### Frankston City Growth by Economic Output



\* Source: REMPLAN

## Regional Exports by Industry Sector\*



\* Source: REMPLAN Economy

# 02

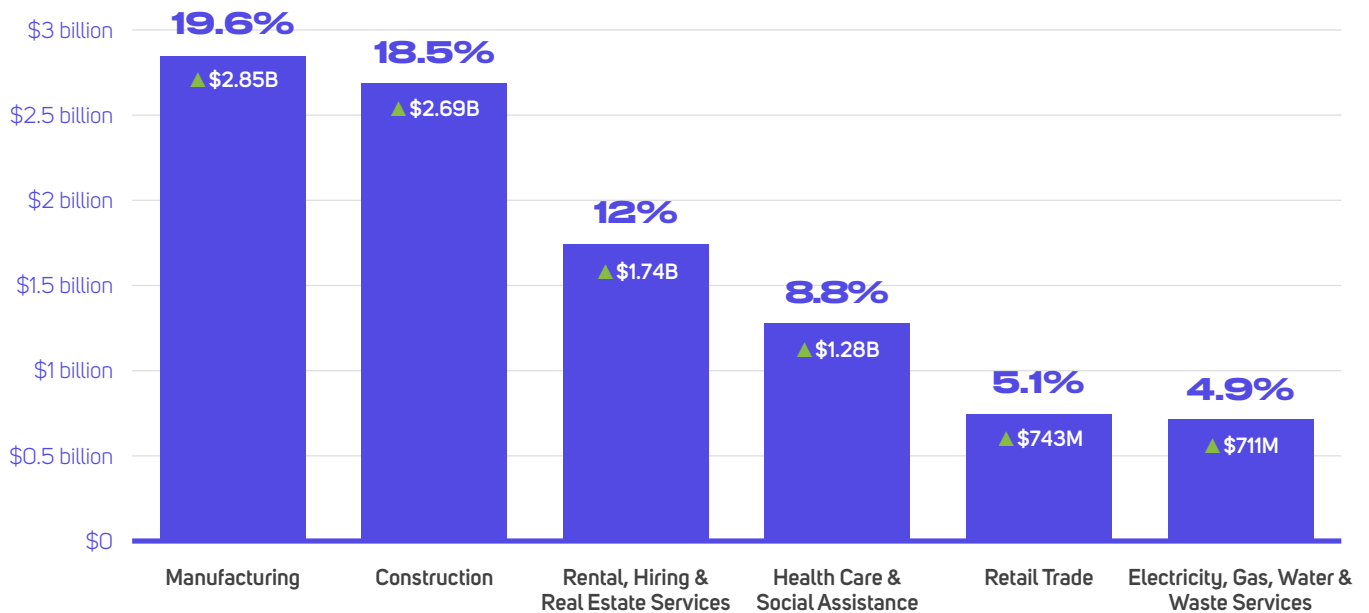
## INDUSTRY OVERVIEW



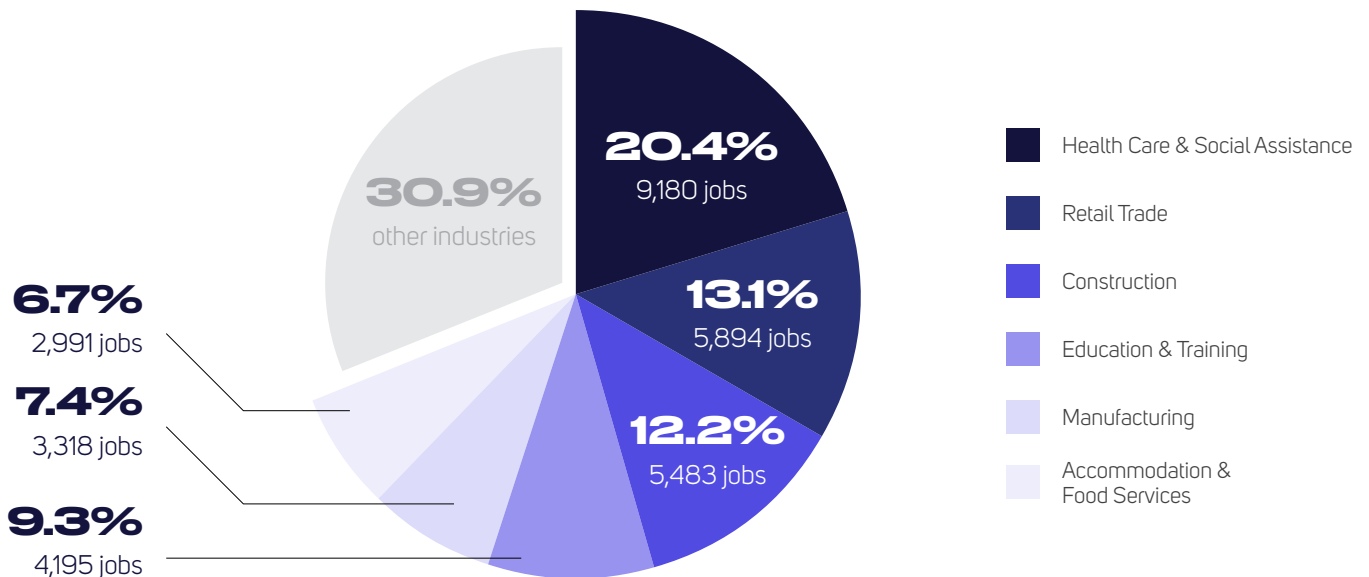
### TOP SIX INDUSTRY SECTORS IN FRANKSTON CITY

#### Ranked by Output

▲ ▼ Increase/decrease in comparison to June 2022 Scorecard



#### Ranked by Employment





## RESIDENT AND VISITOR SPENDING OVERVIEW

### 2021-2022 COMPARISON

### ANNUAL EXPENDITURE OVERVIEW October 2021-September 2022

▲▼ Increase/decrease in comparison to June 2022 Scorecard

▲ **\$3.237**  
BILLION

Total local spend

▲ **\$1.926**  
BILLION

Resident and business (spending by businesses and residents in Local Government Area)



▲ **\$1.311**  
BILLION

Spending inside LGA by non-residents and non-resident businesses

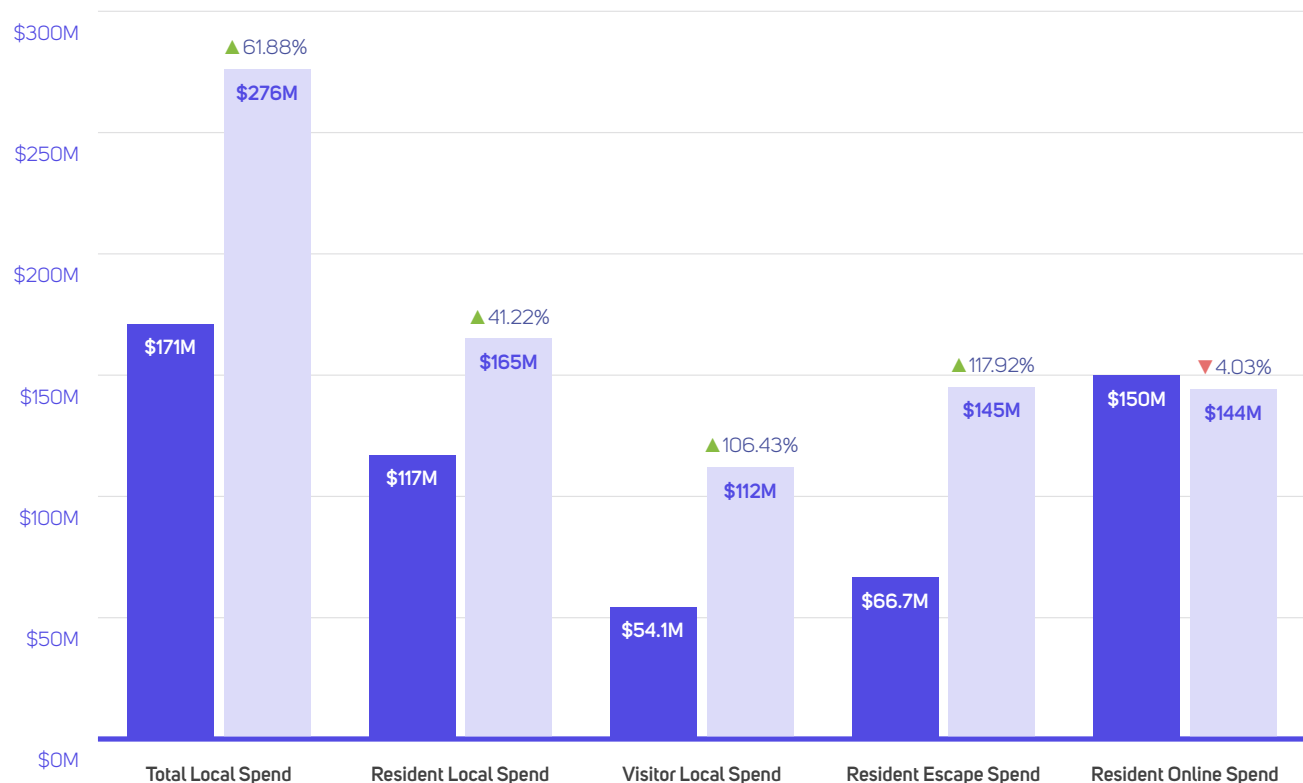
▲ **\$1.568**  
BILLION

Total spending by residents and local businesses outside LGA

▲ **\$1.688**  
BILLION

Resident online spend

### Year-on-Year Changes (Comparison of September 2021 and September 2022)



■ September 2021   ■ September 2022   ▲▼ Change (%) in comparison to previous year

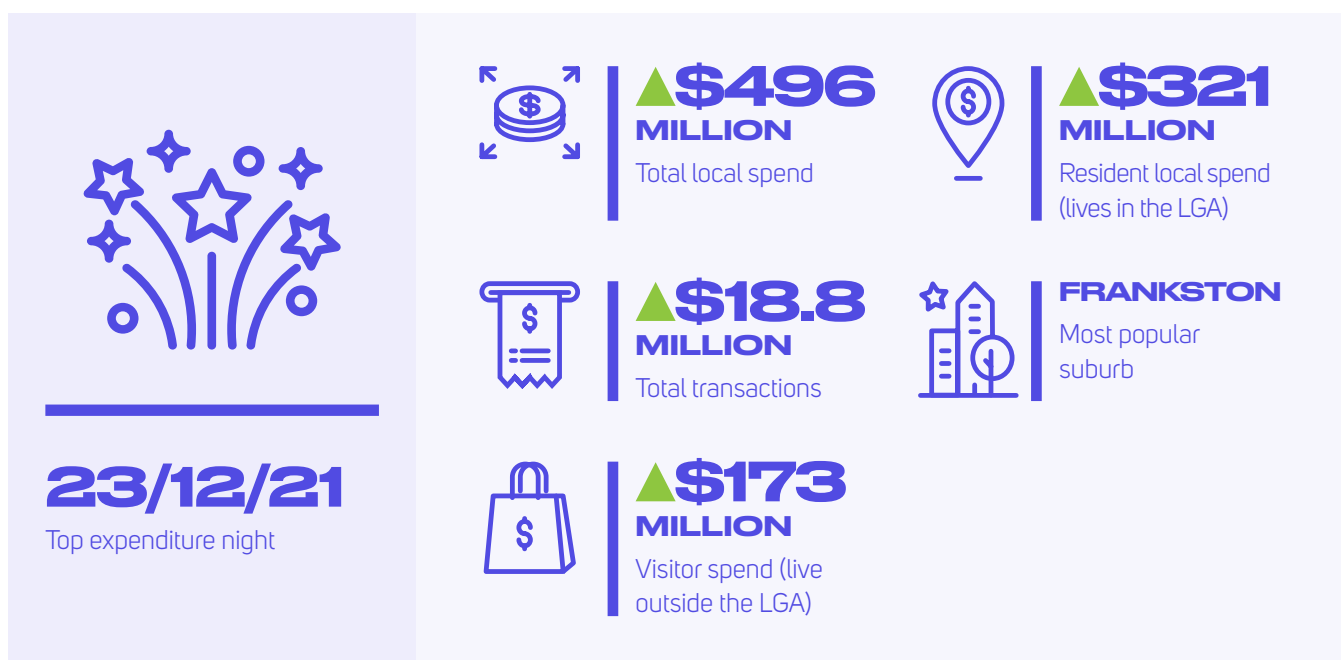
# THE SUBURBS October 2021–September 2022

Suburb	Local Spend				Escape Spend		Resident Online Spend
	Total Local Spend	Resident Local Spend <small>(lives in the suburb)</small>	Internal Visitor Local Spend <small>(lives elsewhere in the LGA)</small>	External Visitor Local Spend <small>(lives outside LGA)</small>	Resident Internal Escape Spend <small>(lives in suburb but spend in other suburbs in the LGA)</small>	Resident External Escape Spend <small>(lives in suburb but spending outside LGA)</small>	
Carrum Downs	\$612.20M	\$167.60M	\$227.20M	\$217.30M	\$103.10M	\$201.60M	\$224.90M
Frankston	\$1.91B	\$438.00M	\$640.10M	\$835.40M	\$86.51M	\$337.90M	\$399.90M
Frankston N	\$34.04M	\$9.05M	\$16.53M	\$8.33M	\$65.22M	\$42.45M	\$51.74M
Frankston S	\$87.73M	\$20.22M	\$22.89M	\$43.99M	\$230.10M	\$292.70M	\$286.20M
Langwarrin	\$263.50M	\$159.40M	\$33.17M	\$70.71M	\$233.10M	\$278.60M	\$315.30M
Langwarrin S	\$4.27M	\$44.05K	\$1.33M	\$2.51M	\$13.07M	\$22.91M	\$17.56M
Sandhurst	\$8.69M	\$3.37M	\$553.20K	\$4.42M	\$54.42M	\$95.84M	\$93.34M
Seaford	\$281.40M	\$85.07M	\$91.94M	\$104.30M	\$136.40M	\$189.60M	\$203.20M
Skye	\$22.76M	\$1.84M	\$5.94M	\$14.82M	\$118.20M	\$89.25M	\$95.50M

## NIGHT TIME ECONOMY October 2021–September 2022

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

▲▼ Increase/decrease in comparison to June 2022 Scorecard



\* Source: Spendmapp June 2022 update

## Expenditure Category by Volume October 2021–September 2022

Category	Total Local Spend	Resident Local Spend	Visitor Local Spend	Resident Escape Spend	Resident Online Spend
Bulky Goods	\$188,377,105	\$108,901,497	\$79,475,609	\$53,163,610	\$38,845,273
Department Stores & Clothing	\$329,465,911	\$163,687,659	\$165,778,252	\$103,266,549	\$103,480,690
Dining & Entertainment	\$497,708,168	\$286,927,279	\$210,780,888	\$362,456,296	\$297,771,175
Furniture & Other Household Goods	\$83,274,895	\$34,669,334	\$48,605,561	\$33,502,543	\$41,090,101
Grocery Stores & Supermarkets	\$559,927,478	\$442,916,163	\$117,011,315	\$190,049,254	\$49,900,941
Light Industry	\$65,585,407	\$26,580,109	\$39,005,299	\$36,495,630	\$47,510,427
Other	\$31,139,108	\$14,134,935	\$17,004,173	\$31,448,324	\$135,579,830
Personal Services	\$73,027,522	\$42,027,445	\$31,000,077	\$41,092,701	\$20,205,028
Professional Services	\$317,413,072	\$157,124,110	\$160,288,961	\$137,116,073	\$289,661,269
Specialised Food Retailing	\$235,258,205	\$168,904,620	\$66,353,584	\$113,531,898	\$28,348,816
Specialised & Luxury Goods	\$374,357,657	\$222,003,866	\$152,353,790	\$131,300,044	\$300,684,375
Trades & Contractors	\$18,568,639	\$7,290,519	\$11,278,119	\$8,170,103	\$18,273,929
Transport	\$413,678,198	\$224,497,777	\$189,180,420	\$241,414,697	\$128,293,705
Travel	\$49,246,496	\$26,370,687	\$22,875,809	\$68,143,737	\$188,632,850



# 04

## WORKFORCE AND SKILLED COMMUNITY



**44,934**  
JOBS

in Frankston City



**31 JOBS**  
PER 100 RESIDENTS

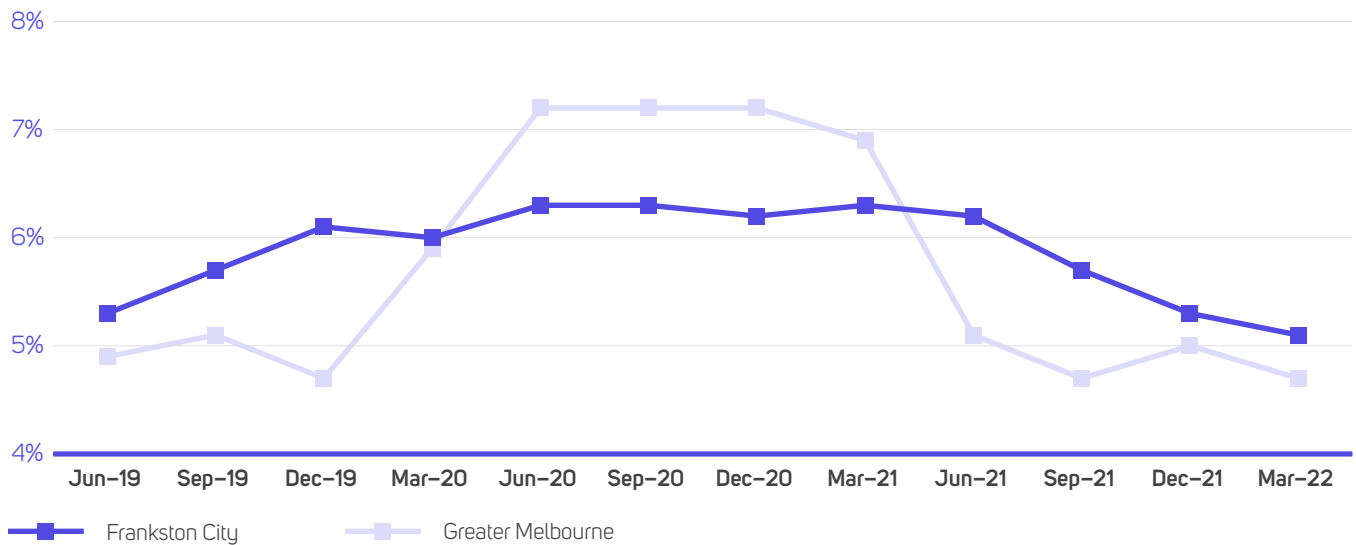
in Frankston



**42 JOBS**  
PER 100 RESIDENTS

in Greater Melbourne

### Unemployment Rate Comparison to Greater Melbourne (June 2019–March 2022)\*



### UNEMPLOYMENT RATE



**5.1**  
PER CENT  
in Frankston City

**4.7**  
PER CENT  
Comparison to Greater Melbourne

\* Source: Latest [REMLAN](#) data incorporating Australian Bureau of Statistics' (ABS) 2016 Census Place of Work Employment Data



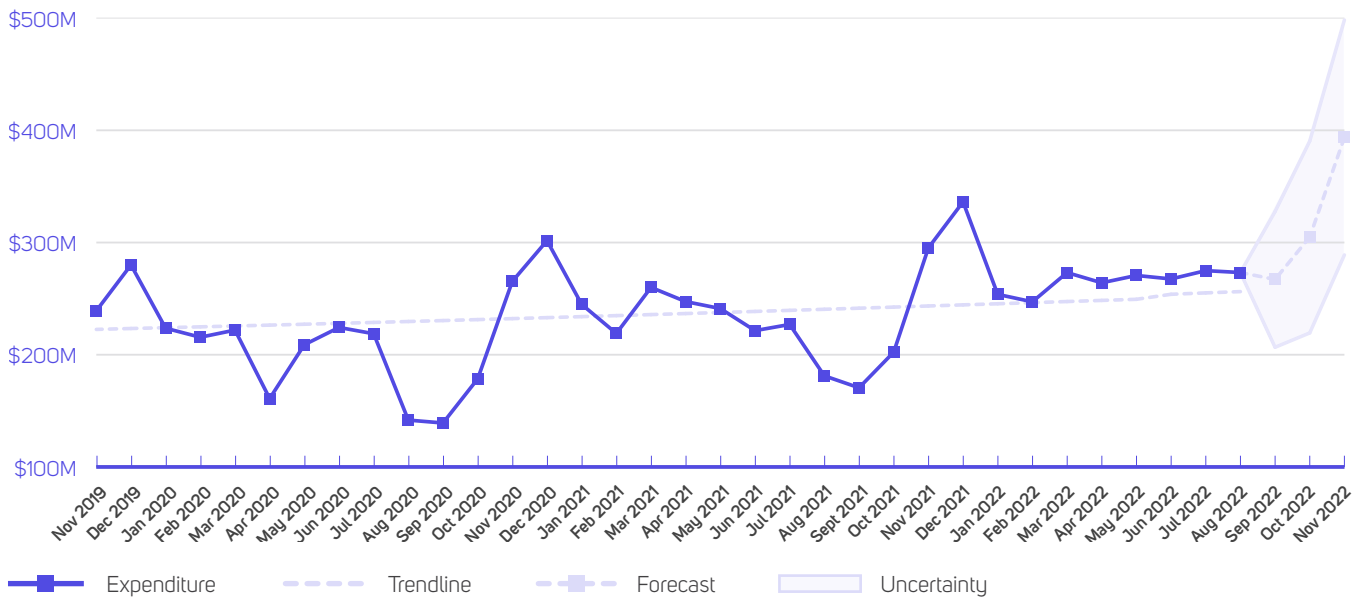
## COVID-19 STATISTICS



### JOBSEEKER\*

Latest Month Figures	August 2022		March 2020		
Region – LGA/SA2	JobSeeker and Youth Allowance Recipients	% of 15–64 Age Population	JobSeeker and Youth Allowance Recipients	% of 15–64 Age Population	Change
Frankston City	4,918	5.30	5,329	5.70	-411
Carrum Downs	780	5.10	812	5.30	-32
Frankston	1,215	7.60	1,384	8.60	-169
Frankston North	1,192	9.60	1,260	10.10	-68
Frankston South	277	2.40	270	2.30	7
Langwarrin	503	3.00	584	3.40	-81
Seaford	703	6.30	758	6.80	-45
Skye – Sandhurst	238	2.50	261	2.70	-23
Greater Melbourne	128,751	3.70	130,653	3.70	-1,902
Victoria	186,503	4.20	193,591	4.40	-7,088

### Expenditure Graph in Frankston (December 2019–December 2022)\*\*

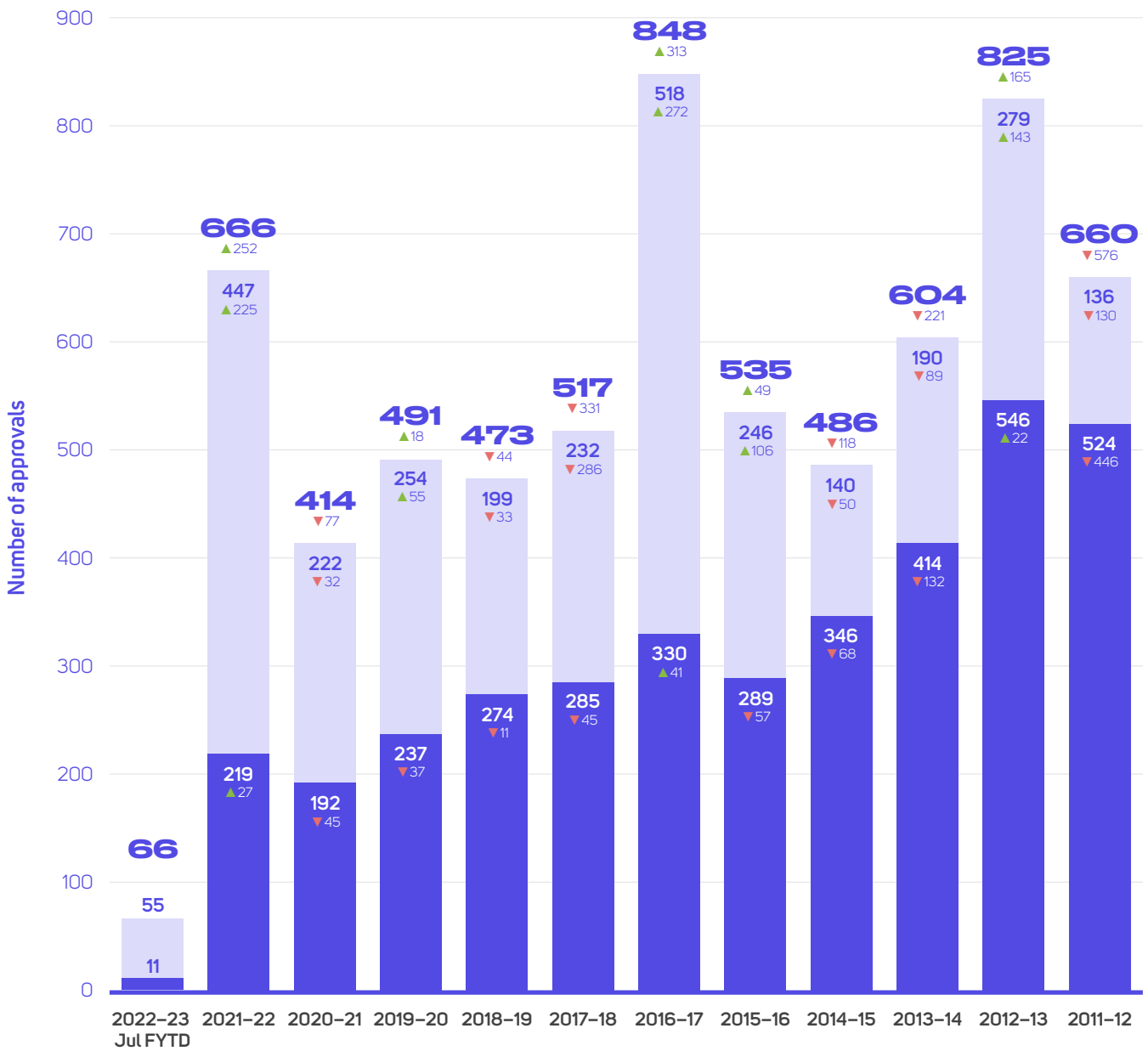


\* Source: Department of Social Services – JobSeeker and Youth Allowance recipients – monthly profile via [data.gov.au](https://data.gov.au).  
Compiled and presented by [.id](https://www.informeddecisions.com.au) (informed decisions).

\*\* Data source: [spendmapp.com.au](https://spendmapp.com.au)

## INVESTMENT PIPELINE

### BUILDING APPROVALS\*



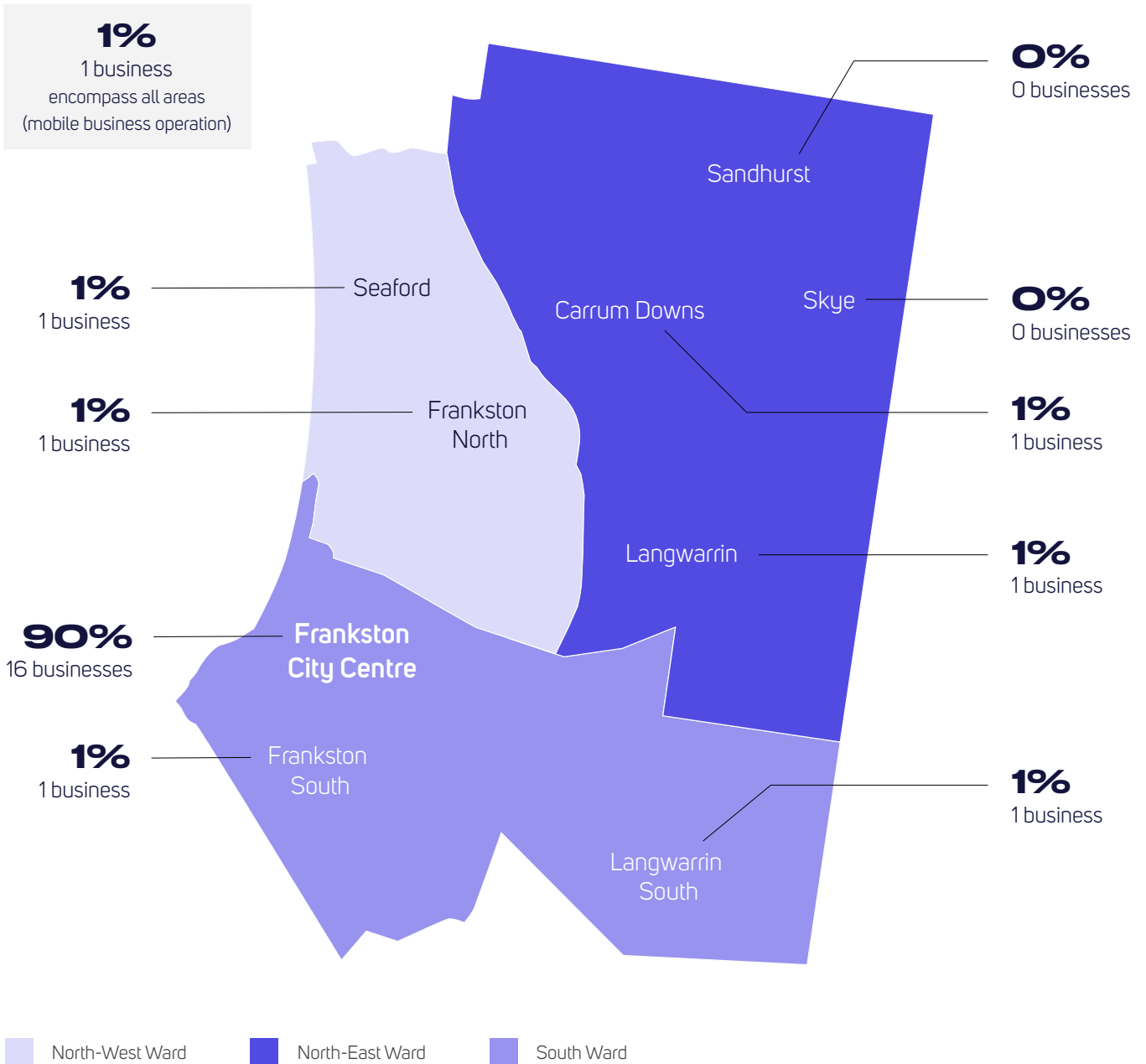
■ Houses    
 ■ Other    
 ▲ ▼ Annual Change

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



## BUSINESS CONCIERGE JUN 2022-SEP 2022

### PROPERTY LOCATION QUERIES



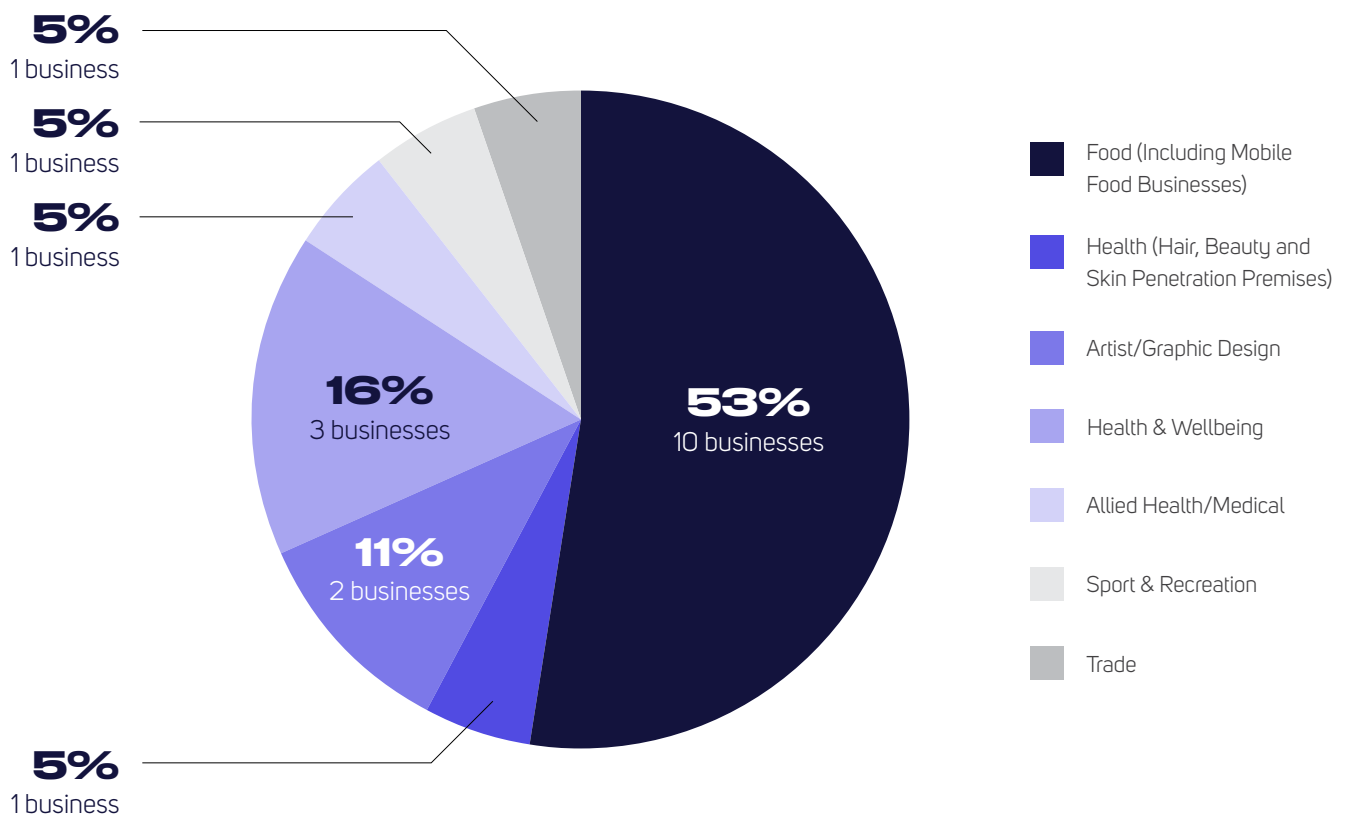
## BUSINESS TYPE



**10**  
RESIDENTIAL  
BUSINESSES

**12**  
COMMERCIAL  
BUSINESSES

## BUSINESS INDUSTRY (TOP 6 CATEGORIES)



# 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.

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**

frankston.vic.gov.au  
business@frankston.vic.gov.au  
1300 322 322

PO Box 490  
Frankston  
VIC 3199



**INVEST  
FRANKSTON  
.COM**