



SUMMARY
Frankston Destination
Events Strategy

2023-2028



Acknowledgement of Country

Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City, and value and recognise local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.

Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions and culture in our community.

Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal cultural heritage of the land and waters where Frankston City Council is situated.



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The Frankston Destination Events Strategy provides a cohesive framework to deliver triple-bottom-line benefits for its residents in the future. The Strategy has been developed in the strategic context of local, regional, state, and national strategies through a collaborative approach with events, strategic partners, the wider visitor economy, whole-of-government and community.

29+
major events p.a.

170k+
major event attendance

event fans
from Metro Melbourne +
Mornington Peninsula



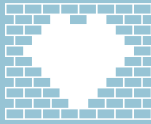
JAN - APR
peak event season

995+
total sleep capacity

79
event venues

HEADLINE ACTS

Like nowhere else, Frankston is a fascinating juxtaposition of CBD, stunning coastline and hidden bushland – *where laneways meet the sea.*

-  CBD by the Sea
-  Proximity
-  Street Art & Sculpture
-  Vibrant Music Scene

Frankston, so close...  within 45 minutes of Melbourne CBD

The Stage

Destination Profile

On the shores of Port Phillip Bay lies Frankston City, an emerging creative city bordering metropolitan Melbourne and the northern entrance of the Mornington Peninsula.

Home to over 141,000 residents, and welcoming over one million visitors annually, locals and visitors have long celebrated Frankston City's unique blend of urban, natural and coastal experiences, creating an enviable lifestyle.

In 2022, Frankston was voted Victoria's 3rd Top Tourism Town and is home to the nation's Best Street Art Tour (Australian Street Art Awards 2021 and 2022).

With a robust calendar of events, cultural experiences and the emergence of innovators, crafters and brewers, with an eclectic mix of hospitality and entertainment venues, the City has hosted national and international

events, including the Sand Sculpting Australia Exhibition (2008-2017), the Ironman Asia-Pacific Championships (2012-2015), the 2018 UCI BMX World Championships and 2018 Commonwealth Games Live site and Queen's Baton Relay.

Its major and community events and activations attract more than 300,000 visitors per annum.

Home to several cultural venues, including the Frankston Arts Centre, one of the largest outer metropolitan arts venues in Australia. Frankston Arts Centre attracts approximately 160,000 people per annum, with over 50% of visitors from outside the Frankston municipality.

Frankston has significant independent and state-run cultural venues, including McClelland Sculpture Park + Gallery, one of Australia's largest outdoor sculpture parks, attracting 150,000+ visitors annually, and Cruden Farm, the previous home of Dame Elisabeth Murdoch. National Heritage-listed Mulberry Hill, home of Sir Daryl (artist) and Lady Joan

(author) Lindsay, contributes significantly to the destination's cultural experience.

Live music underpins Frankston's event vibrancy, fostering home-grown independent and mainstream artists, with the City's growing entertainment and hospitality venues presenting local and national performers as an integral part of their experience.

With the City's growing street art and public art and sculpture portfolio, Frankston is visually transforming and positioning the City as a coastal urban destination with multiple layers to inspire and engage a broad range of audiences.

Frankston City Council has identified destination events, arts and culture as key drivers for the future growth of visitor attraction and the development of the destination more broadly.

Please note, throughout this document, Frankston refers to the Frankston City Municipality.

Frankston, so close



Melbourne CBD
[45min, 55km]

Melbourne Airport
[60min, 77km]



Melbourne CBD
757 services per week
[1hr, 20min]



Sydney → Melbourne
826 flights per week
[1hr, 25min]



Rehearsal

Challenges, Opportunities, Gaps

The following summary of challenges, opportunities and gaps were identified from surveys, workshops and interviews during consultation, and were prioritised by attendees of the facilitated stakeholder workshop staged at the Frankston Arts Centre.

Challenges	Opportunities	Gaps
<p>Destination Profiling/ Branding</p> <ul style="list-style-type: none">③ Perception, negative stereotypes③ Lack of external awareness of events.③ Limited share of media voice in key target markets.③ Aged branding. <p>Funding</p> <ul style="list-style-type: none">③ Lack of significant funding, especially from state government.③ Long-term financial commitment for major and hallmark events.③ Funding criteria constantly changing. <p>Infrastructure</p> <ul style="list-style-type: none">③ Venues for large capacity events.③ Limited accommodation and event parking.③ Prohibitive cost for venue hire.③ Competing priorities for land use to enable creating unique event experiences. <p>Events</p> <ul style="list-style-type: none">③ Competition in a cluttered event space.③ Limited volunteer pool.③ Low visitation during winter.	<p>Destination Profiling/ Branding</p> <ul style="list-style-type: none">③ An iconic image recognisable as Frankston.③ Staying true to Frankston brand; urban, edgy.③ Information hub of what's on everywhere.③ Greater cross-promotion, engaging local businesses.③ External destination campaign.③ Collaborating with neighbouring Councils③ Increase digital and social media presence. <p>Funding</p> <ul style="list-style-type: none">③ Advocate for state funding.③ Strategic partnerships to attract funding. <p>Community</p> <ul style="list-style-type: none">③ Community willingness to be involved.③ New demographics; youth and seniors. <p>Infrastructure</p> <ul style="list-style-type: none">③ Encourage accommodation development.③ 50+ cafes with different vibes that open late.③ Create large open-space showgrounds.③ Maximise existing infrastructure.③ Develop Quarry as a unique event space. <p>Volunteers</p> <ul style="list-style-type: none">③ Increased engagement with youth, including university student internships. <p>Events</p> <ul style="list-style-type: none">③ Linking CBD, foreshore, park activations and street art in event programming.③ Bold, taking risks with hallmark event and more niche, progressive art events to pave the way.③ Kinetic Stadium for music events.③ Underwater art & sculpture gallery.③ Water-based sporting events,③ Commonwealth Games.③ Night events targeting younger audiences.③ Indigenous culture.③ Unique business/tech expo.③ Student-driven/created events.③ Literary festival using cafes/bars. <p>Event Attraction</p> <ul style="list-style-type: none">③ Attract national major events.③ Unique events that do not copy Melbourne, Geelong, Bendigo etc.③ Winter event to activate entire city.③ Unique events like the Block Party.	<p>Funding</p> <ul style="list-style-type: none">③ Long-term investment funding. <p>Government/Policy</p> <ul style="list-style-type: none">③ Whole-of-government approach – local, state, federal. <p>Vision/Innovation</p> <ul style="list-style-type: none">③ Long-term vision, strategic direction and what type of event suits Frankston, with a consistent approach over time.③ Business engagement/buy-in in events.③ Dare to be different, champion innovative thinking. <p>Human Resources</p> <ul style="list-style-type: none">③ Adequate staffing levels.③ External consultants with expertise.③ Broader event planner/creative networks.③ Bridge students and young people into event careers. <p>Transport/Access</p> <ul style="list-style-type: none">③ Parking availability, particularly foreshore.③ Ferry service to Melbourne.③ Transport to places outside CBD. <p>Venues + Infrastructure</p> <ul style="list-style-type: none">③ Site for large-scale all-weather events 10k+.③ Iconic “Instagram-able” event spaces.③ Permanent stage on the beach.③ Lack of funding to hire venues.③ More premium accommodation.③ Encourage cafes/dining to open late and weekends.③ Limited fully accessible spaces. <p>Branding & Marketing Events</p> <ul style="list-style-type: none">③ Broader promotion (marketing of Frankston, Victoria-wide).③ Deep programming/calendar of events to inspire people to plan ahead.

What does success look like?

In 5 years' time...

Participants in the Destination Events Strategy Stakeholder Consultation work-shopped what success looks like for events in Frankston City in five years. In their own words, this is what they had to say:

THE CITY THAT NEVER SLEEPS! A REINVIGORATED AND THRIVING FRANKSTON CBD AND FORESHORE — WITH DAY/NIGHT ECONOMIES URBAN STREET EVENTS BY THE SEA UNIQUELY FRANKSTON CITY THAT PROMOTES ACTIVE AGEING AND WELLBEING A PLACE PEOPLE WANT TO COME TO BECAUSE IT MAKES THEM FEEL GOOD...IT'S FUN KNOWN AS AN EVENTS DESTINATION IN VICTORIA INCREASED BRAND AWARENESS, WITH PEOPLE ACTIVELY CHOOSING TO VISIT EASE OF ACCESS TO FRANKSTON DESIRED DESTINATION TO LIVE CITY THAT BENEFITS THE FULL SPECTRUM OF SOCIO-ECONOMIC LEVELS WORLD-CLASS FACILITIES GOOD BRAND RECOGNITION/REPUTATION LOCATION/WALKABLE/ ACCESSIBLE PEOPLE ARE COMING IN DROVES TO BE HERE LIFESTYLE VIBRANT BUSINESS COMMUNITY (NO EMPTY SHOPS) SAFE, CLEAN AND INNOVATIVE CITY RECOGNITION/ REPUTATION UNIQUE EVENTS THAT ARE "OWNED" BY FRANKSTON WITH A YEAR-ROUND, ANNUAL EVENTS CALENDAR THERE'S ALWAYS SOMETHING ON STRONG CALENDAR OF ANNUAL EVENTS WHICH SUPPORTS BRAND DIVERSE RANGE OF EVENTS THAT COVER DIFFERENT STRATEGIC PILLARS SOUTH SIDE FESTIVAL HAS 75% VISITATION OUTSIDE OF LGA IN 5 YEARS' TIME THE CITY IS WELL ENTRENCHED IN A RENAISSANCE OF FRANKSTON, ON A JOURNEY OF TRANSFORMATION REFRESHED EVENTS USING CITY'S ASSETS, E.G., BEACH MUSIC FESTIVAL ON BEACH



Dare to be Different

In a competitive event market, it's imperative to stand out from the crowd and engage audiences with one-of-a-kind experiences.

Opportunities – Encourage and curate event programs to reflect Frankston's unique geographic and socio-economic juxtaposition, reflecting a CBD by the sea like nowhere else.

Develop event experiences that ignite all 5-senses.

Create media cut-through with footage and imagery never seen before.



Cutting Edge Arts + Live Performances

Cutting edge arts and live performances are trends creating enormous followings and media profiling for their destinations. Events like Dark Mofo and Adelaide Fringe Festival are examples of prolific media profiling and cut-throughs born from cutting-edge creativity and innovation.

Opportunities – Incorporate Frankston's cultural and art experience across all events, from festivals and sports to business events.



Time Poor

Consumers value convenience more than anything. "Make it easy for me."

Opportunities – Ensure event information is easily sourced and booked online via a smartphone.

Develop daily/weekend passes for events to make it easy to purchase, information on how I get there and where I stay.



Fiercely Local

During the COVID-19 era, international and economic uncertainty, consumer demand for local and Australian-made has increased, further highlighting the expansion of "live like a local" such as Airbnb, tourism blogs and content relating to eating like a local, hanging out where the locals go and speak like a local.

Opportunities – Promote localised "un-tourist" event experiences to encourage attendees to develop a deeper, emotional connection with Frankston culture and community, a truly Frankston event experience. Highlight if the event is Australian/Frankston made/owned.



Health + Food

Major recent Australian trends, with food and coffee culture, paddock-to-plate experiences and health and wellbeing relating to food are high on consumer agendas.

Opportunities – Encourage food and beverage experiences across all events, potentially partnering with local Frankston and Mornington Peninsula food and beverage providers.



The Green Consumer

The Green Consumer is environmentally aware. Desire to contribute and give back are major consumer trends affecting all events and the pursuit of pre-loved.

Opportunities – Facilitate 'greening' of events, e.g., incorporate waste reports and sustainability measures into event funding criteria.



Social Media

Uptake across all demographics, interaction and sharing, with many events actively using social media advertising and direct e-mail marketing as primary marketing tools, with increasing livestreaming.

Opportunities – Creative content creation and expanding platforms with social media influencers (e.g., TikTok) incorporating stunning Frankston destination footage, actively incorporating social media advertising, and developing direct e-mail event databases to ensure year-round engagement.



Measuring + Monitoring

In a competitive environment, understanding the event visitor, attendee satisfaction ratings to improve event delivery, understanding where they're from, spending and how they purchase the event is increasingly important to remain competitive.

Opportunities – Surveying of event patrons to be given higher priority to meet changing consumer needs, increase visitor satisfaction and be more targeted for future marketing.

Our Future Fans Target Markets

Key target markets for Frankston events are visiting friends and relatives (VFR) and holiday/leisure visitors¹ from:

METROPOLITAN MELBOURNE

MORNINGTON PENINSULA

Melbourne's metropolitan area has 31 municipalities, including Frankston. For target marketing, it's interesting to note the City of Casey, directly on Frankston's border, is home to the most people, with a population of 365,239.

Market Segments

In line with Visit Victoria's state-wide strategic target markets, further curating Frankston event experiences to target Lifestyle Leaders will help to grow and position Frankston's creative profile, attract a greater economic impact and potentially attract new residents in the future.

Lifestyle Leaders

High discretionary spending
 Early adopters and tech savvy
 Educated, professional and progressive
 Diverse group, but skews younger
 Responds to social media and influencers

What they want

Unique and immersive experiences
 Strong connection to place
 Nature, spa and wellbeing experiences
 Culture in all its forms
 Quality food and wine, local produce

To assist in understanding market segments, the following table summarises Domestic Visitor Profiles from Tourism Research Australia.

MARKET SEGMENT ²	TRAVEL	SEASON	AGE GROUPS	WHAT THEY DO
Visiting friends & relatives (VFR)	Primarily overnight, regional, intrastate travel. Self-drive.	Summer, Easter.	55+	Eating out, sightseeing, beach, pubs/clubs, shopping.
Festival	Stay VFR, motel, caravan park. Self-drive (74%), fly (21%).	March, April, September.	20-24 and friends/relatives, no kids.	Festivals and attending theatre, concerts or other performing arts.
Arts & Culture	Day trips, city and regional. Holidays and VFR. Self-drive/fly.	Year-round.	55+ and friends/relatives, no kids.	Attending museums, theatres, concerts, art galleries/studios.
Couples	Primarily holiday. VFR. Self-drive.	Year-round. Minor peaks Easter, Christmas, January.	55+ (53%) 30-54 (32%) 20-29 (15%)	Eating out, sightseeing, beach, pubs/clubs, shopping.
Youth	Regional destinations, multiple stopovers. Self-drive.	Year-round. Weekends. January.	15-29 Singles, couples.	More likely to visit museums/galleries. Attending sporting, cultural, festival event.
Families with children	Holiday. VFR. One destination.	School holidays, Christmas, Easter.	35-49	Eating out, VFR, beach, local tourist attraction.

Internationally, Tourism Australia targets high-value travellers who seek authentic experiences through local culture, and they travel to become more open-minded and knowledgeable about the world they live in. Food, wine, aquatic/coastal experiences.

¹ 2019 Local Government Area Profile, Frankston City Council. ² Domestic Visitor Profiles, Tourism Research Australia.

Geographic Source Markets

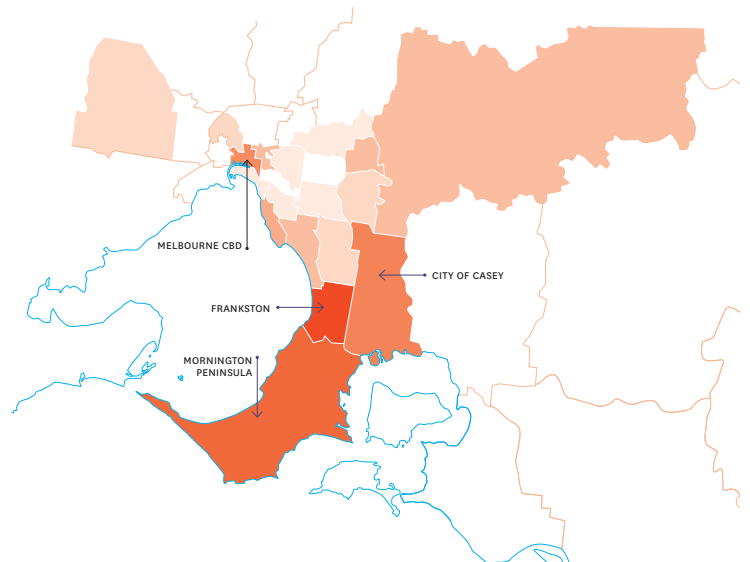
Victoria is Australia's fastest-growing state, with Melbourne projected to overtake Sydney to be Australia's largest city in 2026, with Metropolitan Melbourne LGAs projected to experience an average annual growth rate of 2-4%.¹

Frankston's neighbouring City of Casey is noted to experience the second highest Metro growth to 2036.¹

The heat map reflects the origin of visitors from the 2022 South Side Festival, reflecting similar population growth projections for future geographic source markets for Frankston events.



This map is indicative only and is not intended as an accurate prediction of future growth



¹ Victoria in Future. Population Projections. Victorian Department of Environment, Land, Water and Planning, 2019.

The Main Event

Vision + Goals

Vision

FRANKSTON IS A NATIONALLY
RECOGNISED CREATIVE
EVENTS DESTINATION.

Strategic Goals

Sparking Creativity

Inspiring a creative community.

Captivating Imaginations

Through distinctive destination events.

Challenging Perceptions

Transforming our destination profile.

Creating Opportunity

Stimulating year-round economic impact.

In 5 years' time...

Frankston is a leading creative events destination that never sleeps, an artists' mecca in a location like nowhere else, a city by the sea.

Our distinctly Frankston event experiences spark creativity, captivate imaginations, and challenge perceptions. Frankston's events transform the City's identity, creating opportunity and generating economic growth for our future happiness, wellbeing, and enviable lifestyle.

The City is well entrenched in a renaissance of Frankston, on a journey of transformation.

Strategic Approach

The strategic approach for building Frankston as a creative events destination is to *attract and develop new hallmark and destination events* and *grow existing events, particularly in low and shoulder periods* that contribute to transforming the destination profile of Frankston.

Growing existing events and event organiser capacity to inspire and captivate visitor imaginations to *generate new and repeat business* for the City, contributing to positive economic, social, and environmental wellbeing of Frankston.



CRITICAL SUCCESS FACTORS

1

Distinctly
Frankston
Events

2

Amplify
Destination
Profile

3

Strategic
Focus + ROI

4

Facilitate
Sustainable
Events

5

Collaboration
+ Strategic
Partnerships

Applause

The Consultation Process

To the people who gave their time, input and advice into the making of this strategy, including those who partook in online industry and youth surveys, workshops, facilitated meetings and individual interviews “thank you.”

1

DESKTOP REVIEW

July 2022

2

ONLINE EVENT STAKEHOLDER SURVEY

July – August 2022

3

IN-REGION CONSULTATION

Site inspections
Destination Events Working Group
Destination Event Strategy Stakeholder Consultation Breakfast
August 2022

4

VIRTUAL CONSULTATION + ONLINE EVENT YOUTH SURVEY

Frankston City Council Councillor Briefing
Frankston Arts Advisory Committee
August – September 2022

5

BENCHMARKING

Desktop & Phone Interviews
August – October 2022

6

BACKGROUND REVIEW & ANALYSIS REPORT

October – November 2022

7

DESTINATION EVENTS STRATEGY & COUNCIL PRESENTATION

November 2022 - February 2023

References

Frankston City Council Municipal Event Capacity Audit, 2019.
2021-2025 Council Plan.
Frankston City. Our Next Chapter. Financial Plan 2021-2031.
2040 Community Vision.
2020-2023 Arts and Culture Strategic Plan.
2019-2024 Visitor Economy Strategy.
2019 Frankston Municipal Event Capacity Audit.
Frankston Municipal Activity Centre Structure Plan (under development).
2019 Frankston City Council Local Government Area Profile, Tourism Research Australia.
2019 Domestic Visitor Profiles, Tourism Research Australia.
Mornington Peninsula Region Destination Management Plan.
Victoria in Future. Population Projections. Victorian Department of Environment, Land, Water and Planning, 2019.

Surveys

Events in Frankston City, October 2021.
Frankston Events Strategy Industry Survey, August 2022.
Frankston Events Strategy Youth Survey, September 2022.

Glossary

Abbreviations

FCC	Frankston City Council.
DEWG	Destination Events Working Group.
FBC	Frankston Business Collective.
FAAC	Frankston Arts Advisory Committee.
FMN	Frankston Music Network.
MU	Monash University.
MPRTB	Mornington Peninsula Regional Tourism Board.
GSEM	Greater South East Melbourne.
VSG	Victorian State Government.
VV	Visit Victoria.
VTIC	Victorian Tourism Industry Council.



Photo by Yanni