

Frankston City FIRST



2025 Federal Election
Advocacy Priorities



Council's role in advocacy

At Frankston City Council, we are committed to delivering the best outcomes for our community.

As we approach the 2025 federal election, we are looking to work in partnership to bring key local initiatives to life. These projects have been identified through extensive engagement, ensuring they reflect the needs of our community.

With the current challenging financial environment, collaboration between all levels of government is no longer optional—it's essential. By working together, we look to secure much-needed funding, and build a stronger, more vibrant Frankston City.

It's time to put Frankston City first.

- Nepean Boulevard Precinct Revitalisation
- Bruce Park Pavilion redevelopment
- Enhancing Connected Neighbourhoods
- Support for Vulnerable Community Members

Frankston City community

Frankston City falls wholly within the Federal electorate of Dunkley.

Located on the eastern shores of Port Phillip Bay, Frankston City is recognised for its natural reserves, vibrant lifestyle, diverse community and growing business, arts, education and health sectors.

Home to 142,826 residents, expected to grow to 162,000 by 2041, Frankston City is strategically placed as the regional centre for the Mornington Peninsula and south east Melbourne region.



Community profile

11km Of pristine foreshore	22.5% Are aged over 60 years	785 Homeless persons estimated	63% Participation rate in labour force
45 minutes From Frankston City Centre to Melbourne CBD	29% Couples with children	1003 SEIFA index of disadvantage	4.6% Unemployment rate
60 minutes From Frankston City Centre to Melbourne Airport	26% Lone person households	9,014 People require assistance due to disability	11.6% People with a mental health condition
59,800 Residential dwellings	\$1,636 Median weekly household income	15,000 Registered businesses	36.2% Have at least one long-term health condition
100+ Green public spaces	24% Privately renting their home	\$16.6bn Economic output each year	2 in 5 Adults engage in sufficient levels of physical activity
100 Sporting clubs	23.4% Of residents hold trade qualifications	42.1% Hold a Vocational or University qualification	30,000+ Active sport club members
42 Public and private schools	2.6% In social housing	71,861 Total labour force	800,000+ Visitors annually
22% Are aged 17 years or younger	34.2% Are experiencing rental stress		





Advocacy Priorities

Nepean Boulevard Precinct Revitalisation

Delivering on the long-term vision, designed in consultation with community, to transform the 3.7km Nepean Highway into a safe, attractive and vibrant Boulevard.

Project overview

A range of initiatives to enhance local infrastructure and liveability in Frankston's growing city centre have been identified through the development of the Nepean Boulevard Master Plan, including the following:

- Kananook Creek Park and Gateway Site
- Comfort Station Activation
- Central Median Greening Landscaping Improvements
- Overton Road Signalised Crossing and Intersection
- Waterfront Shared User Path Connection
- Southern Path Connection and Median Planting

What we need

Federal and State Government funding contributions of \$10 million or more each towards a combined \$20 million package of signature projects.

What we're doing

Council has already delivered \$2.05 million towards initiatives, with a further \$5.2 million allocated for works in the coming years.

Bruce Park Pavilion Redevelopment

We want to see football (AFL), cricket and tennis thrive at Bruce Park in Frankston, with a brand-new purpose-built facility for the 1,000 current participants across three clubs and the almost 19,000 locals residing within the local area.

Project overview

After a thriving three decades of use, the sporting pavilion at Bruce Park Reserve needs an uplift to accommodate growing participation, especially for young girls and women taking up tennis, football and cricket in rapidly increasing numbers.

The proposed project includes:

- Construction of an all new two-storey facility
- Inclusion of dedicated female friendly change rooms and associated facilities
- Inclusion of accessible public toilets
- A larger community social room and meeting room
- Bigger storage rooms for all sports
- A new canteen kiosk
- Inclusion of an umpire's room
- A fit-for-purpose first aid room



What we need

A three-way funding split (Federal, State and Local Governments) of \$3.33 million each towards the \$10 million project.

What we're doing

Council has undertaken preliminary plans in consultation with stakeholders and committed \$3.33 million towards the project.

Enhancing Connected Neighbourhoods

A package of active transport initiatives that strengthen connections within Frankston and to its neighbouring municipalities, including walking and cycling pathways that integrate key suburbs with Frankston's city centre.

Project overview

By addressing key strategic missing links in our active transport network, we can deliver significant benefits including improved accessibility, enhanced community health, reduced congestion and economic growth.

Active transport Shared User Path projects included in this package are:

- Robinsons Road from Baxter Trail to Peninsula Link Trail
- Frankston-Dandenong Road from Boundary Road to Thompsons Road
- Baxter-Tooradin Road from Baxter Park Reserve to Peninsula Link Trail
- Eel Race Road from Station Street to Patterson River Secondary College
- Fletcher Road from Beach Street to Baxter Trail

What we need

Federal funding contribution towards the \$11.7 million package of shared user path improvements across Frankston City.

What we're doing

Council has undertaken preliminary designs for each shared user path and has \$6 million committed over the next 2 years towards improving active transport paths across Frankston City.



Support for Vulnerable Community Members

Recognising the acute vulnerability across the community and acknowledging that a collaborative approach by all tiers of government and relevant industry sectors is essential to supporting individuals experiencing homelessness, mental health issues and financial stress.

Project overview

Council has identified two initiatives aimed at supporting our community:

Emergency Relief Support

Current support service providers in Frankston City are experiencing high and increasing demand and require increased ongoing annual funding.

Community Connectors

Council, Metro Trains Melbourne and South East Community Links (SECL) have partnered on a new community outreach initiative, providing support services and improving safety at the Frankston Station and Young Street Precinct.

What we need

Secure ongoing Federal funding of an additional \$500,000 per annum (increased by CPI each year) for emergency relief providers like Community Support Frankston.

Federal funding of \$350,000 per annum over three years (2026–2028) to provide two mental health and social support practitioners under the Community Connectors initiative.

What we're doing

Council delivers a number of initiatives to support vulnerable community members, including funding to deliver Meals on Wheels, the Frankston Winter Shelter, Community Support Frankston resourcing and more.



Acknowledgement of Country

Frankston City Council respectfully acknowledges the traditional owners, the Bunurong people, as the custodians of this land. We pay respect to all Aboriginal community Elders, past and present, who have resided in the area and have been an integral part of the history of the region.

A bipartisan Council

Council takes pride in our strong bipartisan approach to working with Members of Parliament and political candidates, with the following documents underpinning our solid framework for collaboration:

- Election Signs and Events Policy
- Working with Members of Parliament and Political Candidates Protocol
- Councillor Candidature Policy



More information

Phone 1300 322 322

Email advocacy@frankston.vic.gov.au

Visit frankston.vic.gov.au/Advocacy