



27<sup>th</sup> February 2025

Cr Kris Bolam JP

Mayor

Frankston City Council

Sent to: [crbolam@frankston.vic.gov.au](mailto:crbolam@frankston.vic.gov.au)

I am writing on behalf of the Frankston Business Collective to express our strong support for the proposed Nepean Boulevard Precinct Revitalisation. We also wish to advocate for securing funding from both the Federal and Victorian Governments to make this crucial project a reality.

The Frankston Business Collective represents over 2,500 local businesses, more than 30% of which are based in Frankston City. Our membership includes a diverse range of local businesses, such as Hotel Lona, Quest Apartments, The Sports Injury Clinic and Seabreeze Dentistry, who are all situated along the Nepean Highway. Since our founding in 2022, we have consistently received feedback from our members highlighting the urgent need for rejuvenation efforts along the Nepean Highway. This revitalisation would significantly boost economic opportunities and improve the local business environment.

As you may be aware, one of the primary barriers to the ongoing success of the Frankston City and Nepean Highway precinct is the current condition and aesthetics of the area. The lack of ongoing development and outdated infrastructure has long hindered the growth potential, making it difficult for both local businesses and the broader community to thrive. Business owners have expressed frustration with this stagnation and have voiced a collective desire for change that will provide a welcoming, vibrant, and functional space for both residents and visitors alike.

The Nepean Boulevard Revitalisation is a vital step in addressing these challenges. By creating a more attractive and accessible environment, the project will provide consumers with more choices, enhance public safety, and ultimately drive an increase in visitors. This, in turn, will lead to more local jobs and contribute to making Frankston a more vibrant and liveable city for all.

Transforming the Nepean Highway into a beautiful and functional destination will not only support businesses within the direct precinct but will also have a ripple effect on the entire Frankston City Centre. For Frankston to emerge as the key economic and social hub of the South East, we must position the city as a destination that fosters civic pride and attracts investment. The Nepean Boulevard revitalisation plays a major cornerstone of this vision.

For this vision to be realised, it is crucial that local businesses feel confident in the ongoing commitment of both State and Federal Governments to support and fund this revitalisation. We strongly believe that securing this investment is key to unlocking Frankston's future potential.

local business community, both now and in the future, the Frankston Business Collective is pleased to express our full endorsement of any investment made towards the Nepean Boulevard Revitalisation.

Thank you for your consideration, and we look forward to your continued leadership in advancing this transformative project.



Bernadine Geary  
**Interim CEO, Frankston Business Collective**