



December 2022

ECONOMIC SCORECARD



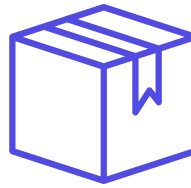
INVEST
FRANKSTON
.COM

O1

ECONOMY



▲▼ Increase/decrease in comparison to September 2022 Scorecard



▼ **43,033**
BUSINESSES

Trading as at 31 Dec 2022

▲ **14,913**
BUSINESSES

Registered for GST
(as at 31 Dec 2022)

▲ **\$4.033**
BILLION

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

▲ **\$15.298**
BILLION

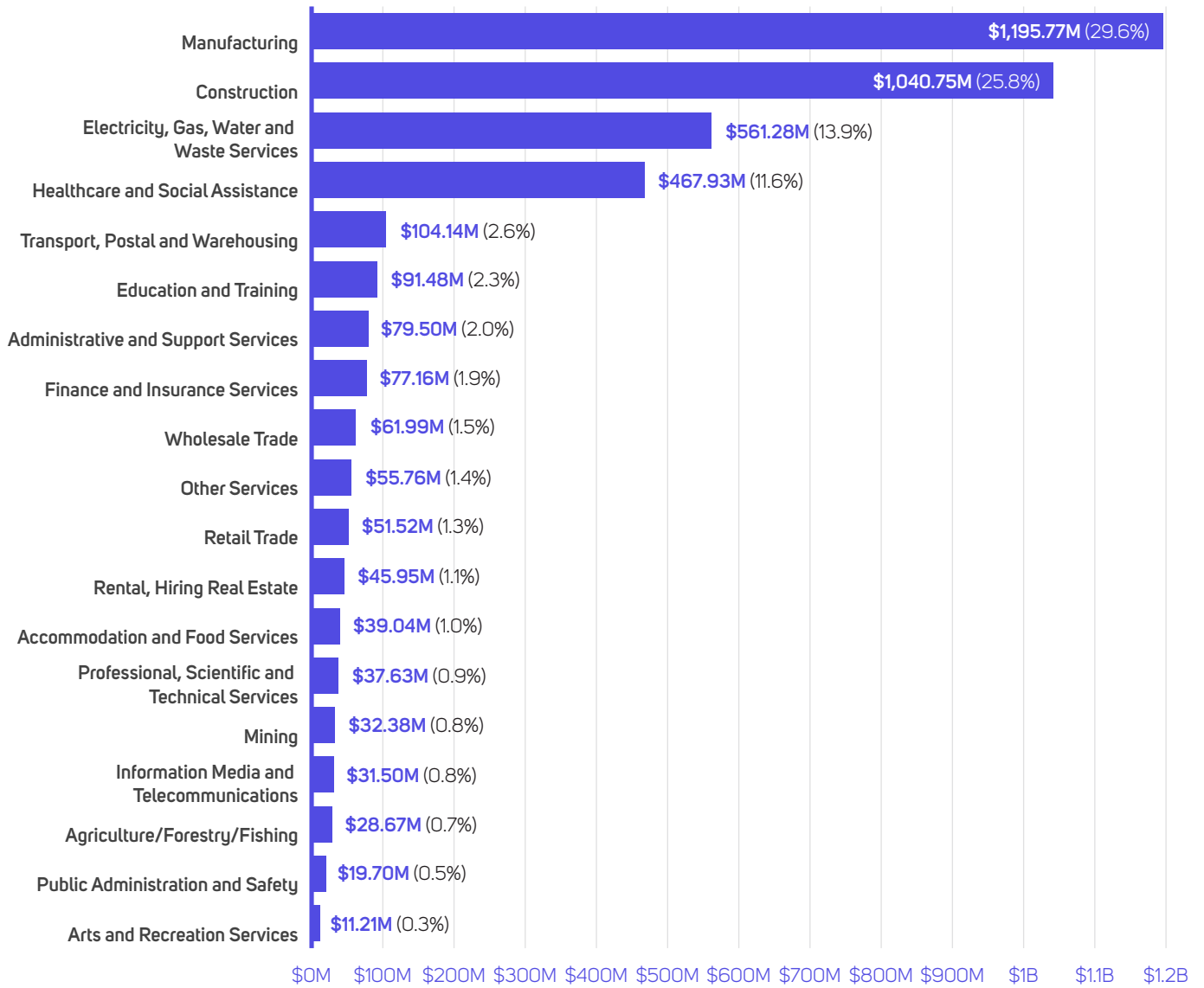
Economic output*

Frankston City Growth by Economic Output



* Source: REMPLAN

Regional Exports by Industry Sector*



* Source: REMPLAN Economy

02

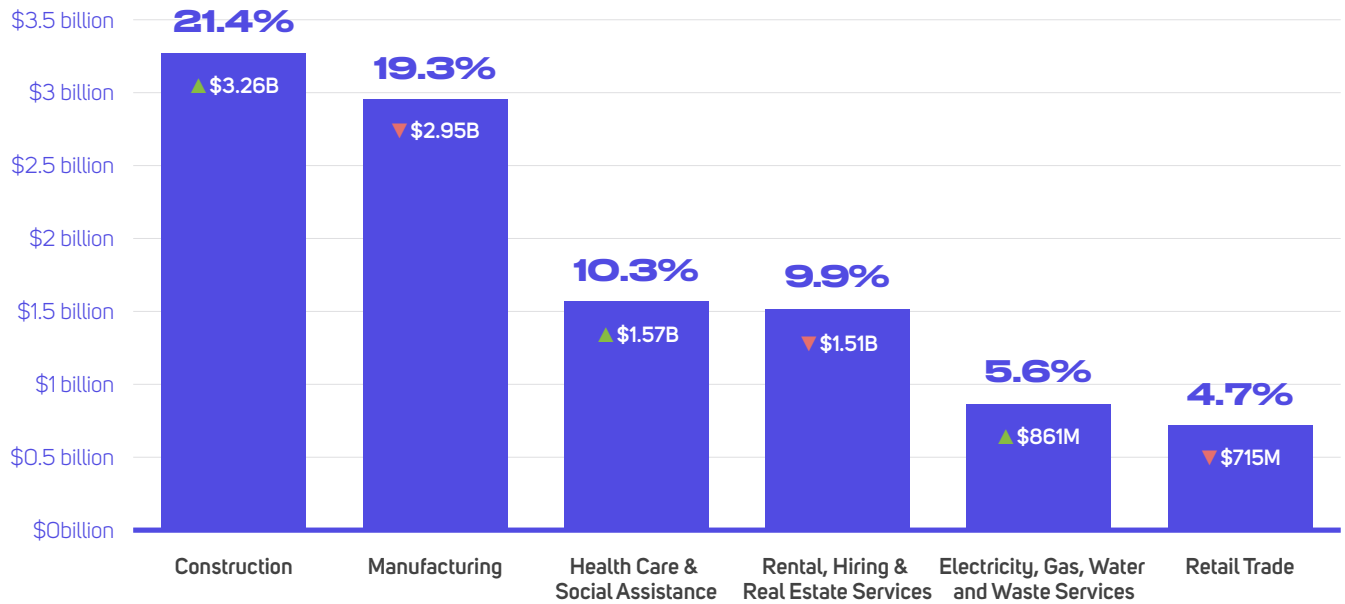
INDUSTRY OVERVIEW



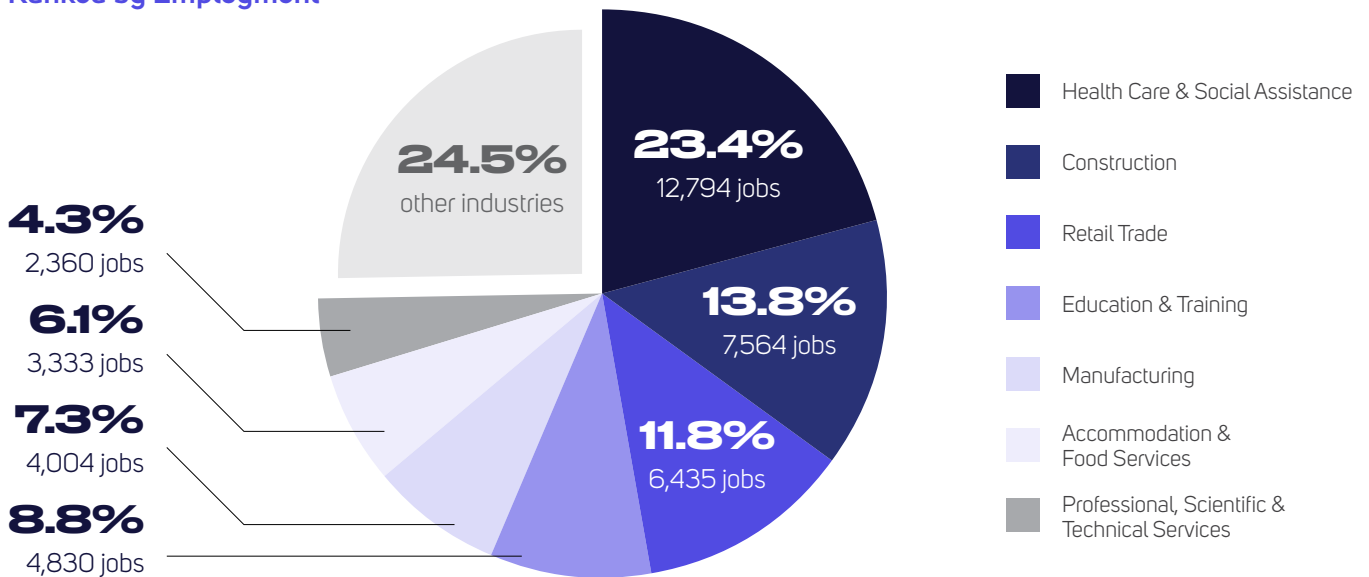
TOP SIX INDUSTRY SECTORS IN FRANKSTON CITY

Ranked by Output

▲ ▼ Increase/decrease in comparison to September 2022 Scorecard



Ranked by Employment





RESIDENT AND VISITOR SPENDING OVERVIEW

2021-2022 COMPARISON

ANNUAL EXPENDITURE OVERVIEW January 2022–December 2022

▲▼ Increase/decrease in comparison to September 2022 Scorecard

▲ **\$3.327**
BILLION

Total local spend

▲ **\$1.965**
BILLION

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



▲ **\$1.362**
BILLION

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

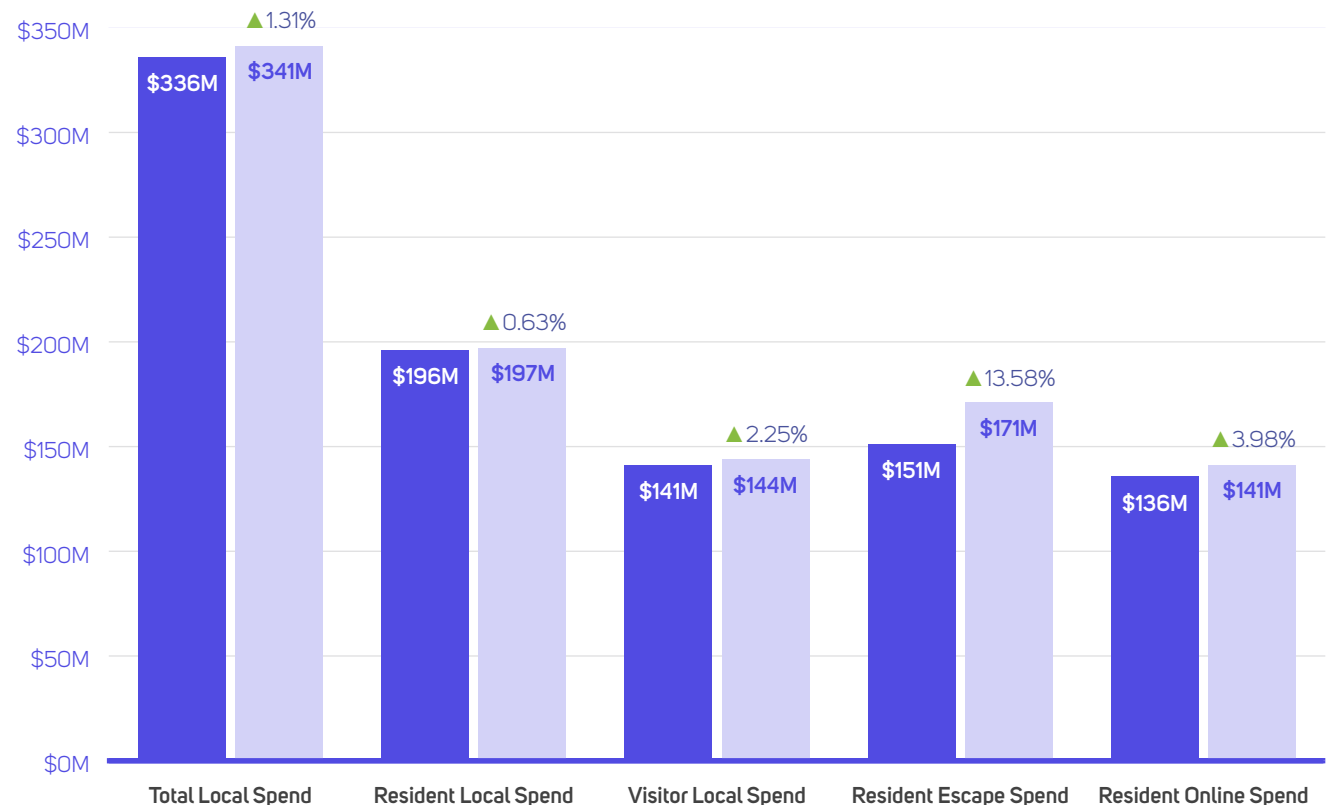
▲ **\$1.66**
BILLION

Total spending by residents and local businesses outside LGA

▲ **\$1.701**
BILLION

Resident online spend

Year-on-Year Changes (Comparison of December 2021 and December 2022)



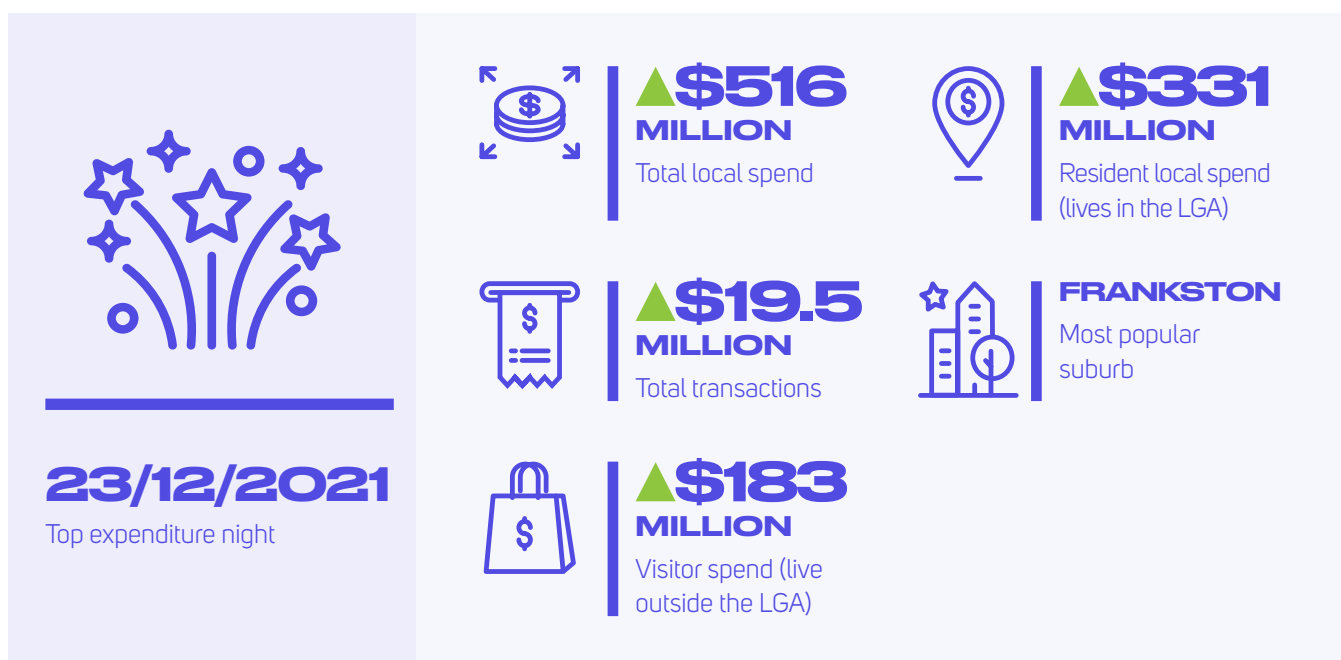
THE SUBURBS October 2021–September 2022

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	\$620.20M	\$170.40M	\$227.60M	\$222.10M	\$106.80M	\$212.60M	\$226.90M
Frankston	\$1.98B	\$446.60M	\$656.70M	\$873.00M	\$88.87M	\$358.30M	\$400.60M
Frankston N	\$32.86M	\$9.16M	\$15.51M	\$8.06M	\$66.98M	\$44.86M	\$52.06M
Frankston S	\$95.97M	\$21.23M	\$25.21M	\$49.00M	\$235.20M	\$306.10M	\$290.60M
Langwarrin	\$269.80M	\$161.70M	\$34.63M	\$73.23M	\$237.70M	\$294.40M	\$319.60M
Langwarrin S	\$4.51M	\$36.37K	\$1.30M	\$2.68M	\$13.64M	\$23.81M	\$17.59M
Sandhurst	\$9.94M	\$3.64M	\$597.00K	\$5.39M	\$55.34M	\$100.30M	\$95.60M
Seaford	\$286.50M	\$85.58M	\$95.94M	\$104.80M	\$138.70M	\$197.80M	\$202.30M
Skye	\$22.37M	\$1.80M	\$5.75M	\$14.56M	\$120.70M	\$92.90M	\$95.27M

NIGHT TIME ECONOMY January 2022–December 2022

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

▲ ▼ Increase/decrease in comparison to September 2022 Scorecard



* Source: Spendmapp June 2022 update

Expenditure Category by Volume January 2022–December 2022

Category	Total Local Spend	Resident Local Spend	Visitor Local Spend	Resident Escape Spend	Resident Online Spend
Bulky Goods	\$191,273,585	\$109,931,688	\$81,341,897	\$53,854,553	\$35,390,303
Department Stores & Clothing	\$340,940,072	\$168,609,144	\$172,330,928	\$106,926,984	\$94,621,992
Dining & Entertainment	\$519,344,678	\$296,397,523	\$222,947,155	\$390,423,614	\$299,531,669
Furniture & Other Household Goods	\$87,986,807	\$36,356,063	\$51,630,744	\$33,983,896	\$39,855,296
Grocery Stores & Supermarkets	\$558,555,040	\$440,215,659	\$118,339,381	\$200,819,566	\$48,851,141
Light Industry	\$64,252,391	\$26,044,885	\$38,207,506	\$37,874,662	\$46,134,002
Other	\$35,259,648	\$16,067,663	\$19,191,985	\$33,286,187	\$139,734,310
Personal Services	\$77,426,299	\$44,612,119	\$32,814,180	\$43,672,350	\$21,667,926
Professional Services	\$330,852,040	\$162,583,504	\$168,268,536	\$141,368,685	\$289,787,947
Specialised & Luxury Goods	\$318,672,385	\$226,163,113	\$155,509,271	\$136,483,741	\$292,644,063
Specialised Food Retailing	\$242,589,826	\$173,811,957	\$68,777,869	\$117,618,081	\$28,276,639
Trades & Contractors	\$18,299,047	\$7,305,528	\$10,993,519	\$8,001,838	\$17,740,005
Transport	\$431,545,727	\$233,555,367	\$197,989,905	\$525,030,745	\$130,460,746
Travel	\$47,380,836	\$23,597,102	\$23,783,734	\$74,917,499	\$216,501,364



04

WORKFORCE AND SKILLED COMMUNITY



▲54,633
JOBS
in Frankston City



▲39
JOBS PER 100
RESIDENTS
in Frankston

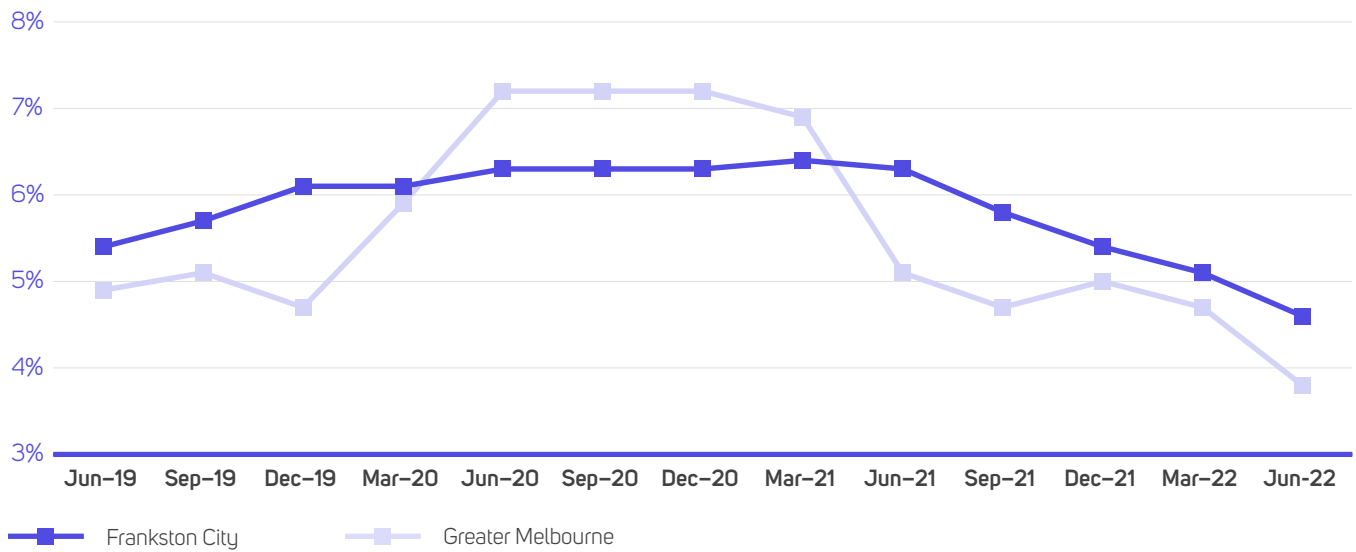


▲49
JOBS PER 100
RESIDENTS
in Greater Melbourne



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

Unemployment Rate Comparison to Greater Melbourne (December 2019–December 2022)*



UNEMPLOYMENT RATE June 2022, in comparison with September 2022 scorecard



▼4.6
PER CENT
In Frankston City

▼3.8
PER CENT
Comparison to
Greater Melbourne

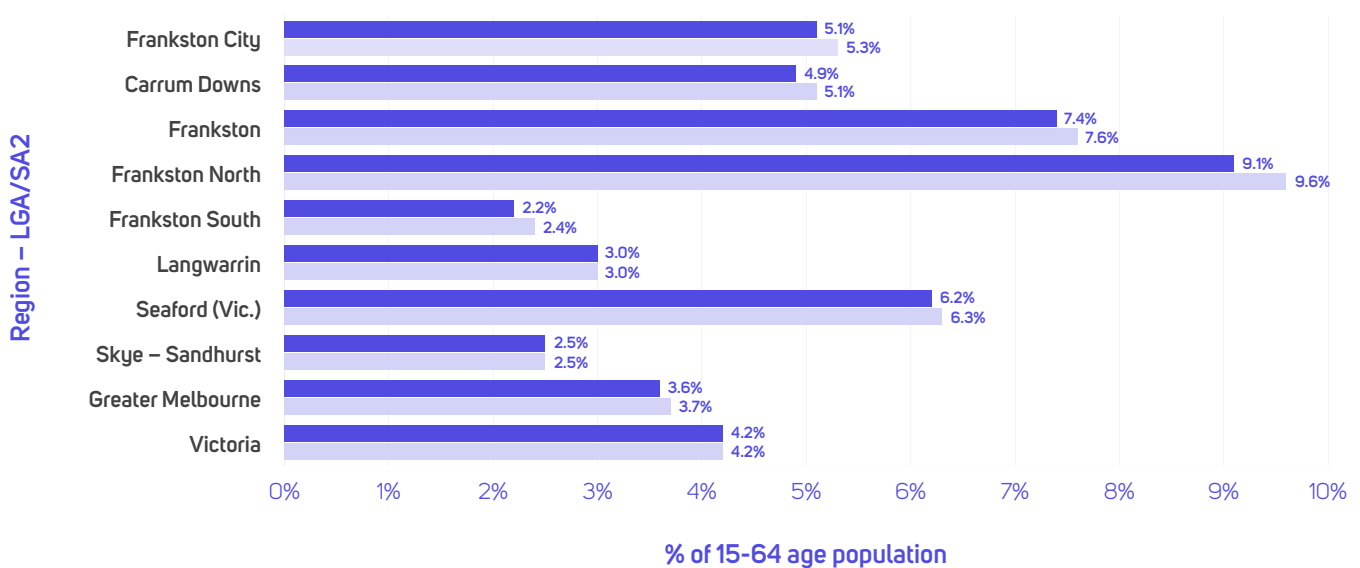
* Source: Latest [REMPAN](#) data, as at Jan 2023

JOB SEEKERS STATISTICS

JOBSEEKER*

Region – LGA/SA2	November 2022		August 2022		
	JobSeeker and Youth Allowance Recipients	% of 15–64 Age Population	JobSeeker and Youth Allowance Recipients	% of 15–64 Age Population	Change
Frankston City	4,758	5.1	4,918	5.3	-160
Carrum Downs	744	4.9	780	5.1	-36
Frankston	1,186	7.4	1,215	7.6	-29
Frankston North	1,130	9.1	1,192	9.6	-62
Frankston South	254	2.2	277	2.4	-23
Langwarrin	509	3.0	503	3.0	+6
Seaford (Vic.)	694	6.2	713	6.3	-19
Skye – Sandhurst	241	2.5	238	2.5	+3
Greater Melbourne	127,059	3.6	128,751	3.7	-1,692
Victoria	185,002	4.2	186,503	4.2	-1,501

JobSeeker August 2022 to November 2022, Frankston City and benchmarks*



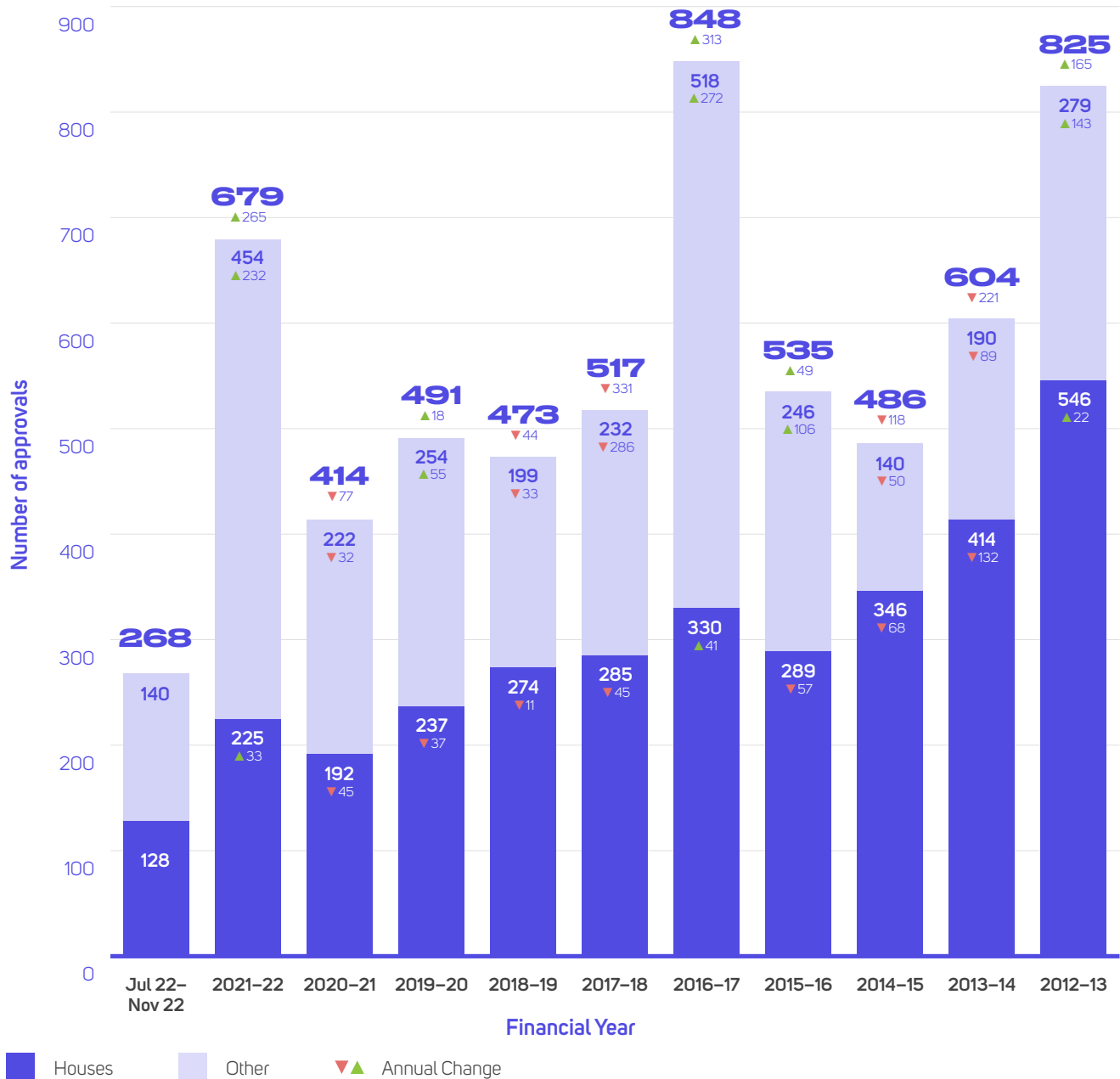
■ November 2022 ■ August 2022

* 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 268 residential and other dwellings approved to be built in the financial year 2022-23 (current data available until Nov 2022)



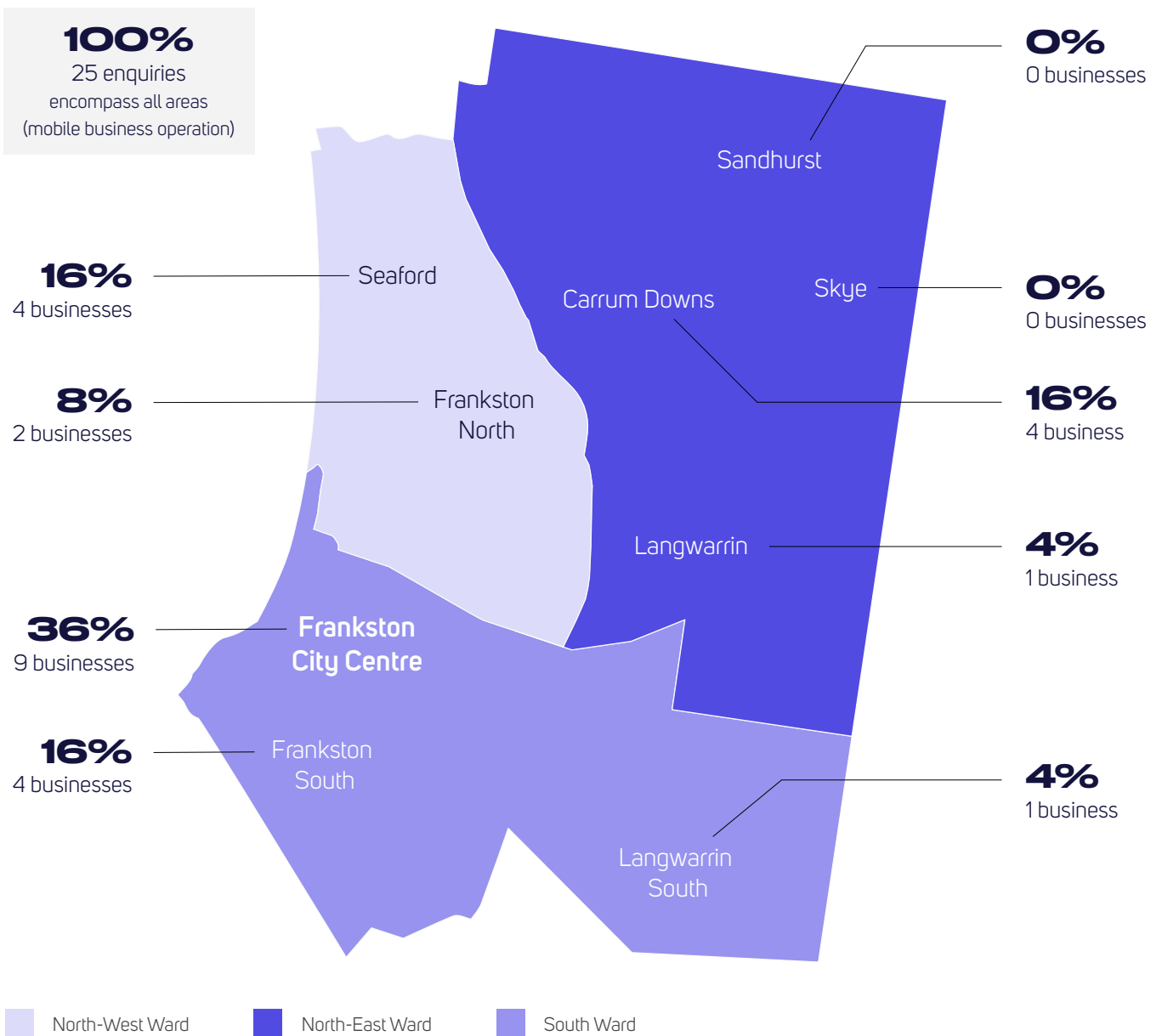
* Source: Australian Bureau of Statistics, Building Approvals, Australia (8731.0). Compiled and presented in profile.id by [id](#) (informed decisions)



BUSINESS CONCIERGE OCT 2022–DEC 2022

PROPERTY LOCATION QUERIES

October 2022–December 2022



BUSINESS TYPE

Queries received during October 2022–December 2022 from the following business types:



6
RESIDENTIAL
BUSINESSES



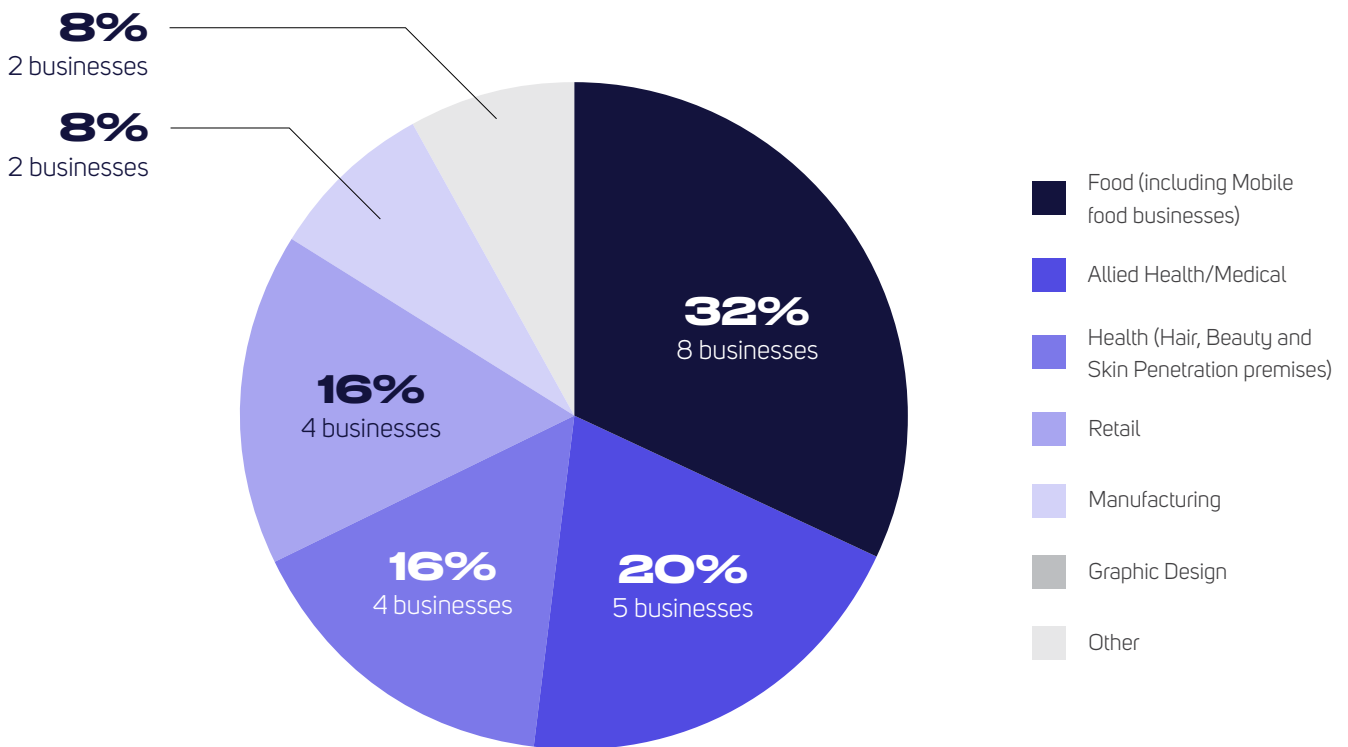
12
COMMERCIAL
BUSINESSES



6
INDUSTRIAL
BUSINESSES

BUSINESS INDUSTRY (TOP 6 CATEGORIES)

October 2022–December 2022



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**

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

PO Box 490
Frankston
VIC 3199



**INVEST
FRANKSTON
.COM**