



Frankston City Council

Economic Strategy Action Plan

2008-2013

DRAFT

23 September 2008

INTRODUCTION

The Strategy identifies five key themes. Strategic objectives have been developed beneath these themes, and this Action Plan provides further clarity as to what actions will be undertaken to achieve these objectives.

The Economic Strategy Action Plan is an operational document that outlines in detail the actions proposed to be undertaken to support each strategic theme. This document features measures, resources and strategic partners for each action. This is a fluid document which will be monitored against the outcome measures and reviewed annually to ensure projects are relevant and consistent with this Strategy, other corporate documents, community visions and departmental business plans.

1. Employment Precinct Growth

- 1.1 To stimulate the growth within key employment precincts through targeted programs and initiatives that build upon strengths and opportunities
- 1.2 To work collaboratively with key stakeholders to determine and advocate for required infrastructure and presentation standards

2. Education, Training and Employment

- 2.1 To build upon the educational strengths of the municipality to positively influence the attainment of skills and transition into meaningful employment
- 2.2 To influence the development and delivery of educational programs to maximise the relevance of continuous learning for the business community
- 2.3 To encouraging continuous improvement of business practice and knowledge through the provision of targeted training opportunities

3. Networking and Partnerships

- 3.1 To work in partnership with key business associations and stakeholders to encourage a culture of business connectivity that facilitates the exchange of ideas, lead generation and achieves business excellence
- 3.2 To continue to work collaboratively and strategically with key regional partners

4. Marketing and Promotion

- 4.1 To promote and reinforce Frankston City as a key employment and learning centre within the south east region
- 4.2 To encourage and influence appropriate enterprises to invest within the municipality
- 4.3 To increase awareness of economic development services provided across all departments of Frankston City Council

5. Information and Guidance

- 5.1 To facilitate informed decision making that leads to sustainable investment and business growth
- 5.2 To provide direction and clarity regarding Council's regulations and decision making processes

1. Employment Precinct Growth

Strategic Objective:-

- 1.3 To stimulate the growth within key employment precincts through targeted programs and initiatives that build upon strengths and opportunities**
- 1.4 To work collaboratively with key stakeholders to determine and advocate for required infrastructure and presentation standards**

There is a great diversity of employment precincts within Frankston City. These range from small neighbourhood shopping centres through to vibrant industrial precincts and Frankston city centre, which is widely recognised as the economic capital of the region.

Each employment precinct has its own unique range of needs and challenges which must be met to maintain economic viability, competitiveness and fulfil local needs. Therefore each precinct should be considered separately and appropriate strategies should be developed and implemented.

The Frankston central activity district (CAD) is clearly the region's most significant commercial employment precinct with over 111,000 square metres of retail floor space and 68,000 square metres of office floor space. The Victorian State Government has recognised the Frankston city centre as a transit city and a principal activity centre one of 13 throughout Victoria. The *Frankston TAFE to Bay Structure Plan* provides a framework for how Council, in partnership with other key stakeholders, will undertake a renewal program for the area between the transit hub and Kananook Creek.

With the opening of Eastlink, Carrum Downs is now perfectly positioned to grow and strengthen its role as a high quality light industry employment precinct. Other established industrial precincts have the opportunity to consolidate upon their existing strengths.

For many businesses considering investing within Frankston City the availability of good and affordable infrastructure (transport, streetscape amenity, utilities, telecommunications, waste removal, etc) is a key determinant. Frankston City Council has the opportunity to either influence the provision of infrastructure through other agencies, or provide the infrastructure itself. When the upgrade of existing infrastructure or the development of new infrastructure is being considered Frankston City Council has a duty to evaluate the potential impacts upon the business community.

In partnership with the business community, Frankston City Council has a responsibility to ensure that all employment precincts provide dignified access, demonstrate high standards of presentation, and promote a sense of place. There must also be a provision of a coordinated and effective integration of social, economic, recreational, cultural, civic, and built characteristics.

1.1 To stimulate the growth within key employment precincts through targeted programs and initiatives that build upon strengths and opportunities				
Action	Measure	Timeframe	Council Resource	Responsibilities
Establish a place management model within Frankston CAD	<ol style="list-style-type: none"> Place Management Model established Place Manager appointed Model implemented Model reviewed 	<ol style="list-style-type: none"> 6-12 months 6-12 months Ongoing 2 years 	Requires an additional 0.6 EFT staff (Place Manager) to supplement existing staff resource	<ul style="list-style-type: none"> Economic Development FCC more broadly
Develop a Retail Strategy and Business Attraction Strategy for Frankston CAD	<ol style="list-style-type: none"> Strategies developed Strategies implemented 	<ol style="list-style-type: none"> 1 year As specified in Strategies 	Available within current ED budget and staff resources. Implementation of Strategy may require additional resources	<ul style="list-style-type: none"> Economic Development

Continue to implement the Frankston Alive! Project in partnership with key stakeholders to revitalise the business community of the Frankston CAD	<ol style="list-style-type: none"> 1. Complete 2008 review of Frankston Alive! Project Action Plan 2. Delivery of projects identified in the Action Plan 	<ol style="list-style-type: none"> 1. 6-12months 2. As specified in Frankston Alive! Action Plan 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Frankston Business Chamber • Bayside Shopping Centre • Frankston CAD business community
Review and strengthen the Place Management model for strip shopping centres and identify opportunities for improved linkages with the Frankston CAD	<ol style="list-style-type: none"> 1. Place management model reviewed 2. Resources identified 3. Resources obtained if necessary 	<ol style="list-style-type: none"> 1. 6-12 months 	Position currently funded within Infrastructure until July 2009	<ul style="list-style-type: none"> • Economic Development • Infrastructure • FCC more broadly
Review and consider the need for a Place Management model for industrial precincts	<ol style="list-style-type: none"> 1. Place management model reviewed 	<ol style="list-style-type: none"> 1. 6-12 months 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • FCC more broadly
Develop ongoing relationships with leasing managers and major property owners to achieve lower vacancy rates and better business mix	<ol style="list-style-type: none"> 1. Maintain database 2. Regular communications undertaken 3. Reduced vacancy rate 4. Diverse business mix achieved 	<ol style="list-style-type: none"> 1. 6-12 months 2. Quarterly 3. Annual measurement 4. Bi-annual measurement 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Real Estate Agents/Property Managers • Property Owners
1.2 To work collaboratively with key stakeholders to determine and advocate for required infrastructure and presentation standards				
Action	Measure	Timeframe	Council Resource	Responsibilities
Work proactively with business operators and land owners/property managers to ensure high level of presentation standards by: <ul style="list-style-type: none"> • Undertaking annual facade improvement program • Holding regular Shop Front Awards • Preparing building presentation guidelines 	<ol style="list-style-type: none"> 1. Number of facades improved 2. Awards held 3. Guidelines in place 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 3. 1-2 years 	Partially available within current ED budget and staff resources. Additional resources will be required to continue Façade Improvement Program	<ul style="list-style-type: none"> • Economic Development (Urban Strategy) • Business community • Real Estate Agents • Property owners/managers
Provide guidance to the business community on the use of public footpaths activities to achieve greater access, reduced risk and a more orderly appearance of the streetscape	<ol style="list-style-type: none"> 1. Implement the Kerbside Trading Policy 2. Higher compliance with Local Laws 	<ol style="list-style-type: none"> 1. 6-12 months 2. Ongoing 	Available within current ED and Compliance & Safety budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Business community • Community Projects (FCC) • Compliance and Safety (FCC)
Support the delivery of high quality streetscape improvements in key employment precincts	<ol style="list-style-type: none"> 1. Projects identified annually as part of Council's Capital Works Plan 2. Delivery of projects 3. Integration with other economic development activities 	<ol style="list-style-type: none"> 1. Annual 2. Ongoing 3. Ongoing 	Subject to annual capital Works budget allocation and success in obtaining relevant State grants	<ul style="list-style-type: none"> • Economic Development (Urban Strategy) • Infrastructure (FCC)
Advocate for key infrastructure improvements, with the delivery being undertaken in an integrated manner. Key existing projects include: <ul style="list-style-type: none"> • Frankston Bypass • Frankston Safe Boat Harbour • Port of Hastings (infrastructure upgrades required locally) • Recycled water infrastructure • Telecommunications – broadband technology 	<ol style="list-style-type: none"> 1. Delivery and Integration of projects 2. Ability of infrastructure to meet growing demands 3. Improved access to economic markets 4. Regular progress report provided to Council 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 3. Ongoing 4. Ongoing 	Available within current ED and Infrastructure budget and staff resources	<ul style="list-style-type: none"> • Economic Development (Urban Strategy) • Infrastructure (FCC) • Developers • Infrastructure providers • Relevant Federal Government departments • Relevant State Government departments

2. Education, Training and Employment

Strategic Objectives:-

- 2.1 To build upon the educational strengths of the municipality to positively influence the attainment of skills and transition into meaningful employment**
- 2.2 To influence the development and delivery of educational programs to maximise the relevance of continuous learning for the business community**
- 2.3 To encouraging continuous improvement of business practice and knowledge through the provision of targeted training opportunities**

With a broad range of quality education providers within Frankston City, the municipality has a unique opportunity to position itself as a Tertiary Education Hub.

Through the *Learning City Strategy* Frankston City Council demonstrates its commitment to learning through an understanding of the value of lifelong and life-wide learning in enhancing an individual's opportunities and the capacity for businesses to capitalise on the skills of the local labour force. Council recognises there are many key stakeholders integral to the education-to-employment transition, and it has the opportunity to capitalise upon existing linkages between these stakeholders to ensure optimal outcomes are achieved for our communities.

Frankston City Council also recognises that education and training opportunities are vital to the ongoing capacity building and continuous improvement of its local business community. Through the provision of high quality, timely and effective forums which enable businesses to review their business practices and implement appropriate changes, Council aims to strengthen the ability of business to undertake new tasks and increase local employment opportunities.

2.1 To build upon the educational strengths of the municipality to positively influence the attainment of skills and transition into meaningful employment

Action	Measure	Timeframe	Council Resource	Responsibilities
Promote career and educational opportunities available within the municipality and the region through: <ul style="list-style-type: none"> • MPS Careers and Jobs Expo • Frankston and Mornington Peninsula Building Industry Careers Night • Community Services and Health Forum • School Industry Leaders Forum 	<ol style="list-style-type: none"> 1. Careers Expo/Trades events held 2. Number of local businesses participating 3. Attendance at Expo 4. Vacancies offered 5. Positions filled 	<ol style="list-style-type: none"> 1. Annually - ongoing 2. Ongoing 3. Ongoing 4. Ongoing 5. Ongoing 	Available within current ED budget and staff resources. If additional projects are identified, or if current projects are expanded, additional resources will be required. There may be potential for expanding/reinforcing the Learning City Officer role.	<ul style="list-style-type: none"> • Economic Development • Libraries and Learning (FCC) • Organisational Development (FCC) • Registered Training Organisations • Job Network Agencies • Schools • Chisholm Institute of TAFE • Monash University • Centrelink • Business community • Neighbouring Councils • Frankston and Mornington Peninsula Local Learning and Employment Network (FMPLLEN)

<p>Increase the number of practical experience opportunities in the workplace for students through projects such as:</p> <ul style="list-style-type: none"> • Frankston Alive! Calendar • Mentoring Programs (Women @ Work; WomenConnect Frankston, Dream Team) • Provision of traineeships 	<ol style="list-style-type: none"> 1. Development of Calendar 2. Number of mentoring programs undertaken 3. Number of Traineeships offered at Council 	<ol style="list-style-type: none"> 1. July each year 2. Reviewed annually 3. Reviewed annually 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Chisholm Institute of TAFE • Monash University • Frankston Business Chamber • Libraries and Learning (FCC) • Secondary Schools
<p>Review as part of the implementation of the TAFE to Bay Structure Plan and Learning City Strategy the development of a "University/TAFE Town" precinct linking all of the educational opportunities and student needs in a coordinated offer.</p>	<ol style="list-style-type: none"> 1. Precinct role and possible models reviewed 2. Resources identified 3. Resources obtained if necessary 	2 years	Additional resources may be required, although preliminary stages are available within current ED (and potentially Libraries and Learning) budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Relevant State Government departments • Job Network Agencies • Libraries and Learning (FCC) • Monash University • Chisholm Institute of TAFE • Frankston Business Chamber
<p>2.2 To influence the development and delivery of educational programs to maximise the relevance of continuous learning for the business community</p>				
Action	Measure	Timeframe	Council Resource	Responsibilities
<p>Understand the key skill shortages and recruitment difficulties experienced by business, and workshop solutions to reduce the skills gap with appropriate partner organisations</p>	<ol style="list-style-type: none"> 1. Completion of audit 2. Workshop held 3. Action plan developed 4. Increase communication between business and education communities 5. Develop training and recruitment guides for businesses 	<ol style="list-style-type: none"> 1. 1 - 3 years 2. 1 – 3 years 3. 1 – 3 years 4. Ongoing 5. As required 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Relevant Federal Government departments • Relevant State Government departments • Job Network Agencies • Libraries and Learning (FCC) • Monash University • Chisholm Institute of TAFE • Frankston Business Chamber
<p>Promote diverse skills as a key driver of economic development through projects such as:</p> <ul style="list-style-type: none"> • Skills matching database • Provision of information on areas of skills shortage 	<ol style="list-style-type: none"> 1. Skills matching database established 2. Information provided 	<ol style="list-style-type: none"> 1. 6 – 12 months 2. Ongoing 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development

2.3 To encouraging continuous improvement of business practice and knowledge through the provision of targeted training opportunities				
Action	Measure	Timeframe	Council Resource	Responsibilities
Promote the value of training and education for strengthening business prosperity to the business community through the holding of an annual calendar of training programs and information sessions that may be of interest and relevant to the local business community	<ol style="list-style-type: none"> 1. Annual calendar developed 2. Attendance at events 3. Satisfaction with events 	<ol style="list-style-type: none"> 1. September each year 2. Reviewed annually 3. Reviewed annually 	Available within current ED budget and staff resources and supplemented by available State Government grants	<ul style="list-style-type: none"> • Economic Development • Training organisations • Business community • Frankston Business Chamber
Facilitate advice and assistance for the local business community to encourage the adoption of sustainable business practices through projects/programs such as: <ul style="list-style-type: none"> • Village Green • Vic 1000 	<ol style="list-style-type: none"> 1. Programs held 2. Number of businesses participating 3. Promotion of innovative business 	<ol style="list-style-type: none"> 1. As required/1 – 3 years 2. As required/1 – 3 years 3. Ongoing 	Available within current ED budget and staff resources and supplemented by available State Government grants	<ul style="list-style-type: none"> • Economic Development • Environment (FCC) • Business community
Develop and hold a series of Industry Forums to provide an overview of activities, strategies, infrastructure and technology, and legislation changes that may impact upon different sectors	<ol style="list-style-type: none"> 1. Attendance at forums 2. Satisfaction level with forums 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 	Available within current ED budget and staff resources and may be supplemented by State and Federal Government grants and/or business sponsorship.	<ul style="list-style-type: none"> • Economic Development • Frankston Business Chamber • Business Community

3. Networking and Partnerships

Strategic Objective:-

3.1 To work in partnership with key business associations and stakeholders to encourage a culture of business connectivity that facilitates the exchange of ideas, lead generation and achieves business excellence

3.2 To continue to work collaboratively and strategically with key regional partners

It is widely recognised that working within effective partnerships delivers greater results than independent actions. The Economic Development team seeks to proactively identify key internal and external stakeholders to achieve outcomes that positively contribute to the economic prosperity of the region and the individual businesses operating within it.

In many instances the opportunity for individuals to share experiences with other business operators is invaluable for confidence and relationship building. Frankston City Council is committed to ensuring there are many opportunities for local businesses to network with each other and with businesses from outside the municipality and recognises that the Frankston Business Chamber plays an important role to connect and support the local business community in ways that complement many of Council's activities.

3.1 To work in partnership with key business associations and stakeholders to encourage a culture of business connectivity that facilitates the exchange of ideas, lead generation and achieves business excellence				
Action	Measure	Timeframe	Council Resource	Responsibilities
Facilitate the strengthening of a municipal-wide / umbrella Business Group that is representative of the Frankston City business profile	<ol style="list-style-type: none"> Frankston Business Chamber Executive membership represents the business profile (size, industry sector, geographic location) Size of Frankston Business Chamber membership – Target 10% of all businesses in Frankston City 	<ol style="list-style-type: none"> 6-12 months 5 years 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> Economic Development Frankston Business Chamber
Encourage business's participation in networking opportunities principally through local and regional peak organisations such as: <ul style="list-style-type: none"> Frankston Business Chamber Frankston Tourism Inc. South East Melbourne Manufacturing Association Monash University 	<ol style="list-style-type: none"> Attendance at networking forums Satisfaction with networking forums 	<ol style="list-style-type: none"> Ongoing Ongoing 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> Economic Development Peak organisations Business community
Encouragement and promotion of demonstrated business excellence	<ol style="list-style-type: none"> Success of business community in awards programs Awards programs promoted through Council's marketing collateral Council's support of awards program 	<ol style="list-style-type: none"> Ongoing Ongoing As required 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> Economic Development Business community Award organisations
Encourage the development of innovative and creative businesses with the establishment of a Business Excellence Centre, through investigations into the feasibility of an incubator, and if feasible, establish incubator	<ol style="list-style-type: none"> Feasibility study completed Incubator established 	<ol style="list-style-type: none"> 1-3 years 5 years 	Analysis of the Feasibility Study is available within current ED budget and staff resources. Establishment of incubator will require significant resources - largely through Federal Government Grant	<ul style="list-style-type: none"> Economic Development Relevant Federal Government departments

3.2 To continue to work collaboratively and strategically with key regional partners

Action	Measure	Timeframe	Council Resource	Responsibilities
Continue to play an active role in Melbourne South East (MSE) to attract appropriate and sustainable development to the region	<ol style="list-style-type: none"> 1. Complete 2008 review of regional Economic Strategy 2. Obtain Council's endorsement of reviewed Strategy 3. Delivery of projects identified in the strategy 	<ol style="list-style-type: none"> 1. < 6 months 2. < 6 months 3. As specified in MSE Strategy 	Available within current ED budget and staff resources. There may be specific projects that stem from the MSE Strategy that require additional resources.	<ul style="list-style-type: none"> • Economic Development • MSE
Advocate for the delivery of key projects identified in the Investment Strategy (Objective 4.2 of this Strategy) through Local, State and Federal Government or private partnerships, for example: <ul style="list-style-type: none"> • Peninsula Centre redevelopment • Frankston Safe Boat Harbour • Frankston Bypass • Port of Hastings • Recycled water 	<ol style="list-style-type: none"> 1. Delivery of projects in a timely manner 	<ol style="list-style-type: none"> 1. As required 	Advocacy for these projects may be available within current Frankston City Council budget and staff resources. Any further involvement may require additional targeted resources.	<ul style="list-style-type: none"> • Economic Development (Urban Strategy) • Project manager / developer • Infrastructure (FCC) • Relevant Federal Government departments • Relevant State Government departments

4. Marketing and Promotion

Strategic Objective:-

- 4.1 To promote and reinforce Frankston City as a key employment and learning centre within the south east region
- 4.2 To encourage and influence appropriate enterprises to invest within the municipality
- 4.3 To increase awareness of economic development services provided across all departments of Frankston City Council

Frankston has traditionally been the regional hub for shopping, education, health, community services, financial, recreation and entertainment activities, servicing the Mornington Peninsula and the nearby south east growth corridor. There have been many significant public and private sector investments within the municipality and Frankston City Council aims to build upon these projects to reinforce the regional importance of Frankston.

Where an industry sector is under-represented in the municipality or where there are new or unoccupied geographical precincts and premises, Frankston City Council has the opportunity to influence which businesses are established. By attracting appropriate sustainable businesses Frankston City Council subsequently has the ability to influence and increase the diversity of the business community, increase access to meaningful employment and maximise the ability for the local business community to meet the needs of local consumers.

Frankston City Council undertakes an annual survey of the local business community and this has showed that there are significant opportunities to increase awareness of the support services that the Economic Development team and Frankston City Council more broadly provides to the local business community.

4.1 To promote and reinforce Frankston City as a key employment and learning centre within Melbourne's south east region				
Action	Measure	Timeframe	Council Resource	Responsibilities
Continue to actively market the competitive strengths and advantages of the region	1. Effectiveness of promotional articles based upon: <ul style="list-style-type: none"> • Enquiries generated • Increased capital investment • Increased participation in labour market and job vacancies • Decreased business premises vacancies • Increased perception of Frankston's value proposition as a place to invest, work and live 	1. Ongoing 2. Measures reviewed annually	Available within current ED and Marketing Services budget and staff resources Specific campaigns may require additional targeted project budgets	<ul style="list-style-type: none"> • Economic Development • Marketing Services (FCC) • Frankston Business Chamber • Frankston Tourism Inc
Position Frankston as a Learning City building upon its strengths in University, TAFE, and other training providers in accordance with the <i>Frankston Learning City Strategy</i>	1. Implementation of actions from the <i>Frankston Learning City Strategy</i>	1. As specified in <i>Frankston Learning City Strategy</i>	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Libraries and Learning (FCC) • Economic Development • Monash University • Chisholm Institute of TAFE • Training Providers
Undertake collaborative marketing campaigns particularly those that cross-market the goods and services of local businesses to each other	1. Effectiveness of campaigns	1. Ongoing	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Business community

4.2 To encourage and influence appropriate enterprises to locate their operations within the municipality				
Action	Measure	Timeframe	Council Resource	Responsibilities
To develop an investment strategy to support the implementation of: <ul style="list-style-type: none"> • <i>Frankston Industrial Strategy</i> • <i>TAFE to Bay Structure Plan</i> • <i>Tourism Strategy</i> • <i>Retail Strategy</i> • <i>Marine Industry Cluster Strategy</i> The Strategy Action Plan is to be reviewed annually	<ol style="list-style-type: none"> 1. A strategy is developed, key projects identified and timelines and responsibilities allocated 2. Strategy implemented 3. Strategy Action Plan reviewed 	<ol style="list-style-type: none"> 1. 6-12 months 2. Ongoing 3. Reviewed annually 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Frankston Business Chamber • Frankston Tourism Inc. • Relevant Federal Government departments • Relevant State Government departments • Planning (FCC)
Promote opportunities for development to potential investors	<ol style="list-style-type: none"> 1. Level of business investment 	<ol style="list-style-type: none"> 1. Ongoing 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development
4.3 To increase awareness of economic development services				
Action	Measure	Timeframe	Council Resource	Responsibilities
Promote Frankston City Council's business support and economic development offer – both internally and externally	<ol style="list-style-type: none"> 1. Provision of information for Frankston City News 2. Preparation of Monthly e-bulletins 3. Annual business survey shows increased awareness of economic development services (Target – 80%) 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 3. Annually 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Marketing Services (FCC) • FCC more broadly • Business Community
Actively and effectively use the internet to communicate with the business community and maintain a comprehensive business database	<ol style="list-style-type: none"> 1. Visitation of Web site 2. Currency of business profiles 3. Currency and accuracy of online articles 4. Subscription to publications 5. Representation of business community on online directory (Target – 75%) 	<ol style="list-style-type: none"> 1. Monthly 2. Ongoing 3. Ongoing 4. Monthly 5. Annually 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • FCC more broadly • Business Community

5. Information and Guidance

Strategic Objective:-

5.1 To facilitate informed decision making that leads to sustainable investment and business growth

5.2 To provide direction and clarity regarding Council’s regulations and decision making processes

Frankston City has just over 9,000 extremely diverse businesses, and with over 16,300 of the employees of these businesses being local residents it is critical for the ongoing health and wellbeing of the area to nurture and facilitate the ongoing viability, growth and resilience of the business community.

It is important to ensure that businesses planning to invest within Frankston City (be they existing businesses seeking to expand or new businesses relocating or establishing within the region) are able to make informed decisions and are aware of the processes and considerations of local authorities. To this end it is equally important to ensure that they are aware of the services available to them to assist and guide them through the process.

5.1 To facilitate informed decision making that leads to sustainable investment and business growth				
Action	Measure	Timeframe	Council Resource	Responsibilities
Develop a program of visits to businesses	<ol style="list-style-type: none"> Number and success of business visits (Target – 20 businesses a month) Requests for business visits 	<ol style="list-style-type: none"> Ongoing Ongoing 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> Economic Development Business community
Provide a current economic and demographic profile of the area to assist businesses seeking to expand or establish within the municipality	<ol style="list-style-type: none"> Information available Currency of economic data 	<ol style="list-style-type: none"> Ongoing Ongoing 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> Economic Development Statistics Providers
Broker advice and support from other agencies to assist with the: <ul style="list-style-type: none"> growth of individual businesses growth of import replacement reduction of leak expenditure increase of exporting (inter-regionally and internationally) 	<ol style="list-style-type: none"> Number of referrals Number of requests for information Increased levels of exporting 	<ol style="list-style-type: none"> Ongoing Ongoing Reviewed annually as part of Business Survey and as ABS data is updated 	Available within current ED budget and staff resources and may be supplemented by State and Federal Government grants and services.	<ul style="list-style-type: none"> Economic Development Business community Relevant Federal Government departments Relevant State Government departments
In partnership with other key stakeholders develop a range of business advisory and mentoring services to assist businesses with their decision to invest in Frankston City	<ol style="list-style-type: none"> Establishment of resources Establishment of a one-stop-shop 	<ol style="list-style-type: none"> Ongoing 5 years 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> Economic Development Frankston Business Chamber Australian Institute of Management Chisholm Institute of TAFE Small Business Mentoring Service Relevant Federal Government departments Relevant State Government departments

5.2 To provide direction and clarity regarding Council's regulations and decision making processes				
Action	Measure	Timeframe	Council Resource	Responsibilities
Develop a suite of Economic Development information to be made available in a variety of formats to any business seeking to invest within the municipality	<ol style="list-style-type: none"> 1. Availability of current information 2. Take up of information 3. Usage of the services being promoted 	<ol style="list-style-type: none"> 1. 6 – 12 months 2. Ongoing 3. Ongoing 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • FCC more broadly
Maintain a database of start-up business enquiries	<ol style="list-style-type: none"> 1. Database established 2. Follow-up progress contact made with each business 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Business community
Monitor the capacity of existing business and industrially zoned land, and (where appropriate) to respond to the changing needs of the economy	<ol style="list-style-type: none"> 1. Requests for Planning Scheme amendments 2. Monitor occupancy rates of commercial premise 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Strategic Planning (FCC) • Developers/land owners
Establish a referral program of all pre application and permit applications relevant to the ED team and monitor the progress of all applications that ensure red tape minimisation	<ol style="list-style-type: none"> 1. List of relevant applications for ED consideration agreed 2. ED included in all relevant pre-application and referrals 3. Red tape minimisation opportunities identified and implemented as part of an annual review with all relevant departments 	<ol style="list-style-type: none"> 1. 3 Months 2. Ongoing 3. Ongoing 	Available within current ED budget and staff resources	<ul style="list-style-type: none"> • Economic Development • Planning – Statutory & Strategic (FCC) • Compliance and Safety - Local Laws and Environmental Health (FCC)