

our people: our economy



Economic vision:

Frankston is the preferred place to live, learn, work, visit and invest based on a local economy that is sustainable, innovative and inclusive.



ECONOMIC DEVELOPMENT STRATEGY

2011



For every 100 residents in Frankston City there are
only **29 jobs** available locally.

Up from 26 jobs in 2001 and 28 jobs in 2006

Pressure on South East Melbourne

job growth versus population growth

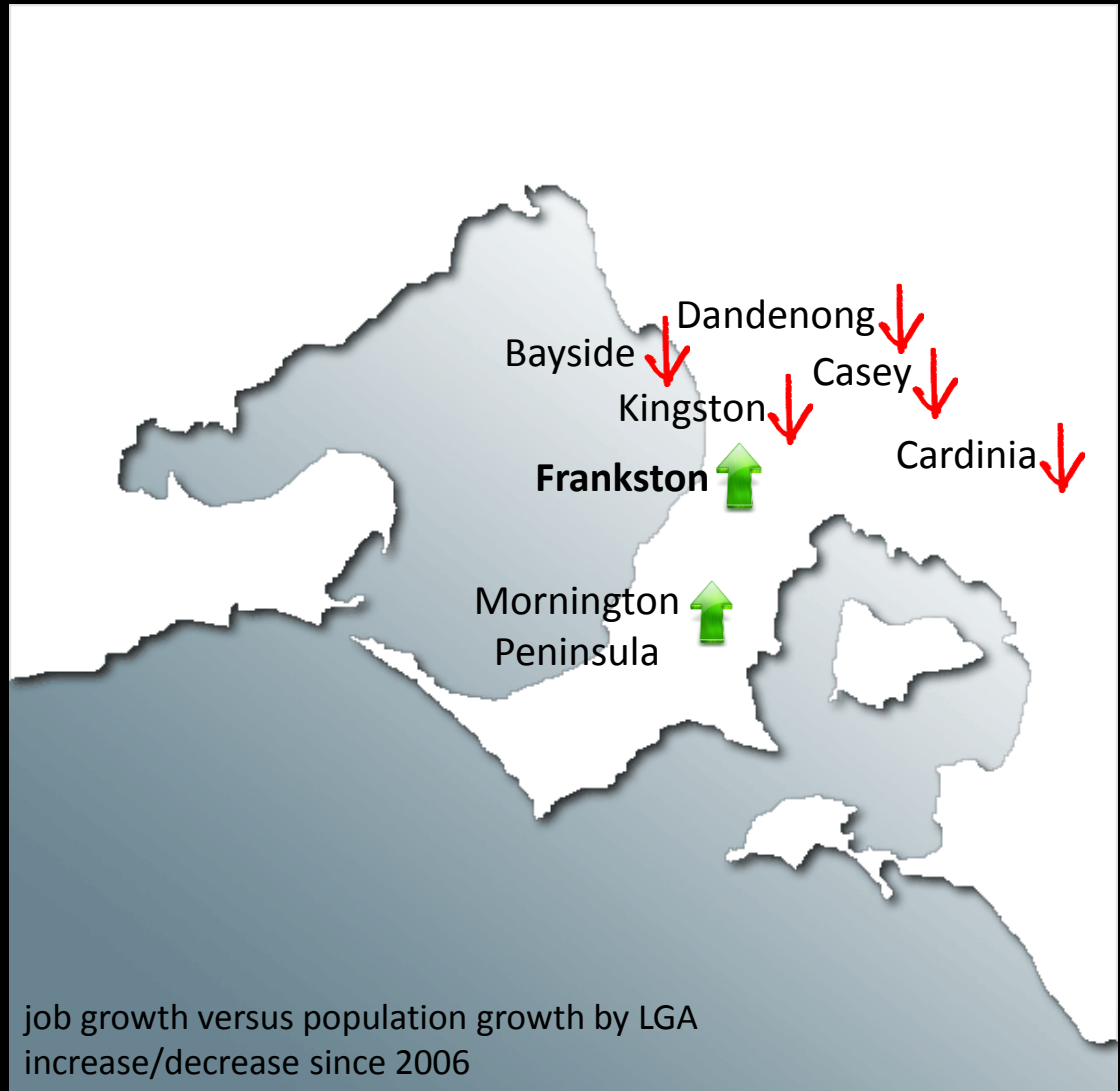
2006-2011

Population increase:

79,067

Job increase:

15,045



The good news

7000 jobs created
in Frankston City
in the last 15 years

why?

paddocks 15-years ago



Carrum Downs Industrial Precinct

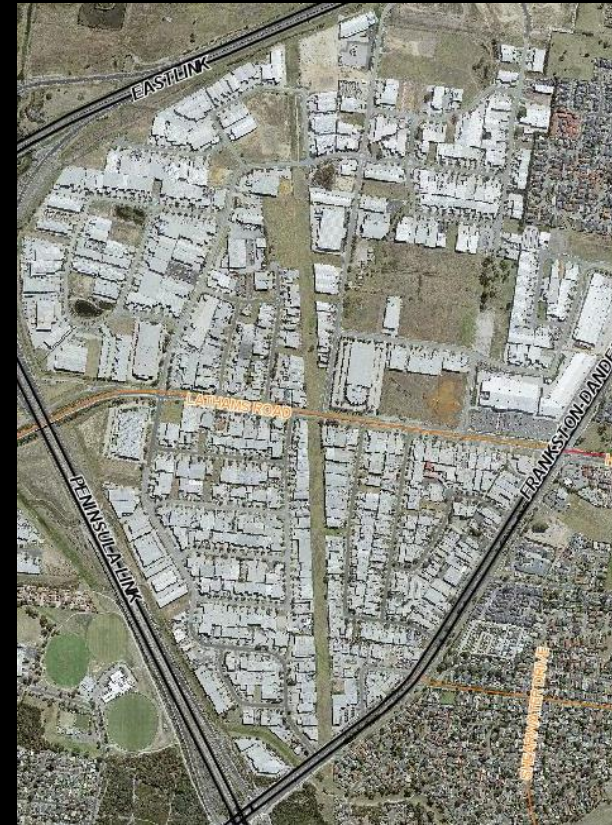
2002



2007



2015



Carrum Downs Industrial Precinct

Carrum Downs Industrial Precinct

5,946 jobs (16%)

\$2.85 billion per annum (30%)

Central Frankston

6,184 jobs (16.9%)

\$1.7 billion per annum (17.9%)

The good news

enormous growth in health



2015:

1 job in every 4

2001:

1 job in every 6

Micro and small business growth



Since 2011, more small business are employing:

5-19 employees: **↑60** businesses

20-199 employees: **↑25** businesses

FRANKSTON

Worst jobs figure in 15 years

Christian Tatman

RATE SOARS TO 8.3 PER CENT AS POLLIES PLAY BLAME GAME

AS FRANKSTON'S unemployment rate reaches a 15-year high, state and federal politicians are bickering over who is to blame.

Dunkley federal Liberal MP Bruce Billson and Frankston state Labor MP Paul Edbrooke both said previous governments run by their opposite numbers had led to the city's 8.3 per cent unemployment.

Federal figures show Frankston's unemployment was 6.8 per cent in June 2012 before dipping to 6.3 per cent in March 2013.

But it has risen sharply in every quarter since to reach 8.3 per cent in March 2015.

Mr Billson said 500,000 jobs had been lost in small business under the previous federal Labor government.

The Abbott Government was redressing this through initiatives to stimulate and support small business, he said.

"We are turning around that harm and rebuilding a more supportive environment for small business."

Mr Edbrooke said Frankston's figure reflected the "dire state that unemploy-

ment reached under the previous (Victorian) Liberal government which produced no jobs plan".

He said the current government was investing heavily in TAFE to give people the training and skills they needed to get jobs.

Job and training agencies said a range of factors were behind the jobless spike.

Sarina Russo Job Access Frankston manager Bruce Andrews said a lack of transport, intergenerational unemployment and a lack of re-skilling had contributed.

Nepean Industry Edge Training director Carol Campbell said older people were struggling to come to grips with the process of applying for jobs online.

"The job market is tough," Ms Campbell added.

Mayor Sandra Mayer said the Port of Hastings redevelopment project – effectively shelved by the State Government – was essential to creating jobs in the region and called on the State Government to reactivate the project. But Mr Edbrooke said the port redevelopment plan was complex and would not provide a "silver bullet" to fix unemployment.

3 August 2015

can our people compete?

Here's our 29 jobs...



...only half our jobs are occupied by residents

15 out of every **100** residents work in Frankston City

can our people compete?



Non-residents occupying Frankston City jobs

Health: **56%**

Education: **61%**


Manufacturing: **58%**

Can our people compete?

Frankston City's education lag

	change since 2006	Total % of population
Frankston City bachelor degree or higher	↑2.5%	11.9%
Greater Melbourne bachelor degree or higher	↑5.0%	23.6%

Knowledge economy - since 2006



Victoria:

↑15%

Frankston City:

↑1.5%

can our people compete?



MONASH University

How many courses are offered at Peninsula Campus?

8

Since 2003:

closed IT faculty

dropped core business majors

added physio and occupational therapy

net loss of 3 courses

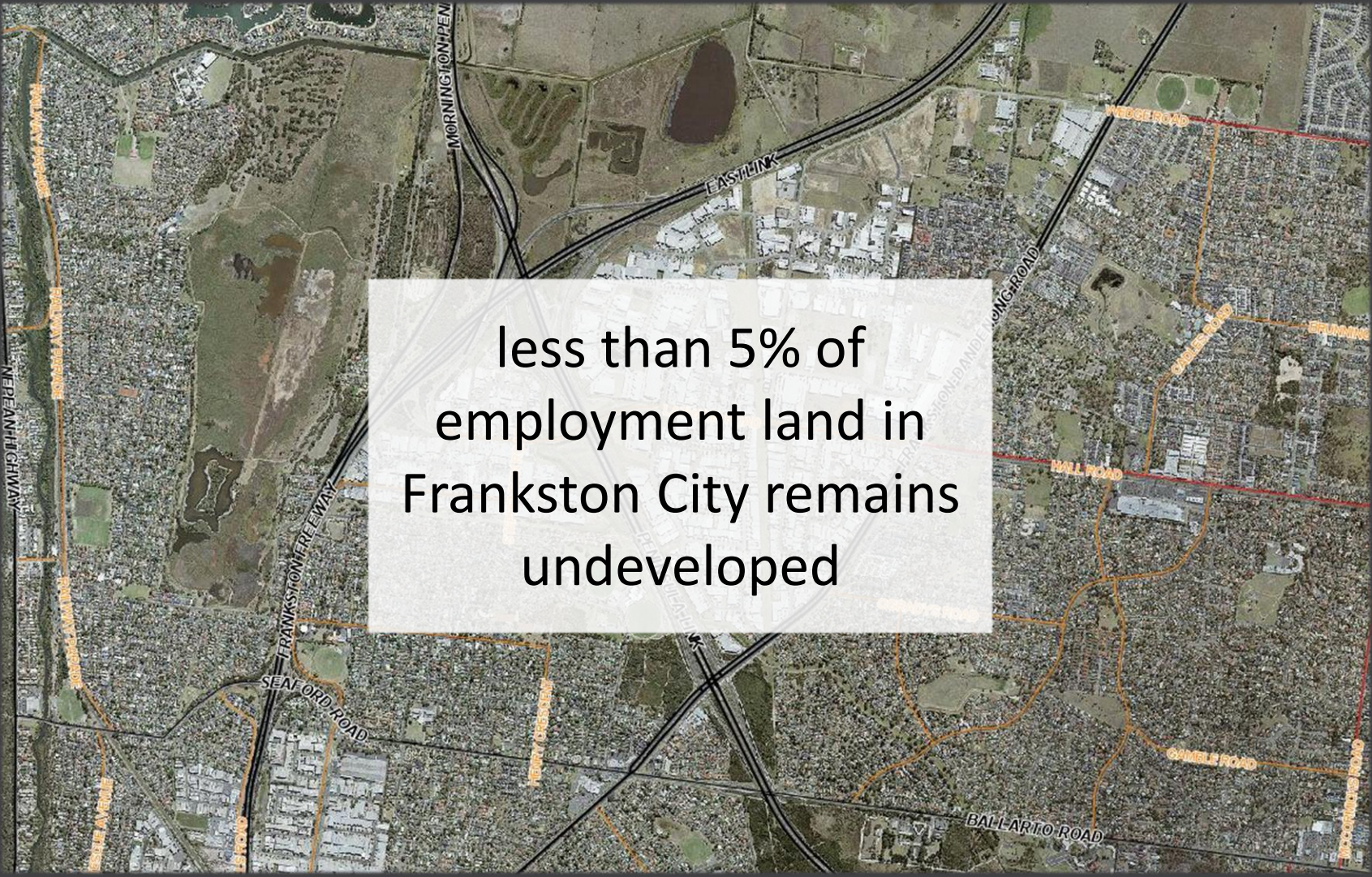
Automotive and parts manufacturing



Frankston City 2011:
831 residents
employed

if half these people lost their jobs – this alone would
increase unemployment by 0.58%

Future jobs?

An aerial photograph of Frankston City, Australia, showing a mix of urban development, green spaces, and industrial areas. A semi-transparent white rectangular box is centered over the map, containing text. Various roads and landmarks are labeled in yellow and white text, including Mornington Peninsula Freeway, Frankston Freeway, Seaford Road, Ballarto Road, and others. The map shows a dense urban area with some large undeveloped plots of land, particularly in the central and northern parts of the city.

less than 5% of
employment land in
Frankston City remains
undeveloped

Key findings - summary

1. Job density is low, but has grown slowly since 2001 – bucking the regional trend
2. Access to tertiary (particularly university) education is unsustainable
3. We are not transitioning to a knowledge based economy
4. Less than 5% of our employment land remains undeveloped

If we do nothing

what would 15% unemployment would look like?

- more reliance on social services – higher indirect costs to government and Council
- increased incidence of alcohol and drug abuse
- increase in crime and family violence
- inter-generational disadvantage will set it
- increased homelessness
- harder to shake the Frankston reputation

Priorities for an updated Economic Development Strategy

1. World class Frankston Station Precinct with diverse employment opportunities

leverage the development to generate significant government and private investment

investigate ways that Council can catalyse investment through its own activities



2. Continue Council support for a vibrant small business community

Businesses that participate in Council programs have a **69% chance of employing** in the following 12-24 months



An aerial photograph of Frankston City, Australia, showing a mix of residential areas, industrial zones, and a coastline with a beach and blue water. The text is overlaid on this image.

3. Frankston City will be an 'ecosystem' for start-ups

stimulating our knowledge economy

solving unemployment through *self* employment

annual major start-up event

boosted incentives for start-ups

entrepreneurs group to support start-ups

links to education providers

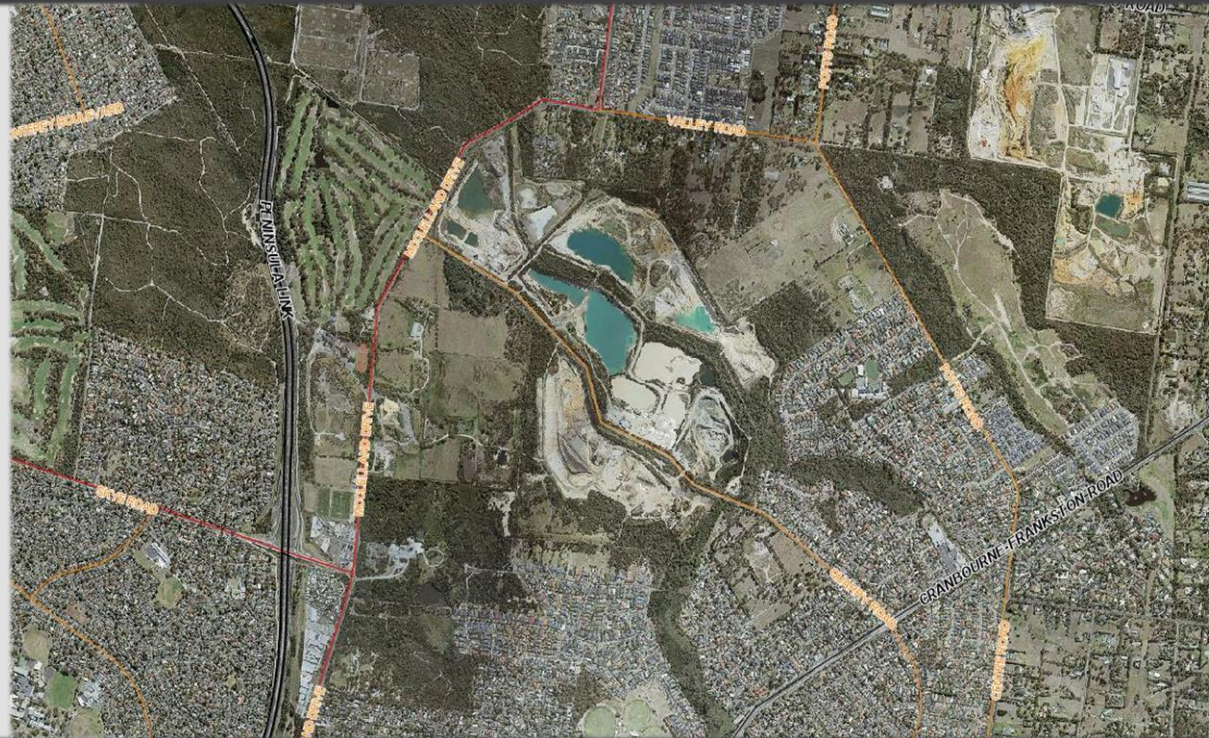
co-working space/incubator

early intervention

4. Identify opportunities for future employment land

Utilise the Green Wedge Management Plan to identify opportunities:

- Industrial
- Horticulture
- Agriculture
- Food
- Recreation
- Tourism



5. Creating favourable investment conditions

A comprehensive audit of Council processes





INVEST FRANKSTON



6. Sustained investment attraction activities

7. Deliver the Health and Education Precinct



8. Education attainment



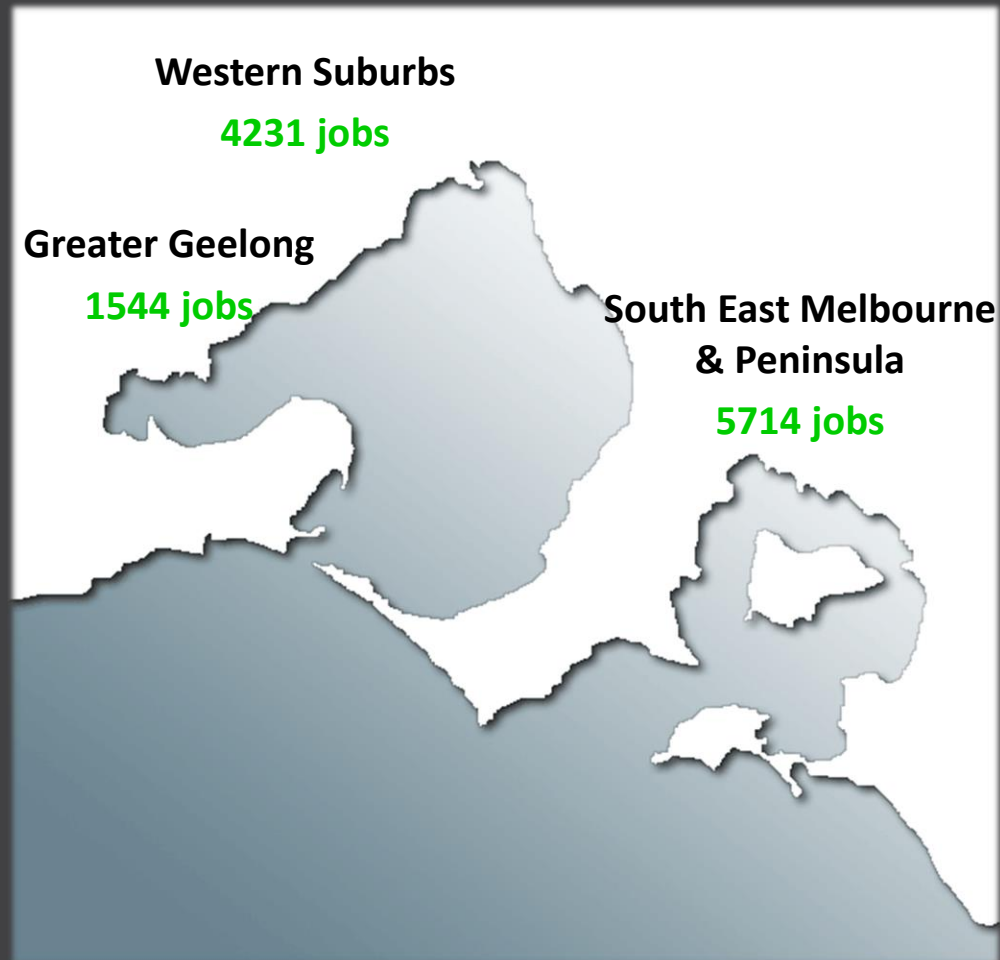
make education a top priority for Council advocacy

develop a detailed understanding of industry/business needs (commenced)

develop stronger connections between local business and education providers

9. Industry led regional advocacy

jobs in automotive and parts manufacturing - 2011



9. Industry led regional advocacy

who is representing the south east?



Summary of priorities

1. World class Frankston Station Precinct
2. Continue to grow micro and small business
3. Generate more business activity with a 'start-up ecosystem'
4. Identify and deliver new employment land
5. Create more favourable investment conditions
6. Sustained investment attraction program
7. Deliver the Health and Education Precinct
8. Make education a top priority for Council advocacy
9. Facilitate the formation of a regional business lobby
10. Support efforts to increase tourism and visitation