

Frankston City Economic Scorecard



March 2019

Lifestyle capital of Victoria

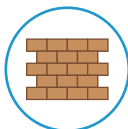
The Frankston City Economic Scorecard provides a snapshot of the Frankston City economy on a quarterly basis.



Frankston City boasts nearly **45,000** local jobs, over **29,000** local businesses (including 13,507 registered for GST), an economy worth more than **\$12 Billion**, and continues to build its reputation as a growing bayside regional hub for services, arts, education and health sectors.



Frankston City's **\$3.6 Billion** Carrum Downs/Seaford industrial precinct is ideally located alongside EastLink and Peninsula Link, providing connections across Melbourne and the Mornington Peninsula. This precinct contributes 30% of the City's total output.



Construction is well underway on the **\$75.9 Million** redevelopment at Chisholm's Frankston Campus including a Centre for Advanced Manufacturing with integrated Design Centre. Construction has also commenced on the **\$20 Million** upgrade at Monash University's Peninsula Campus, with a 150-room residential complex.



The largest redevelopment of a suburban hospital in Victoria's history is planned at Frankston Hospital with the **\$562 Million** creating approximately **1,000** jobs and **\$1.2 billion** in output.

The City generates in excess of **\$12 Billion** of output per year



Population
140,739



Gross Regional Product
\$6.20 Billion (1.9%
of Greater Melbourne
and 1.5% of Victoria)

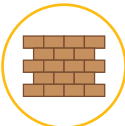


City Centre business
occupancy rate
79.1%
(82.1% in 2018)



Total number of
registered businesses
29,702

Top 6 Industries Output value \$8 Billion



Construction
\$2.30 Billion



Health Care & Social Assistance
\$1.09 Billion



Manufacturing
\$2.04 Billion



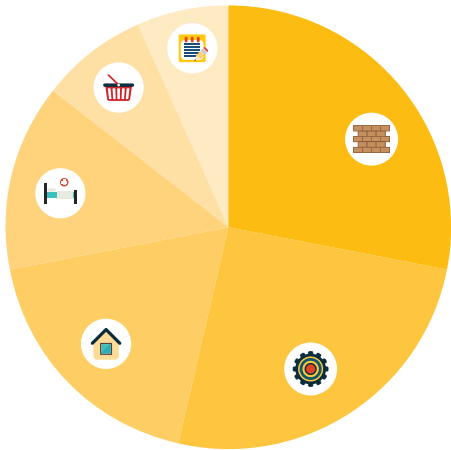
Retail Trade
\$636 Million



Rental, Hiring & Real Estate Services
\$1.45 Billion



Electricity, Gas, Water and Waste Services
\$568 Million



Total number of jobs 44,934



Frankston City has **0.31** jobs per resident (up from 0.29 in 2011)



20,517 (46%) of individuals working in Frankston City also reside in the City



57.7% of businesses intend to employ more staff in the next 12-24 months



9,180 (20.4%)
Health Care & Social Assistance



4,195 (9.3%)
Education & Training



5,894 (13.1%)
Retail Trade



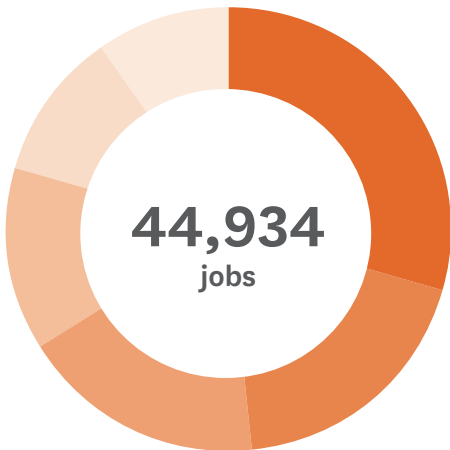
3,318 (7.4%)
Manufacturing



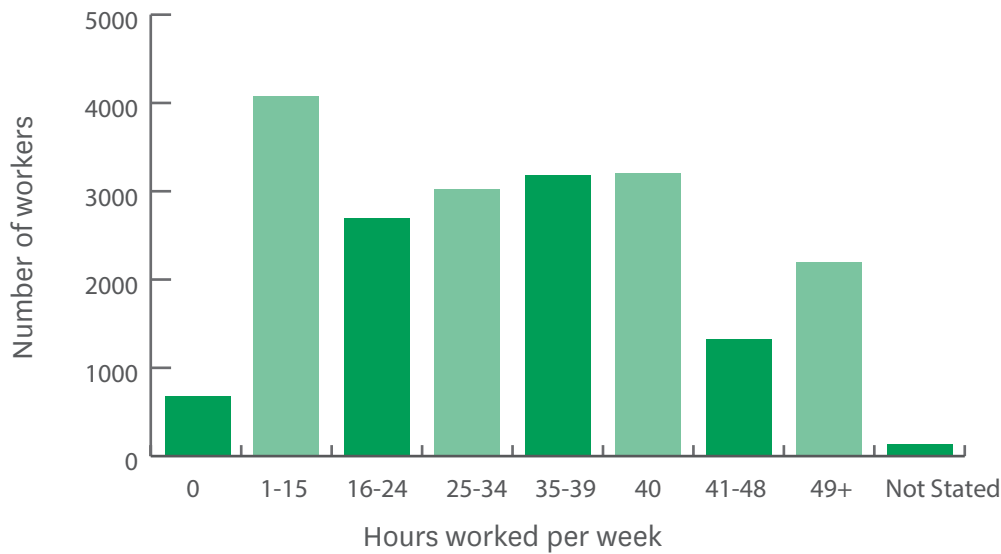
5,483 (12.2%)
Construction



2,991 (6.7%)
Accommodation & Food Services



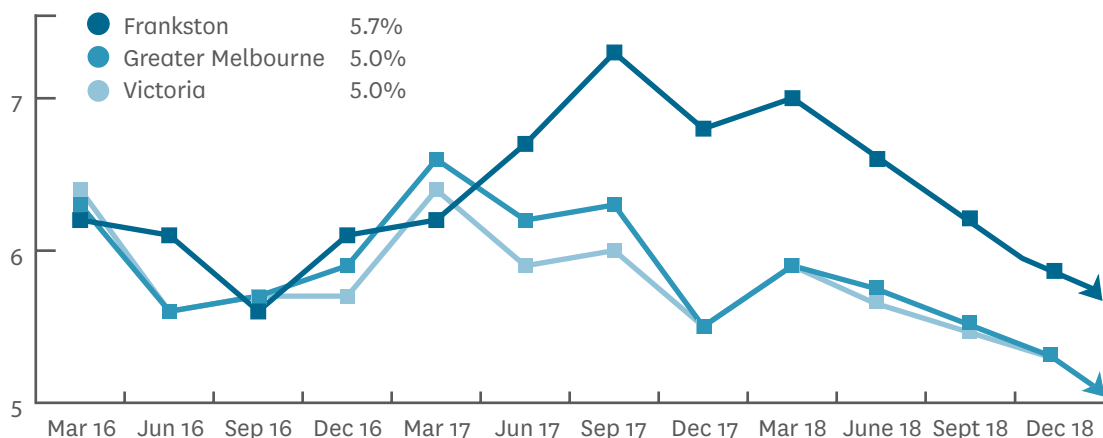
Hours worked and Qualifications



19
Degree Courses
are now offered
on campus in
Frankston City

Qualifications of Residents	Frankston City		Greater Melbourne
	Number	%	%
Bachelor or Higher Degree	15,854	14.5	27.5
Advanced Diploma and Diploma	11,151	10.2	9.5
Vocational	25,716	23.6	15.3
No Qualifications	44,966	41.2	38.6
Not Stated	11,428	10.5	9.2

Unemployment Rate



5.7%
Unemployment rate
(Dec 2018)

*Please note that while this report is produced on a quarterly basis, not all the information presented is updated quarterly. For example, Census data is only made available every five years, while unemployment figures are released on a quarterly basis.

Major Investments (under construction or recently completed)

Chisholm Institute Frankston Campus Redevelopment	\$75.9 Million	676 jobs created
Frankston Private Hospital	\$40 Million	407 jobs created
Monash University	\$20 Million	142 jobs created
Frankston Station Precinct Redevelopment	\$63.8 Million	231 jobs created
Mixed use Retail/Apartments (38 Playne Street)	\$5 Million	18 jobs created
Mixed use Retail/Apartments (Clyde Street)	\$3 Million	11 jobs created



98% of businesses in Frankston City employ less than 20 people

Building Permits Issued (Dec–Feb 2018–2019)

Type	No of Permits	Value of Permits
Commercial	4	\$1,472,000
Domestic	173	\$24,255,683
Hospital/Healthcare	3	\$87,963,332
Industrial	3	\$516,024
Public Buildings	9	\$4,662,521
Residential	2	\$541,700
Retail	14	\$3,055,721
TOTAL	208	\$122,466,981



Tourism



\$305 Million is the value of the tourism sector



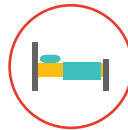
1,924 jobs in tourism sector



808,600 people visit Frankston City (annually) (11% of Mornington Peninsula Region)



Regional Domestic Overnight visitors – 130,000 (7.7% of Mornington Peninsula Region)



Domestic Nights – 348,800 (7.6% of Mornington Peninsula Region)



Regional domestic day trippers – 594,100 (10.6% of Mornington Peninsula Region)



8,821 people like Visit Frankston on Facebook (up 302 on Dec Quarter)



4,930 people follow Visit Frankston on Instagram (up 488 on Dec Quarter)



52,000 visitors per year use the Frankston Visitor Information Centre (face-face, phone, email)

Tourism Event Attraction Program 2018–2019

Five events scheduled

83,000 attendees expected

Cost per attendee **\$0.49**

Estimated projected economic benefit **\$5.8 Million**



1050 Subscribers to 'Frankston Enjoy Every Moment' eNewsletter (up 623 on Dec Quarter)



New Resident Morning Tea an average of **20** people attend per session

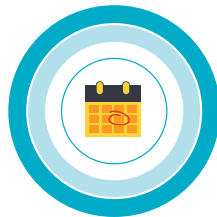


Number of volunteers **24**

Supporting the local economy



Business Coaching/
Mentoring attendance
T 90 A 65



Events & Seminars
Attendance
T 250 A 455



frankston.vic.gov.au/
business visitation
T >25,000 A 62,751



Invest Frankston
Social media reach
(impressions Facebook
and LinkedIn)
T 50,000 A 63,061



Invest Frankston
Social media engagement
(LinkedIn Facebook and
Twitter) **T >6,000 A 5,003**



Subscriptions to
Build Your Business
newsletter
T 4,000 A 2,972

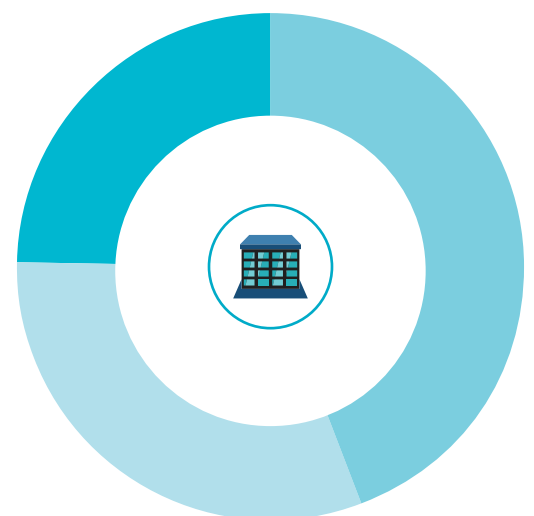


Online Learning
Program (Lynda)
Active users
T 400 A 275

Key 2018/2019
T Annual Target
A Actual

Top three business pages on Frankston.vic.gov.au visited this quarter

	Total visits
General Business	2,056
Business Permits and Licences	1,644
2018-2019 Business Grants Recipients	1,127



Most popular Online Learning Programs (Lynda) in Frankston City over the past quarter



1. Illustrator CC 2018 One-on-One Advanced
(112 views)



2. Excel 2016 Essential Training
(80 views)



3. Mapping the Modern Web Design Process
(80 views)