



December 2021

ECONOMIC SCORECARD



INVEST
FRANKSTON
.COM

O1

ECONOMY



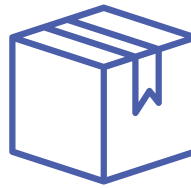
33,094

Innovative businesses



13,655
BUSINESSES

Registered for GST



\$2.99
BILLION

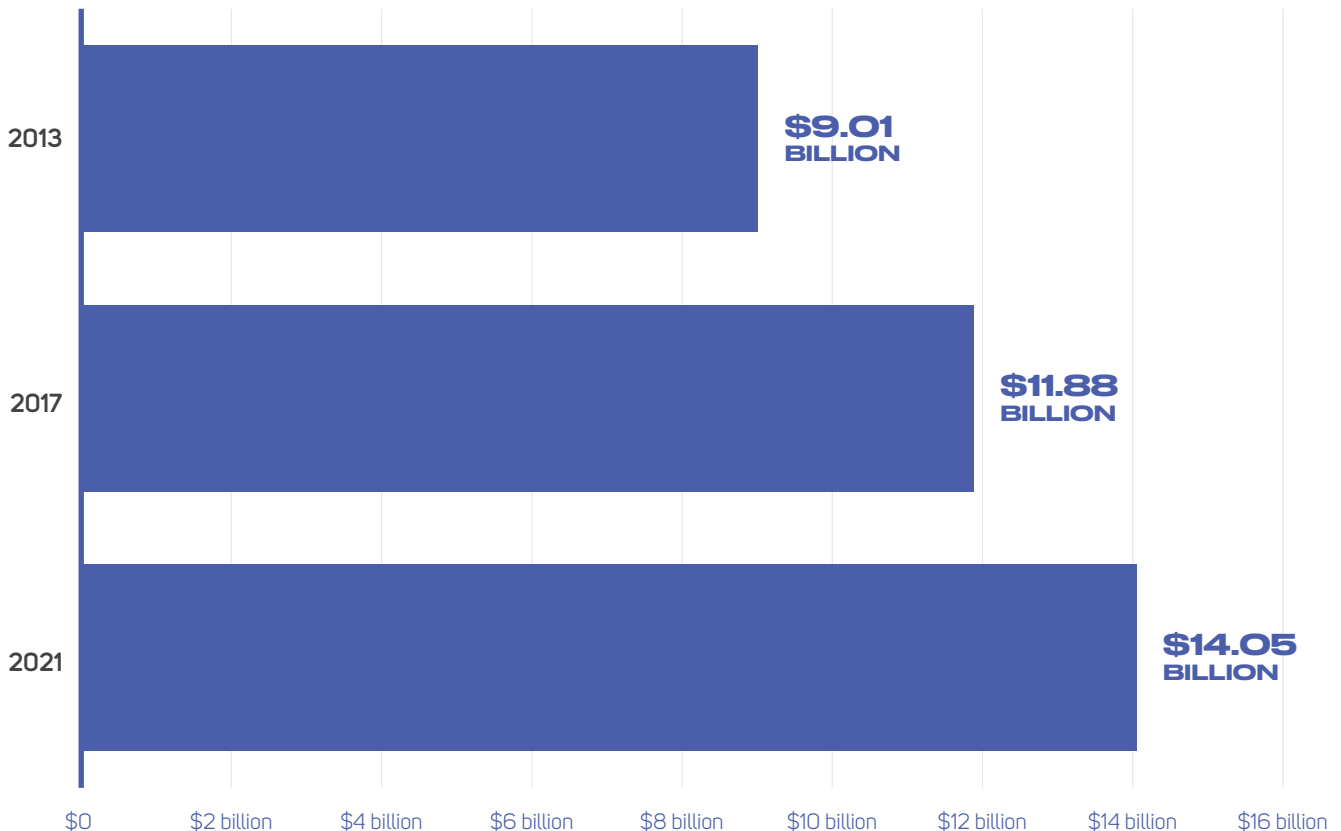
Regional exports, with
37.3 per cent from the
manufacturing industry*



\$14.05
BILLION

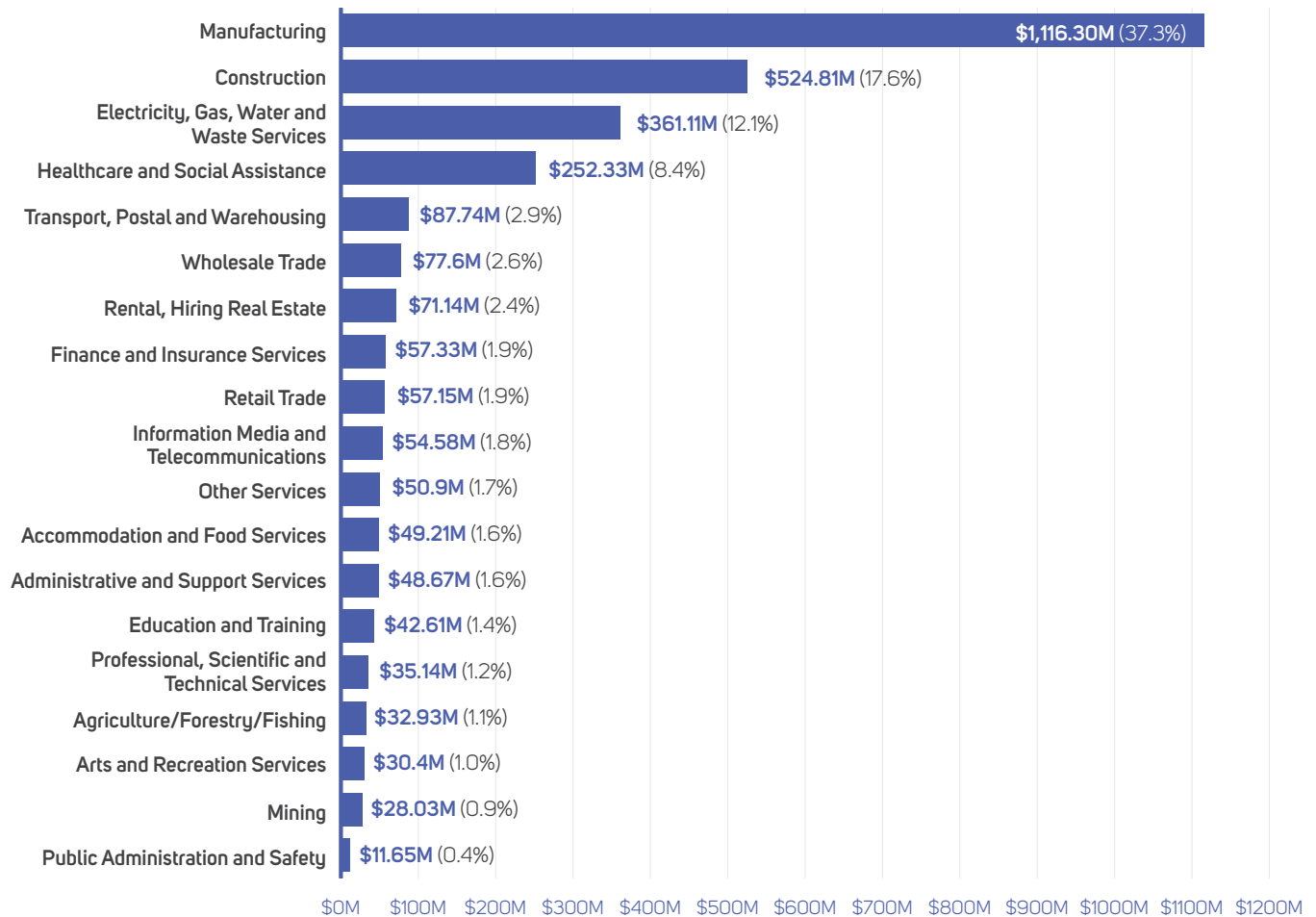
Economic output*

Frankston City Growth by Economic Output



* Source: REMPLAN

Regional Exports by Industry Sector*



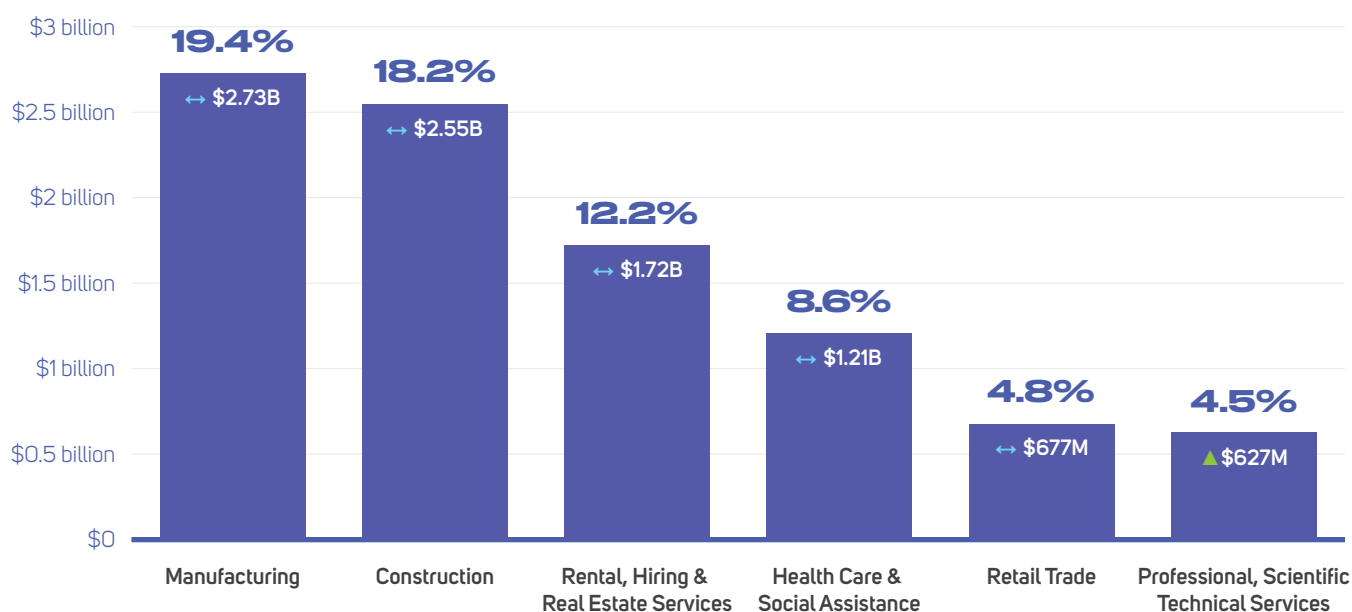
* Source: REMPLAN Economy

INDUSTRY OVERVIEW

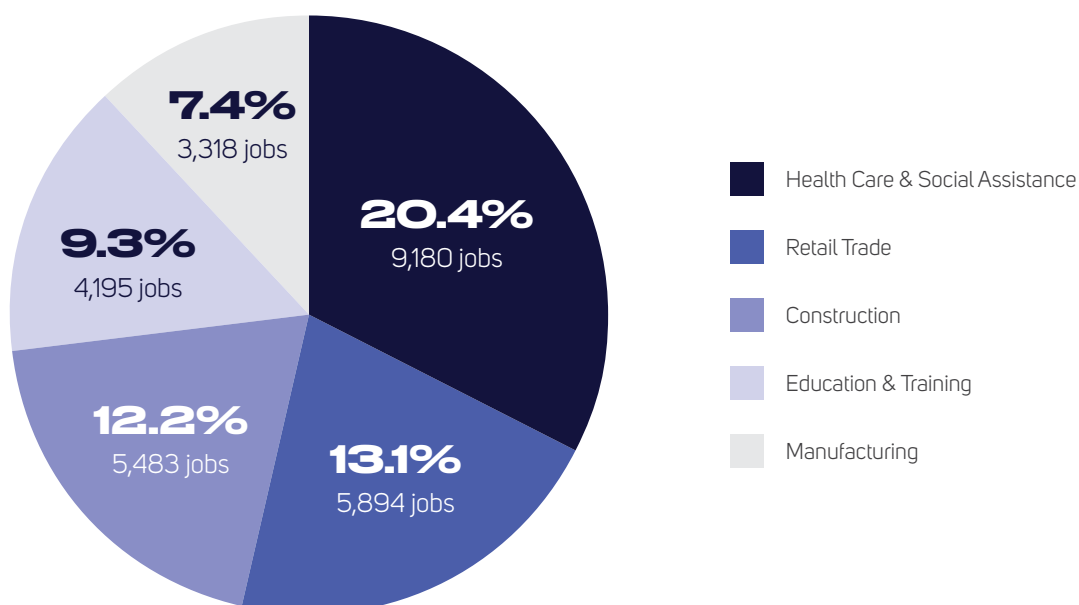
TOP SIX INDUSTRY SECTORS IN FRANKSTON CITY

Ranked by Output

▲ ▼ Increase/decrease in comparison to September 2021 Scorecard ↔ No change in comparison to September 2021 Scorecard



Ranked by Employment



RESIDENT AND VISITOR SPENDING OVERVIEW NOV 2020–DEC 2021

FRANKSTON CITY

▲▼ Increase/decrease in comparison to September 2021 Scorecard

▲ **\$3.410**
BILLION

Total local spend

▲ **\$2.094**
BILLION

Resident (lives in Local Government Area [LGA]) local spend



▲ **\$1.319**
BILLION

Visitor (lives outside Frankston City) local spend

▲ **\$1.550**
BILLION

Resident escape spend (lives in suburb but spend outside LGA)

▲ **\$1.824**
BILLION

Resident online spend

THE SUBURBS

Suburb	Local Spend				Escape Spend		Resident Online Spend
	Total Local Spend	Resident Local Spend (lives in the suburb)	Internal Visitor Local Spend (lives elsewhere in the LGA)	External Visitor Local Spend (lives outside LGA)	Resident Internal Escape Spend (lives in suburb but spend in other suburbs in the LGA)	Resident External Escape Spend (lives in suburb but spending outside LGA)	
Carrum Downs	\$570.44M	\$160.00M	\$219.28M	\$191.08M	\$86.91M	\$165.18M	\$206.82M
Frankston	\$1.62B	\$394.99M	\$549.61M	\$670.72M	\$80.31M	\$283.12M	\$373.47M
Frankston N	\$31.07M	\$8.56M	\$15.10M	\$7.26M	\$58.64M	\$33.92M	\$47.98M
Frankston S	\$71.62M	\$18.70M	\$18.25M	\$34.04M	\$208.21M	\$252.11M	\$267.47M
Langwarrin	\$251.47M	\$155.09M	\$30.96M	\$65.19M	\$202.28M	\$230.90M	\$299.29M
Langwarrin S	\$3.63M	\$45.34K	\$1.28M	\$2.07M	\$11.02M	\$19.41M	\$16.92M
Sandhurst	\$6.28M	\$2.54M	\$365.52K	\$3.08M	\$50.67M	\$81.60M	\$86.63M
Seaford	\$276.55M	\$86.28M	\$85.76M	\$104.50M	\$122.80M	\$161.74M	\$195.06M
Skye	\$21.88M	\$1.78M	\$5.62M	\$14.29M	\$105.80M	\$72.74M	\$91.09M

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

▲ ▼ Increase/decrease in comparison to September 2021 Scorecard



Expenditure Category by Volume November 2020–December 2021

Category	Total Local Spend	Resident Local Spend	Visitor Local Spend	Resident Escape Spend	Resident Online Spend
Bulky Goods	\$168.08M	\$97.22M	\$70.86M		\$44.61M
Consumer Staples				\$600.80M	
Department Stores & Clothing	\$252.94M	\$128.07M	\$124.87M		\$118.00M
Dining & Entertainment	\$415.10M	\$247.96M	\$167.14M		\$276.62M
Discretionary Spend				\$516.36M	
Furniture & Other Household Goods	\$67.62M	\$29.03M	\$38.59M		\$43.76M
Grocery Stores & Supermarkets	\$553.76M	\$445.84M	\$107.92M		\$46.13M
Light Industry	\$63.42M	\$25.55M	\$37.87M		\$50.75M
Other	\$20.76M	\$9.63M	\$11.13M		\$128.65M
Personal Services	\$55.40M	\$31.47M	\$23.93M		\$17.37M
Professional Services	\$296.05M	\$151.23M	\$144.82M		\$282.35M
Services & Other				\$183.58M	
Specialised Food Retailing	\$240.92M	\$176.28M	\$64.64M		\$29.21M
Specialised & Luxury Goods	\$332.29M	\$201.87M	\$130.42M		\$303.74M
Trades & Contractors	\$18.45M	\$7.56M	\$10.89M		\$17.84M
Transport	\$337.46M	\$187.19M	\$150.26M		\$117.42M
Travel	\$33.34M	\$16.96M	\$16.38M		\$108.75M

* Source: Spendmapp December 2021 update

WORKFORCE AND SKILLED COMMUNITY



44,934
JOBS

in Frankston City



31 JOBS
PER 100 RESIDENTS

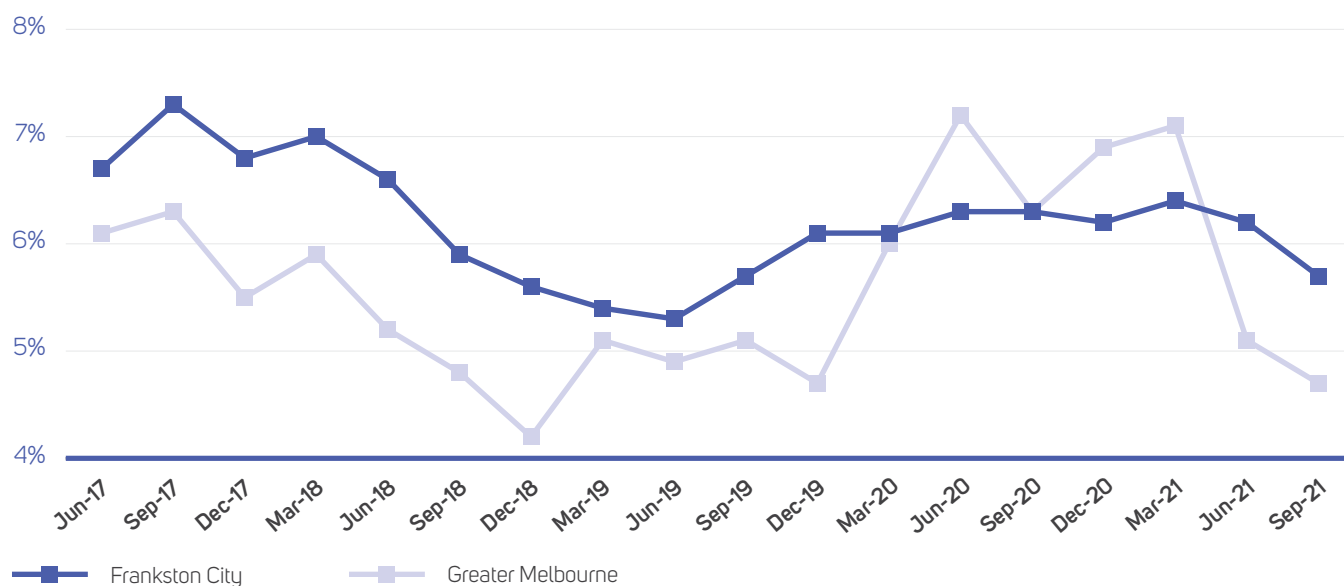
in Frankston



42 JOBS
PER 100 RESIDENTS

in Greater Melbourne

Unemployment Rate Comparison to Greater Melbourne (June 2017–September 2021)*



UNEMPLOYMENT RATE



5.7
PER CENT
in Frankston City

4.7
PER CENT

Comparison to Greater
Melbourne

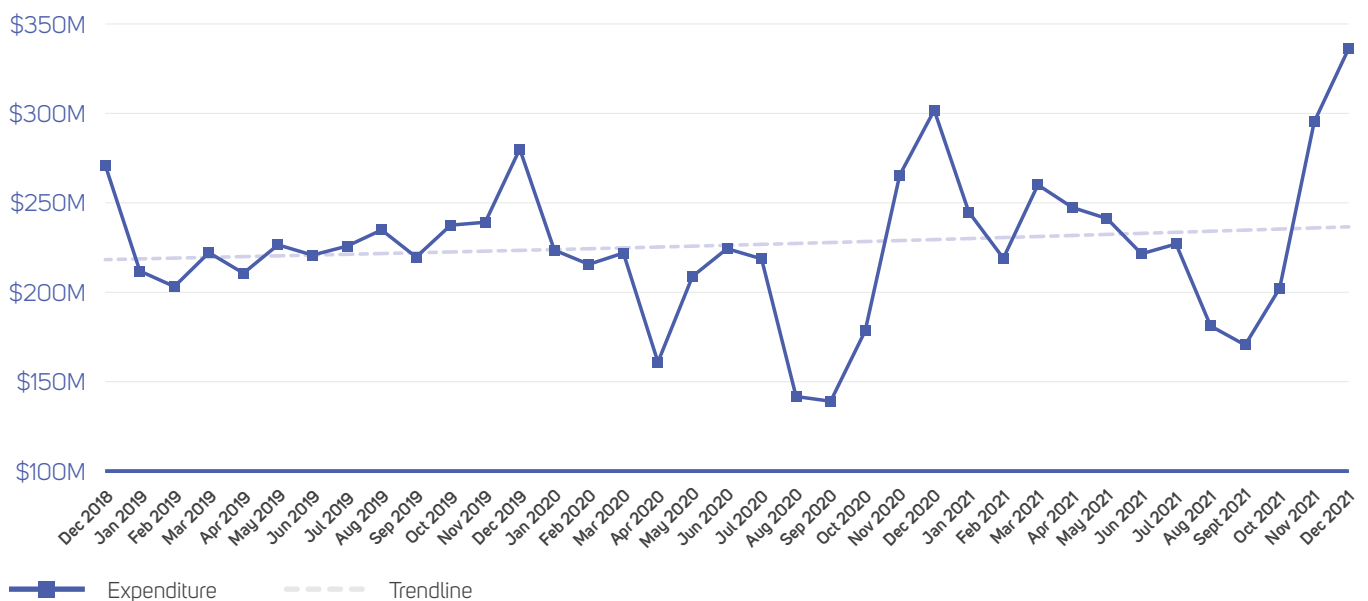
* Source: Department of Employment – June 2021

COVID-19 STATISTICS

JOBSEEKER*

Latest Month Figures	December 2021		December 2020		
Region – LGA/SA2	JobSeeker and Youth Allowance Recipients	% of 15–64 Age Population	JobSeeker and Youth Allowance Recipients	% of 15–64 Age Population	Change
Frankston City	6,439	6.9	9,779	10.5	-3,340
Carrum Downs	999	6.6	1,547	10.1	-548
Frankston	1,508	9.4	2,235	13.9	-727
Frankston North	1,534	12.3	2,089	16.8	-555
Frankston South	403	3.5	699	6.1	-296
Langwarrin	689	4.1	1,192	7	-503
Seaford	956	8.5	1,379	12.3	-423
Skye – Sandhurst	350	3.6	638	6.6	-288
Greater Melbourne	169,899	4.9	274,847	7.9	-104,948
Victoria	239,340	5.4	371,801	8.4	-132,461

Expenditure Graph in Frankston (December 2018–December 2021)**



* **Source:** Department of Social Services – JobSeeker and Youth Allowance recipients – monthly profile via data.gov.au.
Compiled and presented by [.id](https://www.informeddecisions.id.au) (informed decisions).

** **Data source:** spendmapp.com.au



INVESTMENT PIPELINE

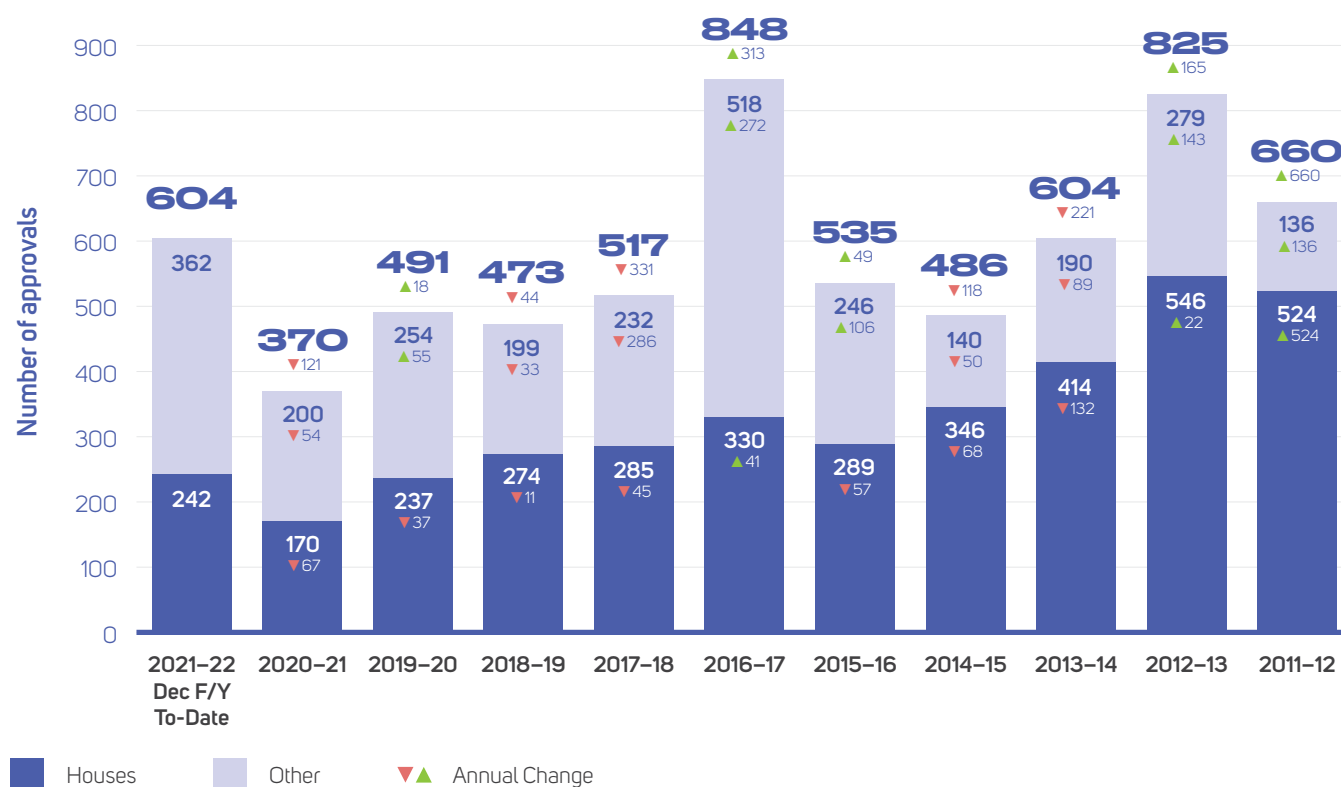
RECENT INVESTMENTS

- \$82 million Horizon apartment development (1–2 Plowman Place, Frankston City Centre) now under construction
- Marketing now launched for \$116 million Vicinity redevelopment
- \$67.6 million Chisholm stage 2 redevelopment now under construction
- Stage 1 and 2 of the \$160 million investment at Karingal Hub shopping centre has now opened, with a new food precinct featuring more than 28 fresh food and speciality retailers and a fashion precinct with 40 new stores

UPCOMING INVESTMENTS

- \$605 million redevelopment of Frankston Hospital
- \$120 million Hall Road and Westernport Highway upgrades
- \$28 Million Frankston Commons (35 Playne Street, Frankston City Centre) – nine storey mixed-use development now approved – includes retail/hospitality of 512 sq. m and 6,294 sq. m of grade A offices
- \$32 million for the Peninsula Health – Monash University Health Futures Hub
- \$20 million in local schools infrastructure upgrades (inc. Nepean Special School, Frankston Special Development School, Karingal Primary School)

BUILDING APPROVALS*

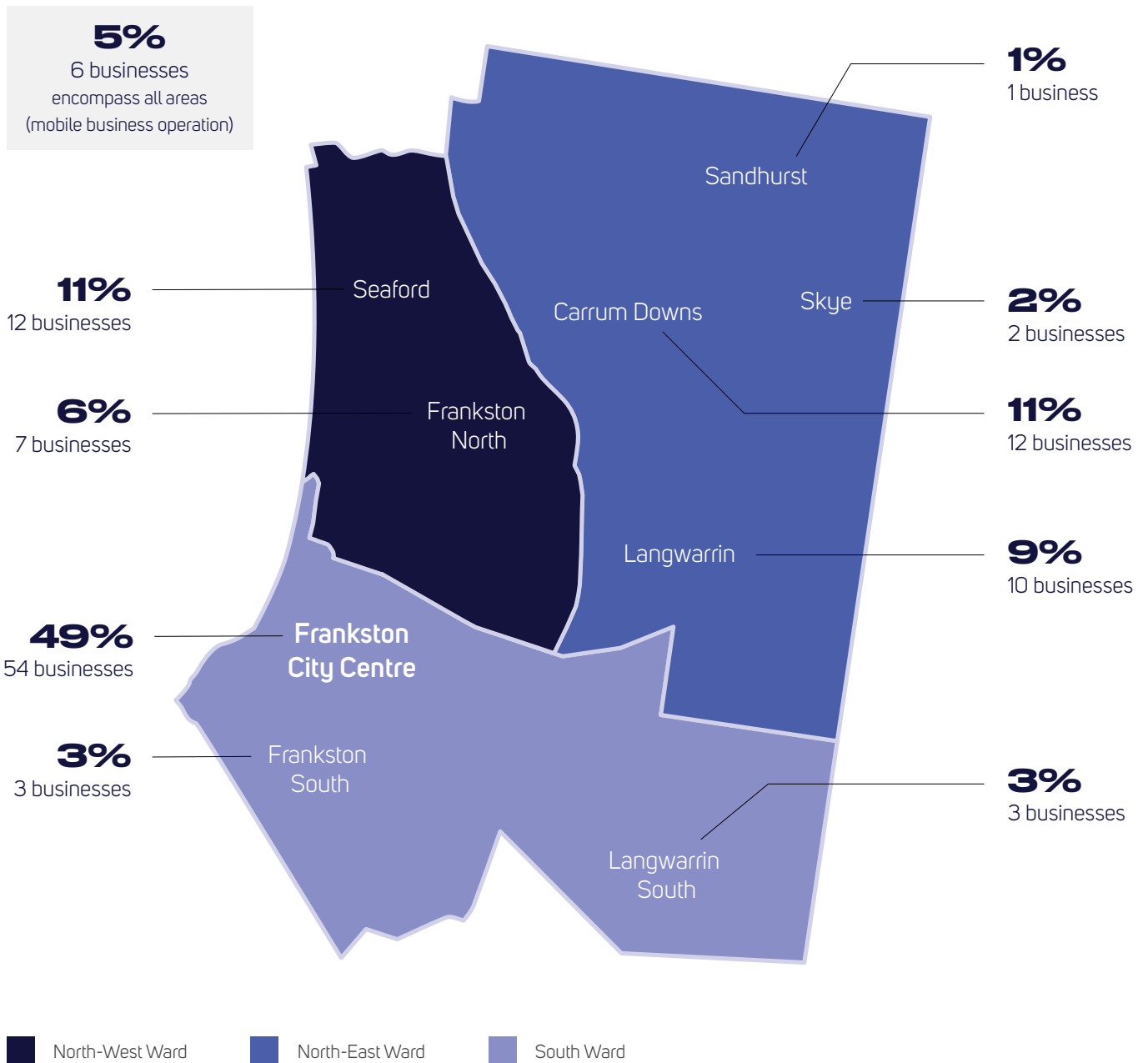


* Source: Australian Bureau of Statistics, Building Approvals, Australia (8731.0). Compiled and presented in profile.id by [.id](#) (informed decisions)

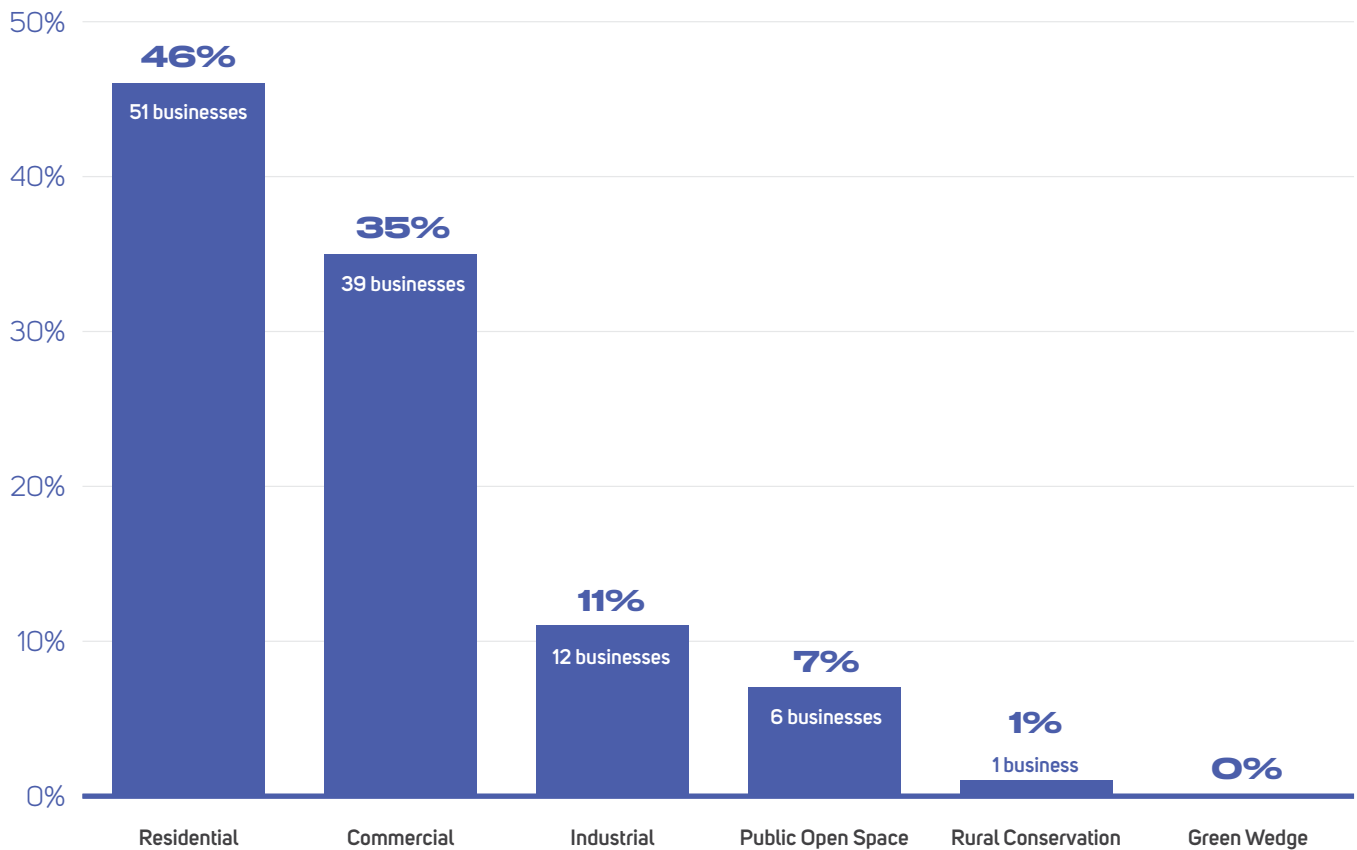
BUSINESS CONCIERGE

OCT 2021–DEC 2021

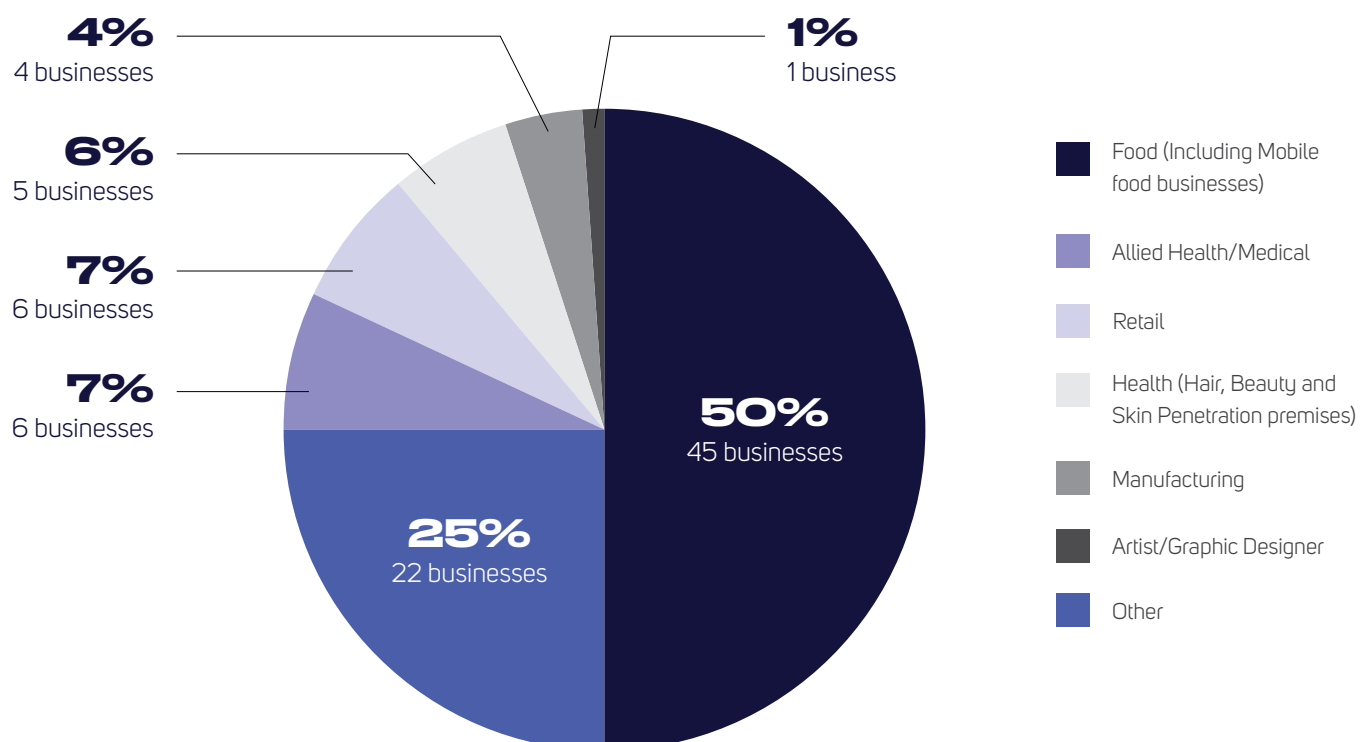
PROPERTY LOCATION QUERIES



BUSINESS INDUSTRY



BUSINESS TYPE (TOP 6 CATEGORIES)



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.

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.

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