



March 2022

# ECONOMIC SCORECARD



INVEST  
FRANKSTON  
.COM

O1

## ECONOMY



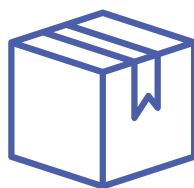
**44,745**

Innovative businesses



**11,212  
BUSINESSES**

Registered for GST



**\$3.03  
BILLION**

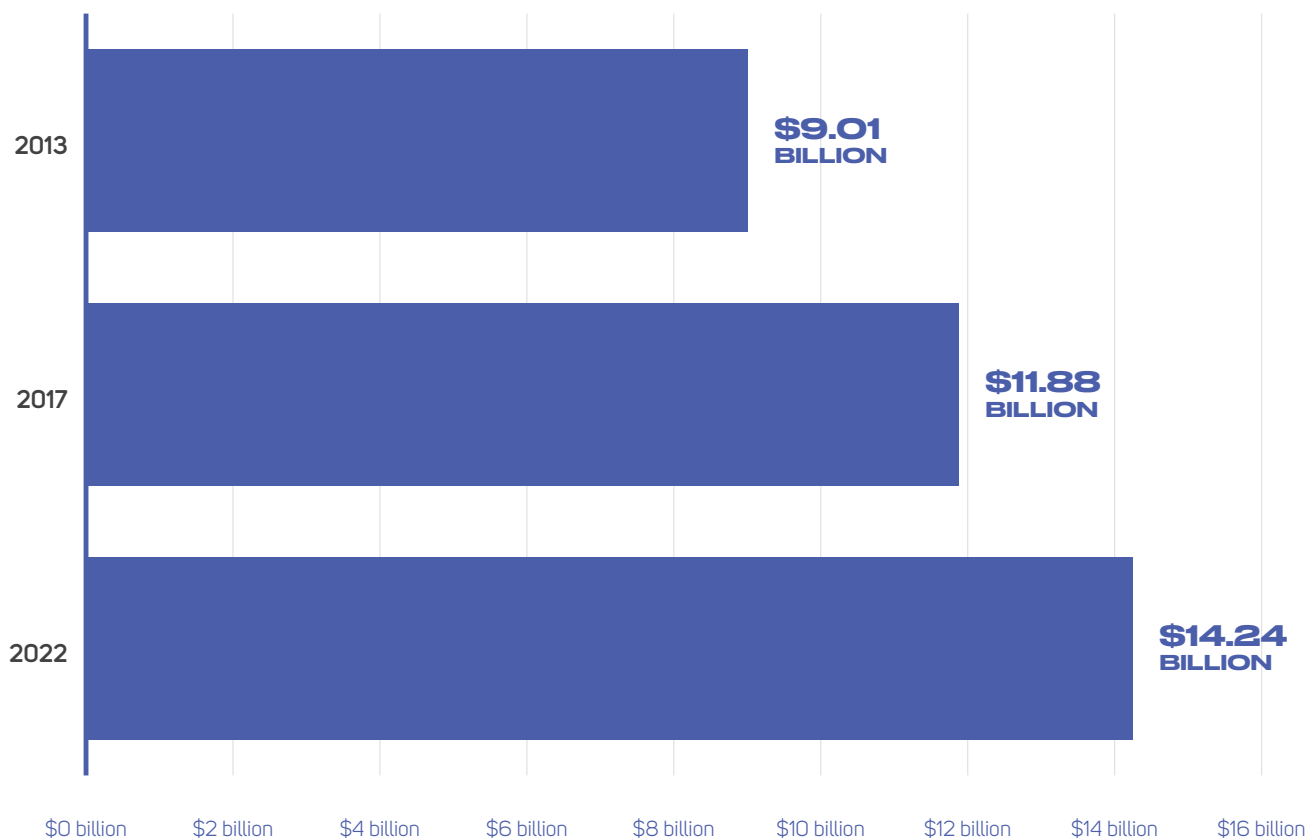
Regional exports, with  
**37.3 per cent** from the  
manufacturing industry\*



**\$14.24  
BILLION**

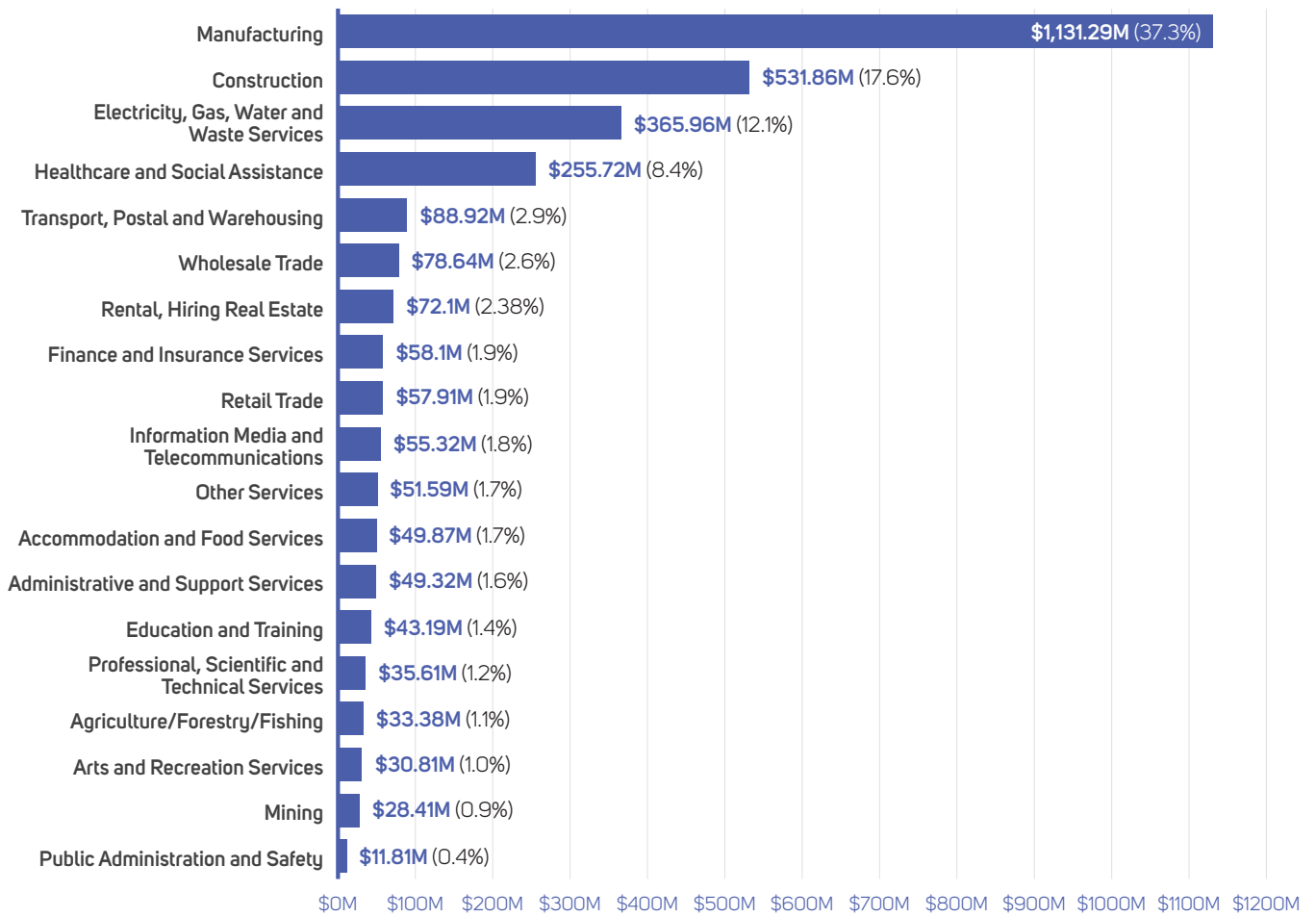
Economic output\*

Frankston City Growth by Economic Output



\* Source: REMPLAN

## Regional Exports by Industry Sector\*



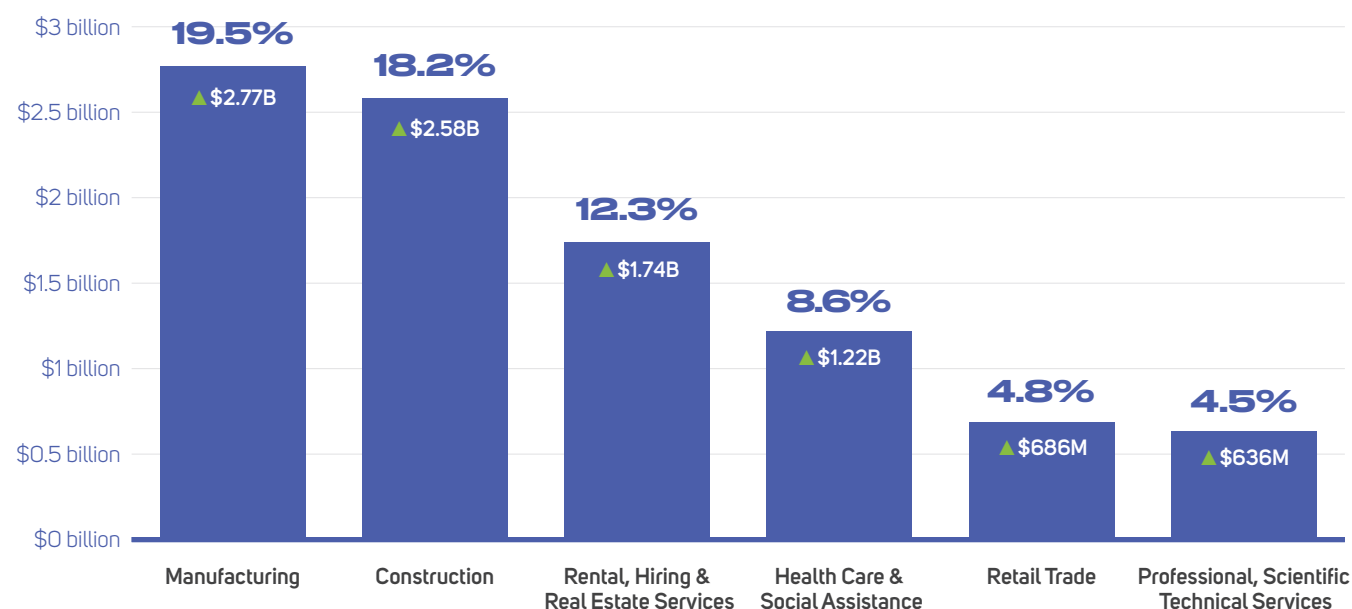
\* Source: REMPLAN Economy

# INDUSTRY OVERVIEW

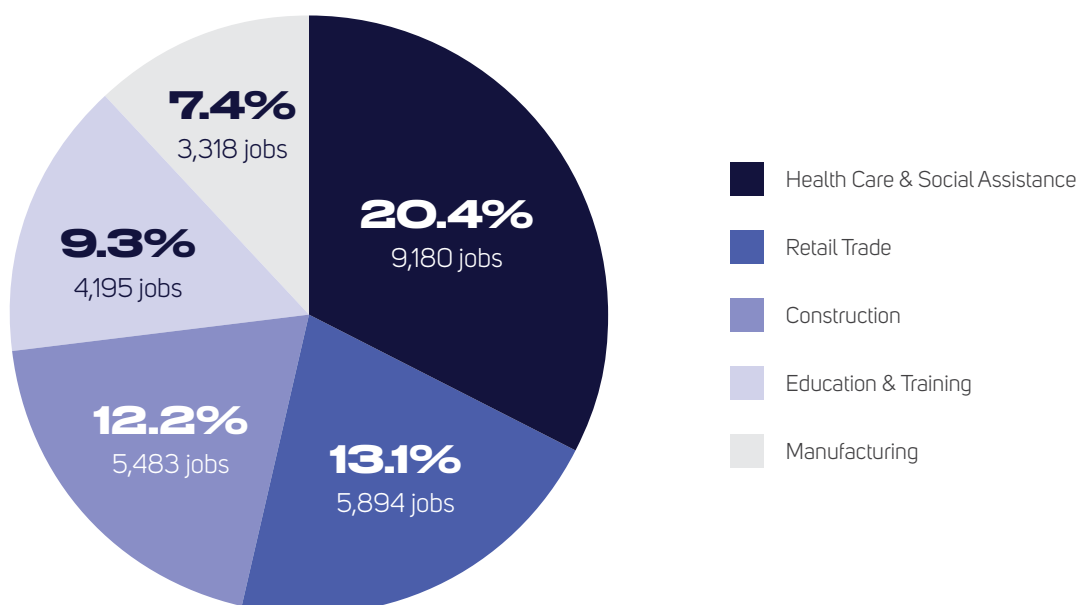
## TOP SIX INDUSTRY SECTORS IN FRANKSTON CITY

### Ranked by Output

▲ ▼ Increase/decrease in comparison to December 2021 Scorecard



### Ranked by Employment



# RESIDENT AND VISITOR SPENDING OVERVIEW APR 2021–MAR 2022

## FRANKSTON CITY

▲▼ Increase/decrease in comparison to December 2021 Scorecard

▼ **\$2.897**  
BILLION

Total local spend

▼ **\$1.771**  
BILLION

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



▼ **\$1.126**  
BILLION

Visitor (lives outside Frankston City) local spend

▼ **\$1.334**  
BILLION

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

▼ **\$1.622**  
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	\$576.80M	\$160.60M	\$220.50M	\$195.70M	\$88.83M	\$168.80M	\$211.90M
Frankston	\$1.651B	\$400.00M	\$558.80M	\$692.60M	\$80.73M	\$289.30M	\$385.10M
Frankston N	\$31.49M	\$8.64M	\$15.30M	\$7.41M	\$59.51M	\$35.38M	\$49.29M
Frankston S	\$73.39M	\$18.97M	\$18.64M	\$35.14M	\$210.00M	\$256.40M	\$273.00M
Langwarrin	\$249.90M	\$153.70M	\$30.66M	\$65.33M	\$205.20M	\$236.50M	\$303.70M
Langwarrin S	\$3.70M	\$43.18K	\$1.27M	\$2.12M	\$11.12M	\$19.92M	\$17.23M
Sandhurst	\$6.75M	\$2.69M	\$491.8K	\$3.33M	\$50.85M	\$82.48M	\$88.27M
Seaford	\$273.70M	\$85.64M	\$85.76M	\$102.30M	\$123.80M	\$163.80M	\$199.80M
Skye	\$22.14M	\$1.78M	\$5.72M	\$14.48M	\$107.50M	\$74.58M	\$92.98M

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

▲ ▼ Increase/decrease in comparison to December 2021 Scorecard



## Expenditure Category by Volume April 2021–March 2022

Category	Total Local Spend	Resident Local Spend	Visitor Local Spend	Resident Escape Spend	Resident Online Spend
Bulky Goods	\$170.13M	\$97.68M	\$72.46M		\$45.64M
Consumer Staples				\$611.85M	
Department Stores & Clothing	\$257.41M	\$129.13M	\$128.28M		\$119.39M
Dining & Entertainment	\$424.29M	\$252.06M	\$172.23M		\$283.10M
Discretionary Spend				\$529.61M	
Furniture & Other Household Goods	\$68.27M	\$29.07M	\$39.20M		\$44.24M
Grocery Stores & Supermarkets	\$555.41M	\$445.48M	\$109.94M		\$48.61M
Light Industry	\$63.73M	\$26.08M	\$37.65M		\$51.04M
Other	\$21.74M	\$9.99M	\$11.74M		\$131.10M
Personal Services	\$56.89M	\$32.50M	\$24.40M		\$17.66M
Professional Services	\$296.88M	\$149.09M	\$147.78M		\$285.52M
Services & Other				\$185.71M	
Specialised Food Retailing	\$240.01M	\$174.83M	\$65.18M		\$29.22M
Specialised & Luxury Goods	\$335.01M	\$203.32M	\$131.70M		\$309.99M
Trades & Contractors	\$18.33M	\$7.39M	\$10.94M		\$17.59M
Transport	\$351.67M	\$194.53M	\$157.14M		\$118.51M
Travel	\$37.11M	\$19.50M	\$17.61M		\$120.20M

\* Source: Spendmapp December 2021 update

## WORKFORCE AND SKILLED COMMUNITY



**44,934**  
**JOBS**

in Frankston City



**31 JOBS**  
**PER 100 RESIDENTS**

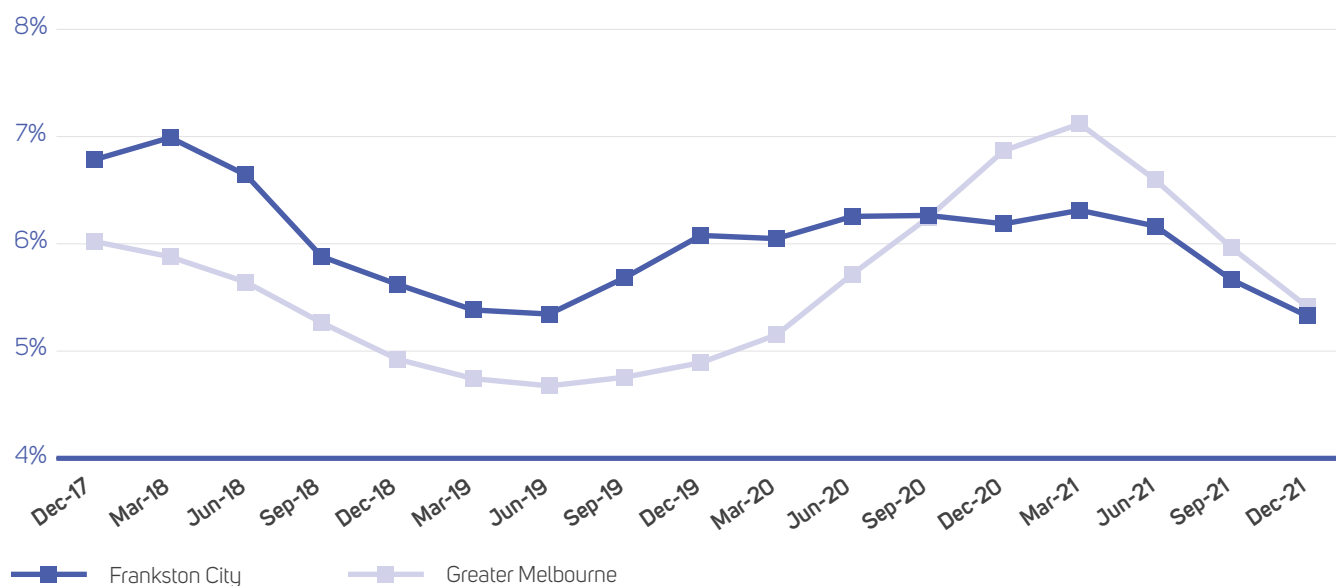
in Frankston



**42 JOBS**  
**PER 100 RESIDENTS**

in Greater Melbourne

### Unemployment Rate Comparison to Greater Melbourne (December 2017–December 2021)\*



### UNEMPLOYMENT RATE



**5.3**  
**PER CENT**

in Frankston City

**5.4**  
**PER CENT**

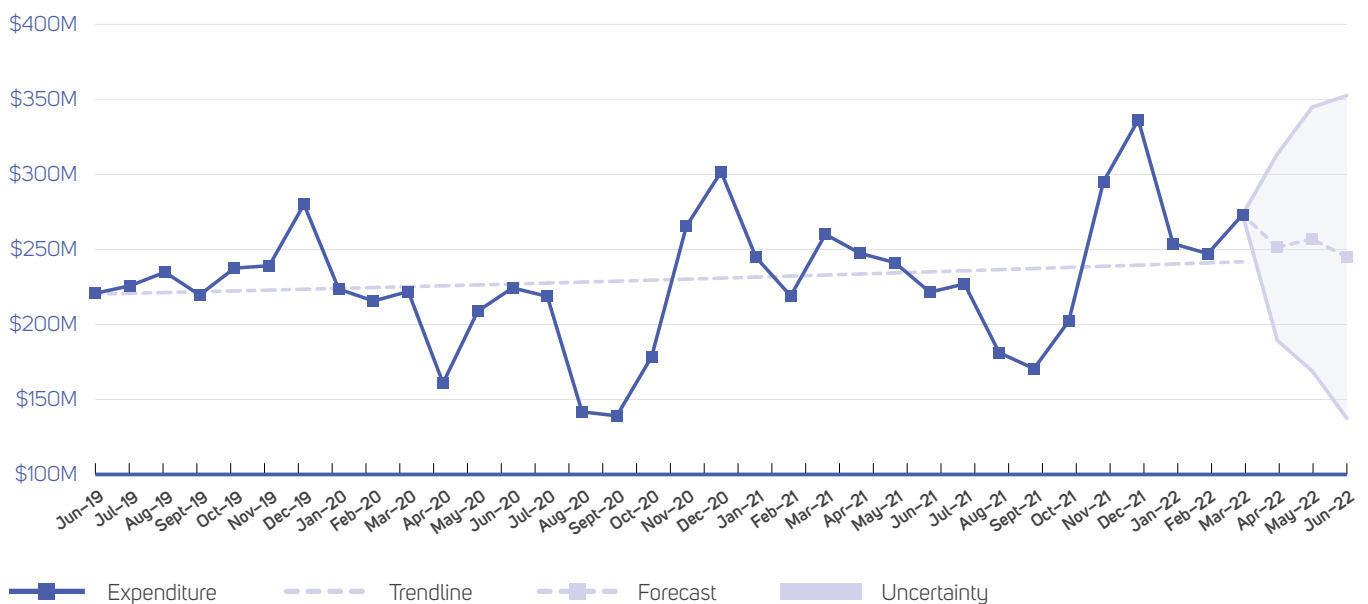
Comparison to Greater  
Melbourne

# 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	5,495	5.9	8,094	8.7	-2,599
Carrum Downs	869	5.7	1,280	8.4	-411
Frankston	1,299	8.1	1,886	11.8	-587
Frankston North	1,331	10.7	1,765	14.2	-434
Frankston South	321	2.8	544	4.7	-223
Langwarrin	582	3.4	959	5.6	-367
Seaford	799	7.1	1,167	10.4	-368
Skye – Sandhurst	294	3.0	503	5.2	-209
Greater Melbourne	143,961	4.1	223,002	6.4	-79,041
Victoria	205,751	4.7	305,249	6.9	-99,498

## Expenditure Graph in Frankston (June 2019–June 2022)\*\*



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

\*\* **Data source:** [spendmapp.com.au](https://spendmapp.com.au)



# INVESTMENT PIPELINE

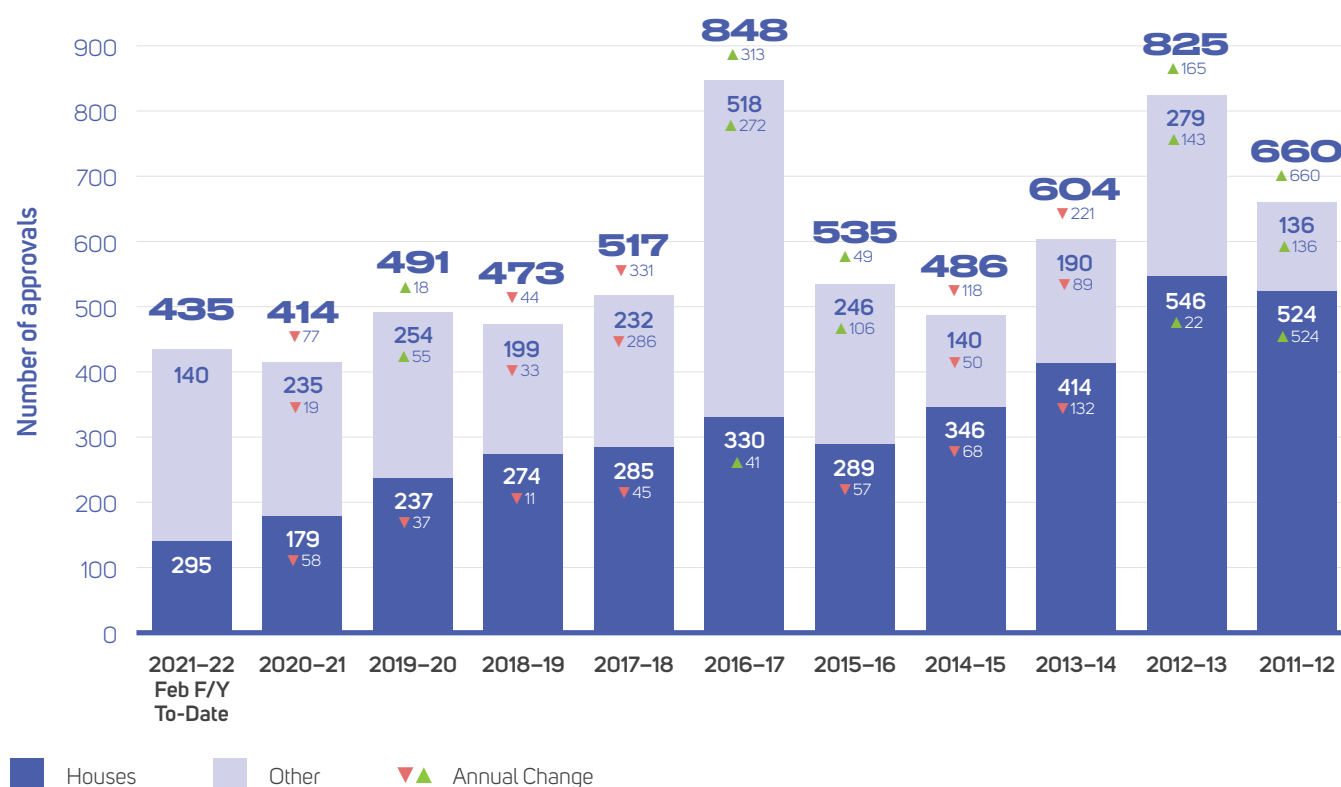
## RECENT INVESTMENTS

- \$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
- \$28 Million Frankston Commons (35 Playne Street, City Centre) nine storey mixed-use development includes 512 sq.m of retail/hospitality and 6,294 sq.m of grade A offices

## UPCOMING INVESTMENTS

- \$605 million redevelopment of Frankston Hospital
- \$120 million Hall Road and Westernport Highway upgrades
- \$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\*

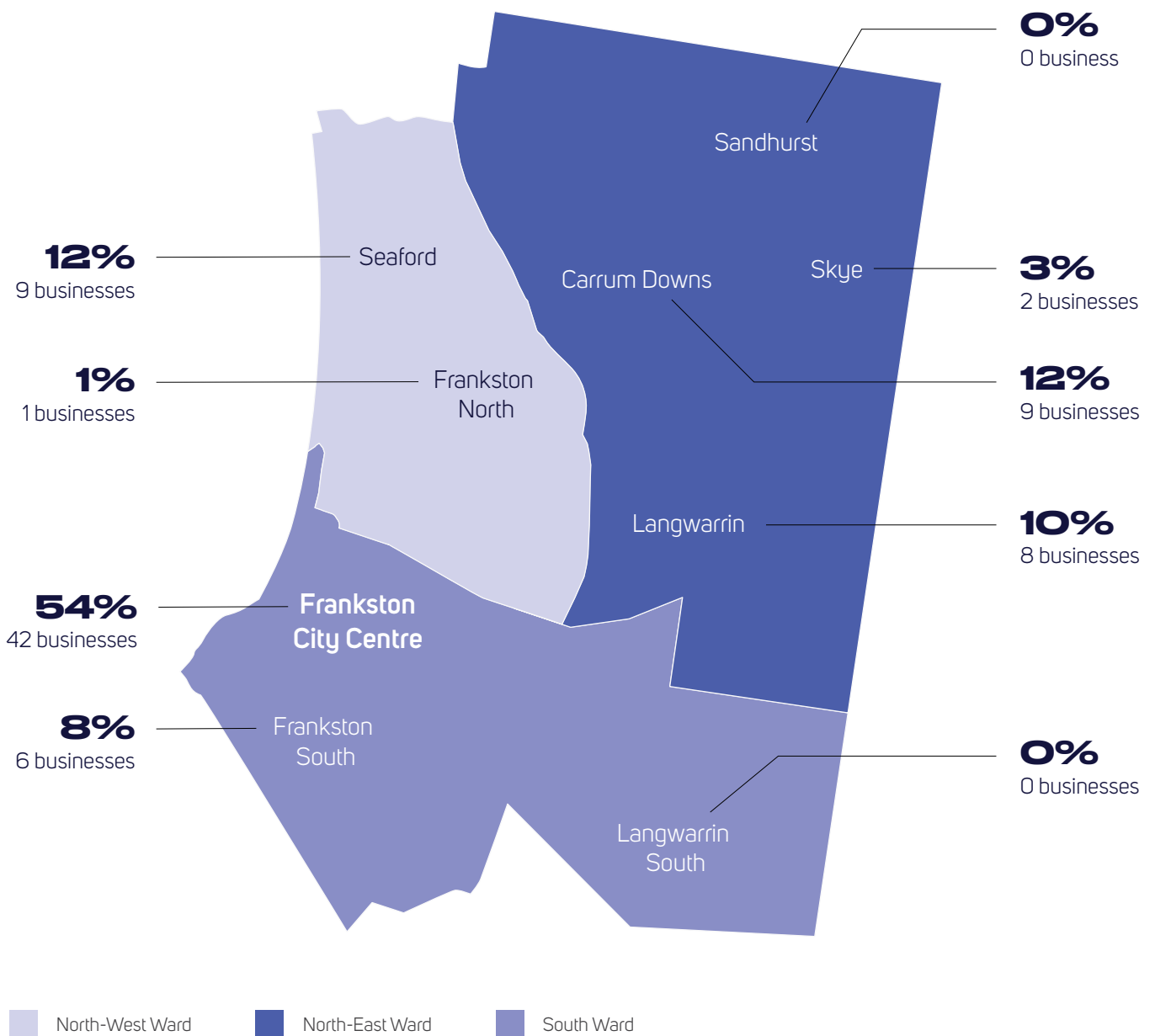


\* Source: Australian Bureau of Statistics, Building Approvals, Australia (8731.0). Compiled and presented in profile.id by [.id](#) (informed decisions)

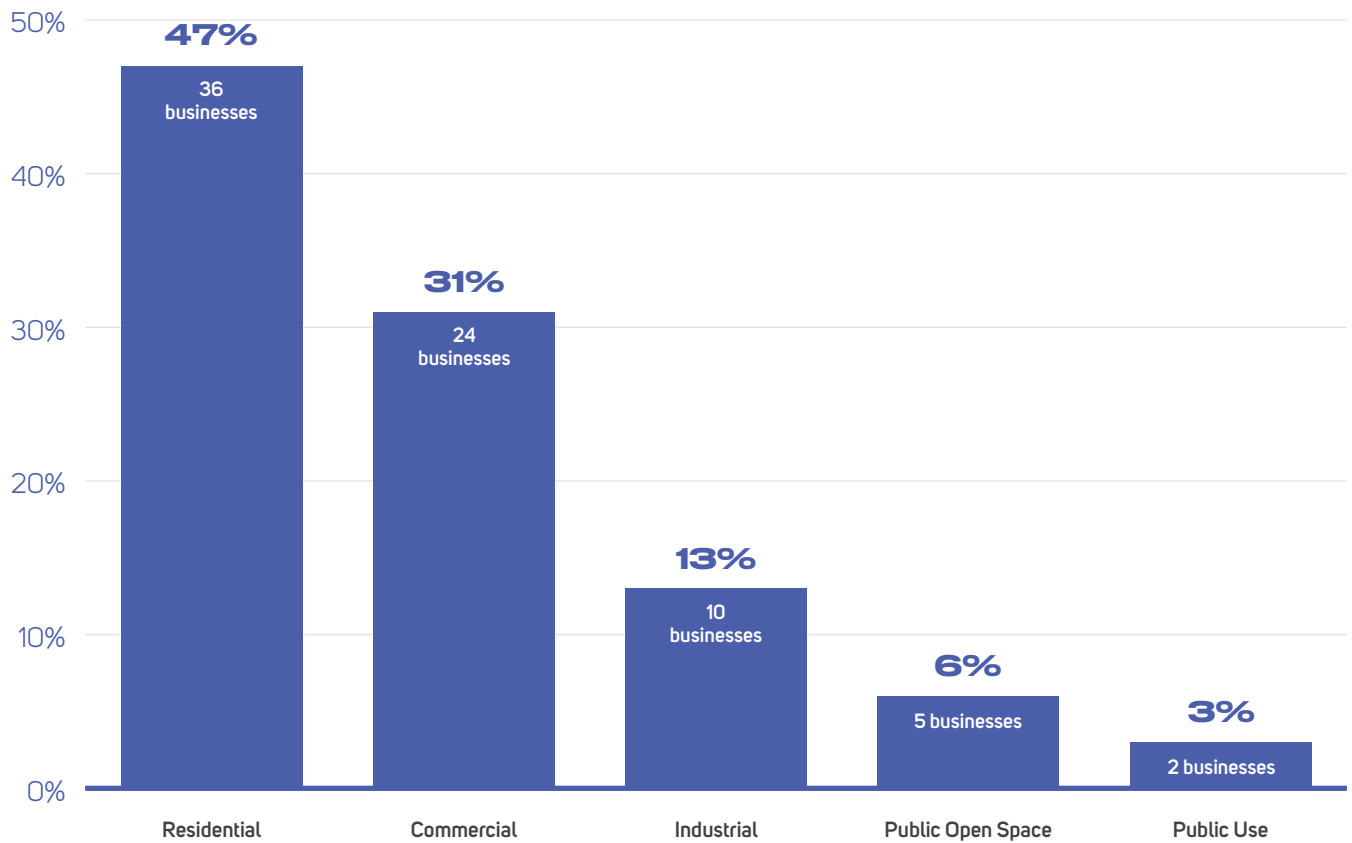
# BUSINESS CONCIERGE

## JAN 2022–MAR 2022

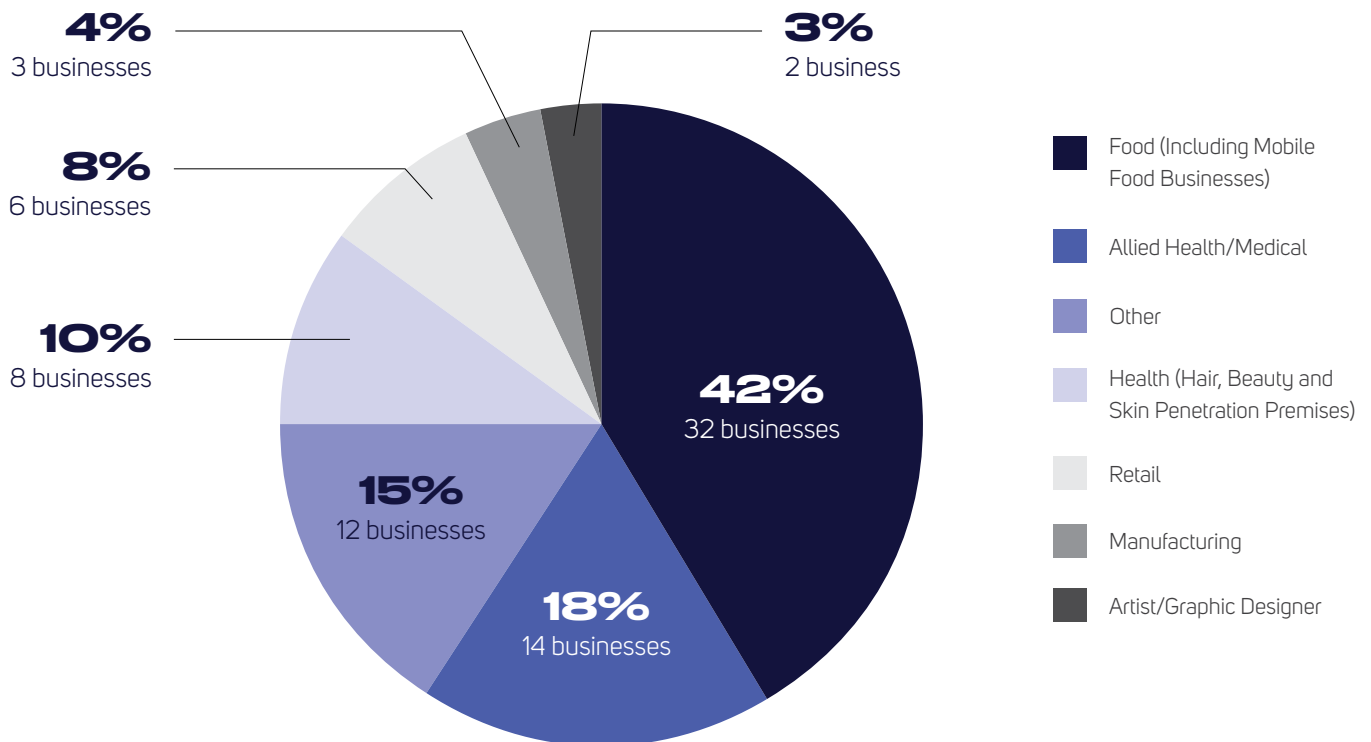
### PROPERTY LOCATION QUERIES



## 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.

**FRANKSTON  
CITY COUNCIL**

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

PO Box 490  
Frankston  
VIC 3199



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FRANKSTON  
.COM**