



**INVEST  
FRANKSTON**



# ECONOMIC SCORECARD

June 2021







# 01. ECONOMIC DEVELOPMENT STRATEGY KPI'S 2016–2022



## PRIORITY #1

World class Frankston station precinct with diverse employment opportunities

### 2021 POSITION

- Attracted vital government and private investment totalling to \$1.41 billion proposed and/or committed within City Centre and Health & Education Precinct

### GOAL Achieved

**2025:** Minimum of \$600 million private investment in and around the Frankston Station Precinct



## PRIORITY #2

Knowledge-based local economy generating professional employment opportunities

### 2021 POSITION

- Expanded council's business support program & delivered events and forums digitally and in-person to a wide business community, supporting an increase of 8,303 jobs in Frankston City

### GOAL Achieved

**2022:** Increase employment in Public Administration, Business, Professional, Scientific and Technical Services by 900



## PRIORITY #3

Vibrant and resilient small/micro business community

### 2021 POSITION

- Established council's Business Concierge program, facilitating a total of 1,251 business enquiries to-date
- Currently 4,210 businesses employing between 1–19 employees out of 10,916 (38.5%)

### GOAL Achieved

**2022:** Increase the number of businesses employing more than 5 people by 10% (currently 1,131)



## PRIORITY #4

### New and rejuvenated employment precincts

#### 2021 POSITION

- Delivered council's green wedge management plan
- Delivering councils FMAC structure plan & industrial strategy
- Delivering Frankston City Centre Revitalisation Action Plan
- Delivering Place Activation Plan
- Currently 44,934 jobs in Frankston City (increase of 8,303 jobs)

#### GOAL ⚠ Not achieved yet

**2030:** Increase the number of jobs in Frankston City to over 50,000 (currently 36,631)



## PRIORITY #5

### Favourable investment conditions

#### 2021 POSITION

Expanded investment attraction and place activation programs (including incentives) leading to the conversion of the below city centre investments:

- 196 dwellings
- 121 with consent (not started)
- 79 under construction
- 200 in planning

#### GOAL ✅ Achieved

**2022:** Attract over 120 new businesses via the Small Business Investment Program

**2022:** 150 new dwellings to be constructed in the Frankston city centre





## PRIORITY #6

### Delivery of the Frankston Health and Education Precinct

#### 2021 POSITION

- Amendment C124 adopted by the Minister in September 2019, endorsing Frankston's Health & Education Precinct
- Increased jobs in health care & education by 2,153 to 9,180 jobs

#### GOAL Achieved

**2022:** The delivery of a new Health and Education Precinct which has over 500 employees (currently 7,023 people employed in Health in Frankston City)



## PRIORITY #7

### Education attainment and employment

#### 2021 POSITION

Increased percentage of bachelor or higher qualified residents equating to:

- Postgraduate degree – 4.0%
- Graduate Diploma and/or Certificate – 3.0 %
- Bachelor Degree – 17.3%

#### GOAL Achieved

**2030:** Increase percentage of bachelor and higher qualified residents to over 15% (currently 11.9%)



## PRIORITY #8

### Tourism and visitation in Frankston City

#### 2021 POSITION

- Increased visitation by 7.8%

#### GOAL Not achieved yet

**2022:** Increase visitation by 15%



## PRIORITY #9

### Major economic infrastructure and an expanded Port of Hastings

#### 2021 POSITION

- Revised Council's position on Port of Hastings
- Established Greater South East Melbourne, advocating for jobs, infrastructure, investment, livability, sustainability and wellbeing

#### GOAL Achieved

The delivery of the major infrastructure that drives economic development in Melbourne's South East



# 02. ANNUAL BUSINESS SURVEY OUTCOMES

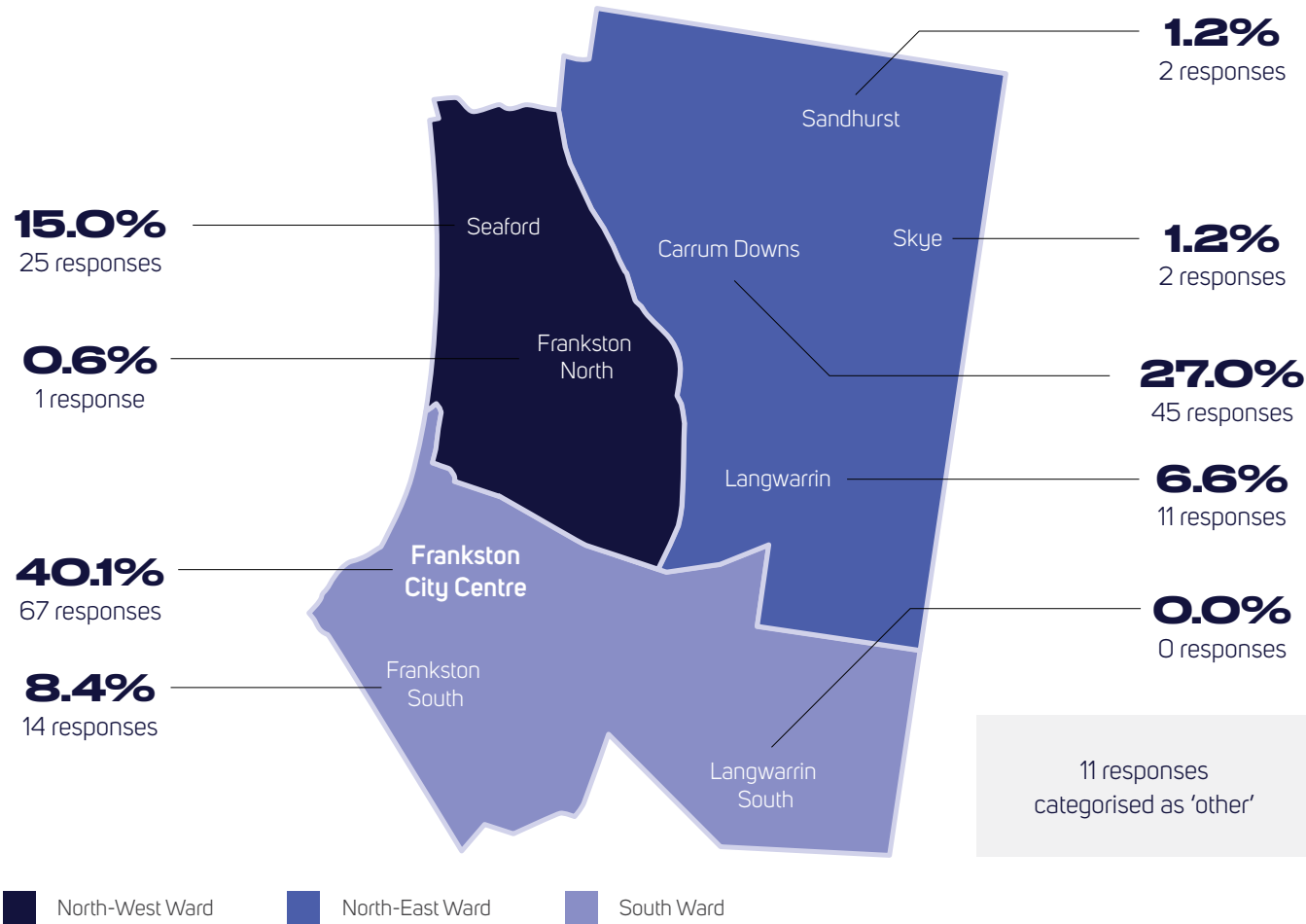
FEB-JUN 2021

## KEY FINDINGS\*

- Just over half of businesses (54%) reduced working hours during COVID
- A third (31%) had to lay off or stand down staff due to the impacts of COVID
- Positively however, two fifths (40%) of businesses have employed new recruits since restrictions have eased
- Almost 60% of businesses reported a decline in revenue from FY19 to FY20. However the outlook is positive with 72% of all businesses expecting revenue to grow in FY21
- Business confidence remains fragile, with half (52%) concerned about the impact of COVID on their future business viability
- 1 in 10 businesses are accessing the Business Mentoring Program by Invest Frankston
- Federal and State Government support programs have been more popular (54% have taken advantage of JobKeeper, and 40% the VIC Government Business Support Fund)

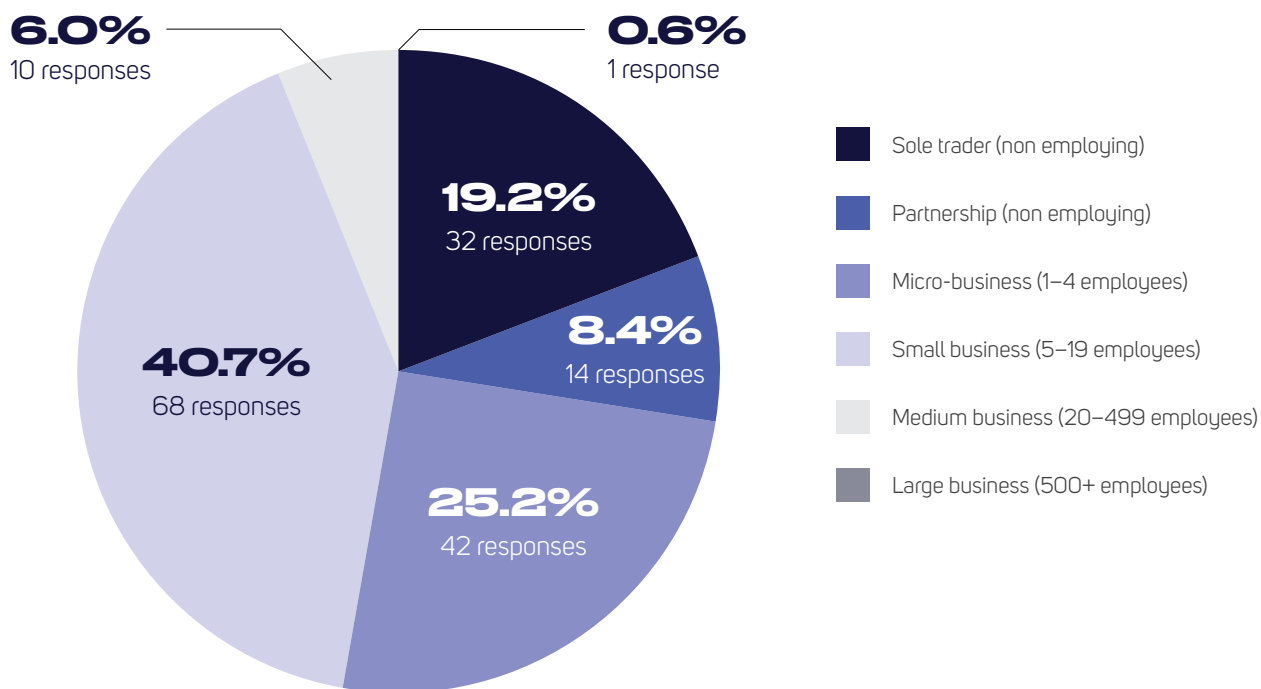
## BUSINESS STATISTICS

What suburb does your business trade from within Frankston City?

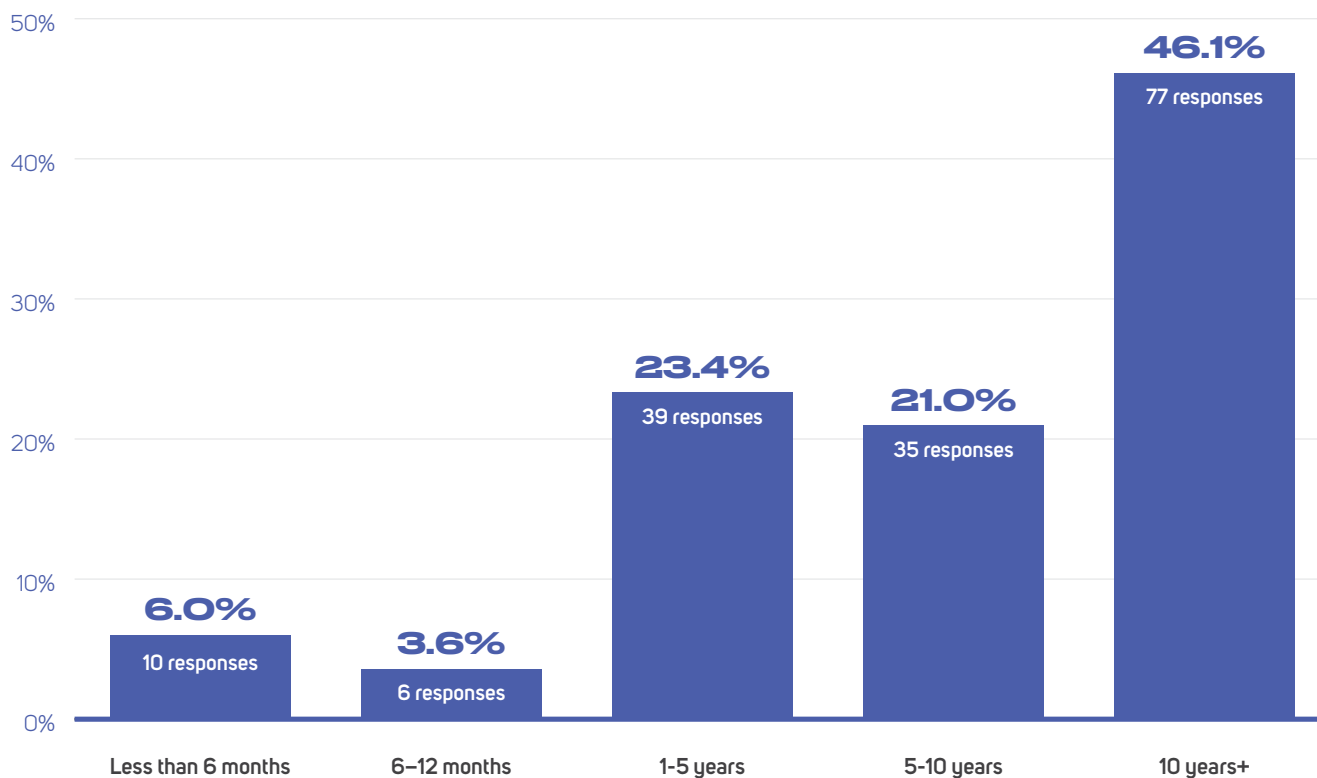


\* Survey is not representative of impacts associated with the lockdown 5.0 & 6.0 and was conducted beforehand

## Legal entity of business



## Length of operation

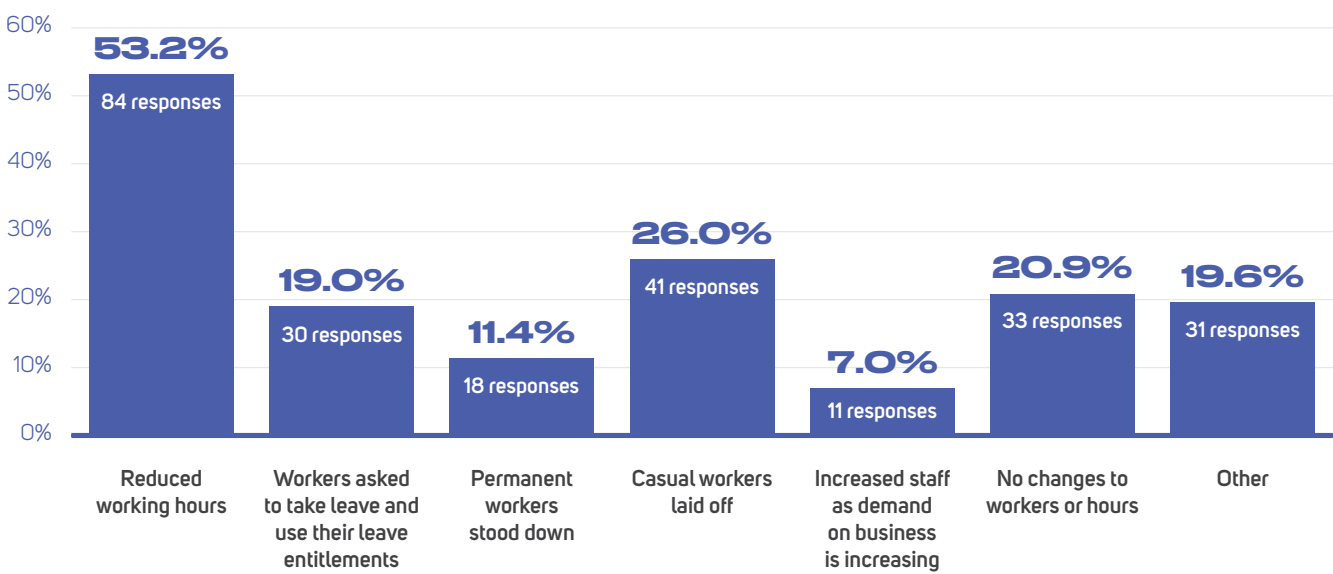




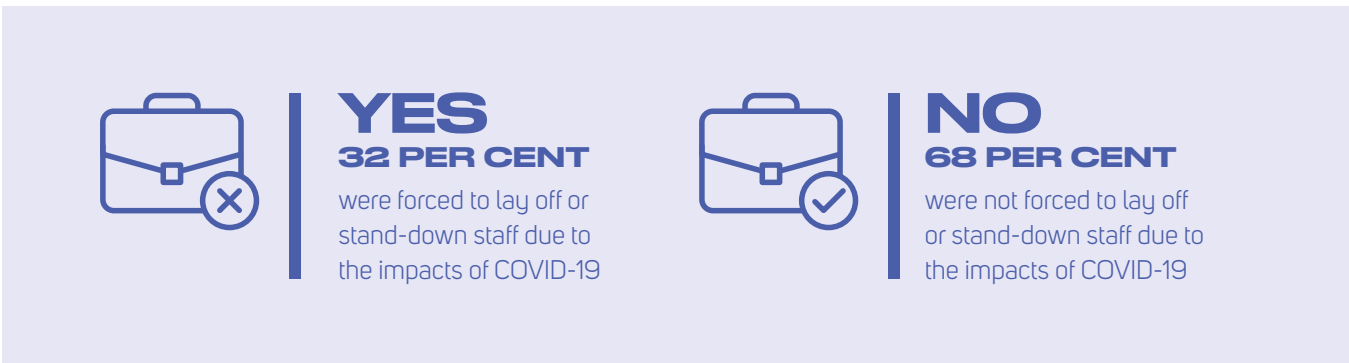


# COVID-19

What arrangements were made for your employees in response to the impact of COVID-19 on your business?



Were you forced to lay off or stand-down staff due to the impacts of COVID-19?

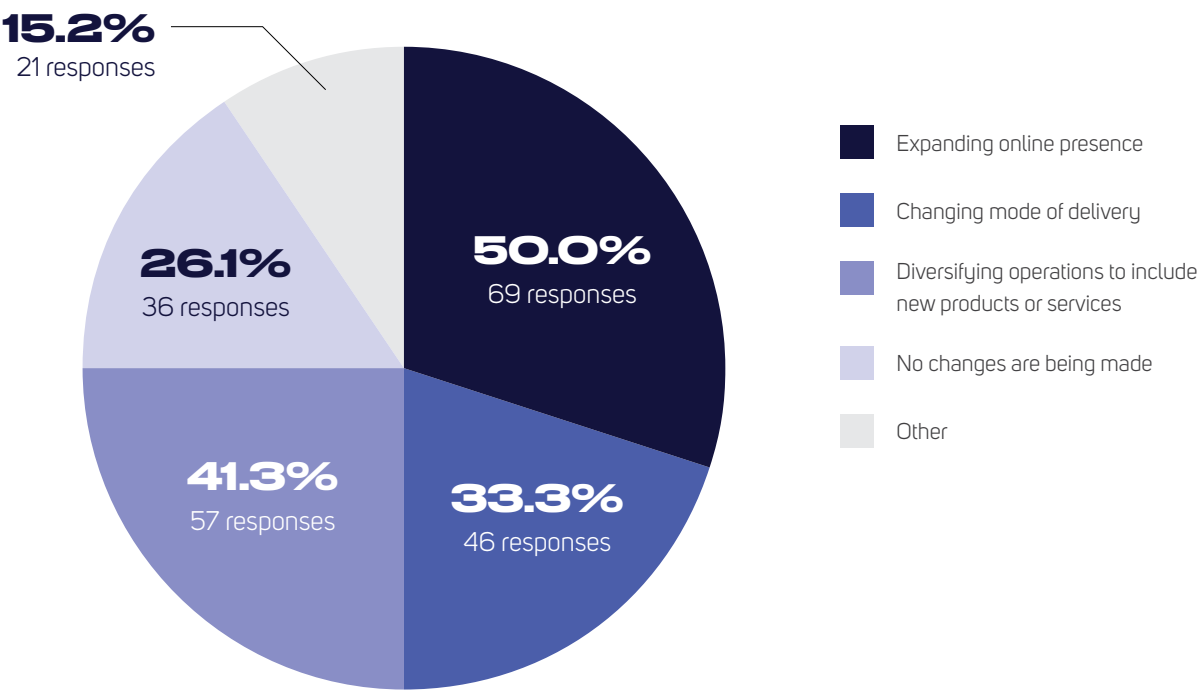


Have you employed new recruits since COVID-19 restrictions have been eased?



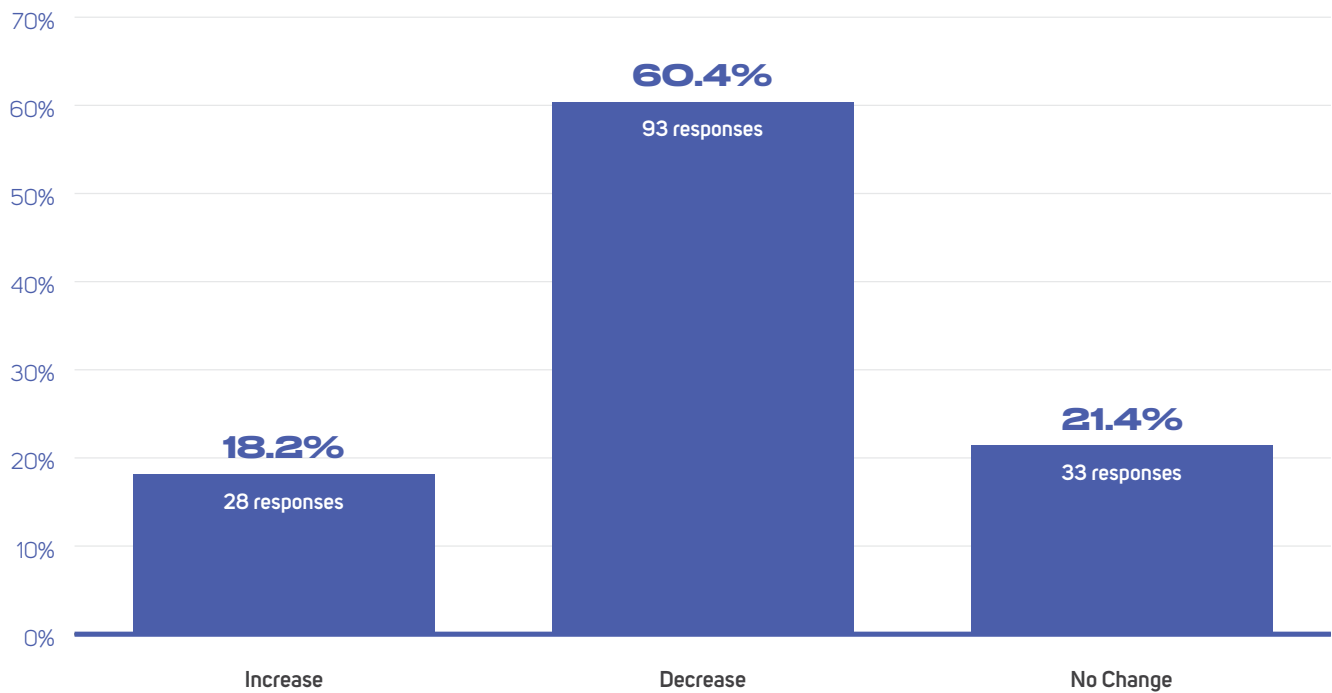


What changes have you made/are you planning to make to adapt your business in the face of the COVID-19 crisis?

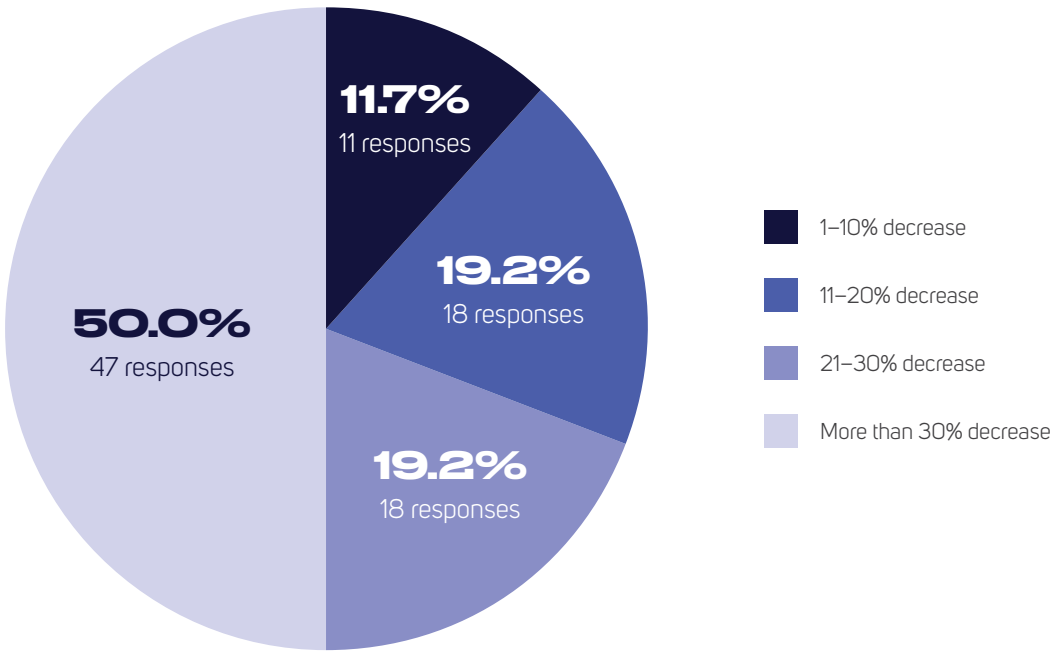


BUSINESS GROWTH

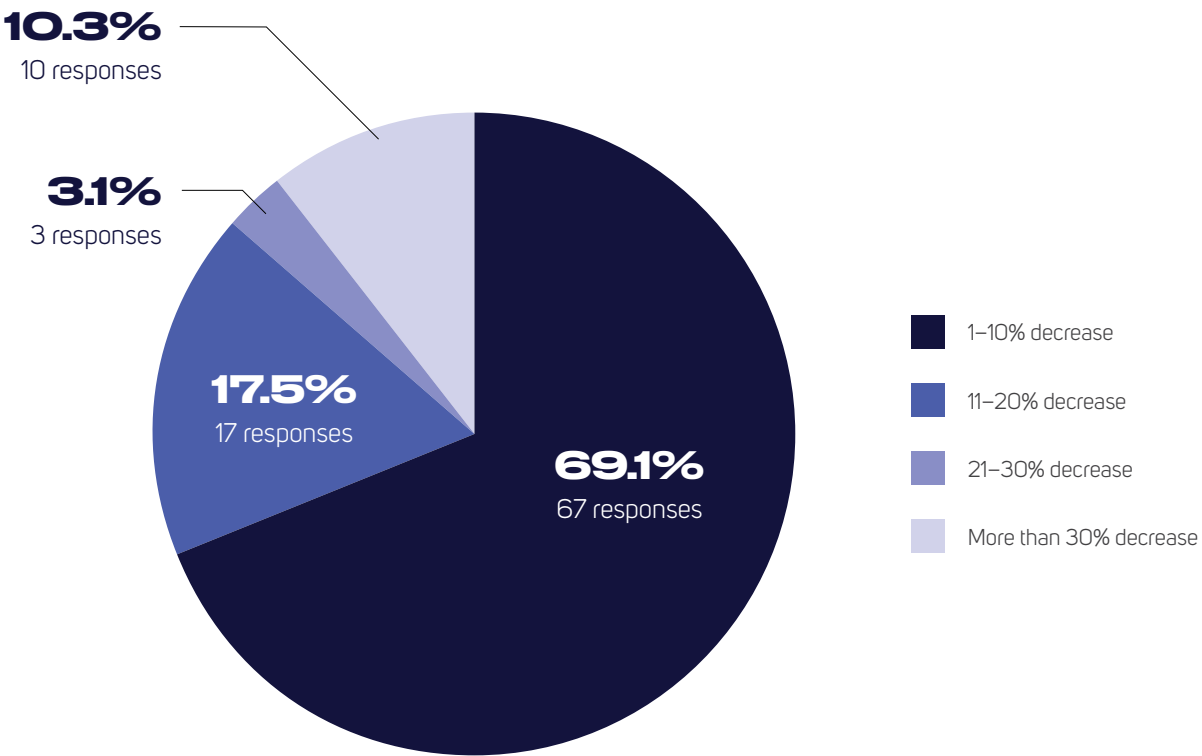
Gross revenue (turnover) change from 2018–19 to 2019–20 financial years



Level of decline in gross revenue (turnover) from 2018–19 to 2019–20

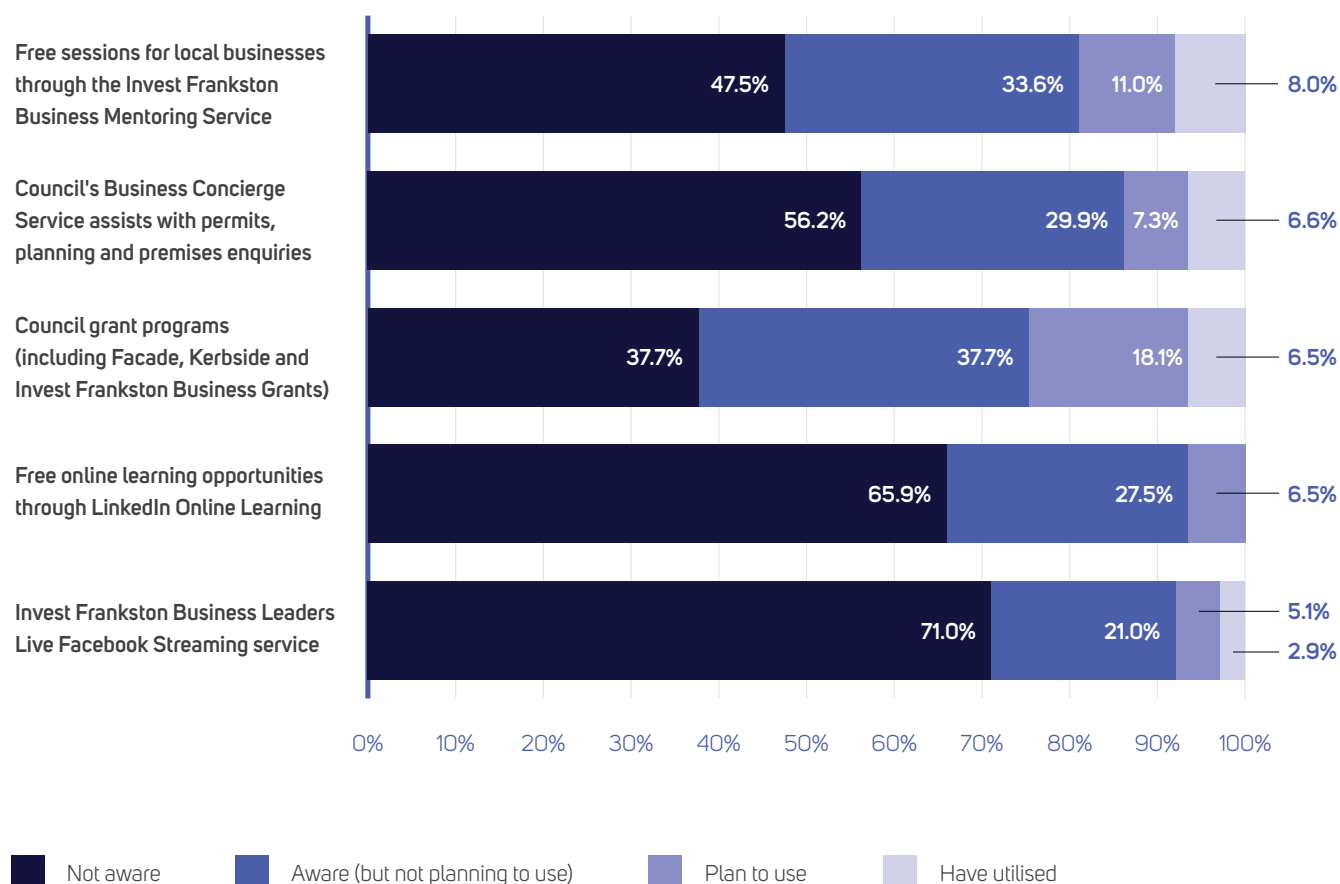


Level of increase in gross revenue (turnover) from 2018–19 to 2019–20

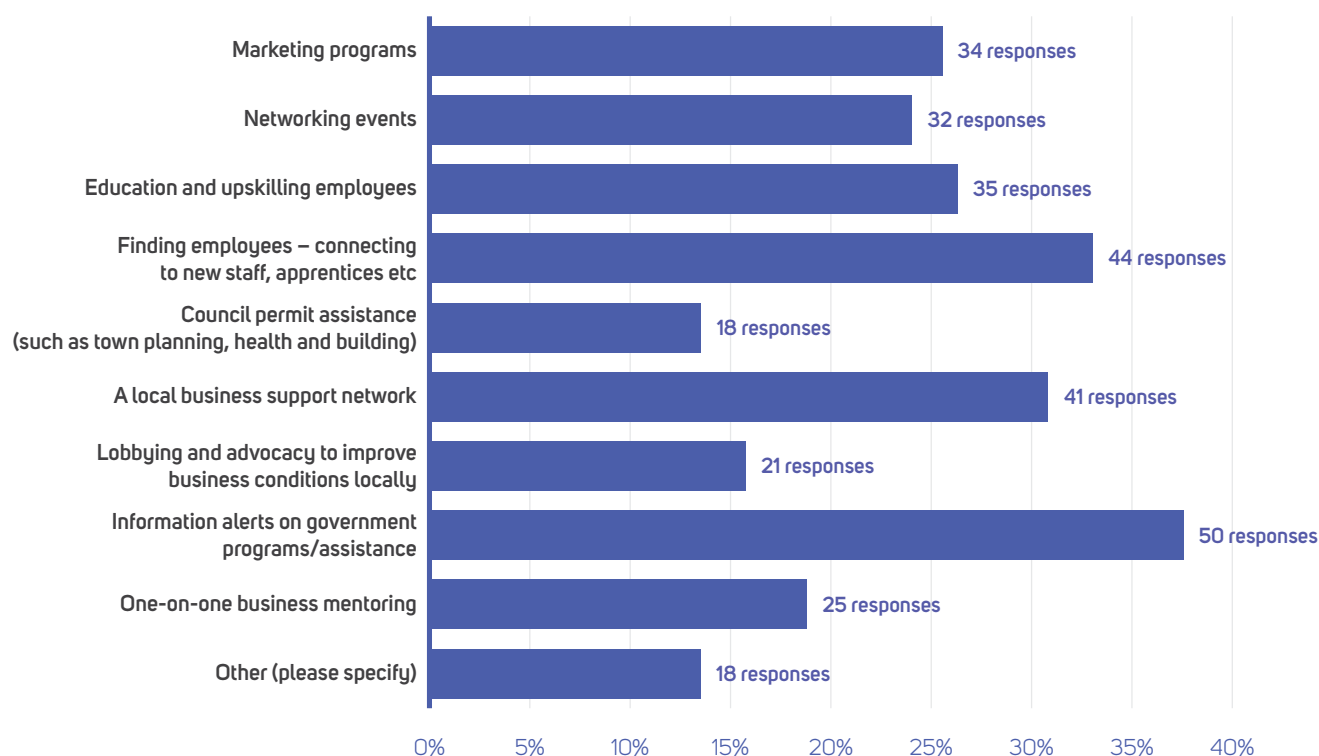


## SERVICES

### Awareness and usage of the following services offered by Frankston City Council



### Services that businesses may consider/utilise as community rebounds from COVID-19







# 03. ECONOMY



**30,000**  
Innovative businesses



**12,632**  
**BUSINESSES**  
Registered for GST

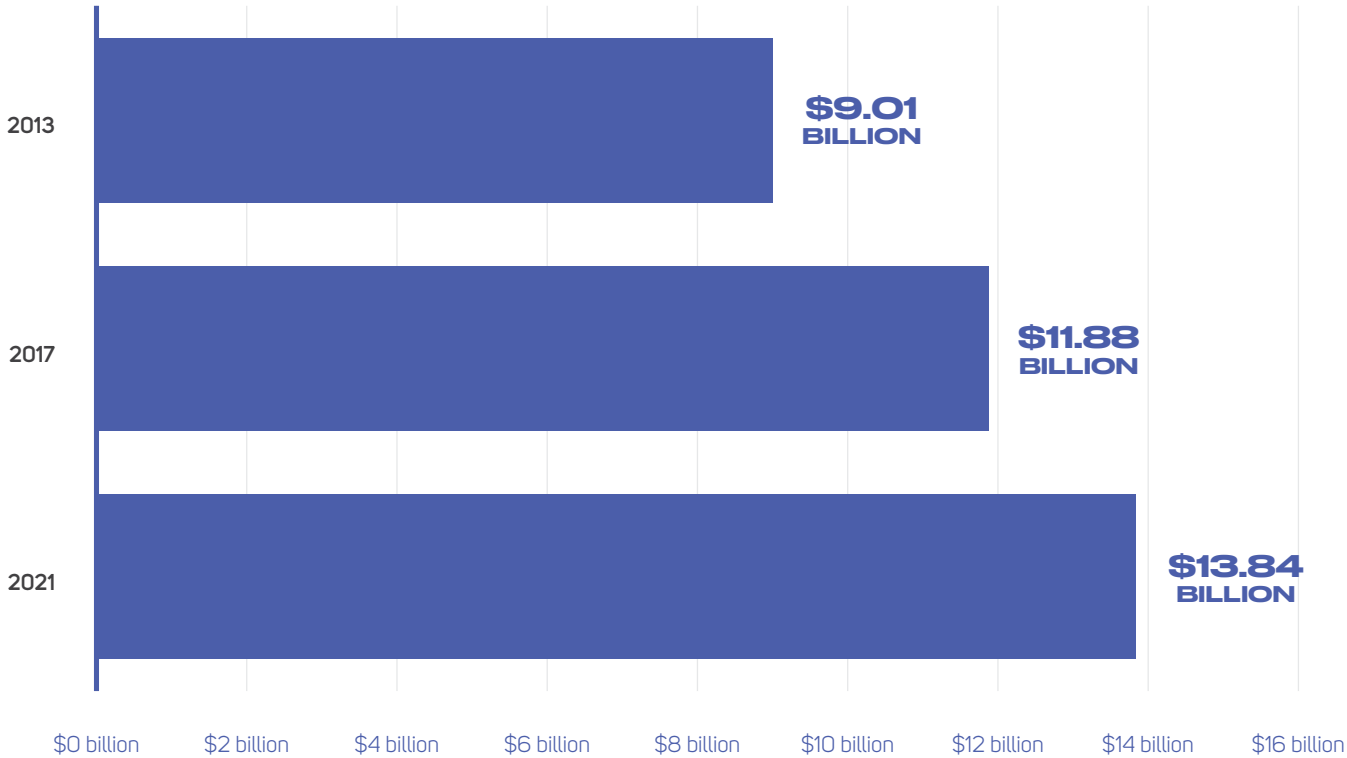


**\$2.82**  
**BILLION**  
Regional exports, with  
**31.7 per cent** from the  
manufacturing industry\*



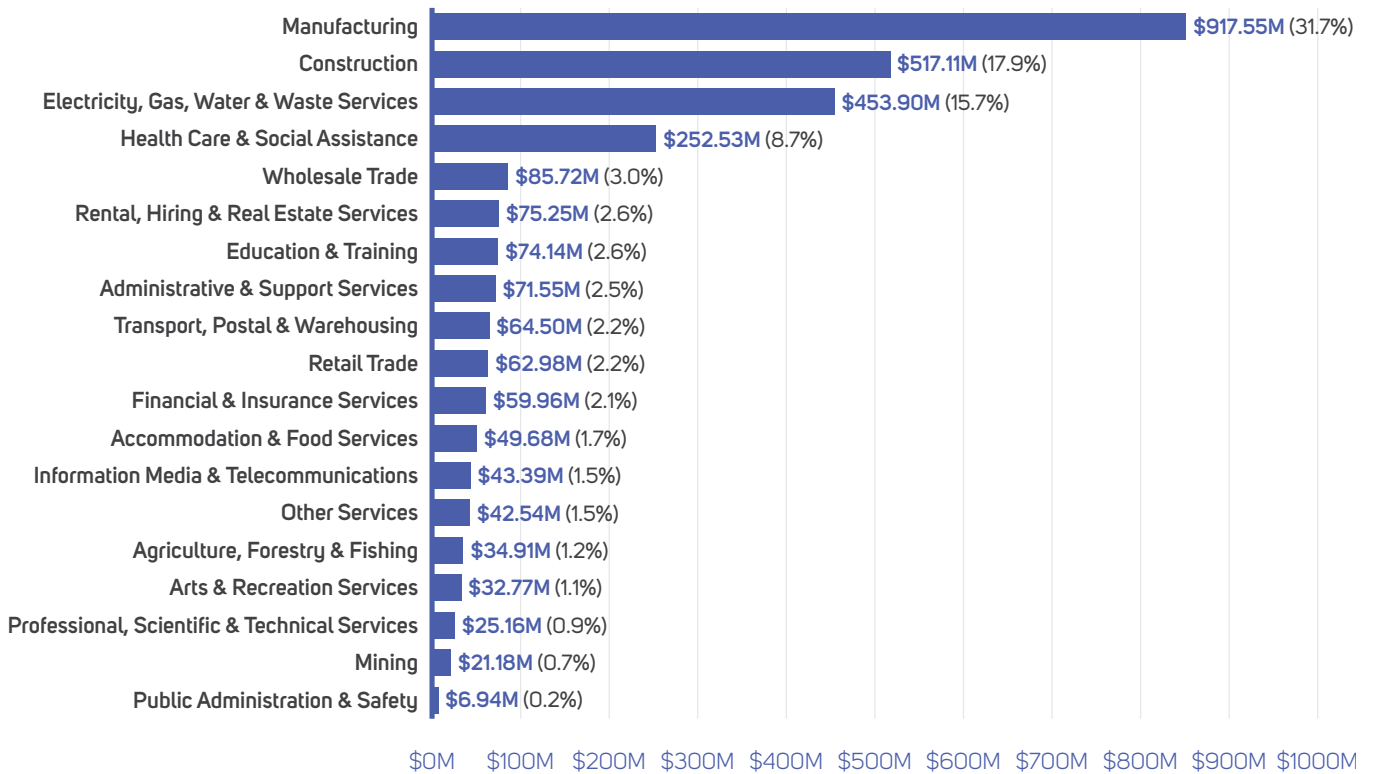
**\$13.84**  
**BILLION**  
Economic output\*

Frankston City Growth by Economic Output



\* Source: REMPLAN

## Regional Exports by Industry Sector\*



\* Source: REMPLAN Economy



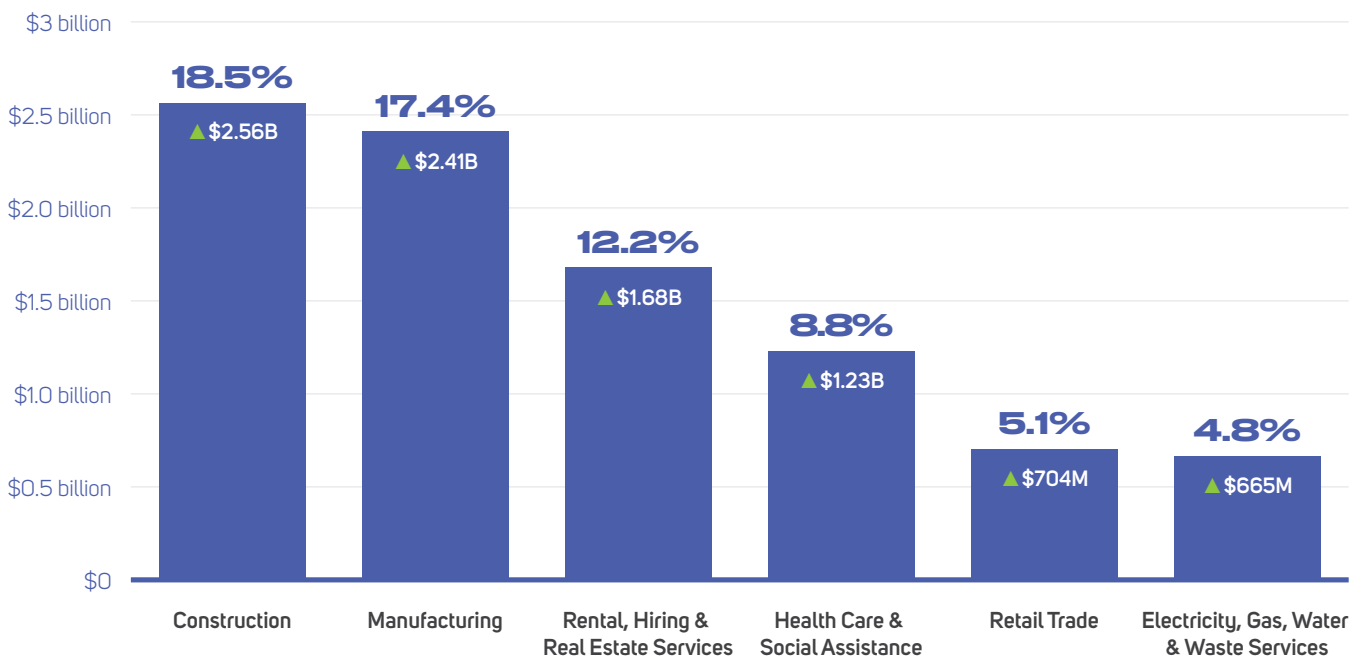


# 04. INDUSTRY OVERVIEW

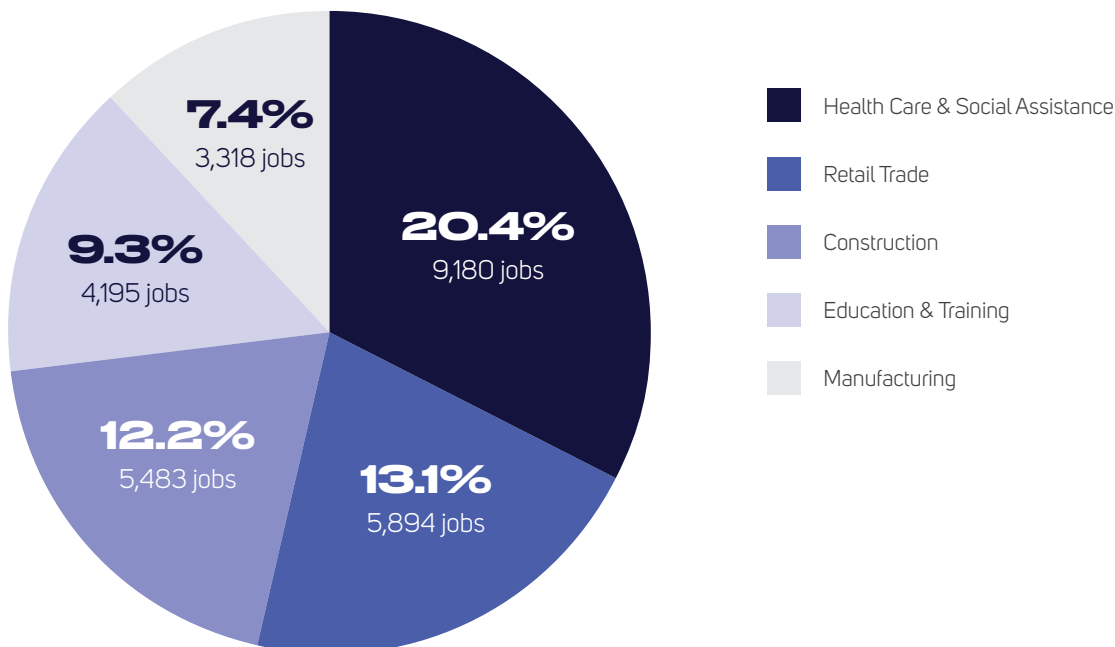
## TOP SIX INDUSTRY SECTORS IN FRANKSTON CITY

Ranked by Output

▼▲ In comparison to March 2021 Scorecard



Ranked by Employment





# 05. RESIDENT AND VISITOR SPENDING OVERVIEW

## MAR 2020–MAY 2021

### FRANKSTON CITY

▼▲ In comparison to March 2021 Scorecard

▲ **\$2.419**  
BILLION

Total local spend

▲ **\$1.524**  
BILLION

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



▲ **\$894.3**  
MILLION

Visitor (lives outside Frankston City) local spend

▲ **\$1.099**  
BILLION

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

▲ **\$1.355**  
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	\$486.0M	\$143.1M	\$192.5M	\$150.4M	\$73.95M	\$135.5M	\$176.8M
Frankston	\$1.351B	\$342.2M	\$463.7M	\$545.0M	\$71.26M	\$230.1M	\$320.0M
Frankston N	\$26.81M	\$7.847M	\$13.03M	\$5.75M	\$51.44M	\$26.55M	\$41.04M
Frankston S	\$59.59M	\$15.39M	\$15.55M	\$28.19M	\$177.1M	\$207.9M	\$223.2M
Langwarrin	\$222.2M	\$139.6M	\$28.1M	\$54.22M	\$168.7M	\$183.4M	\$259.5M
Langwarrin S	\$3.05M	\$66.66K	\$1.32M	\$1.514M	\$9.458M	\$15.71M	\$14.74M
Sandhurst	\$6.298M	\$2.66M	\$340.9K	\$3.10M	\$44.6M	\$65.22M	\$75.79M
Seaford	\$240.8M	\$76.8M	\$74.64M	\$89.36M	\$107.7M	\$130.2M	\$169M
Skye	\$16.9M	\$1.369M	\$4.50M	\$10.7M	\$89.83M	\$55.91M	\$74.74M

# NIGHT TIME ECONOMY June 2020–May 2021

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

▼▲ In comparison to March 2021 Scorecard



## Expenditure Category by Volume June 2020–May 2021

Category	Total Local Spend	Resident Local Spend	Visitor Local Spend	Resident Escape Spend	Resident Online Spend
Bulky Goods	\$155,875,824	\$92,636,337	\$63,239,487		\$38,121,019
Consumer Staples				\$441,842,142	
Department Stores & Clothing	\$217,002,292	\$114,059,916	\$102,942,376		\$95,828,083
Dining & Entertainment	\$300,877,853	\$185,858,463	\$115,019,391		\$233,884,464
Discretionary Spend				\$492,303,669	
Furniture & Other Household Goods	\$63,756,896	\$28,389,547	\$35,367,349		\$37,987,832
Grocery Stores & Supermarkets	\$494,076,088	\$404,830,160	\$89,245,928		\$33,082,692
Light Industry	\$51,360,655	\$21,153,309	\$30,207,346		\$45,277,574
Other	\$17,357,523	\$8,288,818	\$9,068,705		\$111,930,972
Personal Services	\$44,117,168	\$25,633,107	\$18,484,061		\$14,132,087
Professional Services	\$275,694,795	\$142,483,090	\$133,211,705		\$266,383,842
Services & Other				\$161,815,575	
Specialised Food Retailing	\$211,628,516	\$158,279,764	\$53,348,752		\$26,734,697
Specialised & Luxury Goods	\$289,277,037	\$179,311,207	\$109,965,830		\$264,483,844
Trades & Contractors	\$15,603,794	\$6,821,777	\$8,782,017		\$16,267,932
Transport	\$259,662,634	\$147,002,217	\$112,660,417		\$92,183,763
Travel	\$22,225,176	\$9,474,298	\$12,750,878		\$79,141,488

\* Source: Spendmapp March 2021 update

## 06. WORKFORCE AND SKILLED COMMUNITY



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

in Frankston City



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

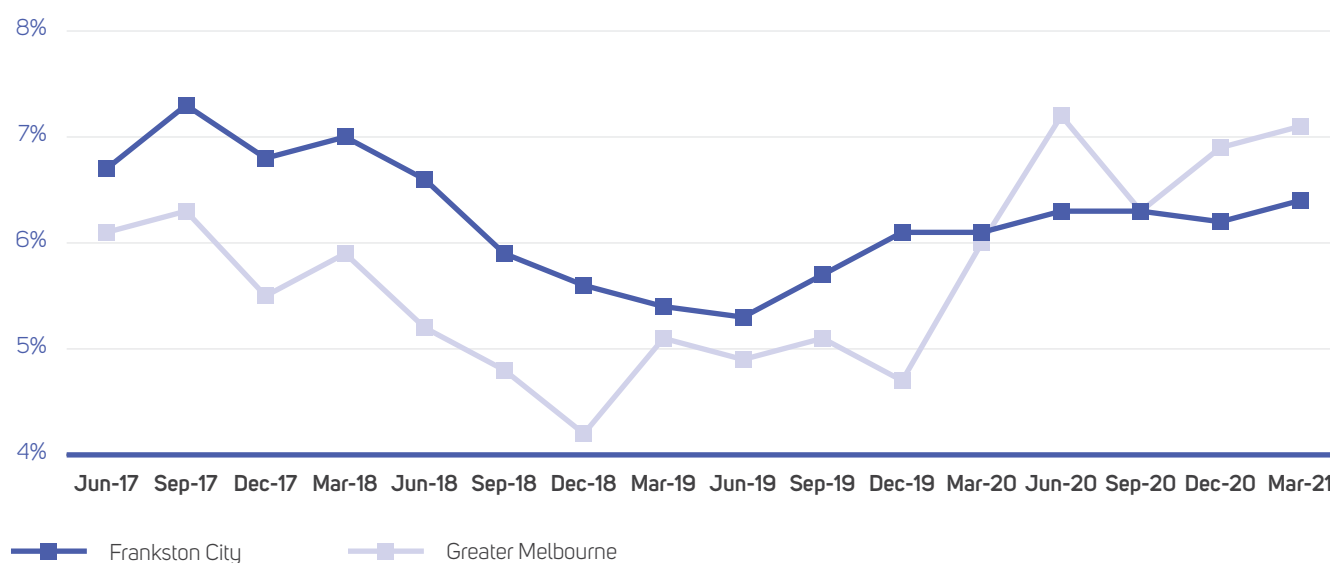
in Frankston



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

in Greater Melbourne

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



### UNEMPLOYMENT RATE



**6.4**  
**PER CENT**  
in Frankston City

**7.1**  
**PER CENT**  
Comparison to Greater  
Melbourne

\* Source: Department of Employment – March 2021



## 07. COVID-19 STATISTICS



### JOBKEEPER

- Businesses eligible for JobKeeper have experienced a decline in revenue of at least 30%.
- Higher levels of JobKeeper applications are a likely indicator of greater negative economic impacts from COVID-19.
- In Frankston City it is estimated that 23% of local businesses have applied for JobKeeper support, down from a peak of 55.7% in August 2020.



**23.0  
PER CENT**

of businesses that have  
applied for JobKeeper  
(as at March 2021)

**16TH  
OUT OF 79**

Rank in Victoria, where  
'1' is most impacted LGA

**19TH  
OUT OF 537**

Rank in Australia, where  
'1' is most impacted LGA

### JOBSEEKER\*

Latest Month Figures	June 2021		June 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	7,182	7.7	10,005	10.7	-2,823
Carrum Downs	1,136	7.5	1,541	10.2	-405
Frankston	1,695	10.6	2,277	14.2	-582
Frankston North	1,619	13.0	2,067	16.6	-448
Frankston South	470	4.0	803	6.9	-333
Langwarrin	782	4.6	1,265	7.5	-483
Seaford	1,046	9.3	1,426	12.7	-380
Skye – Sandhurst	434	4.5	626	6.4	-192
Greater Melbourne	191,077	5.5	283,591	8.2	-92,514
Victoria	265,187	6.1	384,111	8.8	-118,924

\* 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.com.au) (informed decisions).

## EMPLOYMENT IN FRANKSTON CITY

At March 2021, employment has increased slightly since March 2020.



### MARCH 2021

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**SLIGHT  
INCREASE**

since March 2020

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**59<sup>TH</sup>  
OUT OF 79**

Rank in Victoria, where '1'  
is most impacted LGA

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**246<sup>TH</sup>  
OUT OF 539**

Rank in Australia, where '1'  
is most impacted LGA

## OUTPUT

Output in Frankston City\*



### MARCH 2021

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**68<sup>TH</sup> OUT OF 79**

Rank in Victoria, where '1' is most impacted LGA

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**147<sup>TH</sup> OUT OF 539**

Rank in Australia, where '1' is most impacted LGA



### JANUARY 2021

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**64<sup>TH</sup> OUT OF 79**

Rank in Victoria, where '1' is most impacted LGA

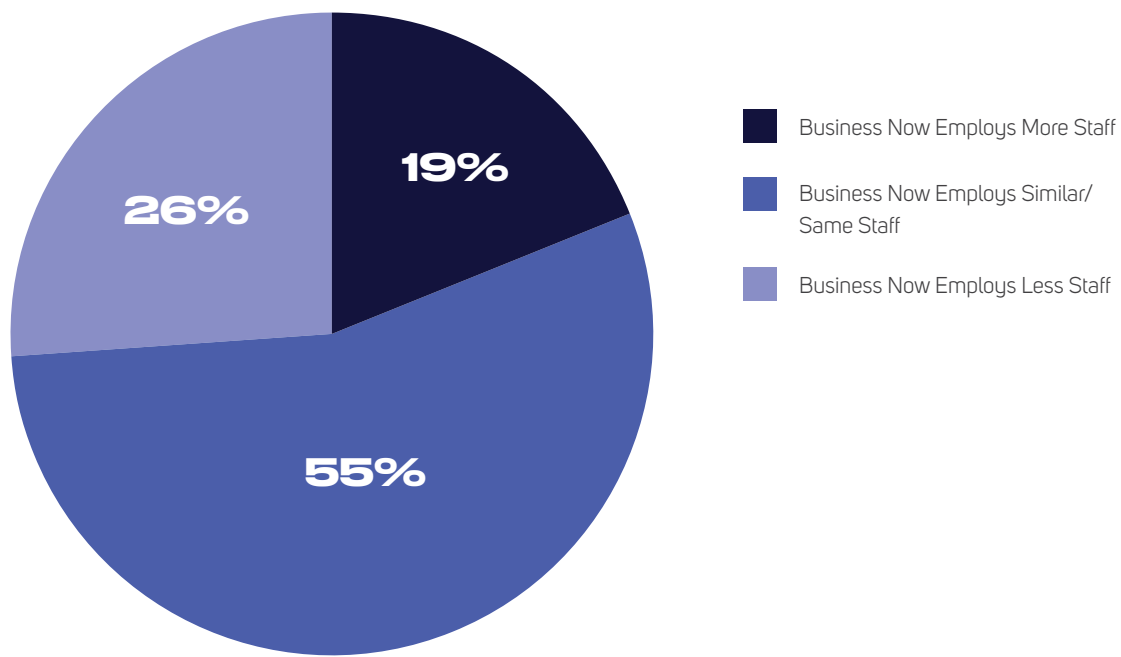
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**139<sup>TH</sup> OUT OF 539**

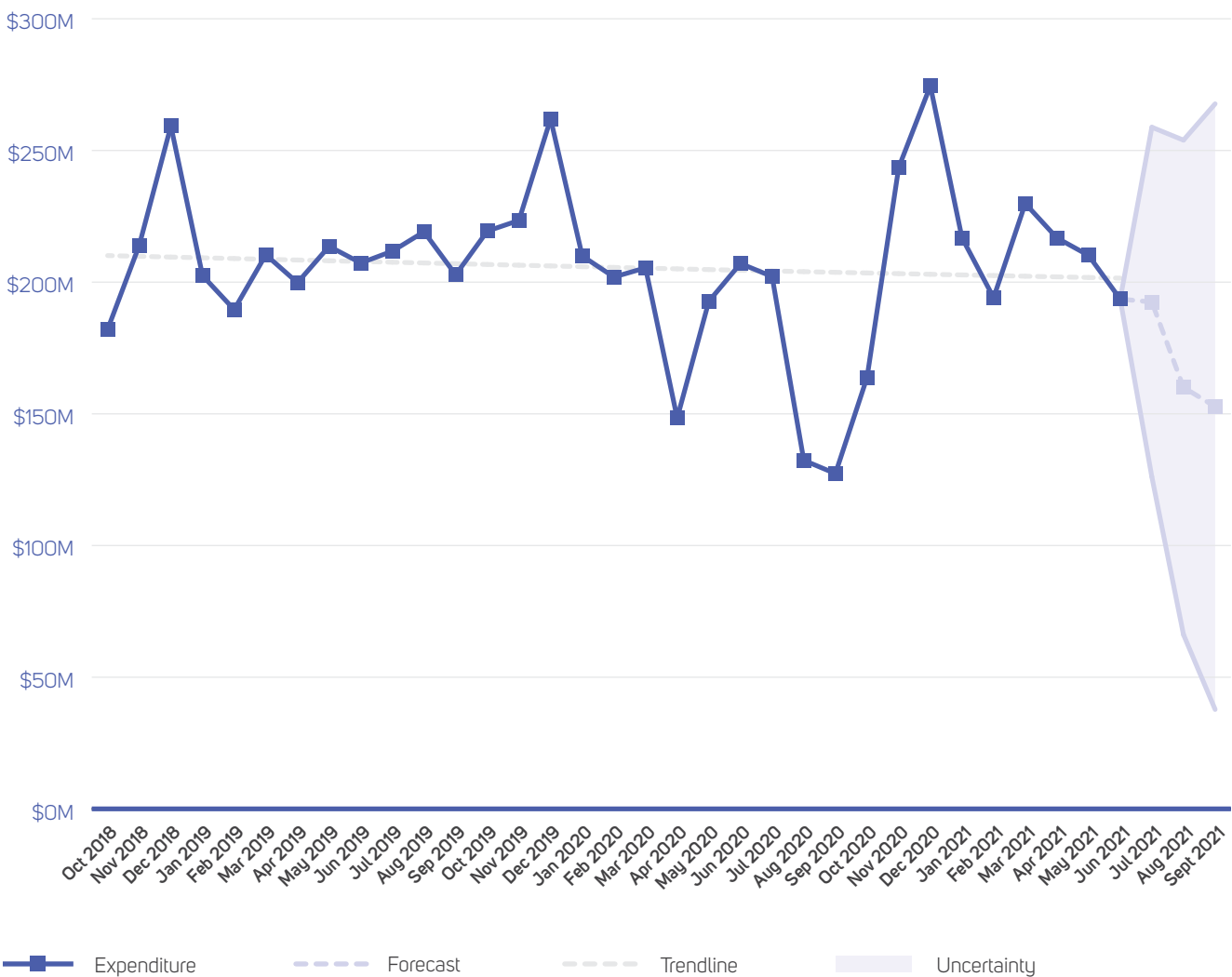
Rank in Australia, where '1' is most impacted LGA

\* Source: REMPLAN

Workforce Comparison Prior to COVID-19



Expenditure Graph in Frankston (October 2018 to August 2021)





## 08. INVESTMENT PIPELINE

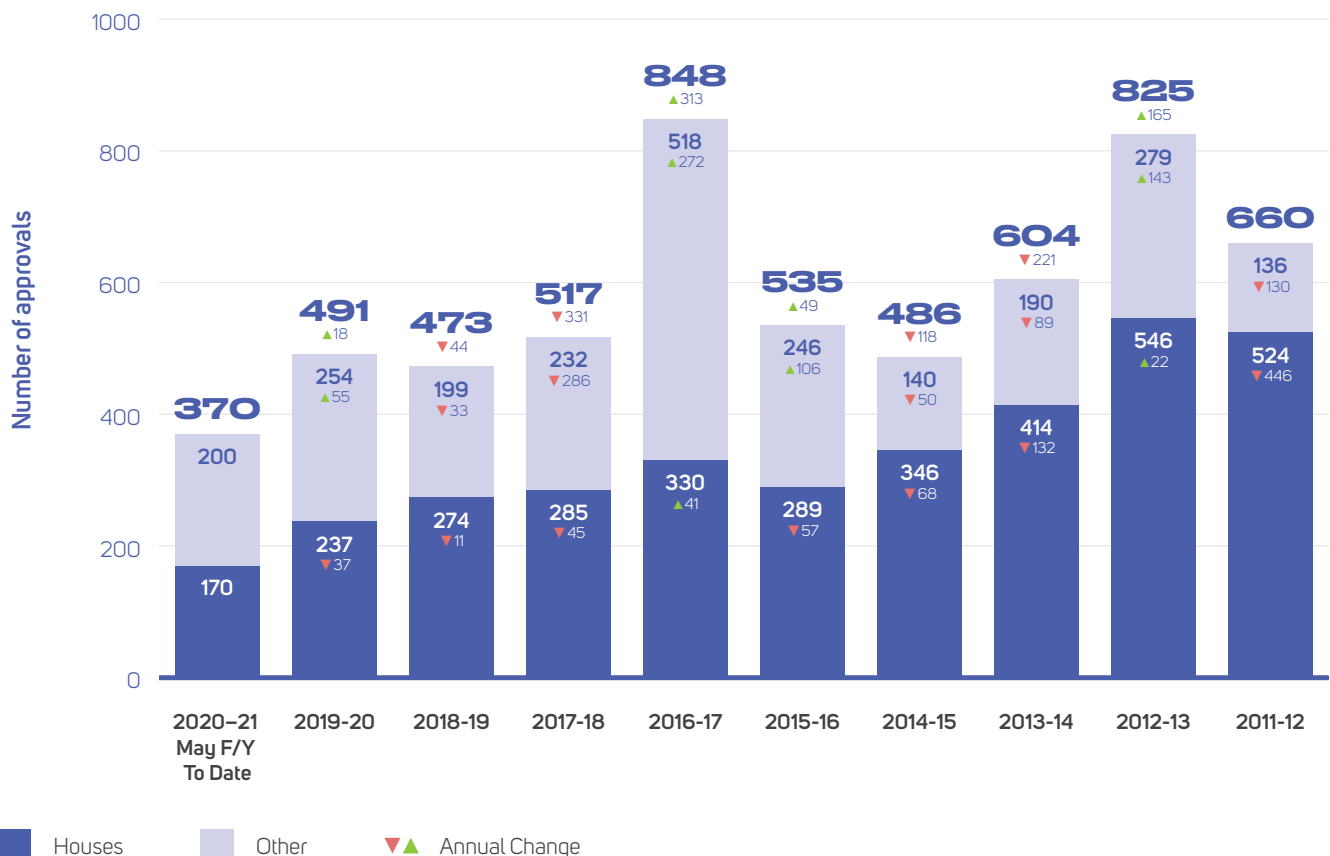
### RECENT INVESTMENTS

- \$82 million Horizon apartment development (1–2 Plowman Place, Frankston City Centre) now under construction
- Stage 1 of the \$160 million investment at Karingal Hub shopping centre opened at end of June 2021, a new food precinct featuring more than 28 fresh food and speciality retailers

### UPCOMING INVESTMENTS

- \$605 million redevelopment of Frankston Hospital
- \$116 million Vicinity redevelopment
- \$120 million Hall Road and Westernport Highway upgrades
- \$67.6 million Chisholm stage 2 development
- \$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)
- \$50 million 10 storey Nepean Highway office development, permit extension granted by Council in Q1

### BUILDING APPROVALS\*



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

## 09. BUSINESS CONCIERGE

JUL 2020–JUN 2021

### AWARENESS OF PERMITS REQUIRED PRIOR TO CONTACTING BUSINESS CONCIERGE



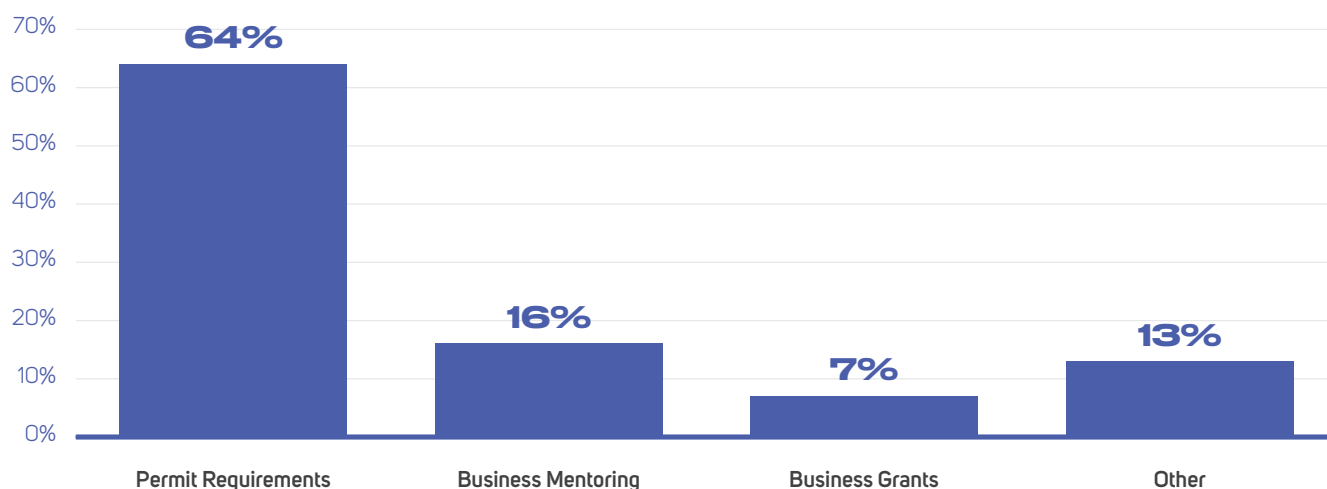
**72**  
PER CENT

Unaware of permits required

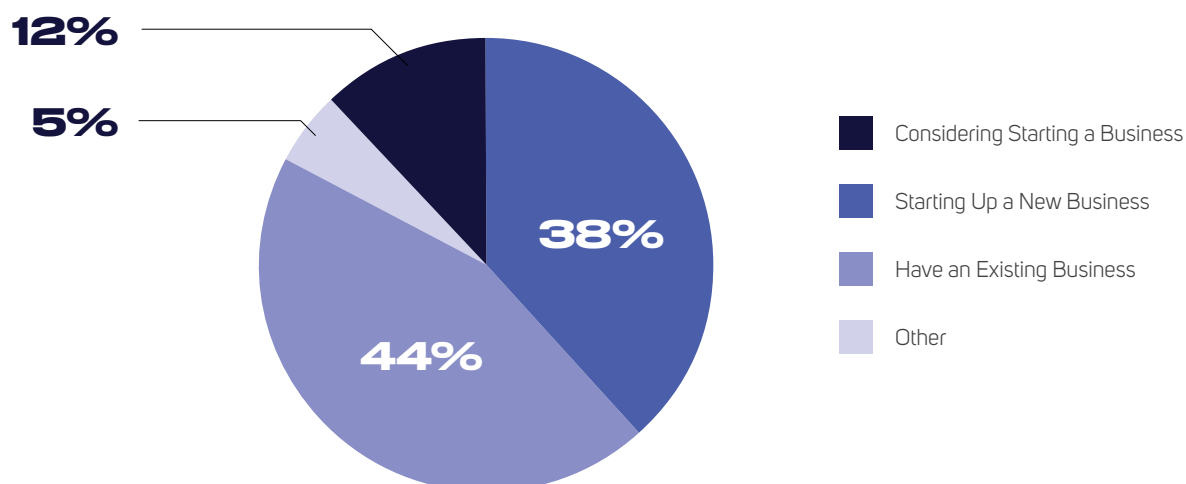
**28**  
PER CENT

Aware of permits required

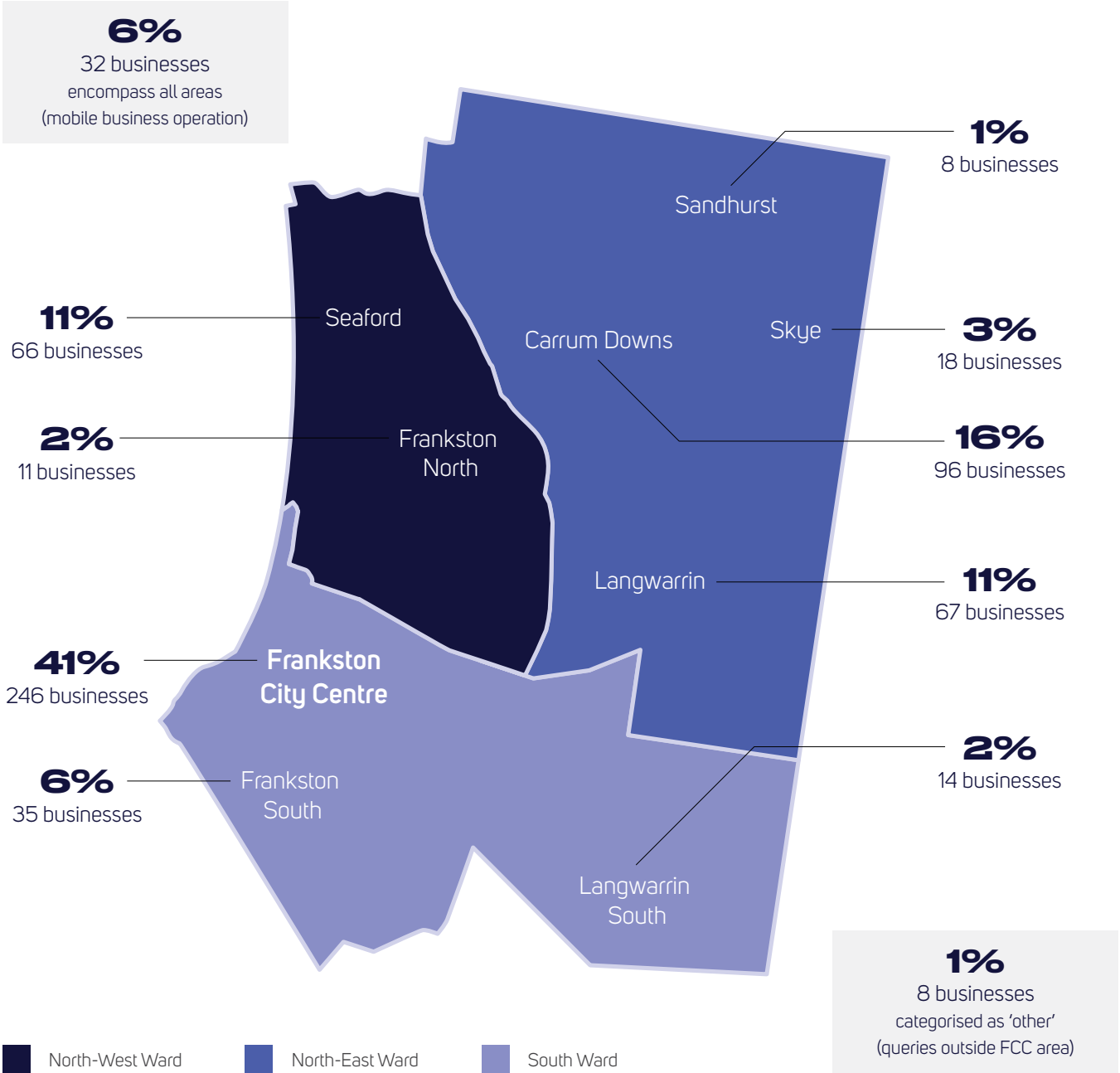
### WHAT DID YOUR INITIAL ENQUIRY RELATE TO?



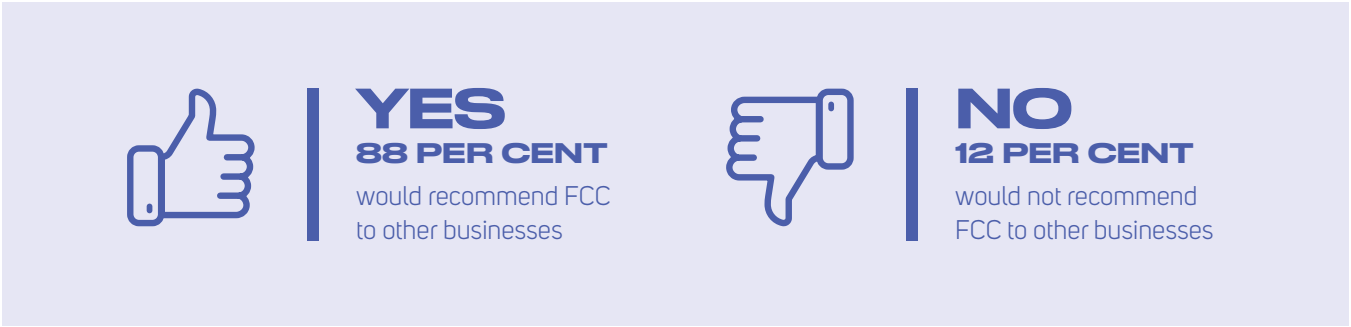
### WHAT STAGE IS YOUR BUSINESS AT?



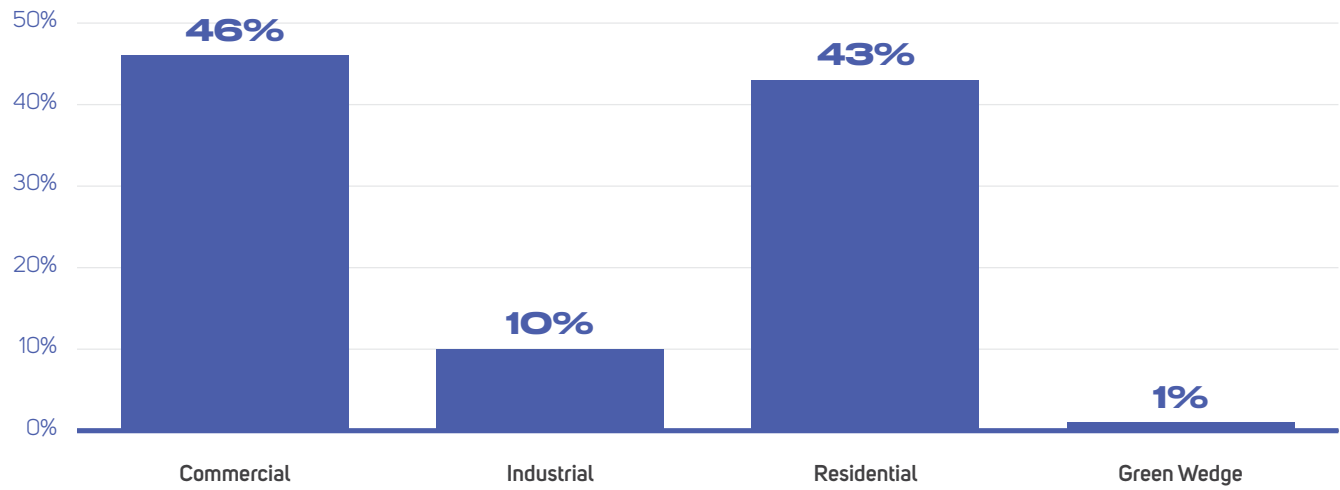
# PROPERTY LOCATION QUERIES



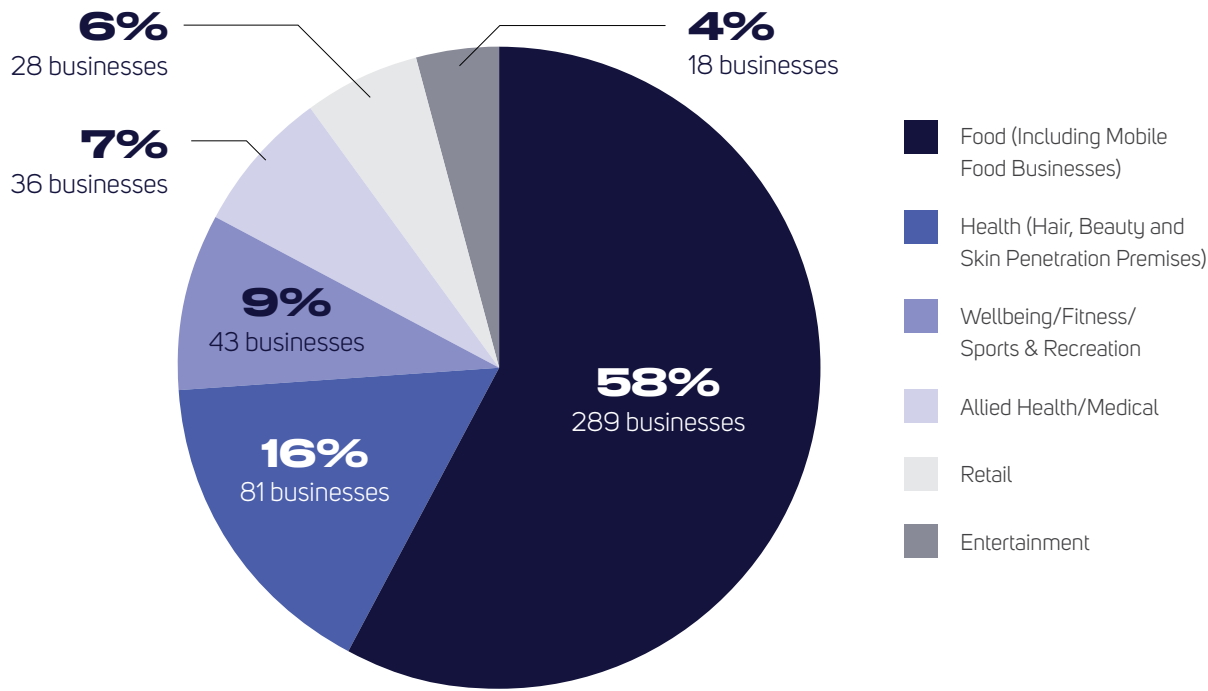
## WOULD YOU RECOMMEND FCC TO OTHER BUSINESSES AS A LOCATION TO START A BUSINESS?



# BUSINESS INDUSTRY



# BUSINESS TYPE (TOP 6 CATEGORIES)



# HOW DID YOU RATE THE BUSINESS CONCIERGE SERVICE?



**83.0**  
PER CENT

Rated the Business Concierge Service between 70–100 per cent

**7.0**  
PER CENT

Rated the Business Concierge Service between 40–69 per cent

**10.0**  
PER CENT

Rated the Business Concierge Service 39 per cent or below



# 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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CITY COUNCIL**

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