

**INVEST
FRANKSTON**



ECONOMIC SCORECARD

March 2021





01. ECONOMY



30,000
Innovative businesses



12,632
BUSINESSES
Registered for GST

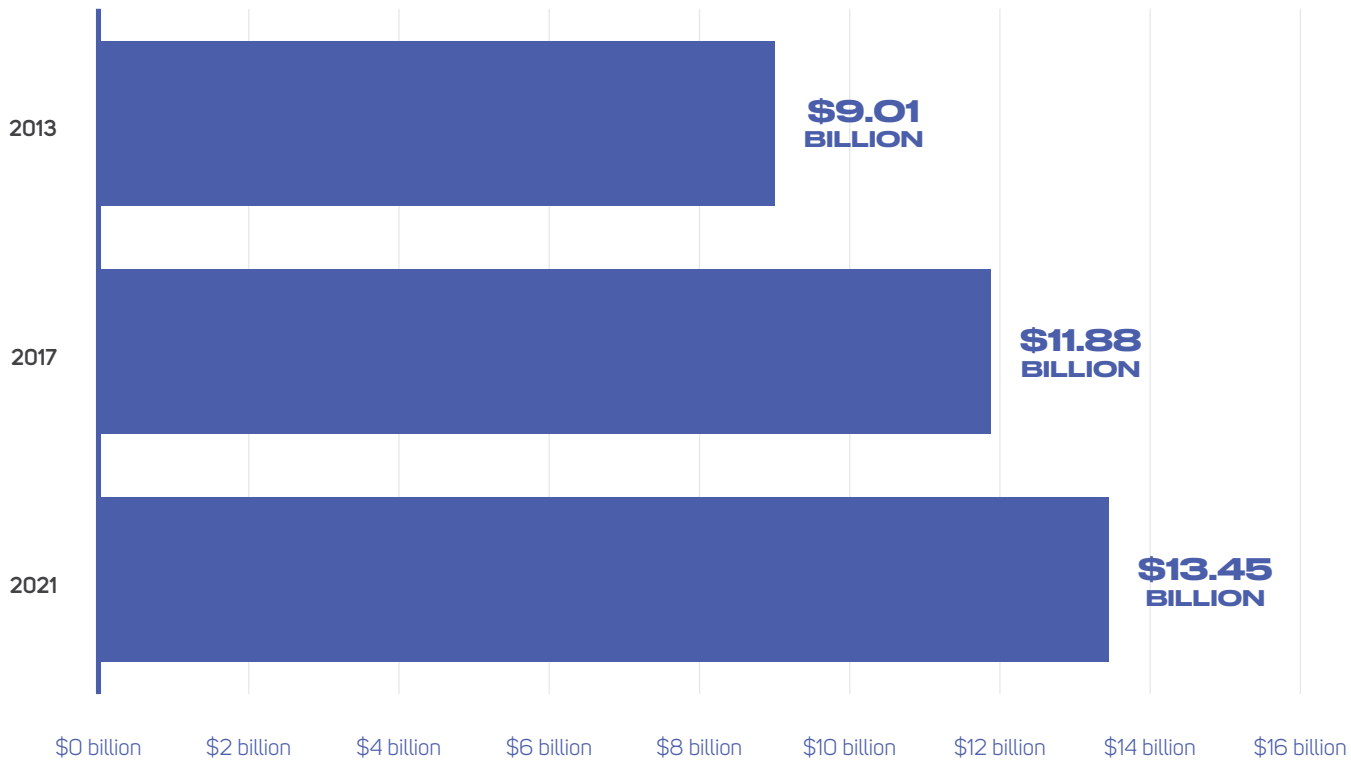


\$2.81
BILLION
Regional exports, with
31.7 per cent from the
manufacturing industry*



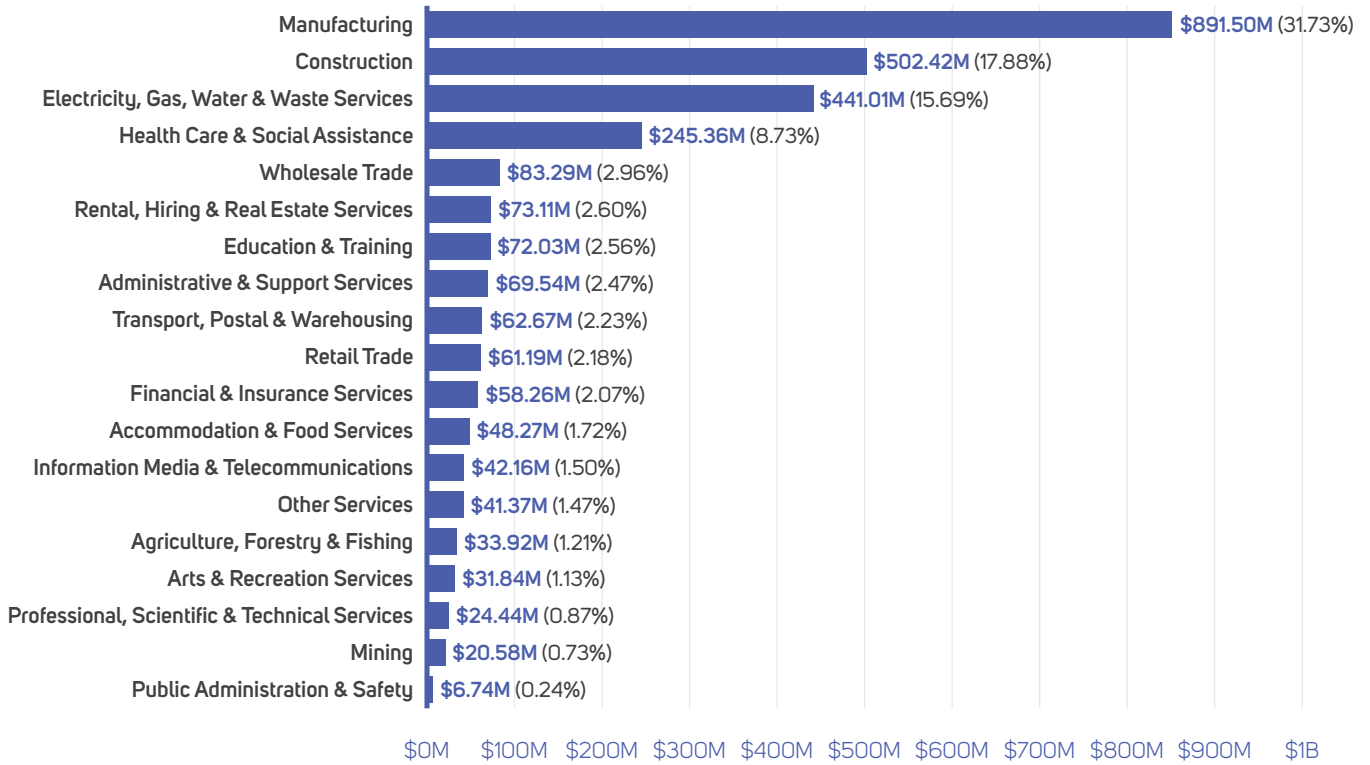
\$13.45
BILLION
Economic output*

Frankston City Growth by Economic Output



* Source: REMPLAN

Regional Exports by Industry Sector*



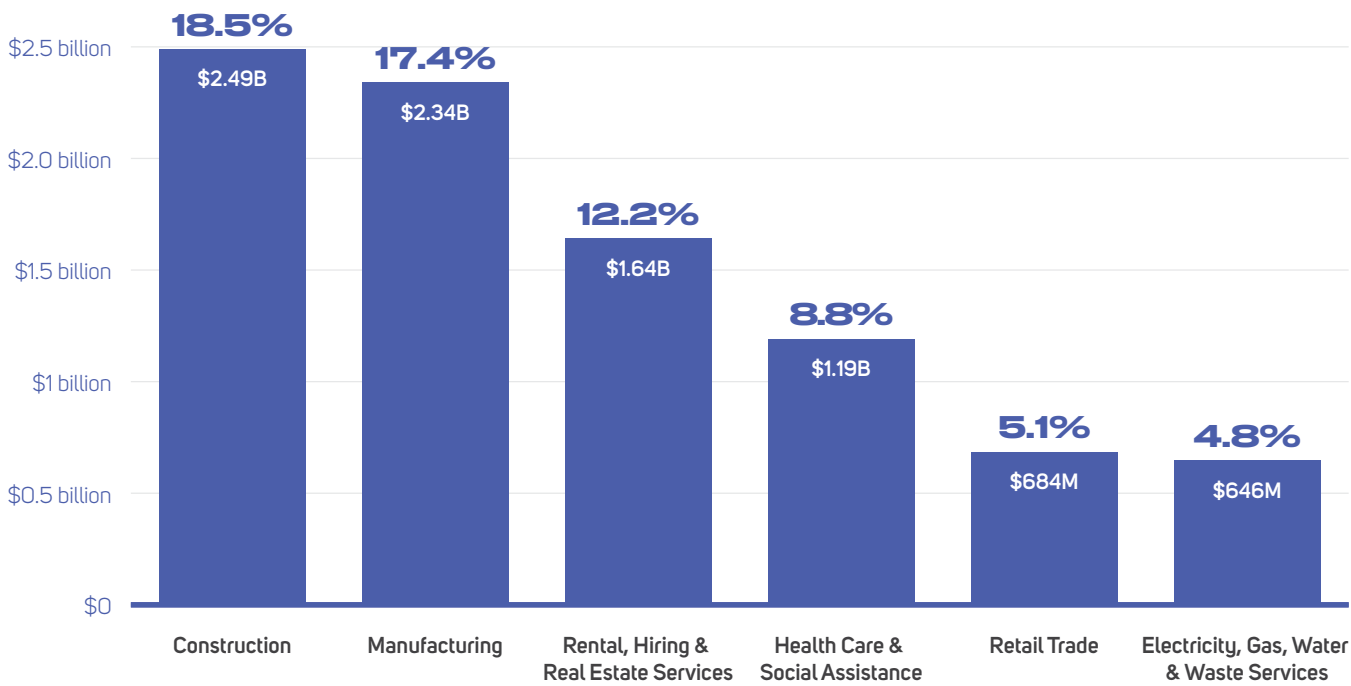
* Source: REMPLAN Economy



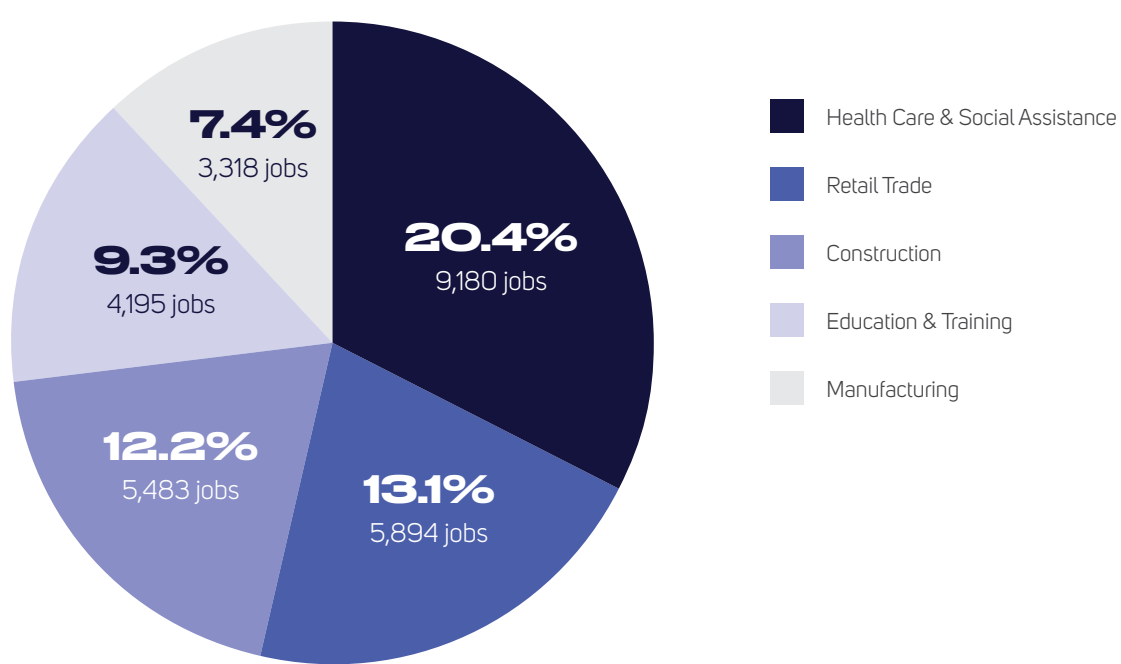
02. INDUSTRY OVERVIEW

TOP SIX INDUSTRY SECTORS IN FRANKSTON CITY

Ranked by Output



Ranked by Employment



03. RESIDENT AND VISITOR SPENDING OVERVIEW

MAR 2020–FEB 2021

FRANKSTON CITY

▼▲ In comparison to December 2020 Scorecard

\$2.277
BILLION

Total local spend

▲ **\$1.47**
BILLION

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



▼ **\$833.4**
MILLION

Visitor (lives outside Frankston City) local spend

▼ **\$988.1**
MILLION

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

▲ **\$1.280**
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	\$479.1M	\$142.6M	\$191.2M	\$145.2M	\$70.8M	\$124.9M	\$173.5M
Frankston	\$1.297B	\$335.1M	\$447.3M	\$514.9M	\$68.7M	\$211.9M	\$310.9M
Frankston N	\$26.18M	\$7.82M	\$12.66M	\$5.45M	\$50.58M	\$25.15M	\$39.98M
Frankston S	\$55.33M	\$14.5M	\$14.91M	\$25.47M	\$169.2M	\$190.6M	\$213.1M
Langwarrin	\$215.9M	\$136.8M	\$26.71M	\$51.98M	\$164.6M	\$166.4M	\$251.2M
Langwarrin S	\$2.844M	\$68.24K	\$1.269M	\$1.37M	\$8.984M	\$14.59M	\$14.37M
Sandhurst	\$5.261M	\$2.296M	\$250.7K	\$2.543M	\$43.74M	\$58.89M	\$73.51M
Seaford	\$229.2M	\$74.97M	\$70.99M	\$83.19M	\$105.5M	\$119.1M	\$164.1M
Skye	\$16.03M	\$1.296M	\$4.344M	\$10.04M	\$87.86M	\$51.31M	\$72.06M

NIGHT TIME ECONOMY April 2020–March 2021

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

▼▲ In comparison to December 2020 Scorecard



Expenditure Category by Volume April 2020–March 2021

Category	Total Local Spend	Resident Local Spend	Visitor Local Spend	Resident Escape Spend	Resident Online Spend
Bulky Goods	\$161,643,374	\$96,740,040	\$64,903,333		\$37,734,327
Consumer Staples				\$453,127,806	
Department Stores & Clothing	\$207,601,211	\$111,053,324	\$96,547,887		\$96,941,504
Dining & Entertainment	\$266,364,074	\$168,792,137	\$97,571,937		\$222,773,231
Discretionary Spend				\$411,435,033	
Furniture & Other Household Goods	\$63,274,692	\$27,965,866	\$35,308,826		\$37,137,820
Grocery Stores & Supermarkets	\$497,981,149	\$408,526,528	\$89,454,620		\$29,912,219
Light Industry	\$50,158,094	\$20,963,891	\$29,194,203		\$44,977,126
Other	\$15,725,345	\$7,681,025	\$8,044,320		\$109,597,970
Personal Services	\$38,176,995	\$22,467,960	\$15,709,035		\$13,413,752
Professional Services	\$250,864,632	\$128,745,575	\$122,119,056		\$261,807,654
Services & Other				\$146,232,752	
Specialised Food Retailing	\$213,553,144	\$160,524,976	\$53,028,168		\$26,927,693
Specialised & Luxury Goods	\$286,073,527	\$177,960,426	\$108,113,102		\$265,052,134
Trades & Contractors	\$15,584,730	\$6,914,070	\$8,670,660		\$16,617,328
Transport	\$246,822,323	\$140,167,860	\$106,654,463		\$87,209,902
Travel	\$18,850,841	\$8,198,713	\$10,652,128		\$63,292,637

* Source: Spendmapp March 2021 update



04. WORKFORCE AND SKILLED COMMUNITY

TOP JOBS BY INDUSTRY

8,663
JOBS

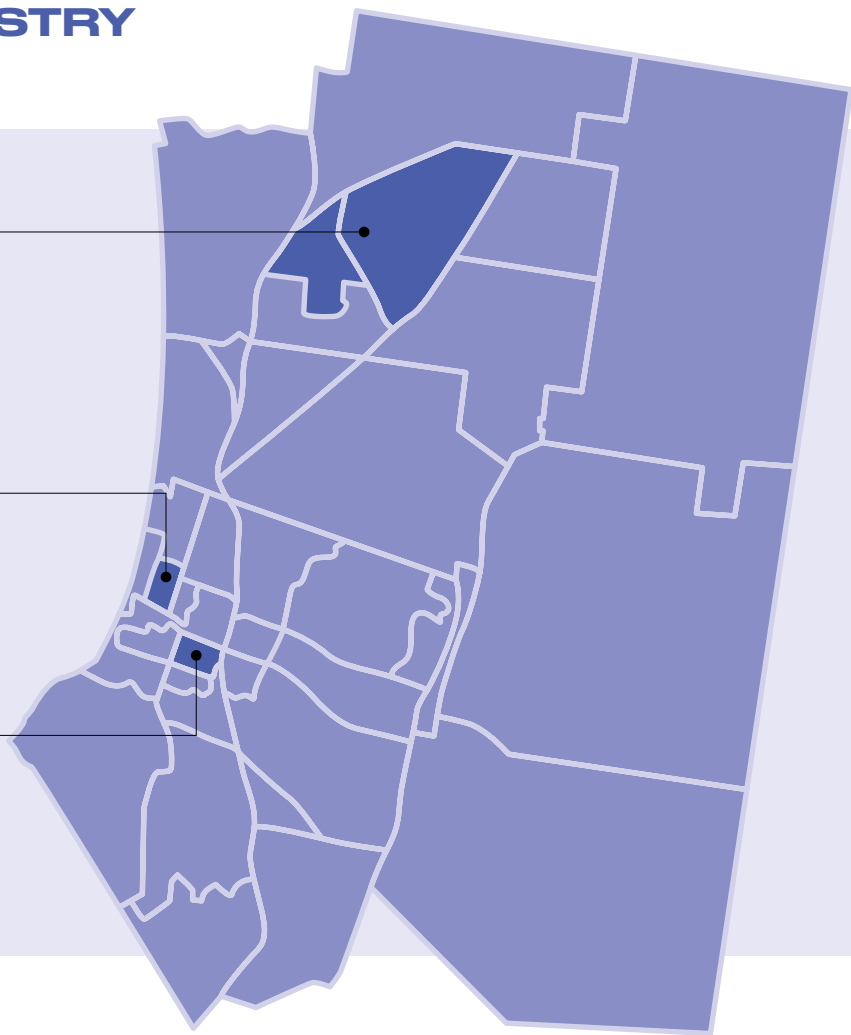
in the Carrum Downs /Seaford
Industrial Precinct

7,048
JOBS

in the Frankston City Centre

4,126
JOBS

in the Health and Education Precinct



44,934
JOBS

in Frankston City



31 JOBS
PER 100 RESIDENTS

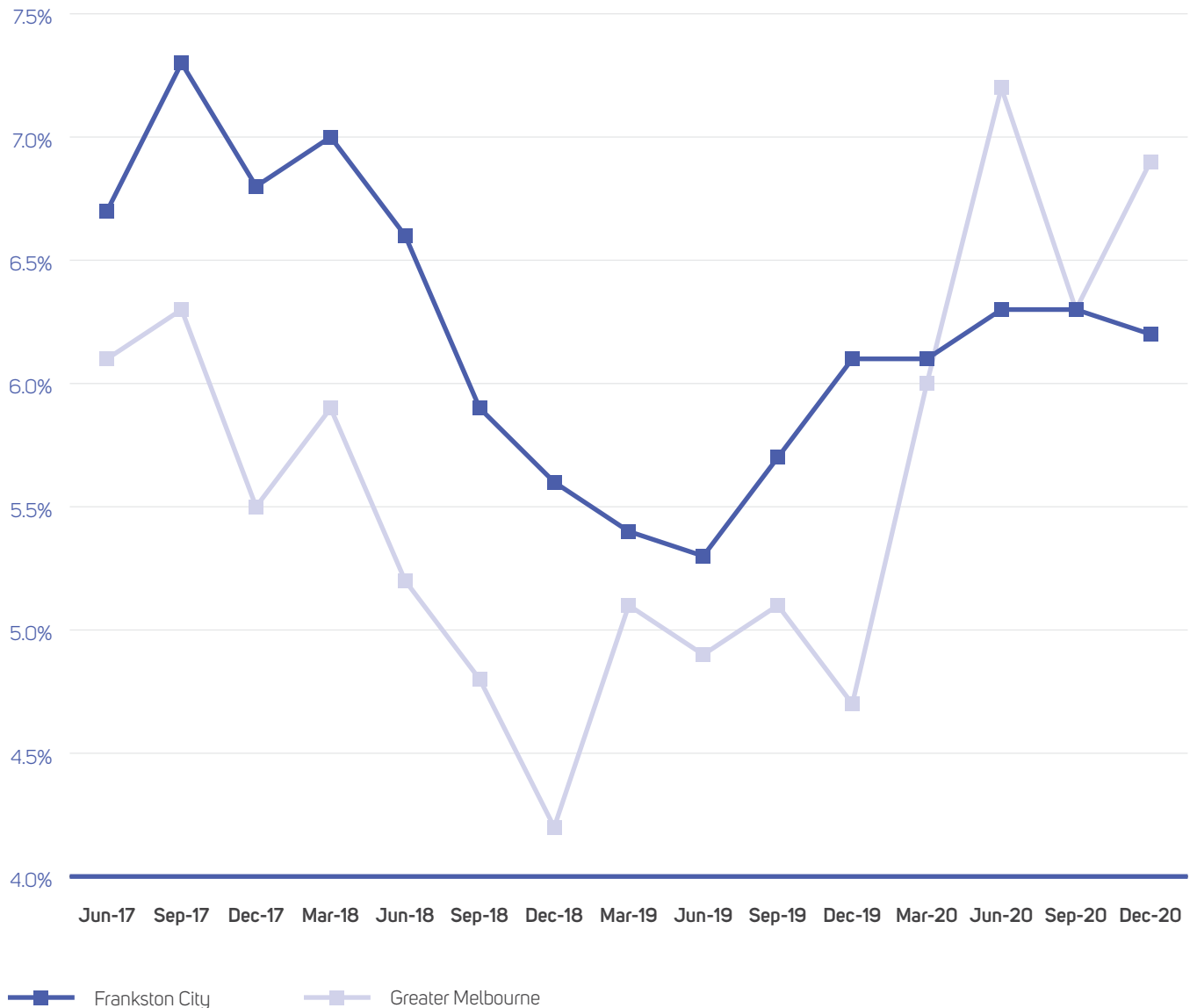
in Frankston



42 JOBS
PER 100 RESIDENTS

in Greater Melbourne

Employment Comparison to Greater Melbourne (June 2017–December 2020)*



UNEMPLOYMENT RATE



**6.2
PER CENT**

Unemployment rate
in Frankston City

**6.9
PER CENT**

Comparison to Greater
Melbourne

* Source: Department of Employment – March 2021

05. 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 24.8% of local businesses have applied for JobKeeper support, down from a peak of 55.7% in August 2020.



**24.8
PER CENT**

of businesses that have
applied for JobKeeper
(as of January 2021)

**11TH
OUT OF 79**

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

**14TH
OUT OF 537**

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

JOBSEEKER*

Latest Month Figures	March 2021		March 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	8,094	8.7	5,329	5.7	+2,765
Carrum Downs	1,280	8.4	812	5.4	+468
Frankston	1,886	11.8	1,384	8.6	+502
Frankston North	1,765	14.1	1,260	10.1	+505
Frankston South	544	4.7	270	2.3	+274
Langwarrin	949	5.6	584	3.5	+365
Seaford	1,167	10.4	758	6.8	+409
Skye – Sandhurst	503	5.2	261	2.7	+242
Greater Melbourne	223,002	6.5	130,653	3.8	+92,349
Victoria	305,249	7.0	193,591	4.4	+111,658

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

EMPLOYMENT IN FRANKSTON CITY

At January 2021, employment has returned to the same number since March 2020, with no decrease since then.



JANUARY 2021

**NO
DECREASE**

since March 2020

**60TH
OUT OF 79**

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

**203RD
OUT OF 539**

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

OUTPUT

Output in Frankston City*



JANUARY 2021

64TH OUT OF 79

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

139TH OUT OF 539

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



DECEMBER 2020

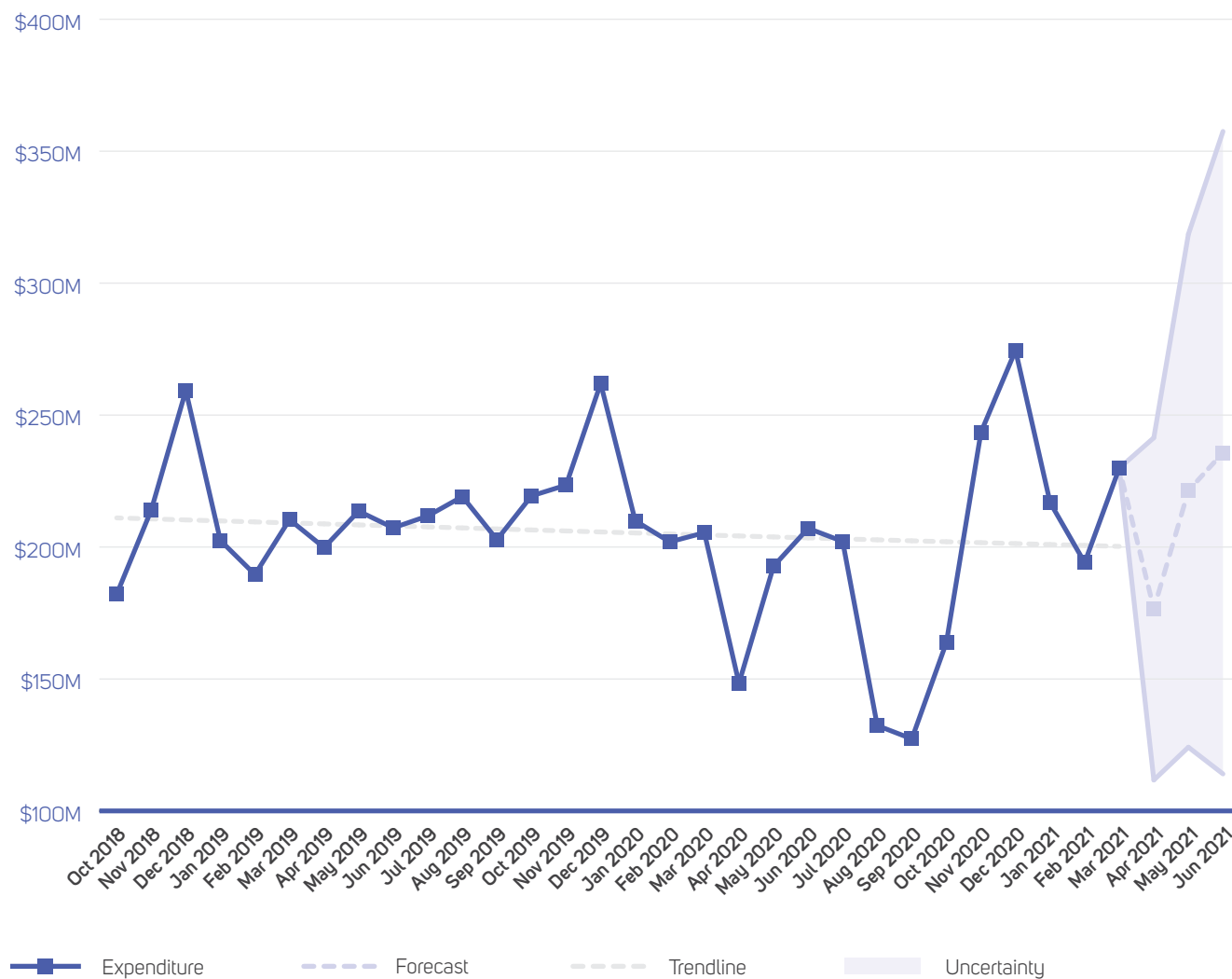
49TH OUT OF 79

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

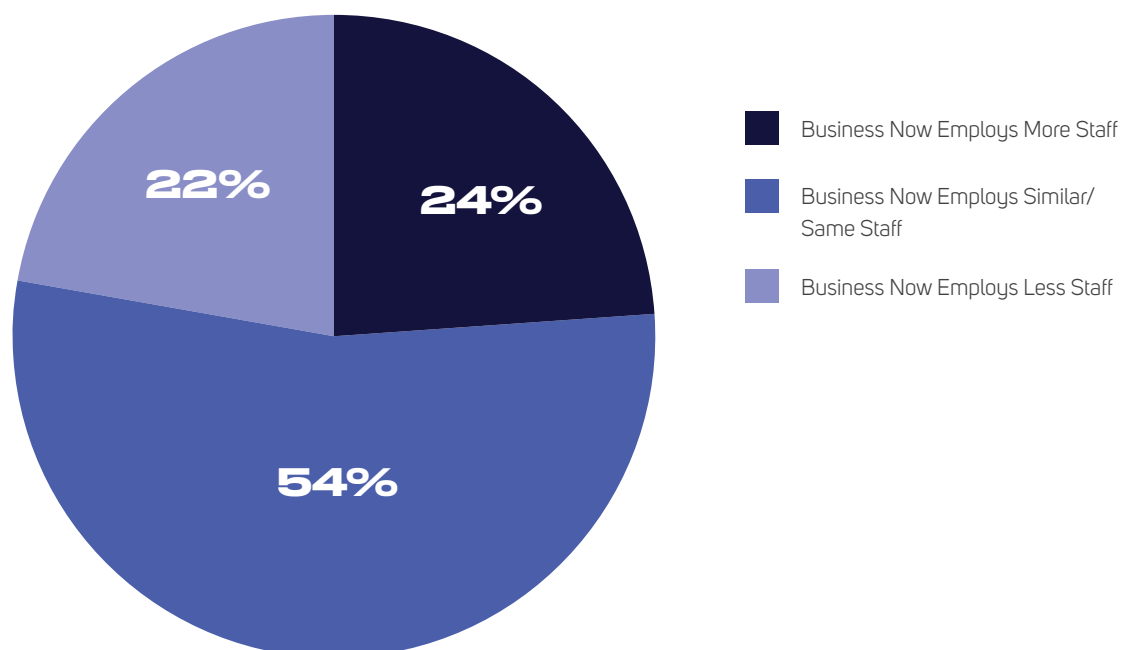
103RD OUT OF 539

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

Expenditure Graph in Frankston (October 2018 to June 2021)



Workforce Comparison Prior to COVID-19



06. INVESTMENT PIPELINE

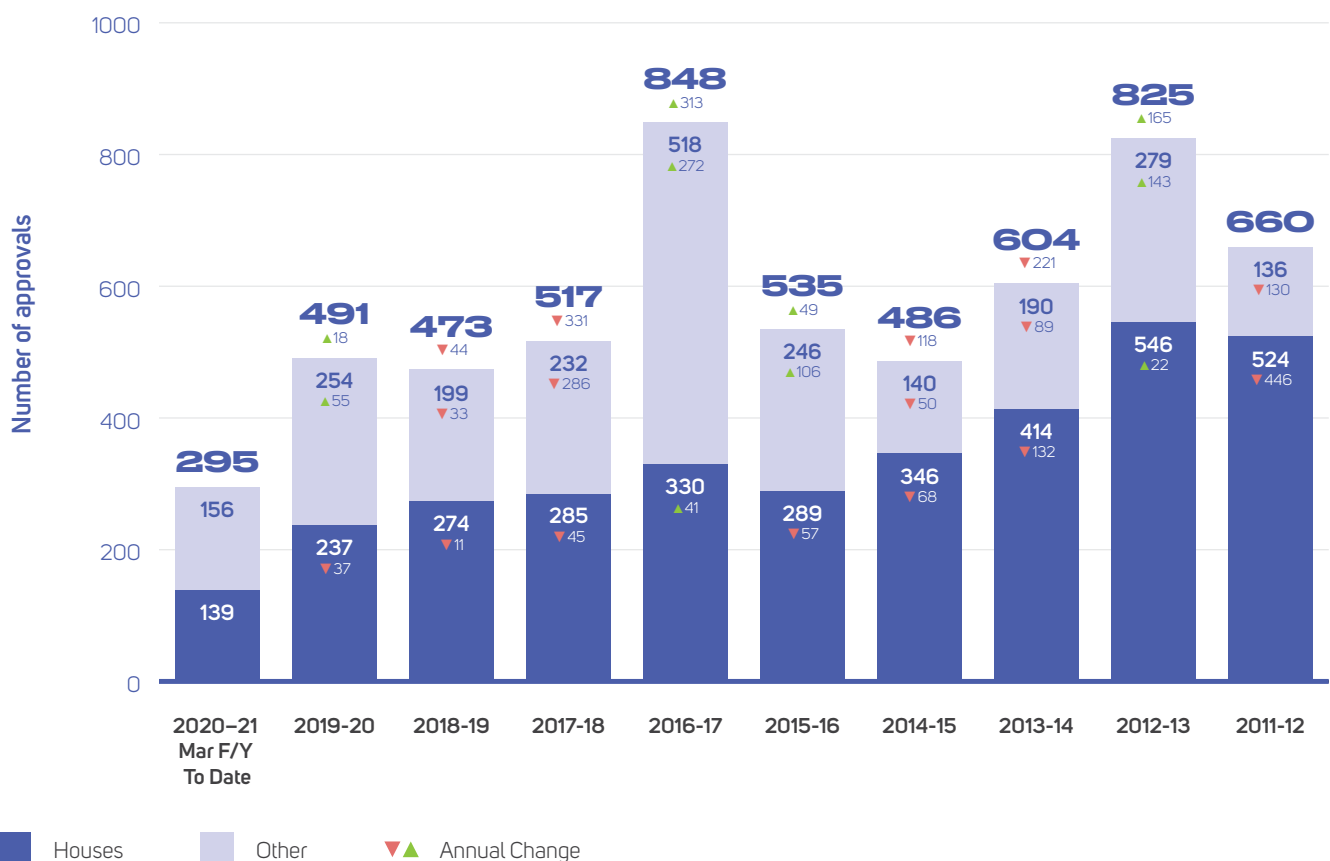
RECENT INVESTMENTS

- General Public and sub-tenants Rebel Donuts and Lavezzis Gelateria have now opened on Playne Street
- Popular Mornington business Commonfolk Coffee to open on Nepean Highway, Frankston in Q2

UPCOMING INVESTMENTS

- \$605 million redevelopment of Frankston Hospital
- \$240 million Vicinity redevelopment
- \$116 million Hall Road and Westernport Highway upgrades
- \$67.6 million Chisholm stage 2 development
- \$45 million Plowman Place residential development
- \$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

RESIDENTIAL BUILDING APPROVALS*



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



07. BUSINESS CONCIERGE

JUL 2020–MAR 2021

AWARENESS OF PERMITS REQUIRED PRIOR TO CONTACTING BUSINESS CONCIERGE



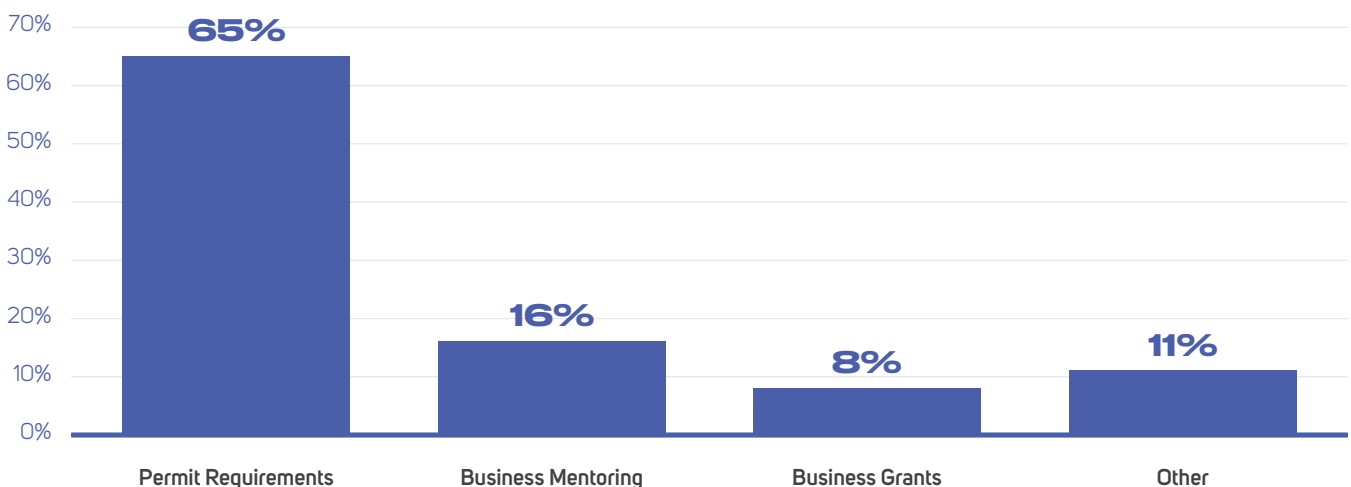
70
PER CENT

Unaware of permits required

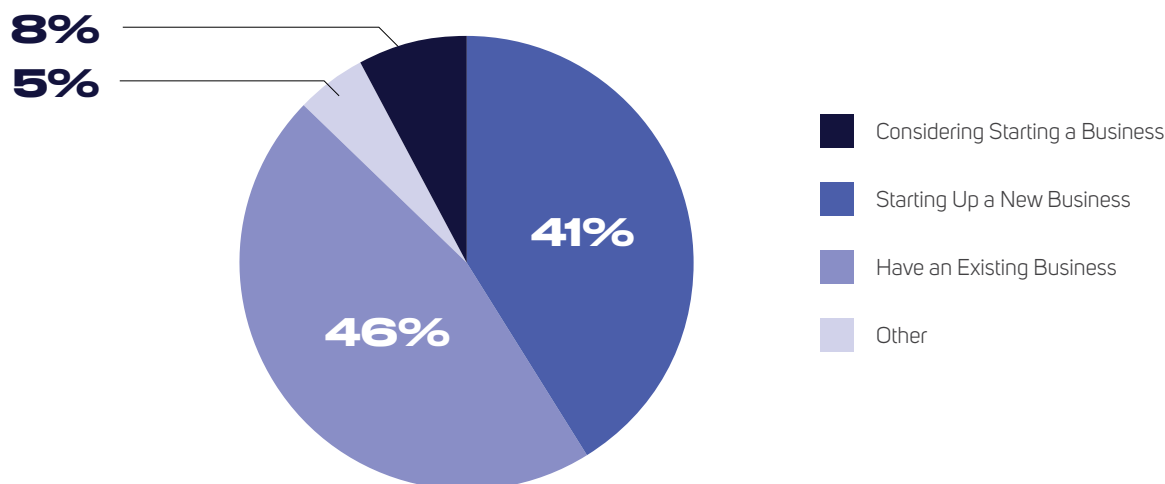
30
PER CENT

Aware of permits required

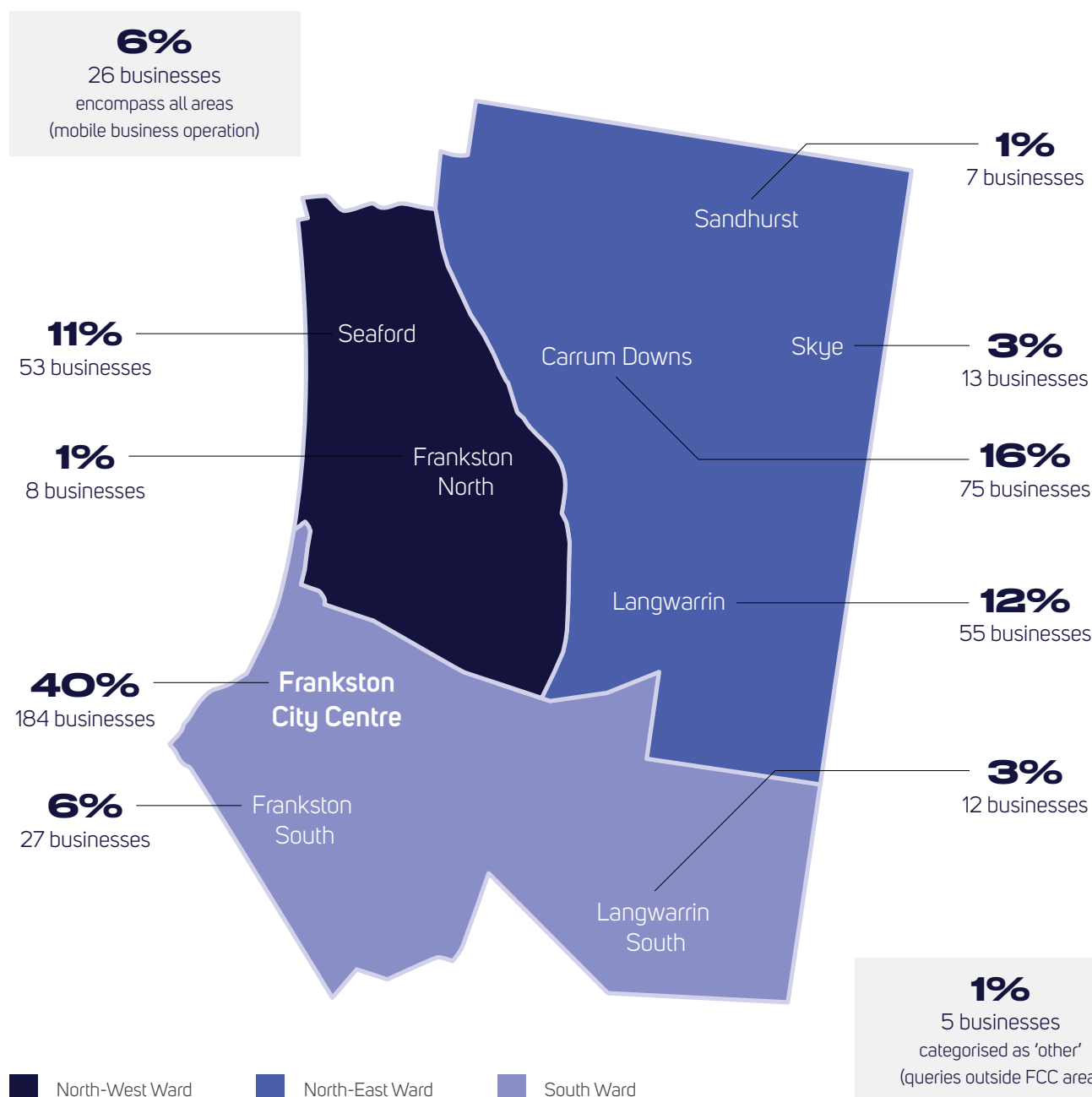
WHAT DID YOUR INITIAL ENQUIRY RELATE TO?



WHAT STAGE IS YOUR BUSINESS AT?



PROPERTY LOCATION QUERIES



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

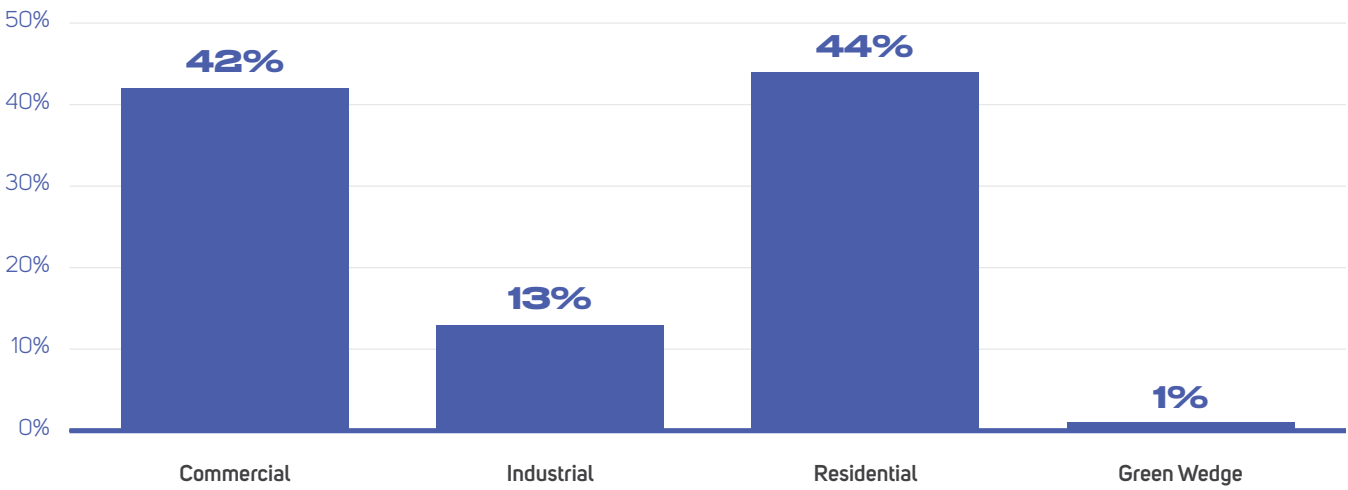


YES
89 PER CENT
would recommend FCC
to other businesses

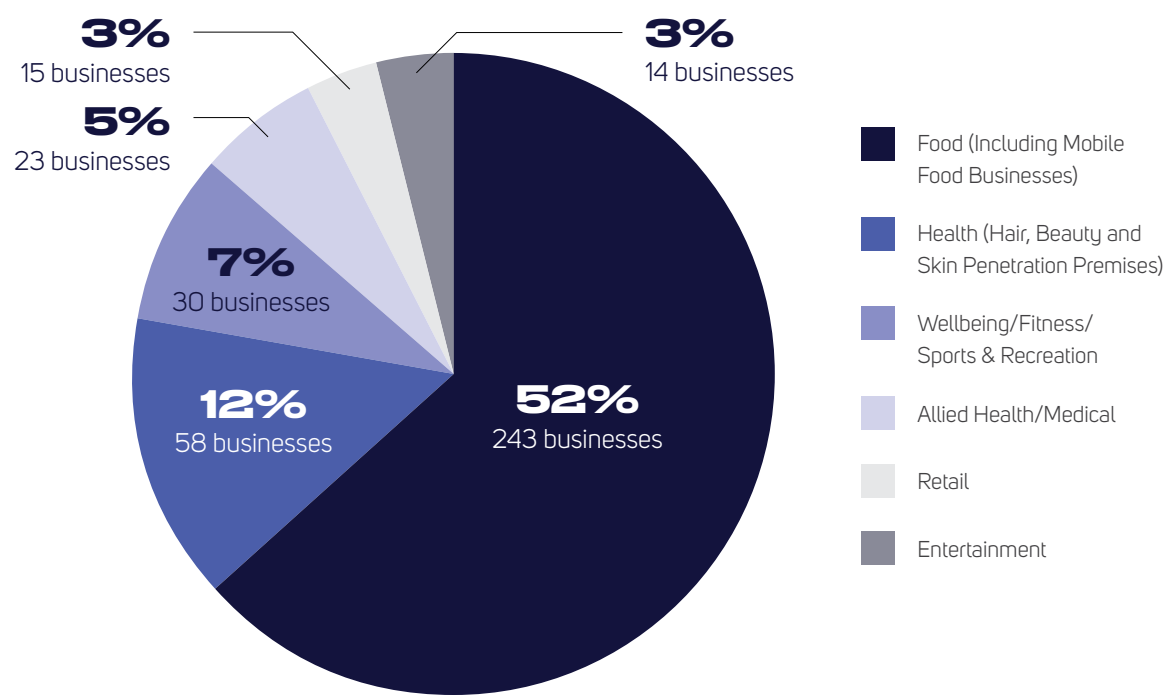


NO
11 PER CENT
would not recommend
FCC to other businesses

BUSINESS INDUSTRY



BUSINESS TYPES (TOP 6 CATEGORIES)



HOW DID YOU RATE THE BUSINESS CONCIERGE SERVICE?



IF YOU'RE READY TO THRIVE, INVEST FRANKSTON

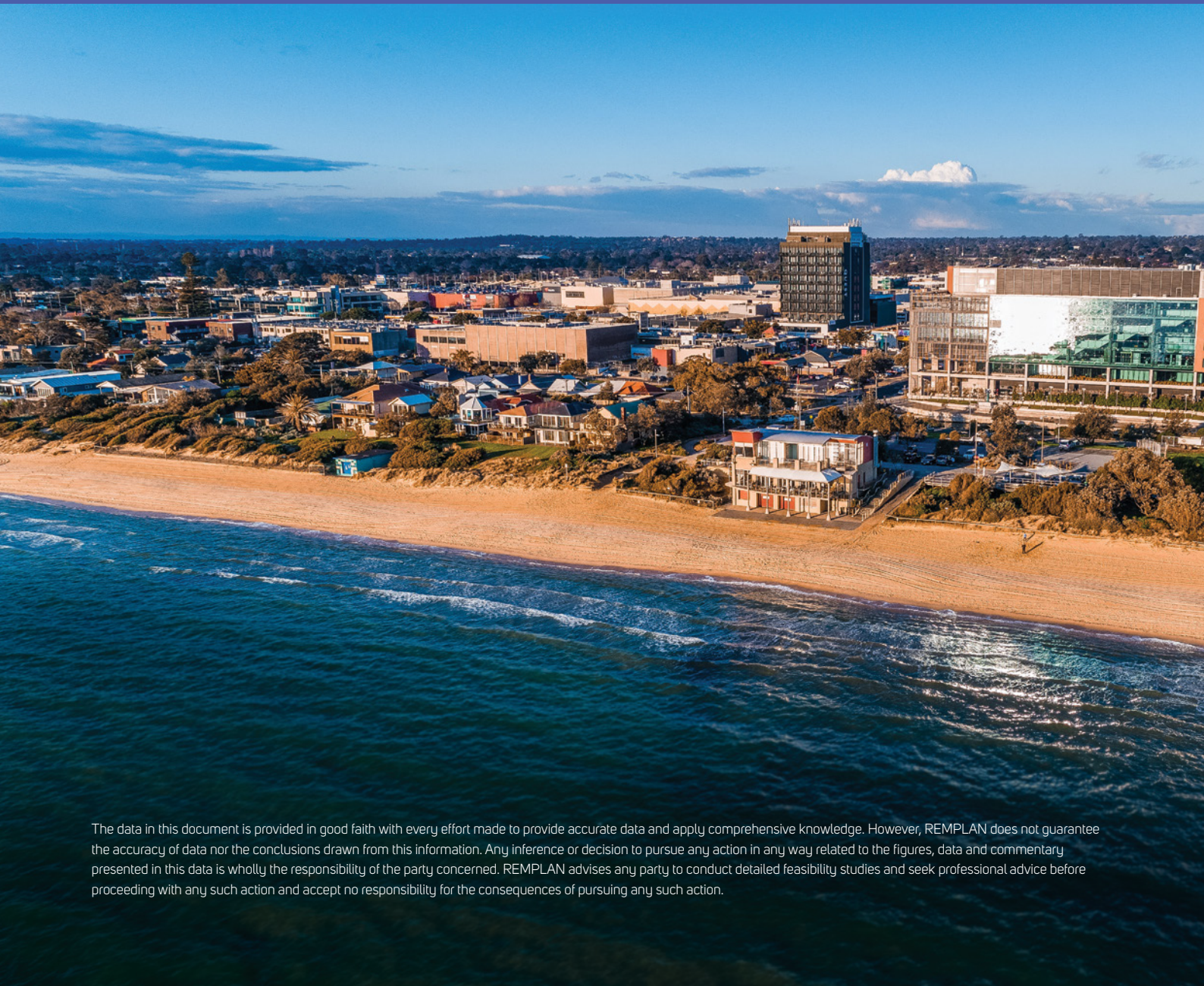
Invest Frankston is our commitment to creating the most robust, forward thinking, energetic, exciting, progressive suburb, city, municipality and region in Melbourne.

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.



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CITY COUNCIL**

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