



Welcome to the new financial year!

Where has the year gone? It's hard to believe it's already the middle of 2025 but as the wheels keep turning on our businesses, so too does the city's popularity.

In case you missed it, Frankston topped a national list of Australia's most supercharged suburbs for housing price growth - highlighting what we've known for quite some time - Frankston is no longer a "hidden gem", it's a proven investment destination and one of Victoria's most exciting growth suburbs. And it's happening in the next five years.

With millions invested in development and an already vibrant business environment, the future here isn't just coming, it's already underway right here on our doorstep. Read the article by [realestate.com](https://www.realestate.com.au) here.

So, what does this mean for your existing business or the one you want to open here? It means growth. It means success. It means a thriving, energetic, progressive city, where people want to live, work, learn, play and... spend money.

Congratulations to you for choosing Frankston City to invest. You've made the right choice. Watch this space.

If you have any questions about any of the below content, please reach out to the Economic Development Team at business@frankston.vic.gov.au.

BUSINESS EVENTS



Launch or Grow your Small Business Workshop

Whether you're an aspiring entrepreneur looking to bring your business vision to fruition or you're a small business owner ready to refine your business plan, this FREE workshop is for you. Join Asuria for a three-hour deep dive into the essentials of business planning. In this session you will;

- *Identify your target market
- *Understand your competition
- *Mitigate risks and navigate compliance requirements
- *Make smart decisions on pricing, structure, marketing and finances
- *Create a tailored business plan with actionable steps for growth

Spaces are limited, so reserve your spot today and take the first step toward turning your business vision into a reality.

Wednesday, 13 August 2025 | 09:30 AM - 12:30 AM
Frankston Library Community Room

Book now!



Grow your Business with the Power of Video

Join Stuart Stanton from *Final Focus Video Creative* for an engaging and interactive workshop about the power of video and how it can supercharge your growth journey. Learn why video isn't just another marketing tactic - it's your secret weapon for captivating your audience and boosting engagement. Discover how to show off your products, share your story, and connect with customers on a whole new level - without needing Hollywood budget to make it happen.

Whether you're a one-person show or a small team, Stuart will show you how to compete with the big players and make a splash online.

Tuesday, 26 August 2025 | 09:30 AM - 11:30 AM

Frankston Arts Centre - Lounge

[Book now!](#)



Transcend Services Showcase – Empowering Small Business Success

Join the *Transcend Services Community* for an evening of connection, inspiration, and networking at our upcoming Showcase and Networking Event. This FREE event is designed to empower local businesses through shared stories, practical insights, and valuable connections. Hear from business owners, enjoy meaningful conversations, and expand your professional network in a relaxed, supportive environment.

Whether you're an established operator or just starting out, this is a great opportunity to connect with like-minded professionals in the Frankston business community.

Wednesday, 23 July 2025 | 5:00 PM - 8:30 PM

Venue: Functions by the Bay, Frankston Football Club, Plowman Place

[Register now](#)



FBC 2025 Frankston & Mornington Peninsula Business Festival

Join the *Frankston Business Collective* (FBC) for a full-day Business Festival at the Frankston Arts Centre. From 8:30am to 5:30pm, this dynamic event will offer a powerful mix of panel discussions, expert speakers, exhibitor stalls, and networking opportunities.

Designed to equip local businesses with future-focused tools and insights, the event includes engaging sessions on brand building, risk management, finance, AI, social enterprise, marketing plus a Networking Cocktail Hour from 4:30pm–5:30pm.

Whether you're an SME or a growing business, this festival is your chance to connect, learn and thrive.

Tickets from \$70 (with discounts for FBC members). Register now and secure your spot! For sponsorship enquiries email:

bernadine.geary@frankstonbusinesscollective.com.au.

Date: Thursday, 21 August 2025 | 5:00 PM - 8:30 PM

Venue: Frankston Arts Centre



FMP Industry Expo

There are still some stands available for local businesses at the FMP (Frankston Mornington Peninsula) Industry Expo on 19 August, 2025 at Mornington Racecourse. The event could help build your local workforce by introducing your business and industry to jobseekers and students entering the workforce. There are also economic benefits to showcasing your Frankston City business as it supports young people to find their futures in our region. Registrations close 1 August.

If you are a Frankston City business and interested in exhibiting, Council is

offering to subsidise stall costs for a small number of businesses.
Can't spend a whole day at the expo? Why not collab with another local business in the same industry to share a space?
Contact us below to enquire. Visit www.fmpindustryexpo.com.au for more.

I am interested in being a stallholder



DESIGN.BUILD.CONNECT

On 29 July 2025 from 6pm, the *Home Innovation Centre Frankston* is hosting an exciting trade show experience designed for builders, designers, suppliers, and industry professionals to connect, discover, and collaborate. For the first time ever, they're proud to launch the Exhibitor Showcase, an exclusive opportunity to explore innovative brands, products, and services shaping the future of design and construction. Come along to celebrate their 20 years of Home Innovations, join them for an evening of networking, live entertainment, inspiring stories, and shared successes, complemented by great food, drinks, and vibrant company. Don't miss this special occasion to grow your network, gain fresh insights and be part of a milestone event in the industry. Registrations are required.

Register here

LOCAL BUSINESS NEWS



Business Grants are back baby!

Frankston City Small Business Grants are back!

If you have a business in manufacturing, retail, health, professional services or hospitality you could be eligible for up to \$20,000 to help your business grow!

Now in its 14th year, with more than \$1.4 million in grants already delivered, Frankston City Small Business Grants have helped 104 innovative and sustainable business ideas come to life since 2012.

Stage 1 of the 2025 – 2026 round of Frankston City Business Grants are open from 11 August, 2025 to 22 August, 2025 and offer between \$5,000 and \$20,000 per business with up to \$180,000 available in total.

Open to eligible businesses to help support business growth, employment growth, expansion from a home-based or mobile business to a commercial property, or relocation from another area.

[Read more](#)



New Commonfolk Frankston opens!

The much-anticipated new cafe (restaurant and wine bar coming soon too!!) from *Commonfolk Frankston* has opened on the corner of Young and Playne Street, Frankston (43 Playne Street).

"It's been a journey, and I just want to say a massive thank you to everyone who helped get us here. To our builders and trades cheers for pushing through all the curveballs. To our landlord and the team at Frankston City Council thanks for backing a different kind of cafe in the heart of the city," said Sam Keck, Managing Director at Commonfolk Frankston.

Currently they're just serving coffee with food and the much-awaited wine bar coming soon.

Commonfolk Frankston were a recipient of a Frankston City Business Grant.

[Visit Commonfolk Frankston](#)



2024 - 2025 Grant recipient feature

Plumbed, a second-generation family-run business in Carrum Downs, was excited to receive a 2024-25 Frankston City Business Grant.

Operating in Frankston City for more than 20 years, the funding has helped bring their recent brand refresh to life following the transition of the business from father to son and includes a street front revitalisation and an internal space activation.

Owner Andrew Van de Beek explains, "The grant has allowed us to create a more immersive experience for our customers and trade partners. We've updated our signage, showcased exceptional bathroom brands, and provided a space where customers can experience real and trendy bathrooms firsthand.

Andrew adds, "We're proud to be part of Frankston City, where our family has deep roots. Running a business here allows us to connect with and support the community we love. A big thank you to the Frankston City Council for their smooth and easy application process! We are so very stoked!"

Visit Plumbed



Highview opens!

Highview Accounting & Financial has officially opened its newest office in the heart of Frankston's city centre. Located at 6/108-120 Young Street, the firm brings nearly 30 years of financial expertise to support local individuals, entrepreneurs, and businesses.

Associate Partner Adam Pasquill, a proud Frankston local, said the decision to open here was both strategic and personal. "Frankston is transforming - there's fresh energy, investment, and real opportunity. I grew up here and it's incredibly rewarding to return and contribute to the city's growth."

Highview's Frankston office offers full-service financial advisory, accounting, and planning, and is already proving a valuable addition to the local business landscape.

Their expansion was supported by Frankston City Council's Investment Attraction Incentive program. "Thanks to Rhys Brain and the Council team, the process was seamless. The incentive helped us create a vibrant, client-focused workspace," Adam shared.

[Visit Highview](#)

RESOURCES & OPPORTUNITIES



[Business directory.](#)

Did you know, when you spend at a local small business, 68% of your dollar stays locally?

Why not join the already 395 local businesses listed and sign up to Frankston City's **FREE** local Business Directory and promote your great product or service. Our recent competition was so successful with over 100 new businesses registered, that we'll plan to run further incentivised opportunities this financial year to highlight this fantastic free service.

The Business Directory is designed to help support, connect and promote local businesses within the Frankston City municipality, it is a trusted source for residents and other businesses to find local trades, retailers, services and home-based businesses.

Get listed!



Help Shape How Council Engages with Frankston Businesses

Frankston City Council wants to hear from local businesses as we redefine our Community Engagement Framework. Your input will guide how, where and when Council engages, and ensure our approach meets the needs of our business community.

Whether it's suggesting engagement methods, inviting us to your events, or offering incentives to boost community participation—we're listening.

Get involved via our Engage Frankston platform by 31 July 2025. You can complete a quick survey, drop a pin on the interactive map, or share your ideas via polls and workshops.

By having your say, you'll help shape more responsive and effective engagement across Frankston City.

Have your say



Call for Southside Festival 2026 artists

South Side Festival 2026 Artistic Commissions are now open and close 11 August!

Frankston City Council is seeking expressions of interest from creatives for

artistic works or experiences to be presented as a part of South Side Festival 2026. We encourage artists, makers and producers across all mediums and career stages to apply, there are no creative restraints so let your imagination run wild! We encourage applicants to check out what we were up to this year to help guide your project and understand the scope of our audience and what we hope to achieve with each of the commissions.

You can apply for up to \$5,000 and can find the commission guidelines on South Side Festival's website <https://www.southsidefestival.com.au/Whats-On/Expressions-of-Interest>

South Side Festival 2026 dates are Friday 8 May to Sunday 17 May, 2026.

[Learn more](#)



Get Involved in The Great Pet-Together!

Expressions of Interest (EOI) is now open for food vendors, market stallholders, local businesses, community groups and sponsors to be part of The Great Pet-Together – a celebration of our furry friends!

Sunday 12 October 2025

10am–2pm

Ballam Park, Frankston

With over 36,000 registered cats and dogs in Frankston City, this is a fantastic opportunity to connect with thousands of passionate pet lovers and promote your pet-related products or services.

Bespoke participation packages are available and can be tailored to suit your business needs. The EOI closes on Friday 25 July 2025 at 5:00pm Don't miss your chance to be part of this paw-some community event!

Get in touch for further information: frankstonevents@frankston.vic.gov.au.

[Apply Now](#)



Professional space available

Ready to move from the home office to a professional space?

Frankston City Council is proud to support local businesses taking the next step in their journey. To help assist in this journey see the below lease availability:

APSO, located within the Quest building in Frankston, is offering fully fitted private office spaces starting from just \$1,200 + GST per month.

Whether you're an NDIS provider, health practitioner, accountant, lawyer, or simply need a quiet and professional space to focus, these offices are flexible and suitable for a wide range of businesses.

If you're ready to take that next step, reach out to APSO to arrange a tour or learn more. Frankston City Council is here to help connect businesses with the right space to thrive so make sure you reach out to our Investment Lead Officer to help you bring your business vision to fruition.

Reach out

**GRANT
FINDER**



Frankston Grant Finder

A reminder to register for this **FREE** platform so you don't miss out on the many funding opportunities available to you and your business! Search over 2,355 grants worth \$80.4B and receive notifications on grants relevant to your industry straight to your inbox!

Here's a couple available now that have caught our eye;

- **Industry Growth Program**

This program seeks to support innovative small and medium enterprises (SMEs) undertaking commercialisation and/or growth

projects within the National Reconstruction Fund (NRF) priority areas. The program aims to help businesses: Commercialise their ideas into new products, processes and services and grow their operations. Improve their ability to engage in, or increase, their national and/or international trading operations. Better position them to seek future investment and further scaling opportunities, including through the NRF where relevant.

- **Small Business Technology Investment Boost**

This program aims to provide small businesses an additional tax deduction to support their digital operations and digitise their operations. It forms part of the \$1.5 billion tax relief announced in the 2022-23 Federal budget to support small businesses to go digital and upskill their employees. Small businesses with an aggregated annual turnover of less than \$50 million will be allowed an additional 20% tax deduction. An annual cap applies so that expenditure up to \$100,000 is eligible for the bonus deduction, with the bonus deduction capped at \$20,000 per year. The maximum bonus deduction a business can claim is \$40,000 for the entire period. The bonus deduction can also apply to expenditure on a depreciating asset. Repair and improvement costs for depreciating assets are also eligible for the bonus deduction. This is provided they are incurred during the relevant time period.

Find grants!

INVESTMENT ATTRACTION



Frankston City: Where wellness works

This month we are shining light on our booming health, fitness and wellbeing sector. Frankston City is fast emerging as a hub for wellness, fitness, and allied health businesses, offering a unique mix of lifestyle, location and opportunity. With over 140,000 residents, strong demand for boutique health services, and booming coastal tourism, the city is primed for growth in the wellbeing sector. And no-one understands that more than our hard-working small businesses.

Input Fitness Health Club owner Darren Hewitt says Frankston has been the perfect place for business and community. “At Input Fitness Health Club, we

see health and fitness as a way to create real, lasting change – not just in bodies, but in lives and community connection.

“We have such a great community here in Frankston City, the customers, other businesses, the proximity to the beach and other amenities, it’s the perfect location for a thriving business, like ours.

“We’re proud to be part of Frankston’s future, and we can’t wait to share our next chapter with the locals.”

Close to the Mornington Peninsula and backed by an engaged, health-focused population, Frankston is the ideal place to launch your next wellness venture. If you think your business could help compliment our already thriving local health industry, reach out to our Investment Lead Officer.

Speak to our investment officer



Franchising Expo

Our Investment Attraction Team are exhibiting at the Franchising Expo at the Melbourne Exhibition and Convention Centre on 30 and 31 August, 2025 to showcase Frankston City as an attractive place to invest in a business.



Economic Development

Are you a new or existing Frankston City business or interested in becoming one?

Get all your business support needs, including FREE mentoring, grants resources and opportunities right here!



We love supporting small businesses in Frankston City and franchises play an important role in helping to strengthen our thriving local economy due to their sustainable models.

We are looking forward to meeting potential business owners and helping them discover the incredible opportunities Frankston City could bring them. Come say hi!

Find out more about the expo