



## We're in our Showgirl Era

While Tay Tay dropped her *Life of a Showgirl* album this month, we're over here in the Economic Development Team dropping something just as dazzling - our brand-new animation video! No sequins, no backup dancers... but plenty of local business support sparkle! Check it out below.

You'll also find in this October edition we launch a program just for Entrepreneurs, new workshops and events to attend, opportunities for local food truck operators, some Annual Business Survey results and much more.

As always, this edition explores business events, workforce, local business news and milestones, plus opportunities and resources designed to help your business grow.

So grab a cuppa, sit back, have a read and get ready to help your business thrive.

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](mailto:business@frankston.vic.gov.au).

## **BUSINESS EVENTS**



## The Community Plate

Frankston City businesses are invited to The Community Plate: Gather & Grow – Connecting People, Planting Change event, a collaborative morning dedicated to launching the new Frankston Food Strategy and strengthening our local food system.

Hear from VicHealth and Sustain, leaders in food system innovation, and explore how you can get involved in key local initiatives, from bringing urban agriculture into schools, to expanding community and neighbourhood food projects, and supporting social enterprise and sustainable food business models.

Enjoy morning tea, connect with local changemakers, and be part of a movement working towards a more resilient and sustainable food future. Proudly hosted by the Frankston Social Enterprise & Innovation Hub, supported by VicHealth, and led by The Community Plate.

**Date: Tuesday, 21 October 2025 | 9:30 AM to 12:30 PM**

**Venue: Frankston Social Enterprise & Innovation Hub**

**Cost: FREE**

Get involved

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## [Grow your business the right way.](#)

Join Sam Grigg, Agency Director at Burst, for a free workshop designed to show why your brand is your most important business function for long-term growth. You'll explore the first three stages of the Brand Growth Pathway: Foundations, Alignment and Awareness.

This isn't about chasing quick wins, it's about building a business that lasts for generations. You'll learn how to establish strong brand foundations, create alignment across your team, and attract the right customers.

Perfect for established, service-based businesses with employees, this workshop will help you future-proof your growth.

**Date: Thursday, 30 October 2025 | 5:00 PM to 7:00 PM**

**Venue: Commonfolk Frankston**

**Cost: FREE**

Book now!

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## **FBC AGM & Networking event**

Frankston Business Collective members are invited to attend the Annual General Meeting and November networking night. The event will be a chance to reflect on the year that's been and discover what's ahead for 2026 and beyond.

Following the AGM, stay for an evening of networking — connect with local business owners, meet new faces, and strengthen your place in Frankston's vibrant business community.

Proudly hosted by Grace Professional Services, led by newly appointed FBC Board Director, Sandi Grace.

Tickets: Free for financial members | \$50 for guests.

**Date: Wednesday, 5 November 2025 | AGM: 5:00Pm (Members Only)**

**Networking: 6:00 PM - 7:30 PM (Members & Non-Members)**

**Venue: Grace Professional Services HQ, 1/389 McClelland Drive, Langwarrin**

**Cost: FREE for FBC members | \$50 for non-members**

[Tickets here](#)



## **Business Plan Accelerator Workshops 2025**

Feeling stuck or unsure about your next business move? The Business Plan Accelerator Workshop, delivered by Transcend in collaboration with Frankston City Council, is designed to help small business owners turn big ideas into profitable, sustainable growth. Across two hands-on days, you'll develop a tailored business plan, financial forecasts, and a clear roadmap to attract customers and grow with confidence.

Led by experienced small business advisors, this practical workshop goes beyond templates, giving you the tools, feedback and strategies to take real action.

**Dates:****Thursday, 13 November 2025 | 9:00 AM - 3:30 PM****Friday, 14 November 2025 | 9:00 AM - 3:30 PM****Venue: ASPO Offices, Quest Building, 435 Nepean Hwy, Frankston****Cost: FREE**

[Register now](#)

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## **Launch or Grow your Small Business**

Ready to take your business idea to the next level? Join Asuria for a practical, hands-on workshop designed to help you plan, refine, and grow your small business with confidence. Learn how to identify your target market, understand your competition, manage risks, and make smart decisions about pricing, structure, and marketing.

You'll receive a detailed business plan template and a follow-up 1:1 online session for personalised feedback.

Perfect for aspiring entrepreneurs or small business owners ready to refine their plans.

Spaces are limited so book now and start building your business success story.

**Date: Wednesday, 19 November 2025 | 9:30 AM – 12:30 PM****Venue: Frankston Library Community Room****Cost: FREE**

Book now!

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## Business Excellence Awards

The Frankston Business Collective's Business Excellence Awards are back for 2025! Enjoy a night dedicated to recognising the innovation, resilience, and impact of businesses across Frankston City and the Mornington Peninsula.

On Friday, 21 November 2025, the FBC business community will gather for an evening of celebration, connection, and recognition.

More than just an awards night, this event is an opportunity to:

- Celebrate the innovation, resilience and leadership driving our local economy
- Connect with business leaders, entrepreneurs, and community champions
- Enjoy an evening of entertainment, networking and first-class hospitality in the heart of Frankston.

Nominations have now closed but make sure you secure your tickets to this fantastic event as spots are limited!

**Date: Friday, 21 November 2025 | 6:30 PM - 10:30 PM**

**Venue: Frankston Arts Centre**

**Cost: Member prices see website or \$190 for non-members**

Secure your spot!

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## Nothing Wasted, Business Ideas that pay off

On 8 October, Frankston City Council's Waste Circularity team, in partnership with Circuiti, hosted the Nothing Wasted, Business Ideas that Pay Off event. The night was held at Biersal Brewery in Seaford and brought together local innovators, makers, manufacturers and service providers who are proving that cutting waste, saving money and improving efficiency can grow your business.

There were real-world stories, panel discussions and practical lessons from businesses who've found new ways to stay competitive through resource-efficient approaches plus attendees were able to connect with like-minded business owners, explore "circular" opportunities, and discover fresh ideas to help their businesses thrive.

Thank you to our panelists Ninna Larsen from Reground & Circuiti, Sam Stone from BetterCup, Andrea Dunkey from Roving Refills Frankston and Christine from Rylock Frankston.



## Aspire Program

Want to turn your business waste into a resource? Here's a reminder about the program that helps you make money from your waste.

The ASPIRE program helps you cut waste costs, create new supply chains, and generate income by buying, selling, or trading unwanted materials.

Registration is covered for you; all you need to do is sign up and start trading! ASPIRE connects small businesses (with 20 employees or less) to reuse and recycle items like soil, paper, metals, fabrics, plastics, and more.

It's a simple way to make money from excess materials while supporting other businesses and protecting the environment.

**Tell me more!**

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## [Apprenticeship Services fact sheets](#)

Looking to support local jobseekers, employees, or students exploring apprenticeship opportunities? Available now, the new **Apprenticeship Services Fact Sheets** provide a clear, accessible guide to apprenticeship and traineeship pathways across South-East Melbourne and Peninsula (SEMP) region.

The fact sheets outline local apprenticeship providers and the contracts they deliver, explain the difference between apprenticeships and traineeships, and clarify the roles of Group Training Organisations (GTOs) and Registered Training Organisations (RTOs). They're packed with helpful information to support informed career and hiring decisions.

Available in both printable and interactive digital formats, these resources are ideal for employers, schools, and community partners — helping strengthen local workforce pathways and connect individuals with the right opportunities for their future.

[Find the Apprenticeship Services Fact Sheets here](#)

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## **BUSINESS NEWS**



## [New Entrepreneur Program launch!](#)

Frankston City Council is excited to launch the new **Entrepreneur Program 2025–26**, designed to help local individuals turn great ideas into thriving businesses. Whether you're developing a concept, preparing to launch, or have started within the past year, this program offers tailored training, expert mentoring, and the chance to pitch your business idea to an expert panel. Successful participants may also be eligible for a grant to help start or grow their venture.

There will also be an awards ceremony with successful participants awarded funding to help boost their new business or business idea.

Expressions of Interest open 3 November and close 14 November 2025.

Council will be hosting two information Sessions for those who are interested;

**\* In person:** \*Thursday 23 October, 4–5pm\*

**\* Online:** \*Friday 24 October, 12–1pm\*

Program guidelines will be available on the webpage soon, check your eligibility before applying.

*Pictured: Andy Pater from Smart Yards.*

[Learn more!](#)



## **Local business milestones!**

Our business community is always championing milestones and achievements throughout the city. From new openings and awards to birthdays and anniversaries, Frankston City has a lot to celebrate! Congratulations to the following local businesses on their recent news;

### **\* Freight Companies Australia opens new warehouse:**

Freight Companies Australia has launched Circular Logistics, its first Third Party Logistics Warehouse in Seaford's Hi-Tech Place. Already serving Australian and New Zealand clients, it supports small businesses needing affordable space. The solar-powered warehouse uses electric forklifts and recycles or reuses pallets and packaging to help minimize customers' carbon footprints. Congratulations on your new space guys!

*Pictured: Freight Companies Australia owner Marshall Hughes.*

[Email us with your business' news!](#)





## Celebrating Excellence in Food Safety

Frankston City Council is proud to recognise local businesses that have demonstrated outstanding commitment to food safety through the 2025 Frantastic Food Safety Awards. These awards celebrate businesses that consistently go above and beyond to maintain the highest standards in food handling and hygiene.

The latest award recipients are:

- **Flipboard Café – Frankston**
- **Stir Crazy Kids @ Overport Primary School – Frankston**
- **German Cheesecake Therapy – Seaford**
- **The Invisible Chef – Frankston**
- **Birches ELC Carrum Downs – Carrum Downs**
- **Ceylon Girls Café and Bar – Frankston (pictured)**
- **Peninsula Private Hospital – Langwarrin**
- **Mr Frankie – Frankston South**

View the full 2025 award list on our website Frantastic Food Safety Awards below.

[Read more](#)



## Annual Business Survey results are in!

The results from the 2025 Frankston City Annual Business Survey are in and it was a huge success! With **186 local businesses** participating between 1–19 September, the insights gathered will help Council's Economic Development team shape programs and support that truly reflect your business support needs.

Respondents represented key areas including Frankston, Carrum Downs and Seaford, and top industries such as Retail, Professional Services, Construction, and Manufacturing.

Encouragingly, 52% expect to grow their workforce, with 77% considering employing young people aged 15–24 in the next year.

Businesses also praised Council services with **96%** reporting they were satisfied with direct Economic Development support.

Respondents also requested more business events (30%) and training opportunities (24%), which we look forward to delivering next year.

Thank you to everyone who took part in the survey. If you would like to know more or provide your feedback, get in touch today.

Contact us

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## **Business Grant Policy feedback needed**

### **Why do we need a business grants policy?**

The Business Grants Policy is important to ensure Frankston City Council's business grants program is managed in a consistent, fair and transparent manner. It outlines the principles and procedures that guide decision-making, roles and responsibilities of stakeholders and reporting requirements. This policy aims to ensure continued trust in the program by demonstrating a commitment to integrity and responsible management.

### **How will your feedback be used?**

We invite you to review the new Business Grants Policy and provide feedback that will be used to refine the policy before it is presented to Council for adoption. Business community input will also be used to support implementation of the Policy.

Provide your feedback below by 11.59pm **5 November** 2025.

Have your say

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## RESOURCES & OPPORTUNITIES



### Small Business Bus coming to Frankston

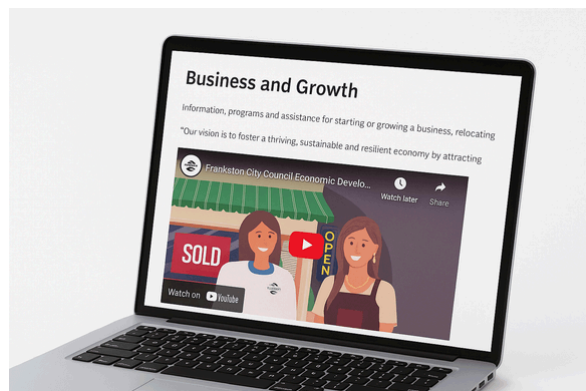
Business Victoria's Small Business Bus is coming to Frankston again!

This free service offers existing business owners or those who wish to start a business, a 45-minute 1:1 session with a mentor to help improve their skills, network and get free advice about their business.

The bus will be located at the Cinema Forecourt, Wells Street, Frankston.

For more information about the bus or to book your session click below.

[Book a spot on the bus](#)



### New video showcasing our support

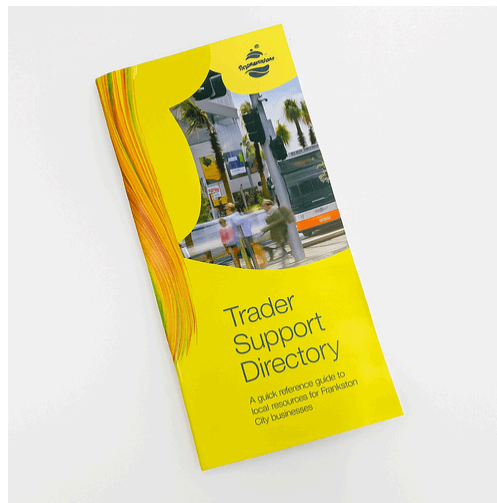
Have you seen our new video on the Business and Growth pages of our website? This short animation showcases how Frankston City Council supports local businesses through a range of Economic Development programs and services, from mentoring and training opportunities to investment attraction and business networking.

Whether you're launching a start-up, expanding your operations, or looking to invest in the region, the video highlights the many ways Council can help your business thrive.

Watch now to see how we're building a stronger, more connected business community.

Check it out

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## Trader Support Directory launched

Council is enlisting the support of local traders in creating a safer, more supportive city centre experience, with the release of a new resource outlining support services available to business owners and their customers. The Trader Support Directory lists emergency services, clarifies enforcement agency roles and responsibilities, and encourages community-based reporting. It is designed to give city centre traders greater confidence in dealing with a range of issues, from graffiti removal to anti-social behaviour. "Our CBD traders play a vital role in shaping the city centre experience for visitors, shoppers and residents. This directory connects them to the support they need to help make our city centre a safer, cleaner and more welcoming place," said Deputy Mayor Conroy.

If you would like a copy of the directory, email [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au).

Download the Trader Support Directory

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## **Frankston's Christmas Festival – Get Involved!**

Frankston's biggest festive celebration returns on **Saturday 29 November 2025**, bringing the community together for the official lighting of the Christmas tree, fireworks, entertainment and the much-loved Christmas street parade. Local businesses are encouraged to get involved by joining the parade, dressing shop windows, hosting a Christmas-themed event or extending trading hours to capture the festive crowd.

You can also share the event on your socials or apply to be a food and beverage vendor, with applications closing tomorrow (Friday 17 October).

[Click here to apply.](#)

Partnership opportunities are available for businesses wanting to enhance their visibility during this major event.

Follow [@FrankstonChristmasFestival](#) for updates.

**Discover more!**

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## **Take advantage of extra foot traffic**

Are you a business close to Kinetic Stadium in Frankston?

The AFLW 2025 season has kicked off with Hawthorn calling Frankston home. Gaining popularity quickly, the games bring thousands of spectators to the area. If you are a hospitality or retail business, why not take advantage of the extra visitors in the area by improving your visibility with facade advertising or lighting, or changing your opening hours to later so patrons can eat out before or after the game.

The next game, Round 12 Hawthorn V North Melbourne, to be held at the Young St, Plowman Place oval will be on Friday 31 October at 7:15pm with gates opening at 5pm for Superkick from 5.15pm.

With Hawthorn sitting third on the ladder, a big crowd is expected.

The game will also be broadcasted on Ch7 with almost 40,000 people expected to tune in.

For more information including future game times, click below.



[Learn more](#)

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## INVESTMENT ATTRACTION

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### Frankston City's missing ingredient

Frankston City is on the brink of a hospitality evolution. With demand for more than 250 new hotel rooms by 2031, the city is fast becoming a destination for both business and leisure travellers. But as accommodation expands, one question stands out — how can Frankston deliver the full visitor experience?

The answer may lie in fine dining. With strong visitor numbers, a thriving café scene, and major redevelopment underway, the time is ripe for investors and hospitality operators to seize new opportunities in premium dining and entertainment.

Discover why now is the moment to invest in Frankston's culinary future. Read the full story at [imaginefrankston.com](https://imaginefrankston.com).

[Read more](#)



but we want to know what's next – and your feedback will help guide future business attraction and investment in the area.

The quick online survey takes just 1–2 minutes to complete and will help us create an even more diverse, exciting, and thriving Frankston City. Every suggestion counts – this is your chance to influence the future of our local economy and community.

**What's next for Frankston City? Have your say.**

