

Community Vision 2040



Acknowledgement of Country

Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City. Council values and recognises local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.

Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions and culture in our community.

Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal cultural heritage of the land.

Our Community Panel

We would like to thank the residents who participated in the Frankston City Community Panel, and who spent many hours working together collaboratively to participate in our deliberative engagement process with great results.

Our community

We would also like to thank the wider community who have had their say to help shape the draft Community Vision 2040. Council appreciates the time taken by our community share their values and aspirations for the future of Frankston City. The Community Vision is a good reminder that we all have the opportunity to significantly improve the future of Frankston City.



The Frankston
City Community
Vision 2040 is
our community's
long-term vision
and aspirations
for the future of
our City.

Introducing our Community Vision

Our Community Vision 2040 was created by our community to articulate its long-term aspirations for the future of our City.

The Community Vision 2040 provides an aspirational description of what our community hopes for the future of our municipality, in terms of its look, feel and liveability. It also captures what our community values most about Frankston City and connects it to our municipality as a place to live, work, study and visit.

The Community Vision 2040 meets the requirements under the Local Government Act 2020 for local councils to have a long-term community vision developed in consultation with the local community to describe its vision for the municipality.

The Community Vision 2040 will help Council, our partners and the broader community with planning and decision making as we progress towards 2040, shaping our City's future into one that the community hopes to see, live and experience.

Our Community Vision 2040 was first created by a representative community panel of residents in 2020 and voiced in their own words. A second community panel was formed in 2024 to review and update the Vision. The members of both panels were chosen to represent the diversity of our community, including different ages, genders, ethnicities, cultures, incomes, religions, disabilities, sexual orientations and suburbs.

The community panels participated in a deliberative engagement process to consider a broad range of information and weigh up the issues in deciding what the community hopes for in terms of social, economic, cultural and environmental aspirations for the future of our municipality. They also considered long-term challenges like equality, environmental impacts and climate change. The reports from these panels were used to form the Community Vision 2040.

Since the first Community Vision 2040 was created, the Gender Equality Act 2020 has

been introduced. As a result of this, a Gender Impact Assessment (GIA) was carried out to guide the engagement process for the review of the Vision in 2024, making sure that the different needs of women, men and gender diverse people were considered. The GIA helped improve the engagement process and create an inclusive environment where people of all gender identities and expressions were valued and respected.

The Community Vision 2040 will be included in Council's strategic planning and reporting framework to make sure that our community's aspirations guide Council's planning and decision making. In particular, the Community Vision will help to shape the key priorities in the four-year Council Plan, which is established at the start of each Council term.



Our Community Vision statement

**As voiced by our community
to shape our City's future...**

Frankston City is a safe, inclusive, and caring community in which to live, work and play.

Our vibrant coastal City is clean, leafy, environmentally responsible, well planned, accessible and innovative for a changing future.

We are proud, engaged and connected.

Our community's aspirations for the future

The Community Vision and aspirations describe what our community wants our municipality to look and feel like in the future for the people that live, work, study and visit here.

Theme 1

Healthy and Inclusive Communities

1

Aspiration for 2040

Frankston City is a place for everyone to feel proud, safe, healthy and supported in wellness. All people are recognised, supported, respected and celebrated. Our green spaces, quality health services, social support, education and community groups are accessible and inclusive. We recognise and respect the heritage and history of our First Nations peoples.



Theme 2

Natural environment

2

Aspiration for 2040

Frankston City is committed to balancing the enjoyment of the environment with robust and sustainable land management. The community is educated on how to care for the environment, and the protection of biodiversity and the health of natural spaces is promoted. Climate change is being actively addressed, and our integrated water systems are future proofed against the challenges of our coastal region. Waste management is transparent and innovative.



Theme 3

Connected places and Economy

3

Aspiration for 2040

Frankston City is a thriving, prosperous, safe place, where people love to live, study, work and visit.

Public spaces provide an extensive range of cultural, artistic and recreational pursuits. Frankston City nurtures and attracts innovation and investment and is known for its diverse educational and business opportunities. It's well connected, with a network of easy to access, progressive and resilient infrastructure.



Theme 4

Council Performance and Leadership

4

Aspiration for 2040

Frankston City Council communicates honestly and transparently with our communities and advocates for people of all abilities and backgrounds. Council is trusted and well governed and uses its resources in an accountable and sustainable manner. Councillors and Council work as a team to prioritise the community's interest through programs of ongoing engagement and use its resources in an accountable and sustainable manner.



Our community

Snapshot of our community in Frankston City,
now and in 2040

2024

145,434 people

6.4%
aged 0 to 4 years

15.2%
aged 12 to 24 years

47.9%
aged 25 to 59 years

21.9%
aged 60 years and over

57,804 households

30.1%
couples with dependent children

24.1%
couples without dependent children

13.1%
one parent households

27.1%
lone person households

2040

160,869 people

6.1%
aged 0 to 4 years

15.0%
aged 12 to 24 years

47.6%
aged 25 to 59 years

23.0%
aged 60 years and over

66,336 households

29.3%
couples with dependent children

23.8%
couples without dependent children

13.1%
one parent households

27.6%
lone person households

Making it happen

The Community Vision 2040 sets the direction for our whole community, inspiring us all to work together to create a future for our City that our community hopes to see, live and experience. Everyone who lives, works, studies or visits Frankston City has an important role to play in achieving this Community Vision.

How Council will bring the Community Vision 2040 to life

Council has a broad range of responsibilities that will play a leading role in helping to achieve the Community Vision 2040 and contribute towards healthy and inclusive communities, sustainable natural environments, connected neighbourhoods and cultural and economic development.

Service delivery

Provide universal services across all life stages to encourage healthy and inclusive communities, including children and family services, sports and recreation and libraries.

Leadership, advocacy and partnerships

Provide strategic leadership for the community through advocacy, decision-making and action, creating opportunities to collaborate with partners to increase effectiveness and strengthen outcomes.

Community building

Build community strength through community development programs, support for community and sporting groups and providing opportunities for community engagement in decision-making.

Planning

Transparent, integrated and long-term planning to guide action and decision-making for Council services and assets, land use and transport.

Place management

Design, maintain and activate public and open spaces, community facilities and essential infrastructure for safe, accessible, welcoming and well-connected neighbourhoods.

Governance and financial management

Provide good governance to ensure that Council spends and invests responsibly and sustainably.

Place making

Attract and support business investment, employment and development. Host arts and cultural programs, public art and major events and festivals to attract visitors and position Frankston City as an arts and culture destination.

Public health and safety

Ensure public health and safety through compliance with local laws and state government regulations, animal management and emergency management.

Environmental sustainability

Protect and enhance the natural environment, coastal areas and waterways. Enable the community to respond to climate change and conserve natural resources. Contribute to the local circular economy through waste and resource management.

Next steps for Council in making it happen

The Community Vision 2040 will link the community's aspirations for the future with Council decision making and action.

The Vision Statement and aspirations in the Community Vision 2040 will guide and influence Council's long-term resourcing strategies and medium-term strategic plans and policies. More specifically, the Community Vision 2040 will be reflected in Council's overarching strategic document, the Council and Wellbeing Plan, which will be developed every four years to provide direction to a range of other strategic documents to guide Council's work.

The Community Vision 2040 will be reviewed by the community every four years to ensure that it continues to reflect the community's aspirations for the future.







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