



# Frankston City Council Economic Scorecard July - September 2025



# Wominjeka

## Welcome to Frankston City

### Acknowledgement

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, and value and recognise 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 and waters where Frankston City Council is situated.

# Introduction

The purpose of this document is to provide an overview of the current structure and recent performance of the Frankston economy.

This scorecard is a tool to monitor the performance of the economy and over time, track outcomes from the City's Economic Development Strategy.

By analysing key indicators of the economy, Council and the community can build a clear understanding of the economic health and progress of the region. This supports Council, current businesses, investors, future businesses, and residents to make informed decisions.

The scorecard has two components —  
Annual snapshot: this data is reviewed and updated on an annual basis. This document includes economic data as at 30 September 2025.

1. Economic overview
2. Workforce, skills and resilience
3. Investment and spending
4. Council's commitment to local businesses

Quarterly Snapshot July - September including:

- Key highlights
- Local business success stories
- Testimonials
- Business Engagement
- Business Concierge Service



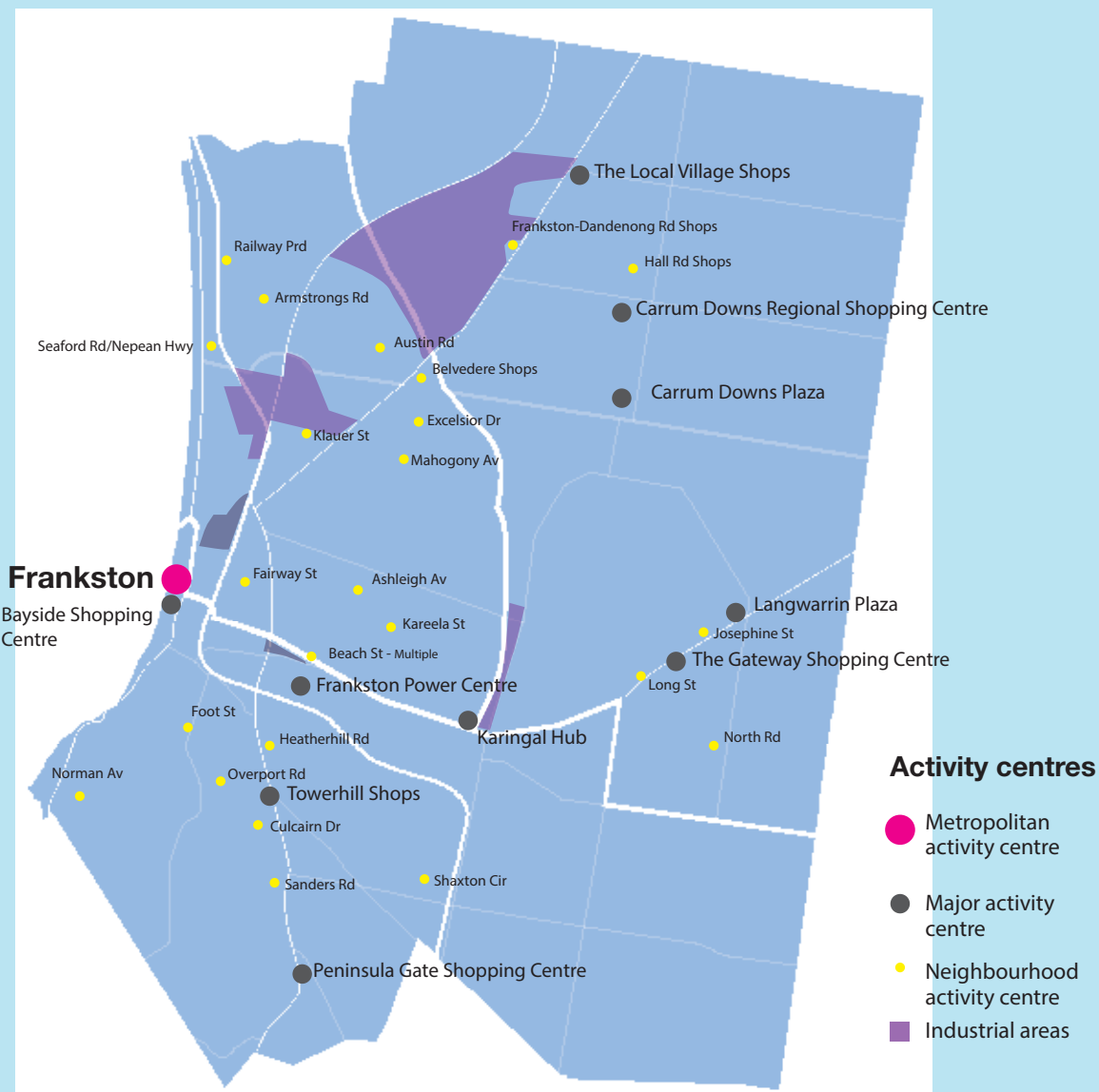


01

# Economic Overview

## Annual Snapshot

as at 30 September 2025



## Frankston's activity centres and industrial areas

Frankston City has 1 Metropolitan activity centre, 10 Major activity centre, 24 Neighbourhood activity centres and 6 Industrial Areas.

The Frankston Metropolitan activity centre is a higher-order centre, as defined by the Victorian Government, that provides a diverse range of jobs, activities and housing. The centre serves the wider region and is well served by public transport.

The Municipality has 10 Major activity centres in the area. A major activity centre is an area that has been defined by the Victorian Government as the preferred hub for services, employment, housing, public transport and social interaction.

Neighbourhood activity centres are local centres that provide access to local goods, services, employment opportunities and serve the needs of the surrounding community. These centres serve smaller, local areas and have an important role in giving people the ability to meet most of their everyday needs within 20 minutes of their home.

The City's industrial areas comprise of 6 distinct precincts which together are a leading source of regional employment growth, economic activity and investment attraction. These include Carrum Downs, Seaford North, Seaford, Frankston, Frankston East and Langwarrin.

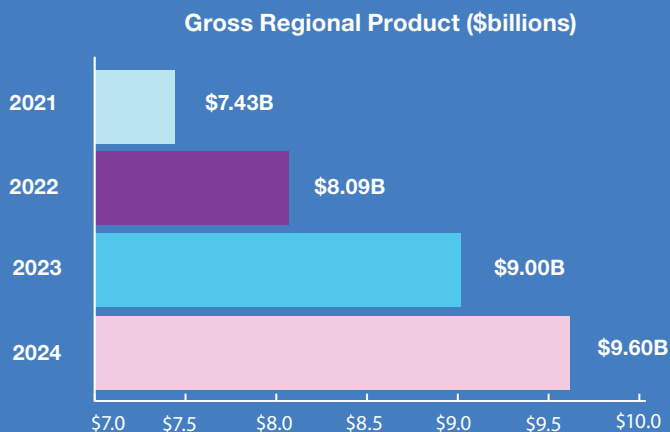
## Growth in the Frankston economy

The Frankston City economy has been growing steadily over recent years, with a significant spike in Gross Regional Product (GRP) between 2021 and 2023 as the economy bounced back from the economic effects of the Covid-19 pandemic.

Frankston City is undergoing a significant period of economic growth, marked by over \$506 million in private investment—highlighting strong confidence in the region and presenting substantial opportunities for both existing and prospective businesses

The top four contributing industries to the City's GRP are health care and social assistance; rental, hiring and real estate; construction; and manufacturing.

### Frankston's Gross Regional Product, 2021–2024



Source: REMPLAN, Release 2 2024  
(published May 2025)

### Top 4 industries

**\$1.47B**

Rental, hiring and real estate services

**\$1.44B**

Health care and social assistance

**\$1.18B**

Construction

**\$658M**

Manufacturing

Source: REMPLAN, Release 2 2024  
(published May 2025)

Industry sector	Gross Value Added (\$M)
Rental, Hiring & Real Estate Services	\$1,472,239
Health Care & Social Assistance	\$1,436,513
Construction	\$1,183.232
Manufacturing	\$657,714
Electricity, Gas, Water & Waste Services	\$610.148
Retail Trade	\$556,725
Education & Training	\$528.161
Professional, Scientific & Technical Services	\$402.969
Public Administration & Safety	\$377.616
Financial & Insurance Services	\$270.507
Wholesale Trade	\$255.227
Transport, Postal & Warehousing	\$229.869
Accommodation & Food Services	\$180.383
Other Services	\$170.086
Administrative & Support Services	\$148.544
Information Media & Telecommunications	\$118.642
Mining	\$69.512
Agriculture, Forestry & Fishing	\$60.542
Arts & Recreation Services	\$59.044

Source: REMPLAN, Release 2 2024  
(published May 2025)

## Businesses and industries

Frankston's businesses and local industries are growing.

There are over 180 businesses in Frankston with turnover greater than \$10m. These are vital economic anchors and export earners for the economy. However, most of the City's business community is comprised of small and medium enterprises which are essential to the growth of the local economy.

Health care and social assistance and Construction continues to be the biggest employer in the region and strong growth in the industry is expected to continue.

15,514

Registered businesses in 2025

\$5.3B

Regional exports in 2025

\$9.6B

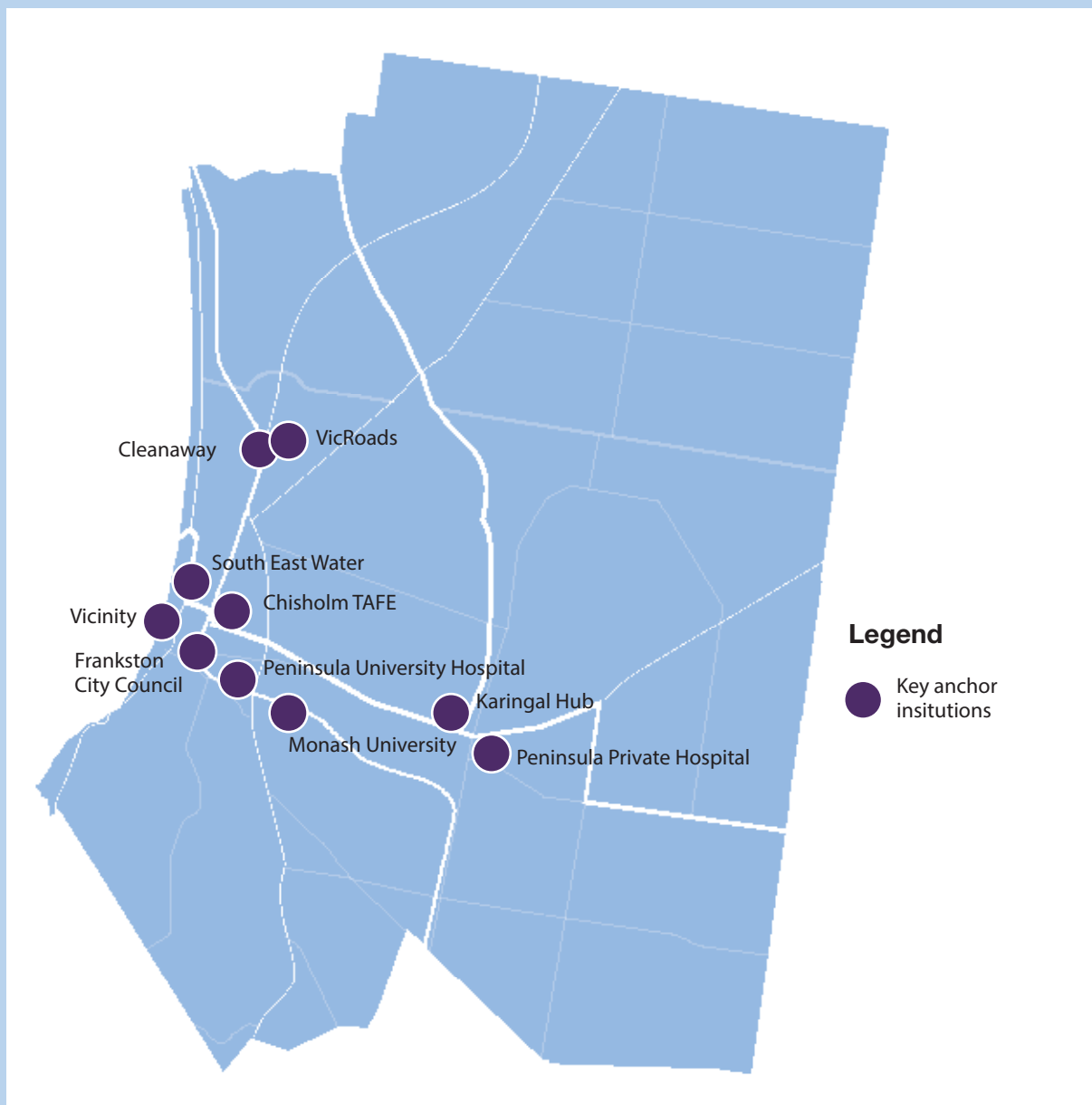
Gross regional product in 2025

Source: REMPLAN, Release 2 2024  
(published May 2025)

Rank	Industry sector	Export value (\$M) Frankston City	Greater Melbourne (\$M)
1.	Manufacturing	\$1,648,576	\$67,615,048
2.	Construction	\$1,357,947	\$30,962,916
3.	Electricity, Gas, Water & Waste Services	\$871,392	\$6,359,607
4.	Health Care & Social Assistance	\$559,865	\$120,948

Source: REMPLAN, Release 2 2024 (published May 2025)

## Frankston's key anchor institutions



Source: SGS Economics and Planning, 2023

## Key anchors

Key anchors are institutions and businesses that have an important presence in Frankston as large-scale employers and purchasers of goods and services.

Key anchors play a vital role in a local economy by providing stability, generating employment opportunities, fostering community development, and attracting investments. They serve as economic pillars, driving growth, supporting other sectors, and creating a sense of place.

Anchor institutions are typically situated and operate in the same locations for long periods of time. Anchor institutions provide stability for smaller local businesses to be attracted to the area and provide goods and services to the institution and its employees.

Anchor institutions can commit to building local wealth in an area through local procurement, investment and workforce.



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# Workforce, skills and resilience

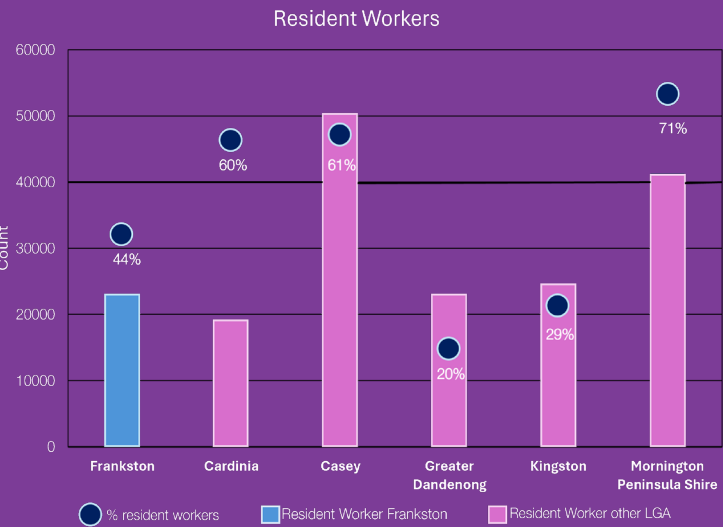
## Annual Snapshot

# Local population, workers and skills

Nearly half of Frankston’s workers find employment within the city. As more people work locally and work from home, more spending is captured locally.

The stock of knowledge, experience and skills in the economy is critical to economic performance. This is often referred to as ‘human capital’. Without a stock of knowledgeable and skilled people, businesses cannot function. An undersupply of skilled labour will impede economic growth and development.

The number and percentage of local residents employed in local jobs



Source: ABS Census, 2021

54,633

Jobs in Frankston City

144,615

Population in 2024

38

Jobs per 100 residents in Frankston City

161,660

Population in 2041

Source: REMPLAN, Release 2 2024 (published May 2025), and ABS Estimated Resident Population 2024

Frankston City resident qualifications compared to Metropolitan Melbourne

Qualification	Frankston	Metropolitan Melbourne
Natural and Physical Sciences	1%	4%
Information Technology	1%	4%
Engineering and Related Technologies	7%	13%
Architecture and Building	4%	5%
Agriculture, Environmental and Related Studies	1%	1%
Health	5%	9%
Education	4%	7%
Management and Commerce	8%	21%
Society and Culture	6%	12%
Creative Arts	2%	4%
Food, Hospitality and Personal Services	3%	5%

Source: ABS Census, 2021



# Unemployment rates

Frankston has an engaged workforce with low unemployment rates in the region.

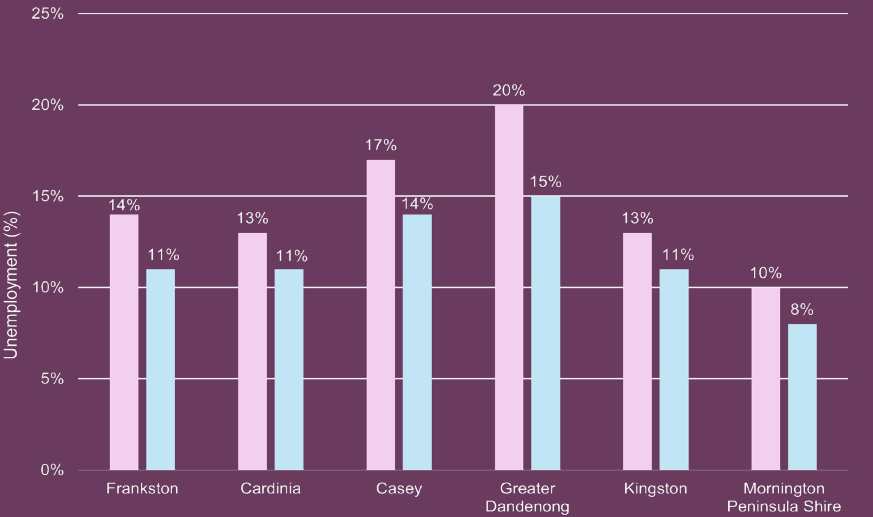
- Since 2022, unemployment in Frankston City has been steadily decreasing from 6.4 per cent to 3.4 per cent in 2024. March 2025, has seen an increase of 2 per cent, currently marking it at 5.4 per cent. A low unemployment rate is a core aim of economic development.
- Female unemployment is just over 4 per cent in Frankston. Compared to Melbourne, Frankston has a low female unemployment rate.
- In Frankston, unemployment for people aged 15-24 has declined since 2016, down 3 percentage points.

## Frankston City's Unemployment Rate compared with neighbouring LGA's

Local Government Area (LGA)	March 2025	March 2024	March 2023	March 2022	March 2021	March 2020
Frankston City	5.4	3.4	3.6	5.1	6.4	6.1
Cardinia	4.0	3.6	4.0	5.8	7.0	6.3
Casey	5.4	4.7	4.6	6.4	8.0	7.0
Greater Dandenong	7.4	6.7	6.6	8.6	10.1	9.6
Kingston	5.1	3.2	4.0	3.7	6.8	4.9
Mornington Peninsula Shire	3.6	2.2	2.4	3.4	4.9	4.1

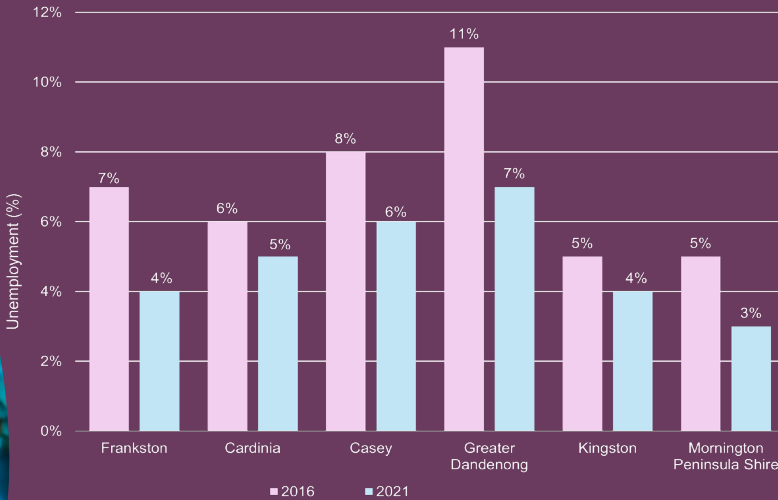
Source: ABS Labour Force and National Skills Commission Small Area Labour Market data, 2025

## Frankston City's Youth (aged 15–24) Unemployment Rate compared with neighbouring LGA's



Source: ABS Census, 2021

## Frankston City's Female Unemployment Rate compared with neighbouring LGA's



Source: ABS Census, 2021

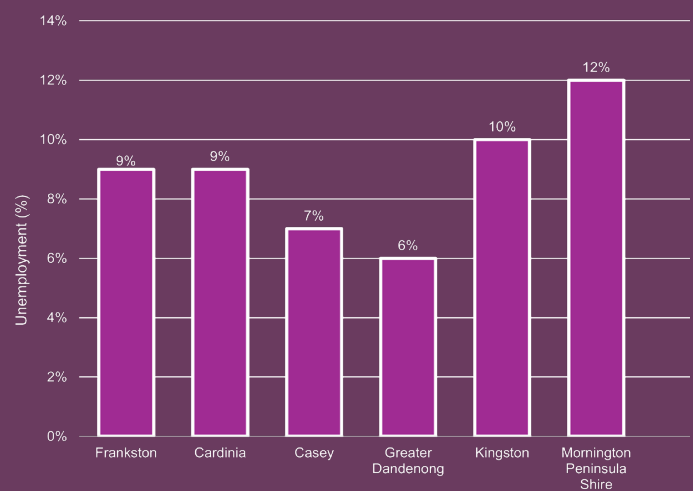
# Economic resilience

Nearly 9 per cent of Frankston’s population is involved in volunteering. Volunteering is a pillar of strength in the community with nearly 12,000 residents making economic and social contributions without financial gain.

Frankston residents are engaged, have a high sense of social inclusion and reasonably high levels of life satisfaction pointing to an engaged local community.

An engaged, local community can play a vital role in fostering economic resilience by creating a supportive environment for businesses, encouraging entrepreneurship, and fostering collaboration among community members. By creating a supportive environment, the community strengthens its economy, adapts to challenges and shocks such as Covid-19, and sustains the wellbeing of its residents.

Percentage of Frankston City residents volunteering compared with neighbouring LGA’s



Source: ABS Census, 2021

83%

of residents’ feel valued by society.

83%

of residents’ feel most people can be trusted.

75%

of residents’ have a high or very high life satisfaction.

Source: Victorian Department of Health, Victorian Population Health Survey, 2020

# Local Business experience with the Economic Development Team

In September 2025, the Economic Development team conducted an Annual Business Survey with local businesses to better understand how Council can help

and support them and the type of services needed by business operators. 186 responses were received.

We asked whether “you have interacted directly with a member from Council’s Economic Development team?”

Yes	22%
No	72%
Not sure	6%

We asked “if yes, how satisfied were you with the service provided by the Economic Development team?”

Very Satisfied	66%
Satisfied	30%
Dissatisfied	2%
Very Dissatisfied	2%

# 03

## Investment and spending

### Annual Snapshot



## Local spending

While there was over \$3.5 billion spent locally in Frankston, over \$1.7 billion was spent by residents outside the local area between August 2024 - July 2025.

Escape spending reduces the circulation of money

within the local economy, resulting in a weakened multiplier effect. On the other hand, escape spending highlights an opportunity to redirect and capture a portion of that spending back into the local economy.

**\$3.54B**

Total local spend

**\$1.73B**

Resident escape spend

**\$1.49B**

Visitor local spend

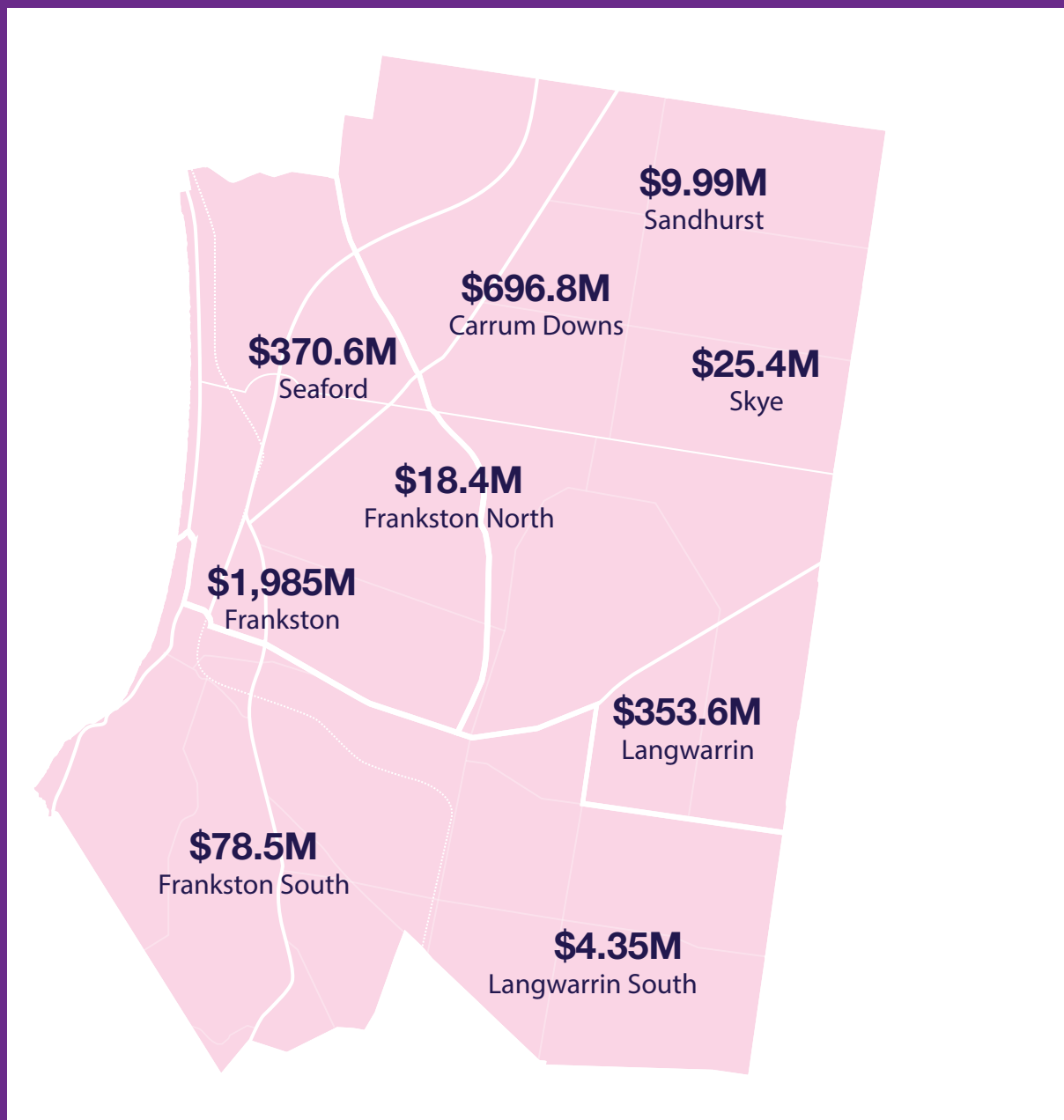
**\$464M**

Total local spend in the  
night-time economy

Source: Spendmap August 2024 - July 2025

## Total local spend by suburb within Frankston City

Of the \$3.54B total local spend, 56 per cent is spent within Frankston, with the remainder distributed across the municipality.



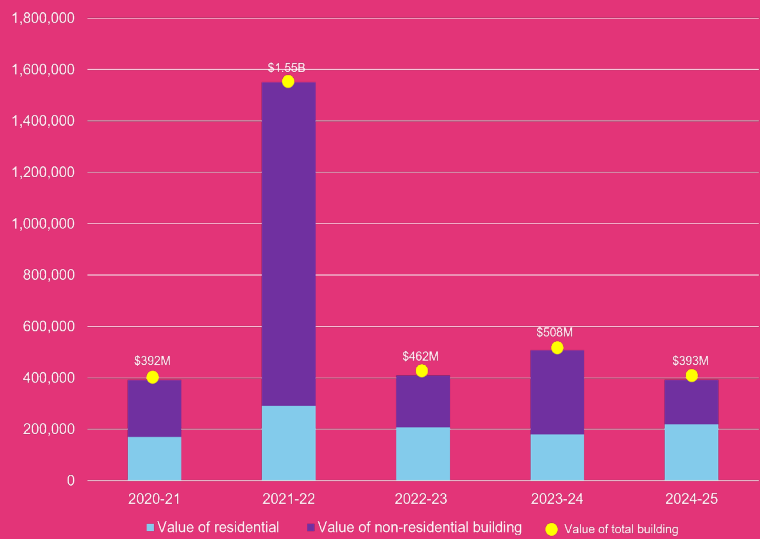
Source: Spendmap August 2024 - July 2025

# Local investment

Building approvals are a measure of construction activity in the economy. Approvals indicate confidence in the business community and residents to invest. The supply of available land is a vital determinant of the level of investment.

The growth of the Frankston region has the backing of Victorian Government investment and projects. Investment from government at different levels shows recognition of the areas value and a commitment to long term growth. Investment and funding acts as catalysts for economic activity

Value of building approvals in Frankston City



Source: ABS Building Approvals, 2025

332

Residential building approvals  
2024–25

\$219M

Value of residential building  
approvals 2024–25

\$174M

Value of non-residential building  
approvals 2024–25

Source: ABS, Building Approvals, (2024-25 data was released 7 August 2025)

## Key State Government investment and project commitments

The Frankston Hospital  
Redevelopment

Kananook Train Maintenance  
Facility Stage 2

Source: Victorian Government Budget, State Capital Program 2025-26

# 04

## Council's commitment to local businesses

July - September 2025



# Key highlights

## 2025-26 Small Business Grants

The 2025–26 Frankston City Small Business Grants program, now in its 14th year, opened Stage 1 applications from 11 to 22 August 2025. A total of 62 applications were received, with 44 meeting the eligibility criteria and progressing to Stage 2, which ran from 4 to 21 September. At the conclusion of Stage 2, 32 complete applications were received and are now ready for assessment by a panel comprising of Council officers and External panel members. The panel will convene in mid-October to finalise their recommendations, with all applicants to be notified of the outcomes following Council endorsement in November 2025.

## Builders and Trades Accelerator Program

The Economic Development Team has launched the four-part Builders and Trades Accelerator Program, with the inaugural session held on 11 September at Cheeky Squire, attracting over 30 local business owners. Delivered by Terence Toh from Building Futures and supported by our Business Concierge, the session focused on strategies to strengthen cash flow and build business confidence.

The next session, scheduled for 16 October, will cover “Attract & Convert”—helping participants secure more desirable clients and projects while efficiently managing their workload. This now sold-out program is designed to support industry business owners in elevating their operations, with each session providing practical tools and insights for sustainable growth.

## Annual Business Survey

Frankston City Council conducted its Annual Business Survey from 1- 19 September, to gather insights from local businesses and better understand the key development opportunities across the region. The survey aimed to ensure that Council’s business programs, services, and support offerings remain relevant and aligned with the evolving needs of the business community. With 186 respondents (147 in 2024), the survey provided a valuable platform for small business owners to share feedback on existing initiatives—such as grants, mentoring programs, and workshops — and to highlight areas for improvement or future focus.

The team will now review the responses and use the feedback to design their 2026-27 Workplan. Thank you to all that participated and congratulations to our 3 prize winners.

## Frankston Business Directory

Council’s local ‘Frankston Business Directory’ continues to grow with 425 local businesses included at the end of the quarter. The Frankston Business Directory is designed to help support, connect and promote local businesses within the Frankston City municipality, the directory is a trusted source for residents and other businesses to find local trades, retailers, services and home-based businesses. For more information visit <https://www.frankston.vic.gov.au/Business-and-Growth/Business-directories/Frankston-City-Business-Directory>

## Business Concierge program

Council’s Business Concierge program provides assistance to aspiring, new and existing business operators to navigate through Council processes. Every quarter the Business Concierge responds to over a hundred enquiries, assisting business owners with relocation support, answering permit enquiries and chasing down Council or government related information, to help businesses. For more information visit <https://www.frankston.vic.gov.au/Business-and-Growth/Starting-or-growing-your-business>

## Career Insights Q&A

Four Secondary School Career Insights Q&A sessions were delivered this quarter at Patterson River Secondary College, David Scott School, Carrum Downs Secondary College and Naranga School. Over 440 Business Management students were given the opportunity to ask local business owners questions about managing a successful business, business challenges and more. If you would like to become a panel member and help inspire the next generation workforce email [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au)

## Expo time!

The Economic Development team participated in several expos this quarter, starting with the Frankston Mornington Peninsula (FMP) Industry and Job Expo on 19 August at Mornington Racecourse, where they connected with over 2,000 senior students and local job seekers to showcase career pathways and employment opportunities.

The team also attended the Frankston Business Collective’s Business Festival, engaging with local businesses and promoting Council’s free support programs, grants, and sustainability initiatives.

To close out August, the team exhibited at the Melbourne Franchising and Start Your Own Business Expo, engaging with 143 attendees and promoting Frankston City’s business opportunities and available commercial properties. These events continue to strengthen Frankston City’s reputation as a leading destination for investment, business growth, and local employment.

## Council’s Investment Attraction program

In this quarter, Council’s Investment Attraction officer made outreach cold approaches to 62 unique potential business operators and responded to 32 unique inquiries and referrals this quarter. 19 businesses were provided with research, solutions and investment opportunities for consideration that matched their unique needs.

If you’re looking to expand, relocate or open a business in Frankston City, the friendly Economic Development team can assist you in finding the perfect location by conducting site sourcing for you. The team will be happy to help you navigate through Council processes and work with you to make your business a success. Email us [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au)

# Local business success stories

## New Commonfolk Frankston opens!

The much-anticipated new cafe from Commonfolk Frankston has opened 8 July 2025 on the corner of Young Street and Playne Street, Frankston (43 Playne Street). They're cafe is delivers quality brews, tasty bites, and seriously good vibes to the fine community of Frankston.

"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 serving coffee and food with a further exciting expansion coming, a much-awaited wine bar.

## Highview Accounting & Financial 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 the Council team, the process was seamless. The incentive helped us create a vibrant, client-focused workspace," Adam shared.

## Exclusive Collections Australia

Exclusive Collections Australia in Carrum Downs celebrated 25 years in July 2025! Specialising in all things AFL & NRL, from jerseys and jumpers, to flags and merchandise, this great little shop in the Carrum Downs Regional Shopping Centre is packed with everything you need to barrack for your beloved team.

## Sporting Globe Bar and Grill

Sporting Globe Bar and Grill Frankston opened on 29 August, with a massive 50 high-definition screens, interactive augmented darts and all the live sports one could want. The popular venue is at the corner of Wells Street and Thompson Street offering a modern, roomy venue with hearty pub-style meals.

## Fukutontei Ramen

In September, Frankston City became home to Fukutontei Ramen, which brings much anticipated authentic Japanese ramen and other mouthwatering dishes for the community. Situated on Wells Street in Bayside's Entertainment precinct near the cinemas, Fukutontei Ramen joins a number of new and exciting eateries.

## Project One Café

A new café has opened on 31 August, at 439 Nepean Highway, bringing specialty Veneziano coffee, gourmet toasties, and fresh baked goods to Frankston. 22-year-old owner Josh Taylor said, "I am local resident, who has always had a passion for coffee... my dream has been to open a cafe and I saw an opportunity in Frankston and believe it could be a prime spot".

## Cash's Awards and Promotion Solutions

Frankston City is proud to highlight this local business that are the makers and creators behind all the AFL and AFLW awards, medals, including the Premiership Cup. In operation since 1939, Cash's Awards and Promotion Solutions are the last of its kind in Australia; a manufacturer that creates everything in-house. Their services extend to Police badges, ANZAC medals and sporting trophies. So next time you see the Premiership cup or Brownlow Medal, have a moment of local pride.

## Cafe La Wheels

In July 2025, Cafe La Wheels in Seaford celebrated 1 year in business! The "American diner" style retro cafe at 34 Hartnett Drive offers pancakes, loaded fried and burgers and is a fully accessible venue providing paid employment opportunities to people living with a disability.

# Testimonials

"Our experience with the Economic Development team has been excellent. The support, responsiveness, and genuine interest in helping local businesses grow have been greatly appreciated, especially for us as a new business to the local area. Communication has been clear and timely, and the team has consistently provided valuable resources and guidance."

**Anonymous - Annual Business Survey respondent**

"I feel that I am heard and seen, and Also encouraged."

**Anonymous - Annual Business Survey respondent**

"The free courses I have attended have been really beneficial especially as a new business owner. There are a lot of things I hadn't considered or had considered but wasn't sure how to implement and these courses have assisted greatly."

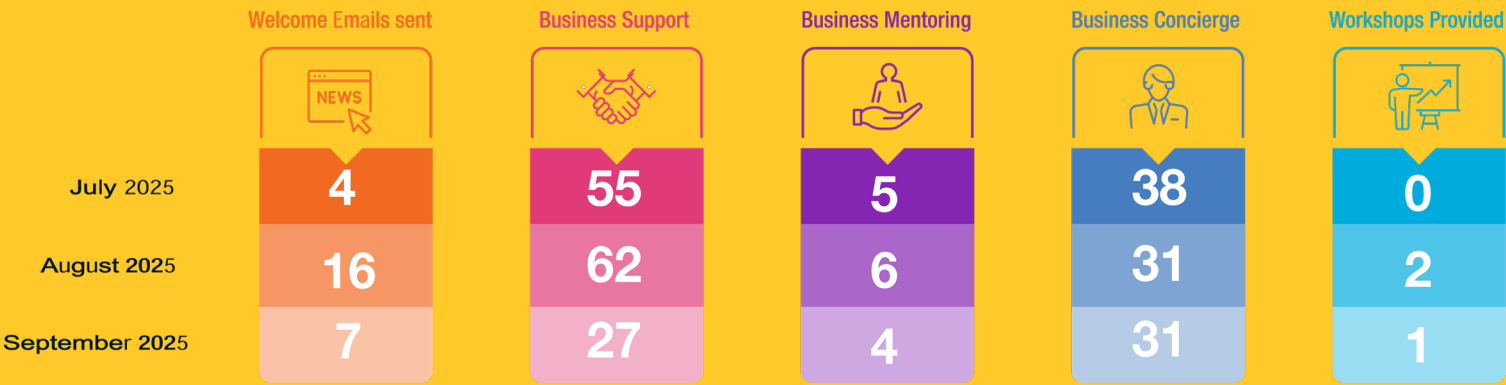
**Anonymous - Annual Business Survey respondent**

Re B2B Grants - "This is a fantastic incentive from the council. It has allowed us to proceed with a project that we would not have otherwise had the funds for." **Anonymous - Annual Business Survey respondent**

"I have always felt very well supported by all the members of the Frankston Council Team. Economic Development Team supported us to do a facade improvement in 2023, and the Outdoor Dining Team have been so wonderful and supportive of our outdoor space and continue to help maintain it regularly. Which is a huge asset to me (as a sole owner) and my business." **Anonymous - Annual Business Survey respondent**

# Business Engagement

Welcome Emails sent:	Number of Welcome Emails sent to new businesses
Business Support:	Number of businesses assisted with workshops, grant assistance, business relocation and more
Business Mentoring:	Number of businesses who signed up for free mentoring and were assigned a mentor
Business Concierge:	Number of Business Concierge requests actioned
Workshops Provided:	Number of Business Workshops provided



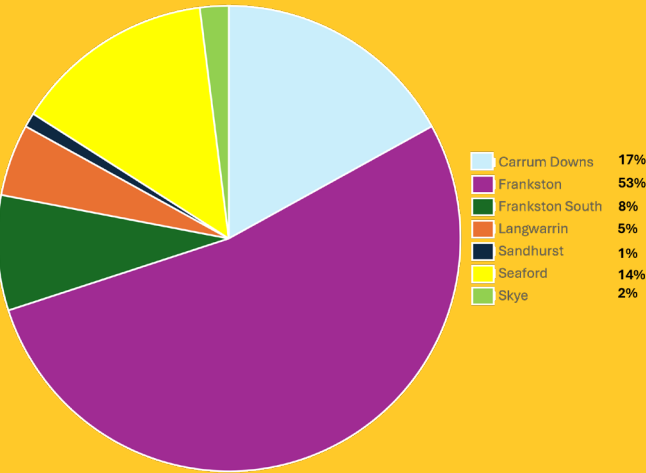
## Business Concierge Service

Our Business Concierge is a free service to help guide businesses to start up, grow or relocate by:

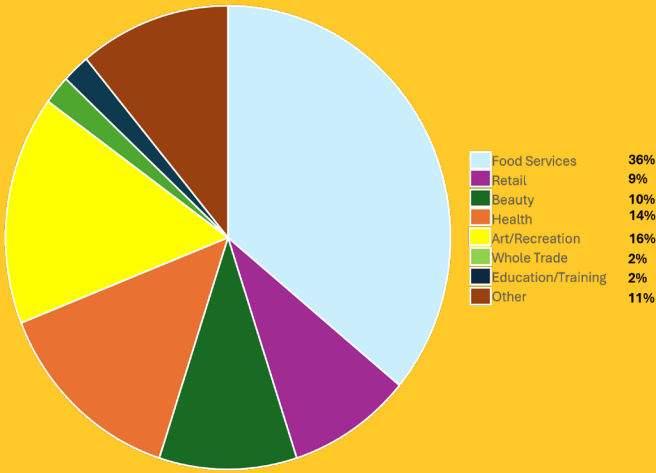
- providing information to help open or expand a business
- helping business operators to understand which permits they need

- help with completing and submitting these applications
- connecting business operators with Council's business mentoring service
- offering advice on other aspects of running a business

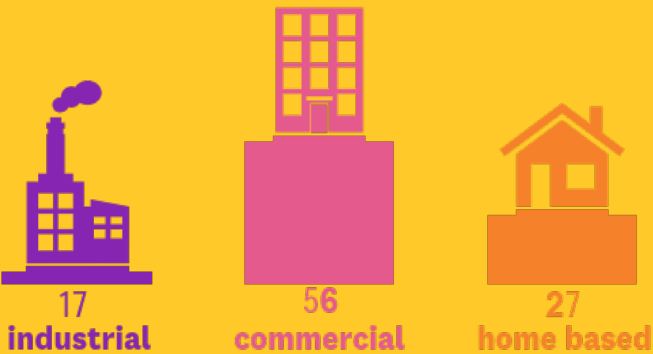
Business Concierge requests by location



Business Concierge requests by industry type



Type of business







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