



June 2022

# ECONOMIC SCORECARD



INVEST  
FRANKSTON  
.COM

# O1

## ECONOMY



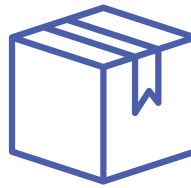
**43,783**

Innovative businesses



**14,074  
BUSINESSES**

Registered for GST



**\$3.029  
BILLION**

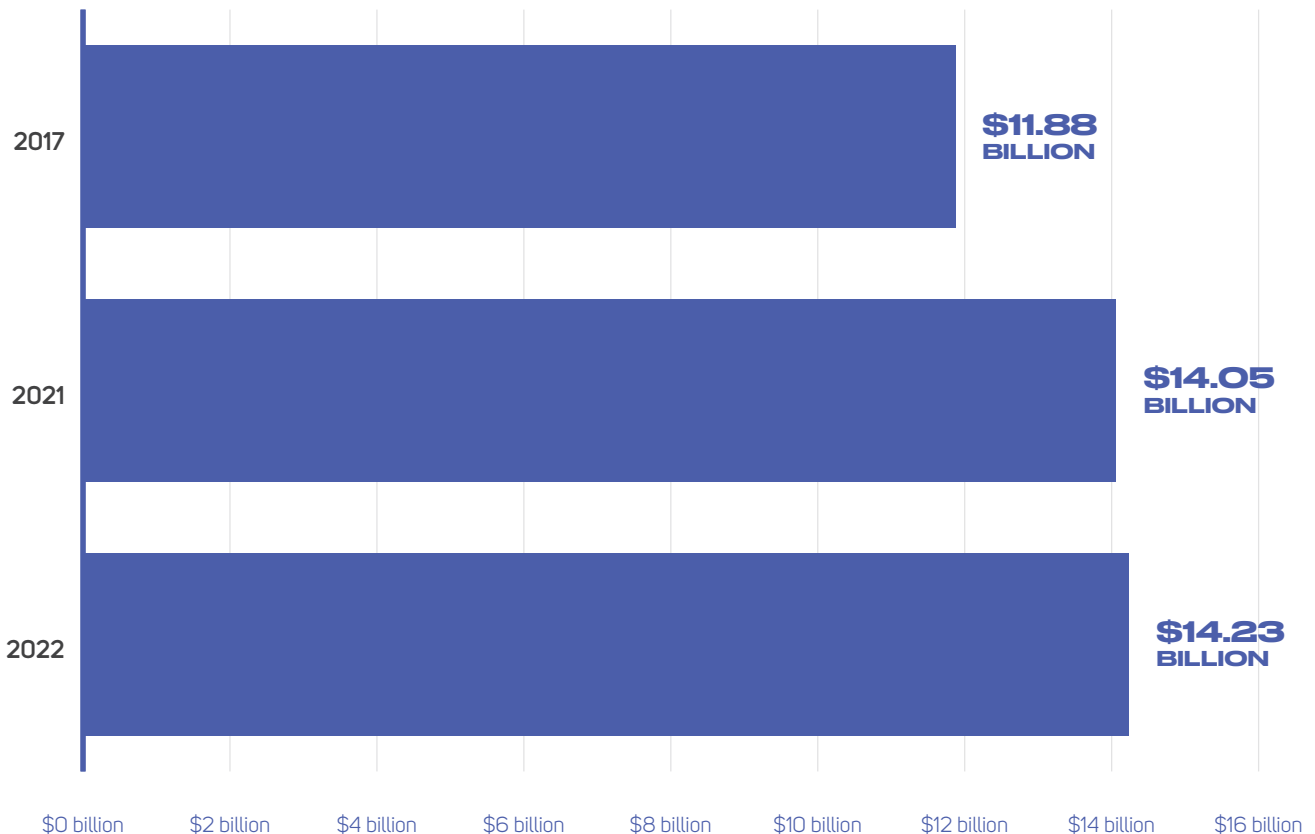
Regional exports, with  
**37.3 per cent** from the  
manufacturing industry\*



**\$14.23  
BILLION**

Economic output\*

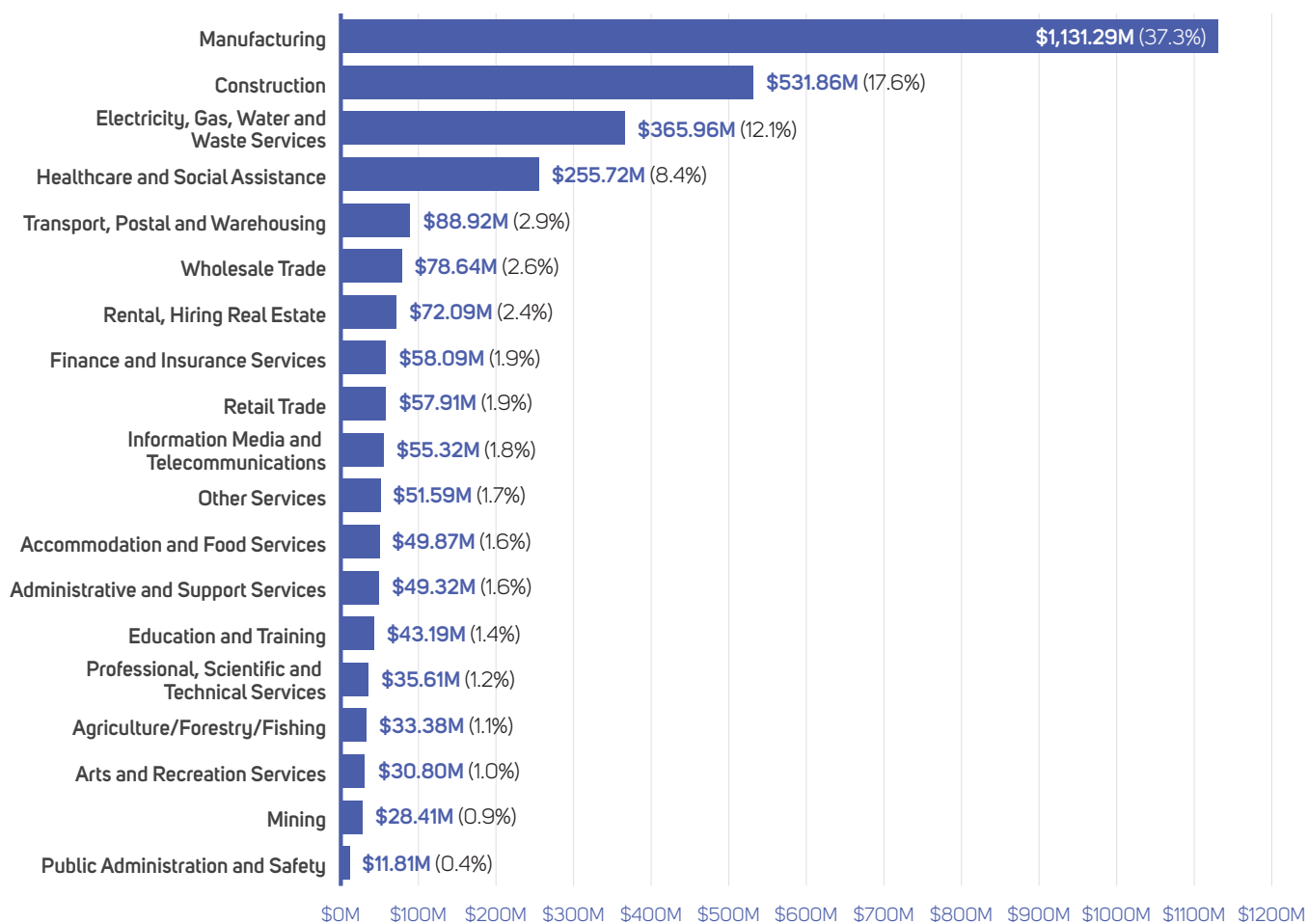
### Frankston City Growth by Economic Output



\* Source: REMPLAN



## Regional Exports by Industry Sector\*



\* Source: REMPLAN Economy

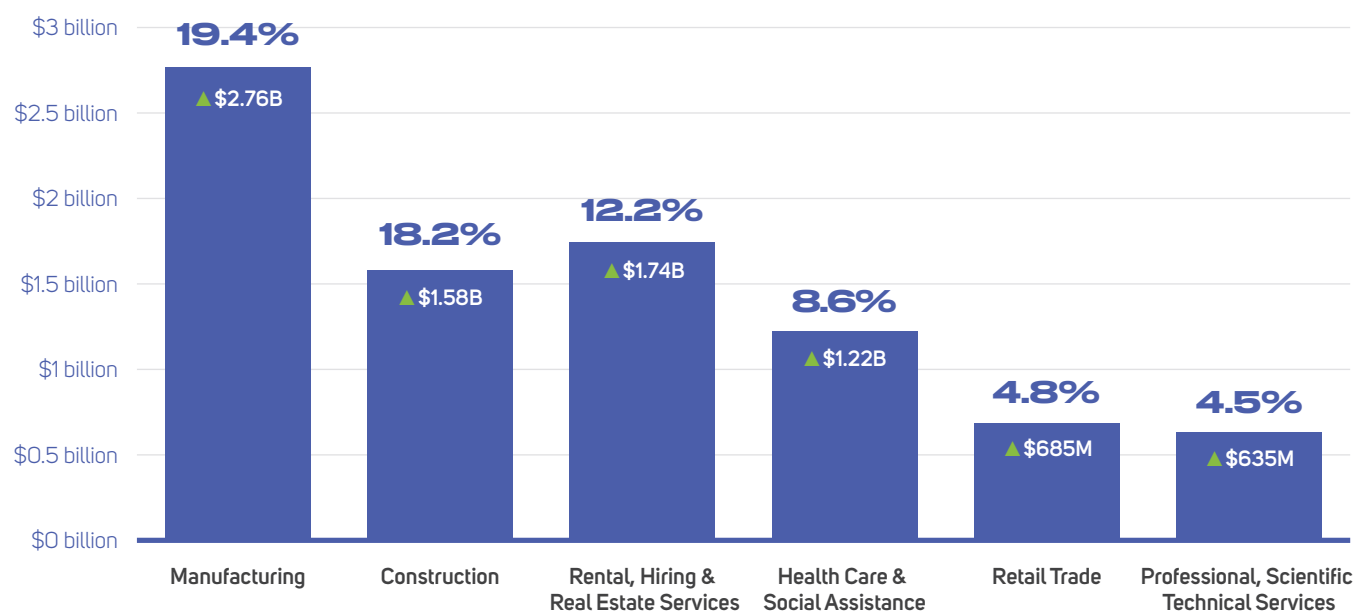
# 02

## INDUSTRY OVERVIEW

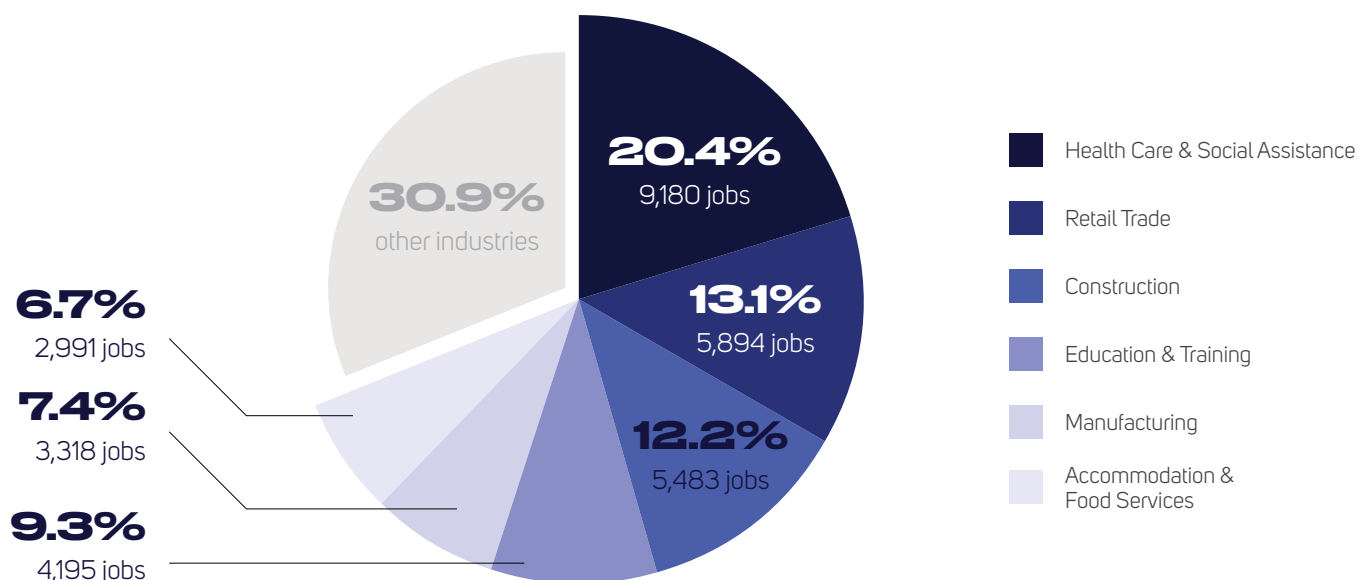
### TOP SIX INDUSTRY SECTORS IN FRANKSTON CITY

#### Ranked by Output

▲ ▼ Increase/decrease in comparison to March 2022 Scorecard



#### Ranked by Employment



# RESIDENT AND VISITOR SPENDING OVERVIEW

## JUL 2021–MAY 2022

### FRANKSTON CITY

▲▼ Increase/decrease in comparison to March 2022 Scorecard

▲ **\$2.943**  
BILLION

Total local spend

▲ **\$1.791**  
BILLION

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



▲ **\$1.152**  
BILLION

Visitor (lives outside Frankston City) local spend

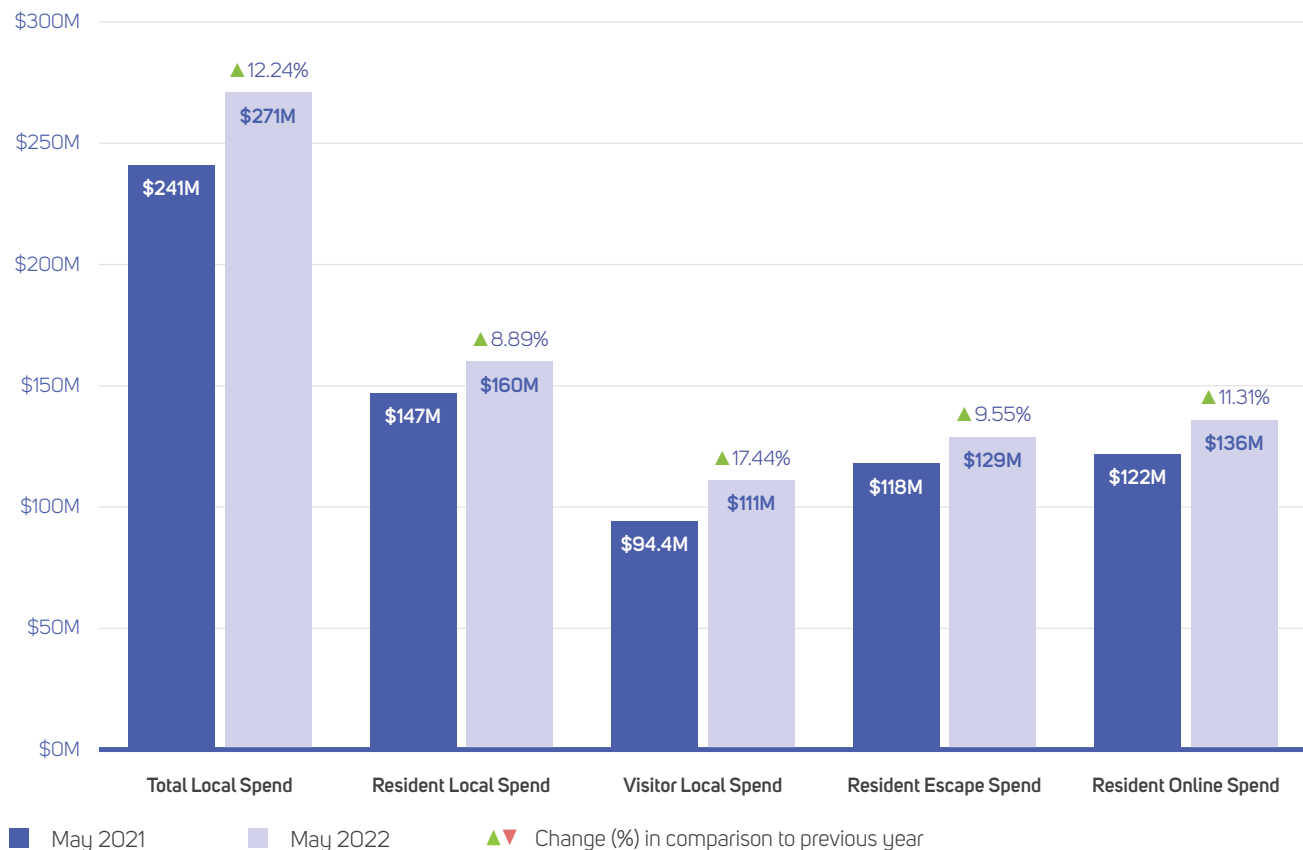
▲ **\$1.352**  
BILLION

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

▲ **\$1.647**  
BILLION

Resident online spend

### Year-on-Year Changes



## 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	\$586.7M	\$163.1M	\$221.6M	\$202M	\$92.51M	\$175.9M	\$220.9M
Frankston	\$1.725B	\$411.2M	\$580.3M	\$733.5M	\$81.49M	\$300.8M	\$398M
Frankston N	\$32.85M	\$8.9M	\$15.95M	\$7.864M	\$61.51M	\$38M	\$51.31M
Frankston S	\$78.03M	\$19.4M	\$20.07M	\$37.87M	\$214.2M	\$264M	\$280.7M
Langwarrin	\$253.1M	\$155M	\$31.02M	\$66.85M	\$213.3M	\$245.7M	\$310.9M
Langwarrin S	\$3.962M	\$41.78K	\$1.265M	\$2.365M	\$11.56M	\$20.71M	\$16.97M
Sandhurst	\$7.054M	\$2.82M	\$485.4K	\$3.451M	\$51.89M	\$84.68M	\$91.18M
Seaford	\$271.6M	\$85.09M	\$86.22M	\$100.2M	\$126.5M	\$169.4M	\$202.8M
Skye	\$22.84M	\$1.805M	\$5.868M	\$14.98M	\$100.2M	\$77.71M	\$95.01M

## NIGHT TIME ECONOMY July 2021–June 2022

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

▲ ▼ Increase/decrease in comparison to March 2022 Scorecard



\* Source: Spendmapp June 2022 update



## Expenditure Category by Volume July 2021–June 2022

Category	Total Local Spend	Resident Local Spend	Visitor Local Spend	Resident Escape Spend	Resident Online Spend
Bulky Goods	\$173.54M	\$100.23M	\$73.30M		\$45.07M
Consumer Staples				\$627.73M	
Department Stores & Clothing	\$276.73M	\$137.51M	\$139.21M		\$118.95M
Dining & Entertainment	\$442.38M	\$260.71M	\$181.67M		\$294.95M
Discretionary Spend				\$559.83M	
Furniture & Other Household Goods	\$69.56M	\$28.85M	\$40.71M		\$44.75M
Grocery Stores & Supermarkets	\$561.51M	\$448.06M	\$114.45M		\$50.00M
Light Industry	\$64.31M	\$26.17M	\$38.14M		\$51.00M
Other	\$24.76M	\$11.28M	\$13.47M		\$132.80M
Personal Services	\$59.57M	\$34.23M	\$25.33M		\$18.20M
Professional Services	\$299.87M	\$148.02M	\$151.85M		\$286.84M
Services & Other				\$189.37M	
Specialised Food Retailing	\$237.61M	\$172.47M	\$65.14M		\$29.18M
Specialised & Luxury Goods	\$343.46M	\$207.31M	\$138.14M		\$313.76M
Trades & Contractors	\$18.65M	\$7.36M	\$11.29M		\$17.99M
Transport	\$373.99M	\$205.95M	\$168.04M		\$121.01M
Travel	\$42.83M	\$23.50M	\$19.32M		\$142.74M



# 04

## WORKFORCE AND SKILLED COMMUNITY



**44,934**  
**JOBS**

in Frankston City



**31 JOBS**  
**PER 100 RESIDENTS**

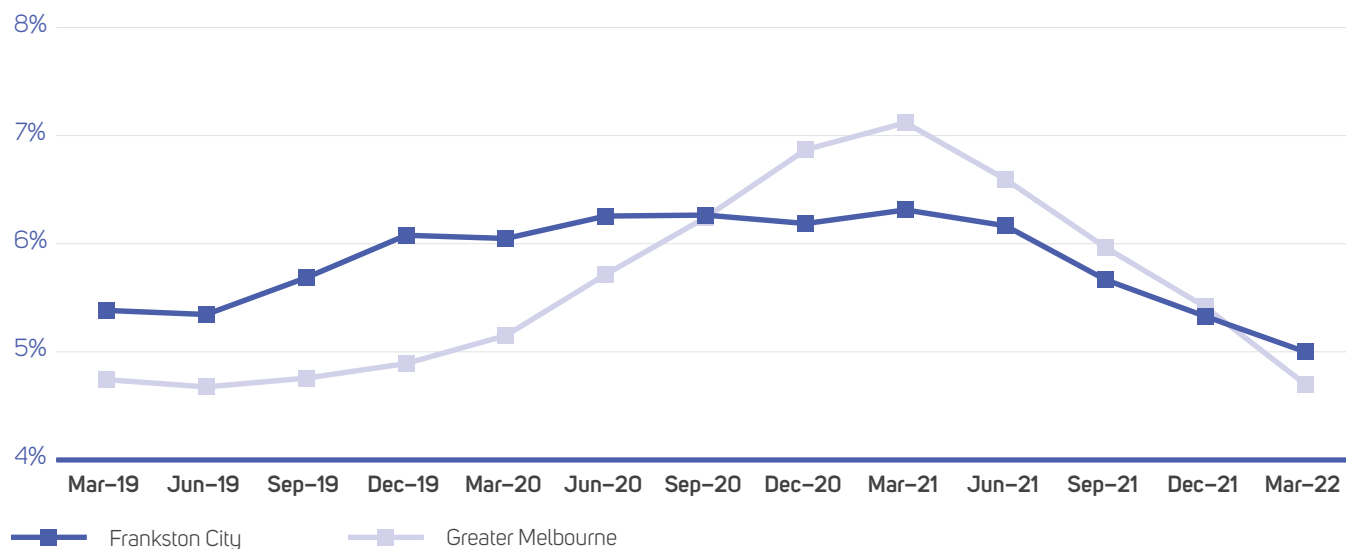
in Frankston



**42 JOBS**  
**PER 100 RESIDENTS**

in Greater Melbourne

### Unemployment Rate Comparison to Greater Melbourne (March 2019–March 2022)\*



### UNEMPLOYMENT RATE



**5.0**  
**PER CENT**  
in Frankston City

**4.7**  
**PER CENT**

Comparison to Greater  
Melbourne

\* Source: Department of Employment – March 2022

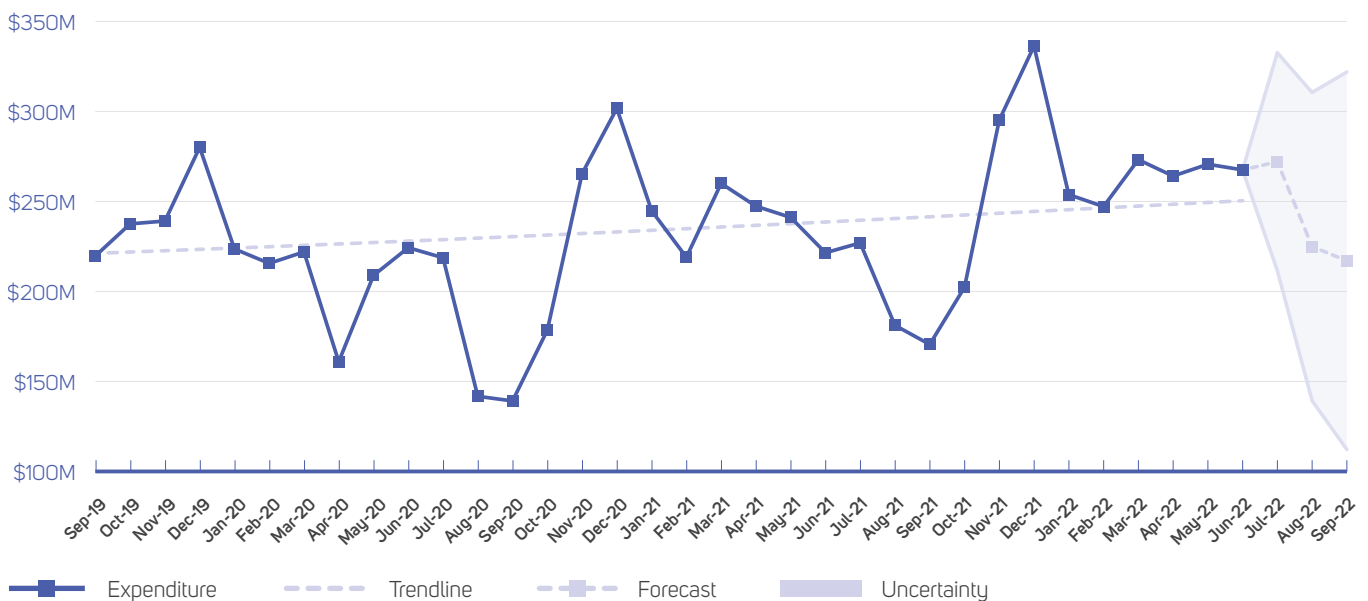


# COVID-19 STATISTICS

## JOBSEEKER\*

Latest Month Figures	December 2021		December 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	5,320	5.7	5,329	5.7	-9
Carrum Downs	828	5.4	812	5.3	+16
Frankston	1,307	8.2	1,384	8.6	-77
Frankston North	1,292	10.4	1,260	10.1	+32
Frankston South	294	2.6	270	2.3	+24
Langwarrin	555	3.3	584	3.4	-29
Seaford	769	6.8	758	6.8	+11
Skye – Sandhurst	275	2.8	261	2.7	+14
Greater Melbourne	139,427	4.0	130,653	3.7	+8,774
Victoria	200,857	4.5	193,591	4.4	+7,266

## Expenditure Graph in Frankston (September 2019–September 2022)\*\*

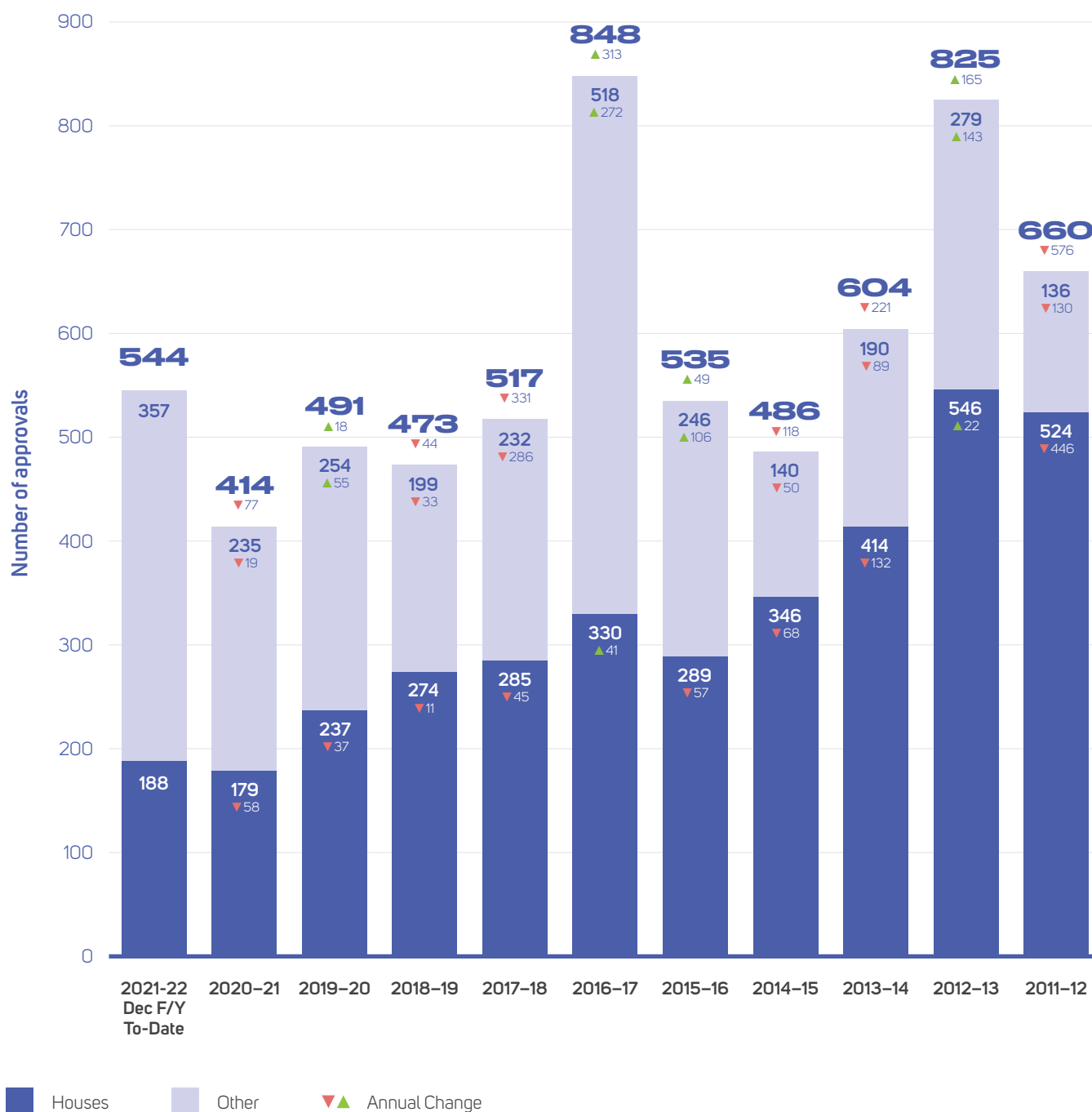


\* **Source:** Department of Social Services – JobSeeker and Youth Allowance recipients – monthly profile via [data.gov.au](https://data.gov.au).  
Compiled and presented by [.id](https://www.informeddecisions.id.au) (informed decisions).

\*\* **Data source:** [spendmapp.com.au](https://spendmapp.com.au)

# INVESTMENT PIPELINE

## BUILDING APPROVALS\*

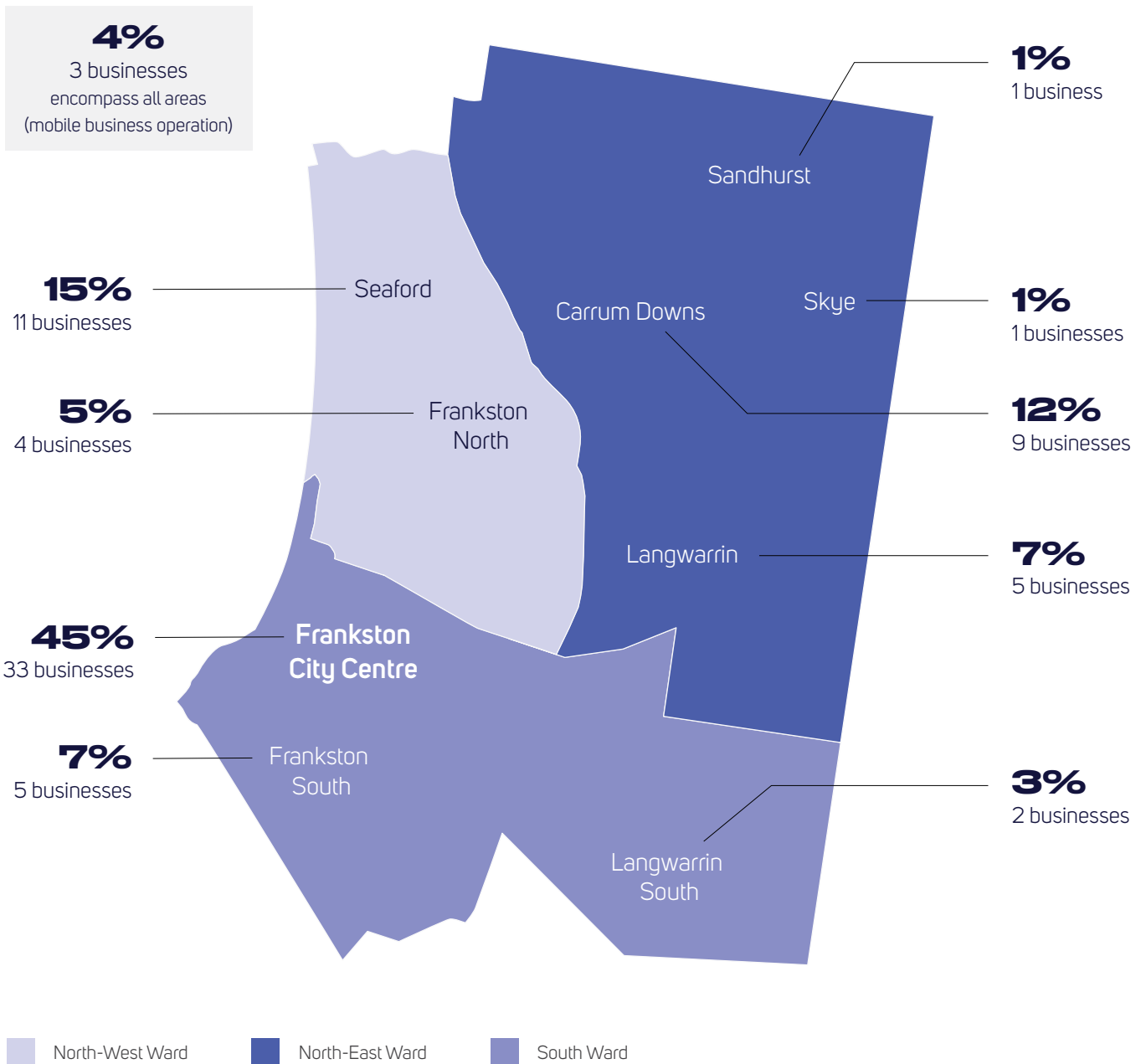


\* Source: Australian Bureau of Statistics, Building Approvals, Australia (8731.0). Compiled and presented in profile.id by [.id](#) (informed decisions)

# BUSINESS CONCIERGE

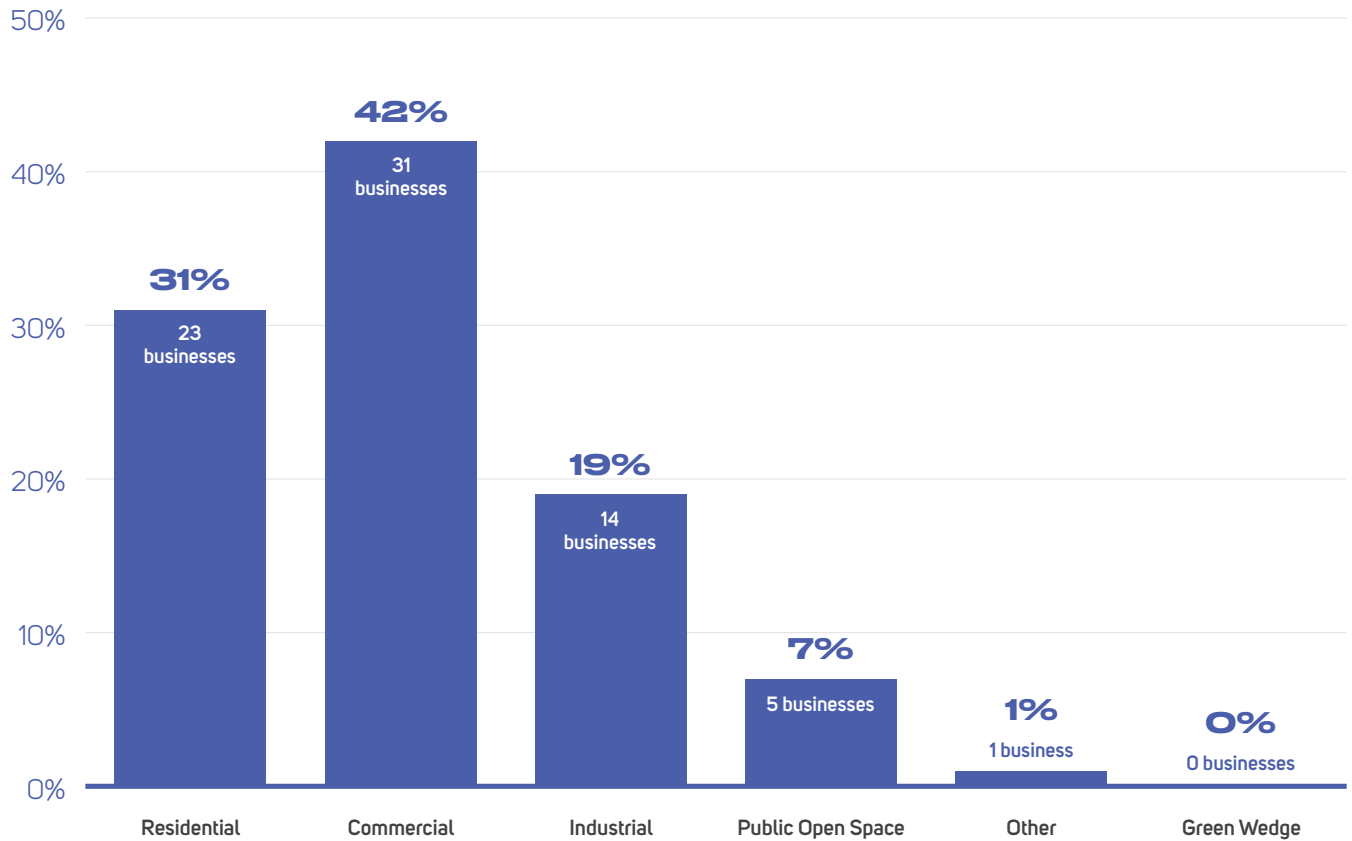
APR 2022–JUN 2022

## PROPERTY LOCATION QUERIES

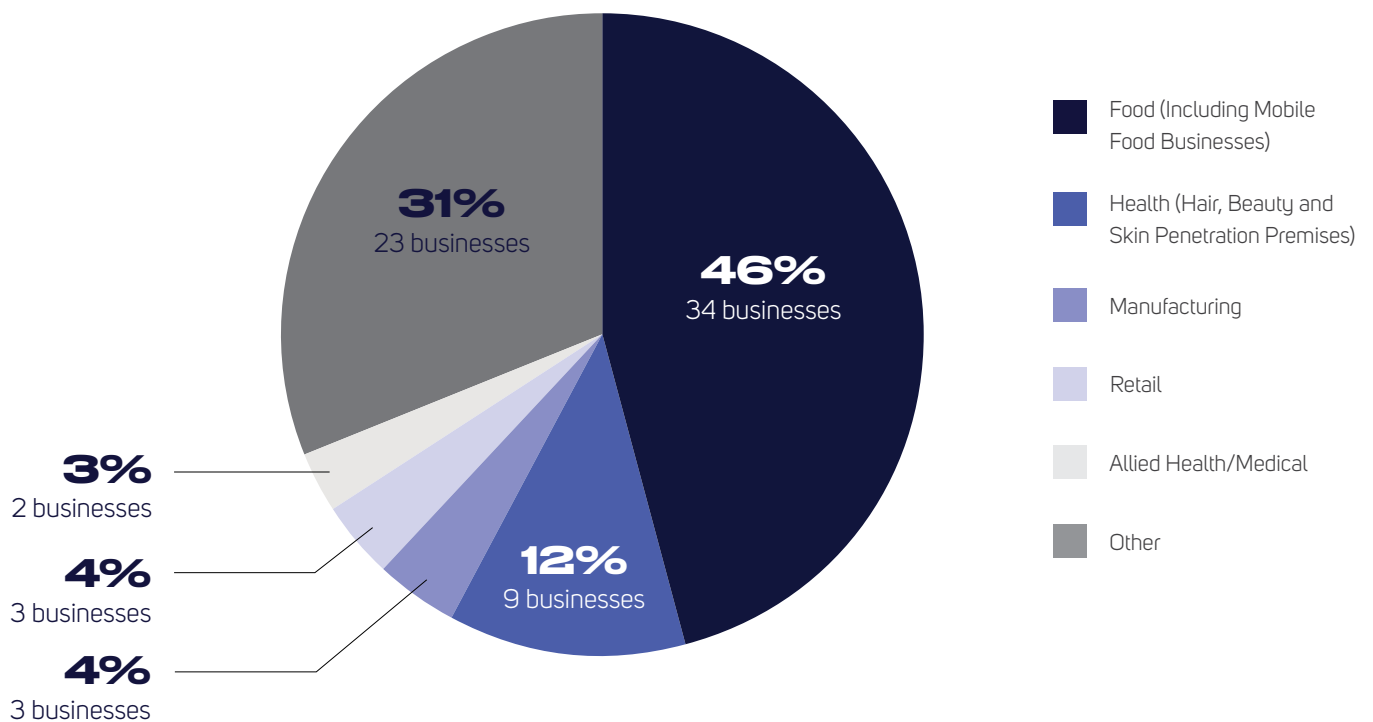




## BUSINESS INDUSTRY



## BUSINESS TYPE (TOP 6 CATEGORIES)



# 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.

The data in this document is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, REMPLAN does not guarantee the accuracy of data nor the conclusions drawn from this information. Any inference or decision to pursue any action in any way related to the figures, data and commentary presented in this data is wholly the responsibility of the party concerned. REMPLAN advises any party to conduct detailed feasibility studies and seek professional advice before proceeding with any such action and accept no responsibility for the consequences of pursuing any such action.

**FRANKSTON  
CITY COUNCIL**

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