



IMAGINE
Frankston



Somewhere you can build a future...with the sand between your toes.

131 km² Metropolitan
Activity Centre

45 mins / 40 kms
to Melbourne CBD

21,000 hectares of
open space

11 kms of pristine coastline

141,000 population reaching
162,000 by 2041

800,000 visitors p.a.

\$18.4b economic
output p.a.

44k+ registered businesses

54.6k local jobs —
YoY decline in unemployment

95.4 per cent employment
rate of local labour force

\$500m approved
private development (2023)

\$1b State and Federal
government investment
(2019–2025)

160+ businesses with
\$10m+ annual turnover

With a vision set firmly
on economic growth
and transformative
development, Frankston
City has a clear view of the
future.

From pinpointing
opportunities for
sustainable development,
to elevating our arts and
culture scene, engaging
our vibrant community,
embracing the quality of
our health and education,
and continuing to develop
our visitor economy.

Prime location and connectivity

Our location is second to none. Commanding ideal **centre-stage** between Melbourne's urban metropolis and the tranquil Mornington Peninsula, we are one of very few **blended bush-bay-cities**, a major drawcard for both sea and tree changers and a popular year-round visitor destination.



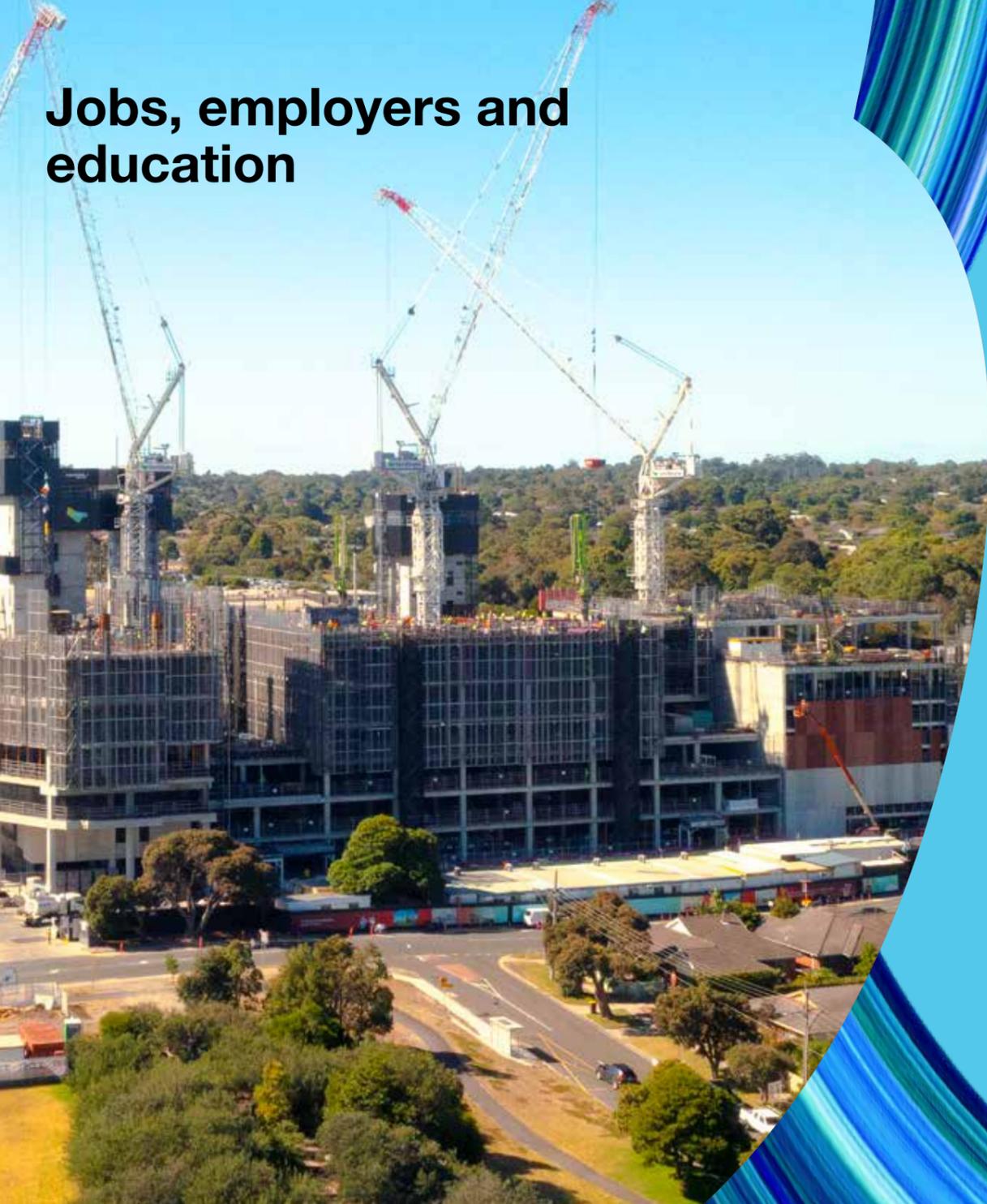
Covering an area of **131 km²**, Frankston City comprises of nine diverse suburbs, 11 kms of pristine coastline, **21,000+** hectares of open space (over 16 per cent of the total land area), and six distinct industrial precincts.

Legend

- Train station
- Railway
- Industrial areas
- Peninsula Health – Frankston Public Hospital
- Monash University Peninsula Campus
- Chisholm Institute
- Vicinity's Bayside Centre
- Karingal Hub
- Frankston Power Centre
- Frankston Business Collective
- South East Water
- Peninsula Aquatic and Recreation Centre (PARC)
- Healthy Futures Hub
- Jubilee Park Stadium
- Frankston Park – Kinetic Stadium



Jobs, employers and education



Healthcare drives high employment for key workers

Over the past decade, Frankston City has transformed into a key location for industry-leading health providers.

Now our largest industry sector, healthcare and social assistance, employs over **11,000 people** (since 2021) and adds **\$1.08 billion** into our economy.

With the major **\$1 billion** redevelopment of Peninsula Health' Frankston Hospital, this sector continues to rapidly expand and presents a range of opportunities for primary and allied health businesses to more specialised services.

With staff, visitors and patients working and travelling to Frankston City a clear focus is on the importance of key worker accommodation and connectivity to Frankston's Metropolitan Activity Centre.

First class education, research and training

Not many areas in Melbourne can boast a leading research hospital, university and TAFE.

A **global top 50 university**, Monash University's Peninsula Campus hosts thousands of students each day plus has residential facilities for local and international students.

It's location across from the Frankston Hospital has cemented it is a key destination for students in numerous health fields, including nursing, occupational therapy and paramedicine.

Recently, Peninsula Health, Frankston Hospital and Monash University Peninsula Campus have formed a Centre of Excellence for Alcohol and Other Drugs, which is gaining an international reputation for its research.

Chisholm Institute's Frankston Campus is centrally located within reach of Frankston Station and Frankston's bustling city centre and services over **12,000 students** enrolled in more than **131 TAFE courses**.

The campus recently completed a major \$75 million Stage 1 Redevelopment, with \$64 million redeployment now confirmed for Stage 2, which will provide a significantly greater number of courses and university pathways.



Frankston City
is experiencing
unprecedented
change and
growth
right now...



With the State Government designating Frankston City a vital Metropolitan Activity Centre — the highest order, signifying an area slated for growth — we can confidently expect to see further **record-level investment** in transformative works from the Federal, State and local governments.

A clear view of the future

The stunning 79-dwelling luxury residential apartment complex Horizon Frankston presents a new era for Frankston. Overwhelming **local demand** drove **100% off-the-plan sales**, with a long waiting list of interest.

High-end 6 star resort-style facilities and services complement affordable family dwellings and plans for more social housing in Frankston City.

A home for everyone

As one of very few genuine blended Bush-Bay-Cities, our unique landscapes, vibrant activity centres and distinctive neighbourhoods make Frankston City a great place to live. Our housing is beautifully diverse with luxurious beach-side homes, modern city centre apartments, bush blocks and new urban areas.

We are rapidly growing. Over the next 15 years, our population is expected to increase by an additional 20,000 people, which means we will need up to 9,000 new homes. Council is preparing its draft *Frankston City Housing Strategy* which will ensure adequate land supply that is needed to

facilitate the development of a range of housing types, identify key housing growth / change locations, rezone land and enhance the integrity of our neighbourhood characteristics.

Frankston City Council's Frankston Metropolitan Activity Centre Structure Plan is a framework for land uses, building heights, building setbacks and a number of design requirements - providing certainty for developers looking to invest in Frankston's city centre. Demand for city centre living is expected to be significant, creating a positive domino effect for local businesses and the local economy.



A thriving economy

44k+ businesses.
54,633 jobs.
18.4b dollar
economic output
per annum.

With a **flourishing economy**, agile business community, booming industrial sector and unprecedented consumer demand, Frankston City is rife with opportunity.

160+ businesses with greater than **\$10 million** annual turnover

95.4 per cent local labour force in part, full time or casual **employment**, which exceeds the Greater Melbourne average

\$500 million private development approved in 2023

\$1 billion State and Federal governments investment since 2019

\$8 billion Gross Regional Product



A mecca for retail and hospitality

Big-name brands, dynamic mid-sized ventures and bold, agile start-ups all jumping on board to capitalise on Frankston City's growth, profitability and commercial success.

You're in good company

- > **21** neighbourhood shopping areas
- > **Three** major retail centres, Bayside Centre, Power Centre, Karingal Hub
- > **265,000 sq.m** of retail space and combined parking for **7,500** across three major retail centres
- > A customer base of **141,000+** residents and **800,000+** visitors per year
- > A city centre with **82,000 sq.m** of retail space — next to a stunning waterfront



The main attraction

A popular year-round visitor destination with one of the most flourishing events and hospitality scenes in Victoria. Our distinctly unique and authentic event-experiences spark creativity, captivate imaginations, and challenge perceptions.

**A city by the sea,
that never sleeps!**



**800,000 visitors per
year. 29 festivals
year round. 79
event venues.**

An arts and culture gem

160k Frankston
Arts Centre visitors
per year. 80+ street
art murals. 40+
public sculptures.



The one thing you first notice about Frankston City is the colour, shapes and vitality of the **street murals** and **sculptures** which make up the fabric of the landscape. As bold, creative and authentic as the people and streetscapes in which they inhabit.

Meanwhile the Frankston Arts Centre is one of the largest metropolitan **arts venues** in Australia, hosting the likes of Opera Australia, the Sydney Dance Co, Melbourne Symphony Orchestra and Melbourne International Comedy Roadshow.

Imagine your future. Today.

IMAGINE *Frankston*



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Acknowledgement to 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, 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.