

# Community Vision 2040





### **Acknowledgement of Country**

Frankston City Council respectfully acknowledges that we are situated on the traditional land of the Boon Wurrung and Bunurong in this special place now known by its European name, Frankston. We recognise the contribution of all Aboriginal and Torres Strait Islander people to our community in the past, present and into the future.

### **Our Community Panel**

We would like to thank the 46 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 had their say to help shape the Community Vision 2040. Nearly 500 community members took the time to participate in our engagement activities during 'lock down' in Victoria. We appreciate you taking the time during this extraordinary time to share your values, priorities and aspirations for the future of Frankston City. The Community Vision 2040 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.



**Cr Kris Bolam**  
Mayor, Frankston City

Every facility we build, every program and service we deliver, and every decision we make is about ensuring Frankston City is a better place for our community to live.

## Mayor's foreword

To make sure we're hitting the mark, we've worked in partnership with our community to develop the Frankston City Community Vision 2040, which captures the essence of what our residents value most, and articulates how they see their city's future, in terms of its look, feel and liveability.

The new Local Government Act 2020 requires that all local councils develop a long-term Community Vision, and this important guiding document will make sure that our community's priorities are always considered in Council's strategic planning and decision making.

Most importantly, the Vision will be used to inform the development of our Council Plan, which describes Council's strategic objectives, ways to achieve the objectives, indicators for measuring progress and the resources required to implement the plan over the next four years.

In developing the Vision, every effort was made to ensure that our diverse population was represented. This means for example, children, young people, community groups and those who might identify with feeling vulnerable or disaffected, can have confidence perspectives close to their own have been captured.

The consultation included a dedicated Community Panel of 46 independently-selected local residents of all ages, gender, local area and backgrounds. The panel was appointed through an independent process

and used methodology to ensure that the panel accurately represents the diversity of our community. The result was a panel that was gender balanced and involved six members under the age of 24 years, six members who stated that they had a disability, two members who identified as Aboriginal and Torres Strait Islander and eight members from culturally and linguistically diverse backgrounds. The consultation also reached nearly 500 residents through online surveys, workshops and telephone conversations.

It emerged that our community wants our City to be renowned for its strong identity – to be the place on the bay to learn, live, work and play in a vibrant and socially supportive community.

It is inspirational to see the connection people feel to the natural attributes of their home environment. The Vision recognises also the pride in identity that comes through the lens of First Nations Peoples heritage and culture.

Our community has told us they value the coastline, foreshore and beaches, open space and protection of biodiversity, which is reflected in the Vision; with a central aspiration of building a greener and more environmentally sustainable City that embeds climate action as a priority.

The consultation confirmed that residents want a vibrant lifestyle and to have social connections and

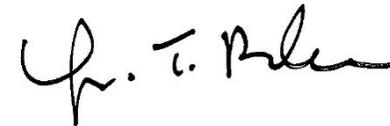
feel safe with easy access to sport and recreation opportunities. These are significant factors in our community feeling positive about the years ahead.

In response, the Vision emphasises the importance of health, social support and education in building the City's future.

Through our Community Engagement Policy, the Council aims to become more effective in responding to and anticipating community needs – and the creation of Frankston City Community Vision 2040 is a terrific example of this.

The Frankston Community Vision 2040 is a significant document, which has the potential to impact positively on the future, and I encourage you to continue reading to find out how.

If you would like to be involved in future community engagement initiatives to help shape your community's future, please express your interest by emailing [engagement@frankston.vic.gov.au](mailto:engagement@frankston.vic.gov.au)



**Cr Kris Bolam**

Mayor, Frankston City

## Introducing our Community Vision 2040

Our Community Vision 2040 was developed 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 wants for the future of our municipality, in terms of its look, feel and liveability. It also captures what our community most values about Frankston City and connects it to our municipality as a place to live, work, study and visit.

Having a Community Vision 2040 will help Council, our partners and the broader community with planning and decision making over the next 20 years, shaping our City's future into one that the community wants to see, live and experience.

Our Community Vision 2040 was created by a representative community panel of residents, and is voiced in their own words. To achieve this, the panel participated in a deliberative engagement process to consider a broad range of information and weigh up the issues in determining the community's

social, economic, cultural and environmental aspirations for the future of our municipality. They also considered long-term issues such as equity, environmental impacts and climate change. A community panel report was produced from this process and used to form the Community Vision 2040.

The Community Vision 2040 meets the requirements under the *Local Government Act 2020* for local council's to have a long-term community vision developed in consultation with the local community that articulates its vision for the municipality, using deliberative engagement practices.

The Community Vision 2040 will form part of Council's strategic planning and reporting framework to ensure it incorporates a long-term view of the community's desired future into strategic planning and decision making. In particular, the Community Vision will help to shape the strategic priorities and directions in the four-year Council Plan to be established at the start of each Council term.

**Our Community Vision**

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

Frankston City 2040 is the place on the bay to learn, live, work and play in a vibrant, safe and culturally inclusive community. Our City is clean, green and environmentally responsible.

## 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.



**1**

**Theme 1**

### Healthy families and communities

Empowering everyone to improve their health and wellbeing through access to green space, quality health services, social supports, education and opportunities to be physically active.



**2**

**Theme 2**

### Vibrant and inclusive communities

The community is proud of First Nations Peoples heritage and culture, and promotes a sense of pride and belonging for the local Aboriginal and Torres Strait Islander community. Frankston City is known as a cultural hub with a thriving arts community, embracing diversity and promoting wellbeing.



**3**

**Theme 3**

### Natural environment and climate action

Frankston City is green and sustainable, and a leader in sustainable industry and development. Both Council and community are committed to protecting and enhancing the environment and actively addressing climate change.



#### Theme 4

## Connected places and spaces

Frankston City is a well-connected and safe community with a unique identity, recognised for its vibrant City Centre that capitalises on its natural assets and heritage. Frankston City is the place that people want to visit, study, work and live in.



#### Theme 5

## Industry, employment and education

Frankston City nurtures and attracts innovation and investment and is known for its education and business opportunities, including renewable energy, technology, hospitality, health and tourism.



#### Theme 6

## Advocacy, governance and innovation

Frankston City Council puts innovation and inclusion at the heart of all that it does, engaging with all of the community and advocating for people of all abilities and backgrounds. Council will be well governed and use its resources in an accountable and sustainable manner.



Theme 1  
**Healthy families  
and communities**

**Aspiration  
for 2040**

Empowering everyone to improve their health and wellbeing through access to green space, quality health services, social supports, education and opportunities to be physically active.

## Key priorities for our community

What our community said is important to make it happen for 2040

1.1	Families with young children will be provided health and childhood development education to support long-term health and wellbeing.	1.6	Establish a 'direct point of contact' referral service within Council to health and wellbeing services for vulnerable people.		
1.2	Youth events and activities are well promoted to meet diverse community needs.	1.7	Advocate for high quality healthcare and appropriate accommodation for our aging population.	1.12	Fresh healthy food is available for all, through: <ul style="list-style-type: none"><li>a. partnerships with local supermarkets to incentivise fresh and healthy food purchases;</li><li>b. support for growing and sharing of backyard produce; and</li><li>c. promoting the availability of healthy food choices in Council and community settings.</li></ul>
1.3	People experiencing homelessness, family violence, mental illness, social isolation, gambling harm and other vulnerable groups will be supported through advocacy, referrals and high quality service provision.	1.8	Council will partner with community groups, services and other organisations to create and promote affordable activities and programs to encourage residents to be connected.	1.13	Council, local organisations and the community work together to create shared facilities that are accessible and culturally safe to strengthen community connections, irrespective of interest and age.
1.4	Council to play an active role in the prevention of family violence through community education.	1.9	Healthy living is promoted in festivals and events run by Council.		
1.5	Council will advocate for mental health support for whole families and people supporting a loved one with mental illness.	1.10	Frankston City is a smoke-free city.		
		1.11	Fitness equipment in parks and sporting facilities are available in all local areas for people of all ages and abilities to enjoy good health and wellbeing.		



## Role of Council in making it happen

Council plays an important role in the health and wellbeing of families and communities in Frankston City. Taking a primary prevention approach to health, Council will work as a direct service provider and partner in the provision of universal services, infrastructure, programs and open spaces to enhance community wellbeing, now and into the future.

The health and wellbeing of our community will be supported through Council's community health services, including in-home and community care, maternal and child health, immunisations and parent education. Our families will be supported through Council's provision of kindergarten facilities and registrations, playgroups, childcare and work to continuously improve access to these universal services. Council's support for young people will be provided through youth services, programs and events.

Our community will be encouraged to be healthy and active through access to open green space, play spaces, shared paths and recreation facilities like ovals

and sporting club pavilions. Over the next 20 years, Council will continue to maintain and improve our open spaces and infrastructure to meet the changing needs of the community so that everyone is able to enjoy the important health and wellbeing benefits they provide.

Moving forwards, campaigns and partnerships to reduce harms and the risk of poor health will be vital for community wellbeing. Council will develop and support strategies, initiatives and partnerships with the community, community organisations and government to help prevent such harms, including those relating to family violence, gambling, smoking and alcohol and other drugs.



Theme 2

## Vibrant and inclusive communities

**Aspiration  
for 2040**

The community is proud of First Nations Peoples heritage and culture, and promotes a sense of pride and belonging for the local Aboriginal and Torres Strait Islander community. Frankston City is known as a cultural hub with a thriving arts community, embracing diversity and promoting wellbeing.

## Key priorities for our community

What our community said is important to make it happen for 2040

2.1

Partner with the Bunurong Land Council and Traditional Owners to provide greater access to information about First Nations history and cultural heritage around the municipality.

2.2

Aboriginal and Torres Strait Islander history, places and culture is understood, respected and celebrated in our public spaces through artwork, signage and storytelling.

2.3

Create and promote an Indigenous walking trail to highlight the cultural significance of places, plants and animals.

2.4

Different cultures are highlighted and celebrated through dedicated events and public space activation.

2.5

Nurturing creativity, enhancing our City's arts facilities and growing our arts community to make us unique within our region.

2.6

Council will support for our diverse community to be involved in the creative arts and feel welcomed to attend the Frankston Arts Centre.

2.7

Frankston City is known for its thriving events and festivals that celebrate the cultural diversity and lifestyles of the community, and highlights shared values and community connection.

2.8

Frankston City to host a new festival that showcases the best of what the City offers as the "gateway" to one of Victoria's most visited regions.

2.9

Activate the foreshore with temporary markets focused on local produce and products, art, craft and talent from the Peninsula.

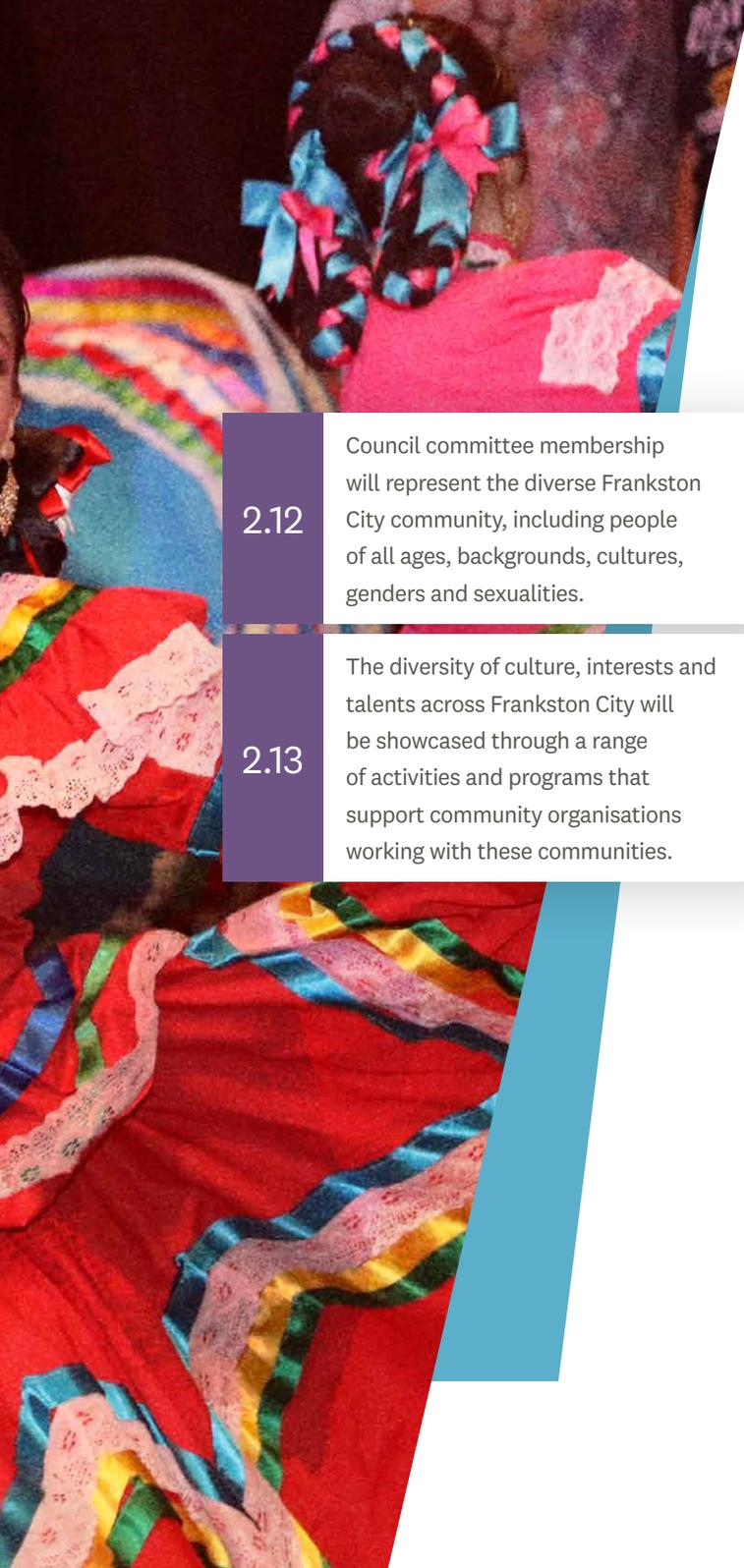
2.10

The community will have access to multi-purpose infrastructure to support flexible events and programs in public spaces and sporting ovals throughout the municipality.

2.11

Council will ensure that universal design principals are applied to infrastructure and public spaces across the municipality, enabling people with disabilities to enjoy greater access and participation.





## Role of Council in making it happen

2.12

Council committee membership will represent the diverse Frankston City community, including people of all ages, backgrounds, cultures, genders and sexualities.

2.13

The diversity of culture, interests and talents across Frankston City will be showcased through a range of activities and programs that support community organisations working with these communities.

Vibrant and inclusive communities are socially connected and welcoming places where people feel accepted, engaged and able to participate in community life. Council engages a diverse range of people into programs that promote social connection and inclusion, including positive ageing activities, playgroups, school holiday activities, arts programs and a broad range of programs at libraries, community centres and neighbourhood houses. Council also supports and delivers community events that encourage social connection and community pride, such as Neighbour Day, Harmony Day, NAIDOC and Reconciliation Weeks.

Vibrant and inclusive communities are also associated with a thriving arts and culture sector, and a love for learning. Council provides a range of arts and library facilities to deliver engaging artistic programs, events and opportunities to enrich lives. This includes the Frankston Arts Centre, one of the largest outer metropolitan arts venues in Australia, and Cube 37, a high demand community access gallery and arts hub. This is provided alongside a dynamic sculpture trail, a lively street art scene and a colourful festivals and major events program. Council also provides a range of library facilities, including outreach services in community centres.

Council is committed to principles of access, inclusion and cultural safety to ensure that everyone has the same opportunities to participate in community life. Through its Disability Action Plan, Council will continue to reduce and remove barriers experienced by people with a disability. Through its Reconciliation Action Plan, Council will partner with the Aboriginal and Torres Strait Islander community and Traditional Custodians on its reconciliation journey to build relationships, respect and opportunities.

Council also works to provide and maintain accessible and inclusive community infrastructure that takes the needs of all into account, including residents with a disability, older people and families with young children as well as culturally and socially diverse community members.



Theme 3

## Natural environment and climate action

**Aspiration  
for 2040**

Frankston City is green and sustainable, and a leader in sustainable industry and development. Both Council and community are committed to protecting and enhancing the environment and actively addressing climate change.

## Key priorities for our community

What our community said is important to make it happen for 2040



3.1

Commitment to greening Frankston City through native tree planting to double our tree canopy by 2040, creating annual targets and working with landowners and community organisations to achieve these targets.

3.2

Council will increase and enhance open green space to ensure it remains accessible by the community.

3.3

To protect our native vegetation and biodiversity, Council will support the community to eradicate weeds and invasive plant species on private property through education and community programs.

3.4

Embedding Aboriginal and Torres Strait Islander culture across the City to connect the community to the environmental practices of these Elders.

3.5

Council will work with the community to reach a zero carbon footprint on all Council and community buildings by 2040, with a commitment to publishing performance statistics.

3.6

Council, government, business and the community will work together to lead the way on climate change adaptation, encouraging the use of clean, renewable energy to reduce greenhouse gas emissions and protect against sea level rise.

3.7

Programs and education to assist the Frankston City community to achieve carbon neutrality by 2040.

3.8

Council will work with developers to ensure they use sustainable design principles.

3.9

Council will create more green spaces in urban areas and Frankston's city centre to increase visitation and outdoor dining, including investigating options for the greening of housing estates, Wells Street and Oliver's Hill car park.

3.10

Council will deliver programs that support the community to avoid and reduce waste, reuse, recycle and correctly dispose of household rubbish and compost.

3.11

Council will support programs that encourage local businesses to use, and customers to request, responsible sourced compostable packaging.

3.12

Council will work with partners to encourage programs to sustainably maintain and clean our streetscapes, preventing litter and street waste from entering into the waterways and to manage dumped hard rubbish and graffiti removal.



## Role of Council in making it happen

- 3.13** Installing green compost bins in public parks for dog poo.
- 3.14** Council will advocate to State Government to stop untreated water to entering the bay by 2040.
- 3.15** Programs to increase water efficiency and reliance on recycled water, reducing reliance on potable water, including use of storm and wastewater in public buildings and spaces.
- 3.16** Hold further engagement about a proposed safe boat harbor at Oliver's Hill with all interested stakeholders.

Council is a leader in the environmental management of our City, working with our partners, Traditional Custodians and the community towards a green and sustainable future. In this role, Council will maintain, protect and enhance our open green spaces, coastal areas and waterways to ensure that the community can continue to enjoy our City's unique and highly valued natural environment.

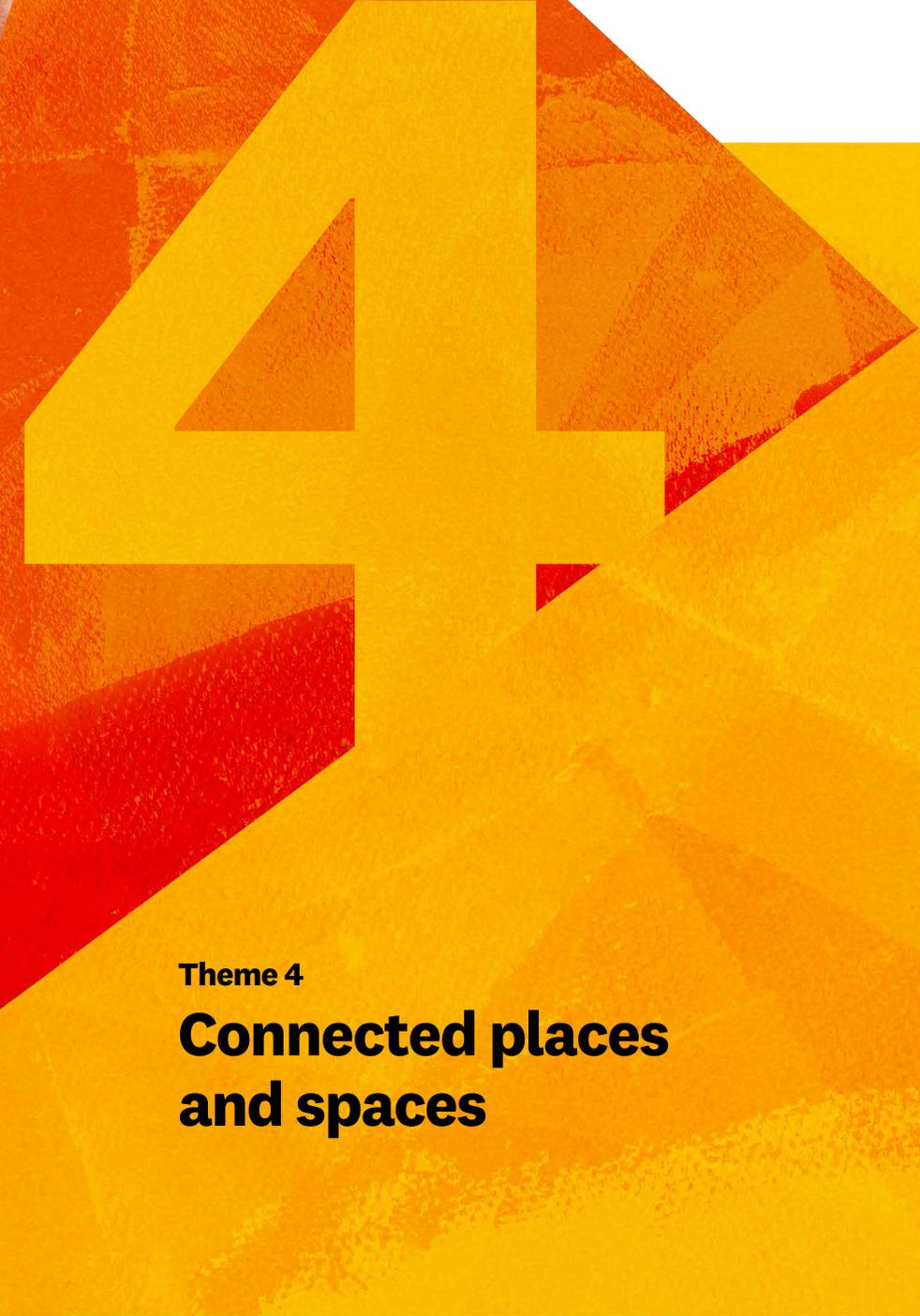
Living in a green and sustainable environment by 2040 will be dependent on how we plan and build our City and through the success of our actions. Council will adopt a range of environmental policies, strategies and community education programs with the aim of protecting and sustaining our natural and built environment, avoiding and reducing greenhouse gas emissions, sustainably managing our natural resources and increasing our resilience to climate change.

Like all major cities around the world, we recognise that our environmental impact does not stop at our municipal boundaries. Everyone will be encouraged

to live more sustainably and connect with nature to reduce their impacts on the environment, both within and outside of our City, enjoying the benefits to our physical and mental health and participating in conservation programs. Council will continue to take a collaborative approach to improving the connectivity of our natural environment and enhancing biodiversity for the benefit of our wildlife, flora and future generations.

Importantly, one of Council's core responsibilities is providing waste collection, recycling and disposal services. Looking forward to 2040, Council will explore new innovative circular solutions and education programs to further increase diversion from landfill.

Council is committed to addressing climate change and is working towards a zero net emissions target for its operations by 2025. Having declared a climate emergency recognising the urgent need for climate action, Council will develop a Climate Change Strategy to forge the path ahead for climate action by Council, our partners and the community.



Theme 4

## Connected places and spaces

**Aspiration  
for 2040**

Frankston City is a well-connected and safe community with a unique identity, recognised for its vibrant City Centre that capitalises on its natural assets and heritage. Frankston City is the place that people want to visit, study, work and live in.

## Key priorities for our community

What our community said is important to make it happen for 2040

4.1

Create a clear identity for Frankston City that gives people a reason to visit and spend locally, including building on outdoor dining, shopping precincts that connect people, investing in our natural assets and attractive design of the built form.

4.2

Create vibrant neighbourhood shopping areas with greenery, street art and pop-up cafes with the idea to create spaces that bring people together and can be easily adaptable to change.

4.3

Council will involve the community to be more involved in public space projects and strategic decisions.

4.4

Council will advocate for improved public transport and create well connected and safe walking and cycling shared paths with commuter bike storage facilities to promote recreation and active transport, and reduce reliance on cars.

4.5

Improve access between Frankston's city centre and Frankston Waterfront to link our key assets together, by working with property owners to redesign infrastructure, bringing 'the City to the beach' with accessible views and entertainment for those of all ages.

4.6

Council will improve and promote pedestrian and cycling connections to the beach from outside of the Frankston's city centre to encourage walking and cycling.

4.7

Develop safe attractive pedestrian connections between key public spaces, including a pedestrian bridge over Nepean Highway.

4.8

Creation of pedestrian-only areas with outdoor dining and entertainment, and the introduction of rooftop dining within Frankston's city centre, e.g. explore closure of Wells Road to vehicles and replace with events for people.

4.9

Creation of parking solutions in Frankston's city centre to reduce the number of cars and encourage high visitation, contribute to a clean and liveable environment and provide more space for vibrant outdoor dining, events and entertainment.

4.10

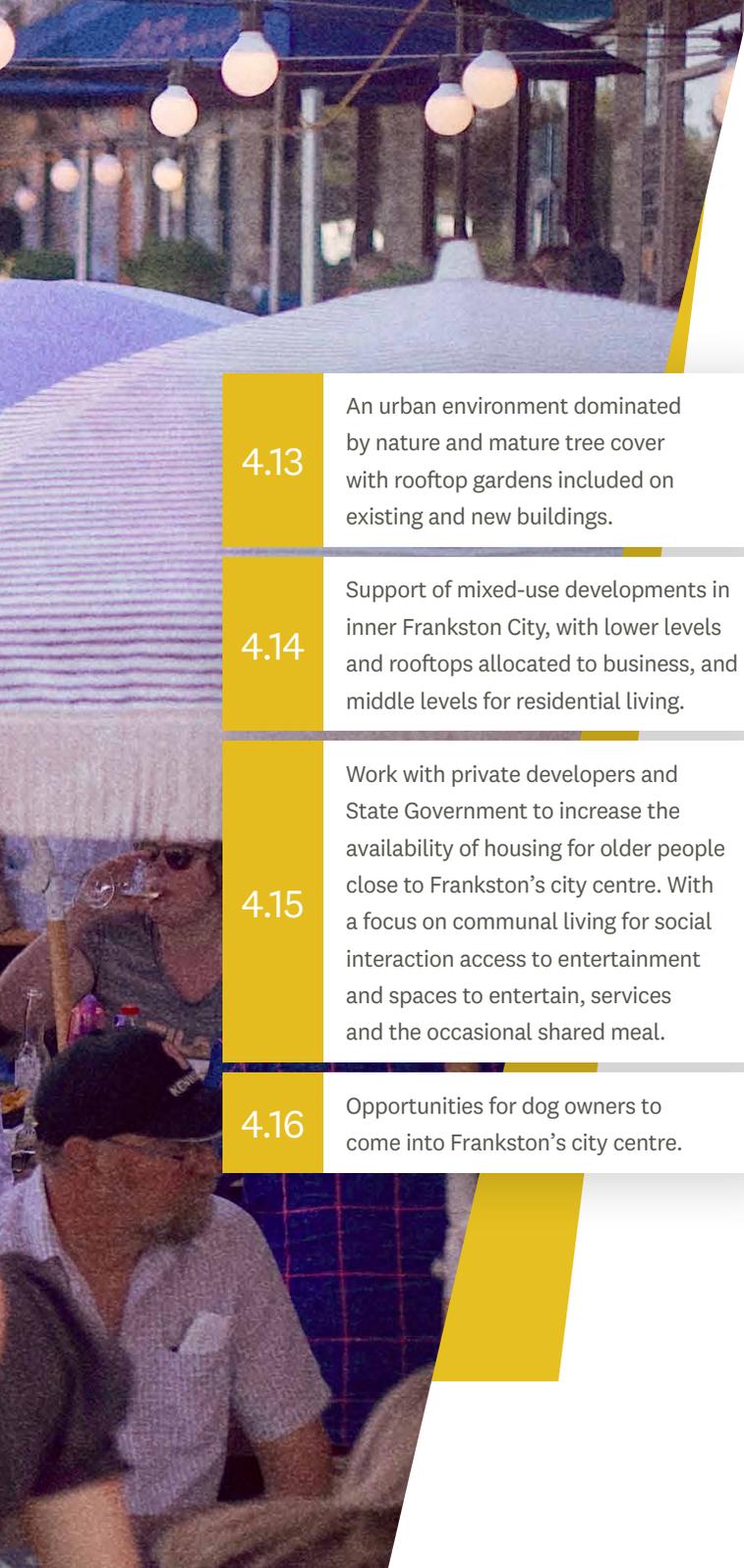
Explore ways to support private vehicle access for people who need it most (i.e. people with disabilities and older residents) into the Frankston's city centre and shopping precincts to improve accessibility and support greater community connection.

4.11

Inactivated spaces, including open space, old buildings, alleyways and streets, are used more creatively with pop-up gardens, activities, planting and mural art.

4.12

Work with Victoria Police and other stakeholders to increase the safety at train stations and public spaces within Frankston's city centre, including activities that help to foster positive relationships between the community and the police.



## Role of Council in making it happen

4.13

An urban environment dominated by nature and mature tree cover with rooftop gardens included on existing and new buildings.

4.14

Support of mixed-use developments in inner Frankston City, with lower levels and rooftops allocated to business, and middle levels for residential living.

4.15

Work with private developers and State Government to increase the availability of housing for older people close to Frankston's city centre. With a focus on communal living for social interaction access to entertainment and spaces to entertain, services and the occasional shared meal.

4.16

Opportunities for dog owners to come into Frankston's city centre.

Planning for the sustainable use and development of land is one of Council's core responsibilities. While the Victorian Government sets the broad strategic direction, Council is empowered to make local planning and development decisions to ensure that the changing needs of our community will be met now and into the future. The way Council undertakes this planning will influence both the function, feel and character of our City and local neighborhoods. It will determine where we live, work and play and how we move around, playing an important role in the creation of connected places and spaces and building an identity for our City.

Council provides a range of public spaces across the municipality that are well designed, safe and clean. Council will ensure that the community can continue to enjoy these spaces through enhancements and ongoing maintenance, and regulatory control of the environment to prevent and manage unsafe behaviours. Council will also work in partnership to provide urban design solutions and place-making initiatives that enhance the accessibility and vitality of our public spaces, improving the overall liveability of the municipality. In doing so, Council will recognise and protect the Aboriginal cultural heritage of our lands and waters, as well as its more recent European heritage, through the protection of significant sites, buildings and streetscapes.

Access to secure, safe and affordable housing will continue to be fundamental to liveability and community wellbeing in 2040. Moving forwards, Council will continue to provide the direction for new housing within the municipality and work in partnership to direct housing to preferred locations, increase housing density in suitable areas and ensure the provision of more housing diversity and choice that meets the needs of the community.

Access to and uptake of more sustainable forms of transport in 2040 will be influenced by Council's investment in walking and cycling infrastructure, policies that promote behavior change to reduce reliance on private vehicles and advocacy to improve our public transport system. Council will continue to work in partnership with state government and engage the community to plan and manage our City's transport infrastructure and services. This includes balancing the need for an efficient road network with more opportunities for active travel through a responsive public transport system and better connected walking and cycling network.



Theme 5

## Industry, employment and education

**Aspiration  
for 2040**

Frankston City nurtures and attracts innovation and investment and is known for its education and business opportunities, including renewable energy, technology, hospitality, health and tourism.

## Key priorities for our community

What our community said is important to make it happen for 2040

- 5.1** Work with local TAFEs and universities to align their course offerings with existing local industry needs to support the vision of our future economy.
- 5.2** Encourage the development of co-working spaces, retail and hospitality within Frankston's city centre and along Nepean Highway.
- 5.3** All tiers of government and commercial operators working together to invest in the revitalisation and beautification of Frankston's city centre.
- 5.4** Continue to advocate for improved public transport to attract business investment in the area.
- 5.5** Strengthen pedestrian connections between Frankston's city centre, university precinct, beach and hospital.

- 5.6** Improve communication of Council's business incentives, grants and programs by leveraging from existing networks.
- 5.7** Introduce a program to incentivise local businesses to hire and mentor people of all ages and abilities to work within the area.
- 5.8** Provide rewards or incentives for businesses who meet environmental sustainability targets.
- 5.9** Council plans and advocates for a high-tech industrial park with a focus on renewable energy and technology to enable more advanced design and manufacturing and local job growth.
- 5.10** Continue to support industry in Langwarrin and Carrum Downs to enable job growth.

- 5.11** Continue to promote Frankston City as a tourism destination and lifestyle capital.
- 5.12** Explore tourist attractions that celebrate our foreshore and waterscapes.
- 5.13** Attract more tourism operators and entertainment to the area, offering a diverse range of experiences that support and enhance the visitor economy.
- 5.14** Gateway signage that is unique to welcome people to Frankston City.
- 5.15** Introduce a program to reduce the vacant shop fronts to create visitor appeal.





## Role of Council in making it happen

Council works collaboratively with business, our education providers and the community to ensure that Frankston City has a thriving local economy and is a sought after destination for current and future generations.

Frankston City's shopping centres, industrial precincts and local businesses are all vital to our local economy. Council forms collaborative partnerships with business networks and delivers a range of programs to support local businesses to prosper, including grants programs, workshops, networking events, mentoring programs and assistance with navigating through Council processes to ensure timely advice and approvals.

Business and development investment will continue to be attracted into our City through Council's Invest Frankston program, fostering sustainable economic growth and local employment opportunities into the future. This will include events, business grants and activities to raise interest and create energy.

Frankston City is located at the northern entrance of the Mornington Peninsula tourism region, and offers a unique blend of contemporary urban and arts experiences, coastal scenery and hidden bushland gems. Council will continue to connect people with tourism opportunities in our City, encouraging people to visit through our arts, cultural and community events and festivals.

Council is committed to promoting Frankston City as a learning community and increasing access to learning and education opportunities across all life stages. Council will continue to play an important role in providing infrastructure for early childhood education to build strong early foundations, and work in partnership with government, education sector and community partners to harness educational opportunities to encourage employment pathways, opportunities for lifelong learning and for a skilled local workforce.



Theme 6

## Advocacy, governance and innovation

**Aspiration  
for 2040**

Frankston City Council puts innovation and inclusion at the heart of all that it does, engaging with all of the community and advocating for people of all abilities and backgrounds. Council will be well governed and use its resources in an accountable and sustainable manner.

## Key priorities for our community

What our community said is important to make it happen for 2040

6.1

Changing the reputation of Council to one that is approachable, works in partnership and genuinely cares about the health of the community.

6.2

Increased transparency and sharing of financial information and Council expenditure across Frankston City and different projects.

6.3

Increased monitoring, reporting and transparency across Council's operations, performance indicators and financial information that is accessible and understandable.

6.4

Council will connect with people of all abilities and backgrounds through Smart City technology, including innovative and accessible online engagement platforms for the community to provide feedback and input into Council decision-making.

6.5

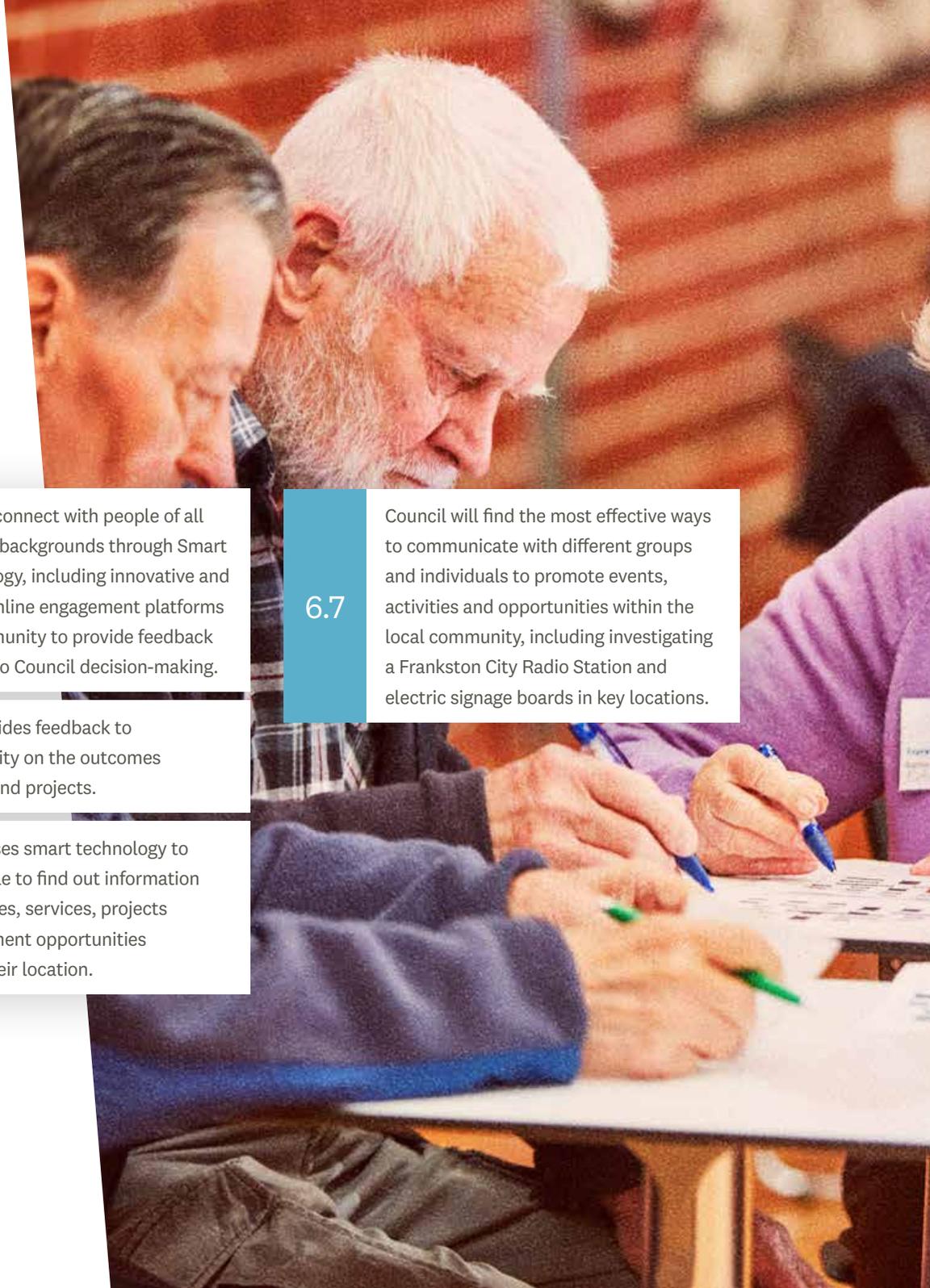
Council provides feedback to the community on the outcomes of research and projects.

6.6

Council utilises smart technology to enable people to find out information about facilities, services, projects and engagement opportunities related to their location.

6.7

Council will find the most effective ways to communicate with different groups and individuals to promote events, activities and opportunities within the local community, including investigating a Frankston City Radio Station and electric signage boards in key locations.





## Role of Council in making it happen

Council is committed to advancing Frankston City as vibrant place to live, work, study and enjoy – now and into the future. Council will continue to advocate to state and federal governments to secure essential funding towards local projects and influence decision-making to secure our City’s future prosperity, enhance our environment and liveability and strengthen our community.

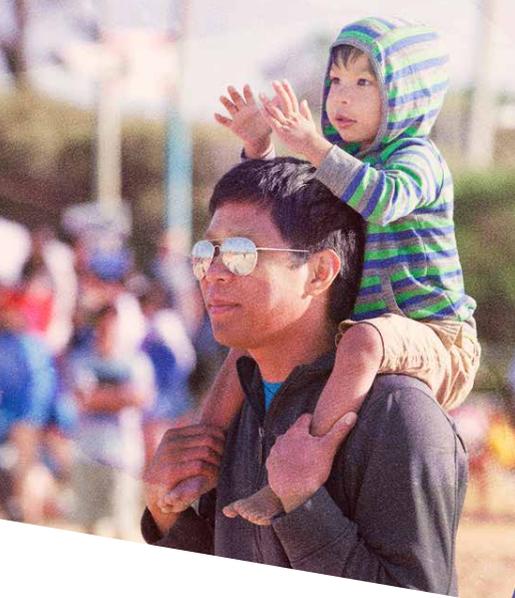
An important part of building prosperous, liveable and strong local communities is involving them in decisions that affect and interest them. Council will continue to be innovative in the way it engages, to ensure that it is inclusive of diverse local communities and has certainty in understanding and incorporating different views, experiences and expertise into the decision-making process.

Council has many statutory responsibilities and powers that influences the way it functions and how decisions need to be made. Council will work to

ensure that good governance and transparent and accountable leadership guide us in the continued implementation of these responsibilities and powers, to build trust and strengthen community confidence.

In the years ahead, Council will be placing a greater emphasis on an integrated strategic planning approach to its operations, enabling more effective planning and management of our resources and greater alignment with the community’s vision for the future of the municipality.

Moving forward to 2040, Council will continue to find and adopt new and innovative approaches to improve its operations, facilities and services to meet changing community needs. This will include investing in innovative and adaptive ways to engage and interact with the community, such as online touch points that make the customer experience faster, easier and more flexible.



# Our community

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

## 2020

## 2040

**143,338 people**

**57,137 households**

**6.8%**  
aged 0 to 4 years

**30.0%**  
couples with dependent children

**15.4%**  
aged 12 to 24 years

**23.7%**  
couples without dependent children

**47.3%**  
aged 25 to 59 years

**13.1%**  
one parent households

**21.6%**  
aged 60 years and over

**27.0%**  
lone person households

**162,830 people**

**66,620 households**

**6.0%**  
aged 0 to 4 years

**27.2%**  
couples with dependent children

**15.2%**  
aged 12 to 24 years

**24.9%**  
couples without dependent children

**43.7%**  
aged 25 to 59 years

**12.7%**  
one parent households

**26.8%**  
aged 60 years and over

**29.2%**  
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 wants to see, live and experience.

We all have a role in achieving our community's vision for the future of Frankston City. The Community Vision 2040 is a strategic document developed to help guide and influence Council's work, as well as that of our partners and broader community.

## Council's integrated approach

The Community Vision 2040 links the community's aspirations for the future with Council decision making, ensuring that Council incorporates a long-term view of the community's desired future into strategic planning.

The aspirations and priorities in the Community Vision 2040 will influence Council's long-term resourcing strategies and medium term strategic plans and policies. More specifically, Council will work to deliver the Community Vision 2040 through the development of four year Council Plans, with annual action and budget updates provided.

The Community Vision 2040 will be reviewed periodically to ensure that it continues to reflect our community's aspirations for the future.

**Community Vision 2040**  
20 years

**Council Plan and Budget**  
4 years

**Other strategic plans**

**Council Plan reporting**  
Annual

