



FINAL

Frankston City Industrial Precincts – Discussion Paper Engagement Report

April 2023

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Executive Summary

The Strategic Planning Team undertook a community engagement process from 13 July 2022 to 23 August 2022 to inform the Discussion Paper that is Stage 1 of the development of Frankston City Industrial Strategy.

The consultation invited members of the Frankston City community to participate in an online survey and to provide feedback, including an Industry Briefing (held 16 August 2022) for local business and landholders.

In total ten (10) submission were received and contributions were made by seven (7) contributors on the online survey.

Of the survey comments received, contributors were generally positive about the Seaford precinct emerging as a mixed use location. Contributors were also supportive of achieving higher levels of sustainability in industrial areas and improving the quality of industrial precincts as destinations to work and visit.

The feedback from the survey and submissions focused on three (3) key themes which were:

1. Land Use
2. Industries
3. Place Making

These themes were further explored during the Discussion Paper community engagement process as a Stage 1 to the development of the Frankston City Industrial Strategy by seventeen (17) initiatives.

The draft Industrial Strategy consultation process will be carried out during the first half of 2023.

1. Introduction

Frankston City Council's industrial precincts are a leading source of significant local and regional employment, private investment and economic activity.

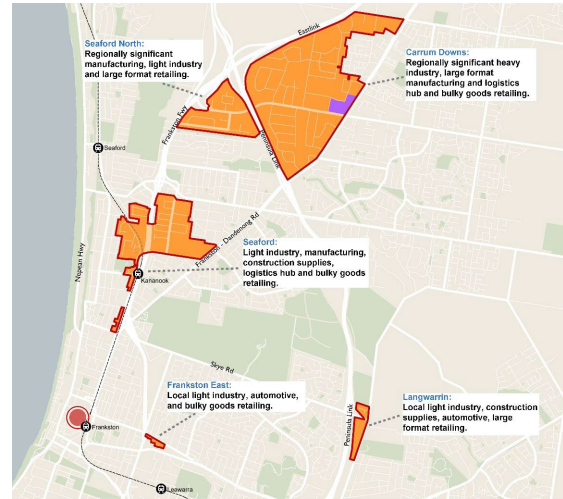
The economic function and role of each of the municipality's industrial precincts differs in focus, format and breadth of uses. In the municipality's north east, the convergence of Eastlink and the Peninsula Link has fostered the growth of a regionally significant specialised manufacturing and supplies sector, while closer to the coast, industrial precincts are nestled in amongst residential areas for whom they increasingly provide a range of hospitality, household and automotive services.

In 2021, Council resolved to prepare a new Industrial Strategy that will supersede the existing 2009 strategy. The 2009 document was not implemented into the Frankston Planning Scheme, which means that there is no policy to guide land use and development in the City's Industrial Precincts. Furthermore, the municipality has no vacant industrial land left and cannot expand due to Urban Growth Boundary, making rejuvenation of older industrial stock vital.

The Frankston City Industrial Strategy will develop a framework to guide land use and development within the industrial precincts over the next 20 years.

In 2021 Charter Keck Cramer and Tract consultants were engaged to assist Council with preparing a new Industrial Strategy. The release of the Discussion Paper in July and August 2022 provided the first opportunity for Council to consult with the community regarding their feedback on how to redevelop and revitalise the industrial precincts.

The feedback will inform the development and helps shape the draft Industrial Strategy document, which will provide guidance on land uses and built form for the next 20 years.



2. Engagement

Why

The purpose of the engagement of the Discussion Paper was to inform the development of the Frankston City Industrial Strategy.

Who

Letters to Industrial landowners and businesses.

Emails to Key stakeholders, Interested Parties, Frankston Business Collective, Mini Frankston City Panel.

Postcards to residential properties that surround the industrial precincts.

A3 Posters placed at hospitality businesses within the Industrial Precincts.

When

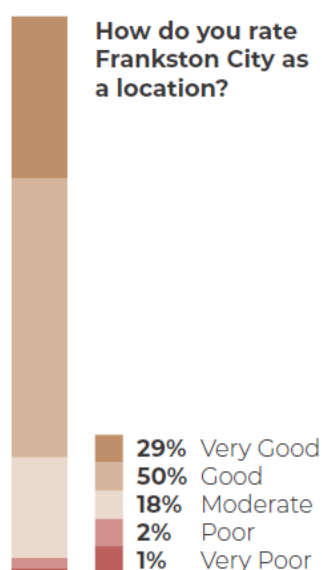
A six (6) week period from 13 July 2022 – 23 August 2022 via Engage Frankston webpage with an online survey.

What – Frankston City Industrial Precincts Needs Analysis, 2022

In early 2022, Council's Economy, Investment and Attraction unit on behalf of Sagacity conducted a more detailed technical survey of businesses located in the City's industrial precincts.

According to the survey, Frankston City is perceived positively as a location to conduct business and to grow. In 2022, 80% of surveyed enterprises rated their industrial precinct as either a 'good' or 'very good' location to operate from.

Despite the challenges faced over the past couple of years, there is a positive outlook amongst businesses, with near on half of surveyed businesses intending to progress expansion plans. Of these businesses, 95% stated that they would prefer to remain in Frankston City as they grew.



What – Engage Frankston Precincts Map

This included an interactive map of Frankston's Industrial Precincts accompanied by a text box description of the precinct. This allowed online contributors to identify locations visually and write suggestions in a submission.

What – Online Survey

Specific questions were posed seeking feedback which directly relates to areas of concern to inform the development of the Frankston City Industrial Strategy. The following questions were asked:

1. What are your ideas for renewing ageing industrial areas?
2. What are your views on multi-storey developments in our industrial areas?
3. Are you aware of opportunities to expand our industrial areas?
4. What are your ideas for supporting the economic role and growth of industrial precincts?
5. Let's start the Kananook conversation. What are your ideas for this area?
6. What are your ideas to promote business networks and innovation?
7. What are your views on the direction of Seaford and its emerging role as mixed service business hub?
8. How can we improve the look and feel of key streets and open spaces in our industrial precincts?
9. How can we improve walking, cycling and public transport connections in our industrial precincts?
10. How do you want the new buildings and redevelopments in our industrial areas to look? What's important to you?
11. How important are sustainability initiatives to you? What ideas do you have to support Environmentally Sustainable Design?
12. How can we make our industrial precincts feel safer at all times of the day?

13. How can we improve the look and feel of the borders between industrial and residential areas in the future?
14. How can we make our industrial precincts more attractive places to work and visit?

3. Community Feedback

In total, seven (7) contributors participated on the survey in which fourteen (14) questions were asked. A survey results summary as well as results data and sentiment analysis data are attached appendices.

Contributors were generally positive about the Seaford precinct emerging as a mixed use location.

Contributors were also supportive of achieving higher levels of sustainability in industrial areas and in improving the quality of industrial precincts as destinations to work and visit.

“Hartnett Drive (Seaford) is well facilitated to become a mixed service business hub, due to accessibility by public transport, and fantastic existing businesses with opportunities for growth of new business.”

In regards to the survey results from the Frankston City Industrial Precinct Needs Analysis, 95% of businesses stated they would prefer to remain in Frankston City as they grew.

To help these businesses grow, Frankston City’s Industrial Precincts will need to innovate and explore new forms of industrial expansion including renewal, redevelopment and potential vertical expansion.

The Discussion Paper also attracted ten (10) submissions which advocated for:

- Transport interventions.
- Interventions to address unsightly and poor maintained properties.
- Greater enforcement of building codes.
- Ensuring new building mitigates flooding.
- The expansion of the urban growth boundary to support industrial land supply.
- Objection to vertical industrial development.
- Objection to the introduction of housing to the Kananook Sub Precinct.
- Objection to potential rezoning of land in Frankston East and proposed open space.

It is acknowledged that seven (7) contributors is quite low and reached a limited sample of business operators via in-person engagement with the target audience of the owners and workers of businesses in the industrial precincts. This will be addressed in the next stage of engagement by providing more in-person engagements near workplaces.

The Discussion paper was developed for an industry audience which may have created barriers to participation in engagement activities. This will be addressed in the next round of engagement, which will be designed for a broad community audience.

4. Outcomes & Next Steps

The feedback from the survey and submissions focused on three (3) key themes which were:

1. Land Use
2. Industries
3. Place Making

Of the comments received, contributors were generally positive about the Seaford precinct emerging as a mixed use location. Contributors were also supportive of achieving higher levels of sustainability in industrial areas and improving the quality of industrial precincts as destinations to work and visit.

Both the written and verbal feedback received as part of Discussion Paper consultation process will inform and be considered in the preparation of the draft Frankston City Industrial Strategy.

The above themes will be further explored during the Draft Industrial Strategy community engagement process as a Stage 2 to the development of the Final Industrial Strategy by focusing on these key objectives:

- Renewing and redeveloping aged industrial precincts, such as Seaford and Seaford North;
- Developing a bold vision for the sub precinct of Kananook, utilising its surrounding attributes;
- Facilitating a low carbon sustainable economy;
- Ensuring we create attractive and sustainable industrial precincts; and,
- Expanding accessibility and transport infrastructure for all the industrial precincts.

The draft Industrial Strategy consultation process will be carried out during the first half of 2023. To gauge more contribution within Stage 2, it is recommended that:

1. Pop up engagement sessions to be carried out at convenient locations within key Industrial Precincts, where workers can be engaged.
2. These pop up engagements to occur during a common break time (TBC).
3. Facilitate in person and online workshops with industrial community, key stakeholders, business owners/landowners and certain business groups.
4. Facilitate 1:1 interviews with key stakeholders and business owners/landowners.

Online/media engagement will occur during the entire program utilising the following methods:

1. Engage Frankston, with interactive maps, survey, registration for events and host documents.
2. Posters or decals throughout the Industrial Precincts.
3. Facebook and LinkedIn posts promoting the program.
4. Information at Frankston City Council customer service centres and libraries.

Appendices

Attachment 1 – Survey Results Summary

Attachment 2 – Survey Results Data

Attachment 3 – Survey Sentiment Analysis
Results

Attachment 4 – Frankston City Industrial
Precincts Needs Analysis, 2022

Closed		
Industrial Precincts - Survey		7
Frankston City Industrial Precincts: Planning for Prosperity & Change!		Contributors
		7
		Contributions

Contribution summary

1. What are your ideas for renewing aging industrial areas?

Long Text | Skipped: 1 | Answered: 6 (85.7%)

Sentiment

Positive
0% (0)

Mixed
0% (0)

Negative
50% (3)

Neutral
50% (3)

Unclassified
0% (0)

Tags

No tag data

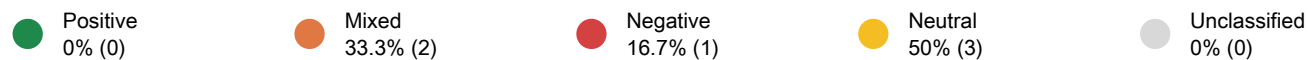
Featured Contributions

No featured contributions

2. What are your views on multi-storey developments in our industrial areas?

Long Text | Skipped: 1 | Answered: 6 (85.7%)

Sentiment



Tags

No tag data

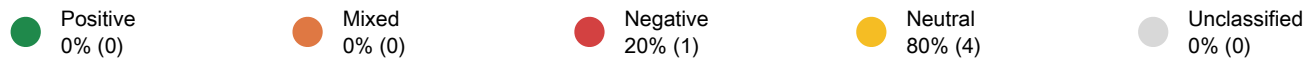
Featured Contributions

No featured contributions

3. Are you aware of opportunities to expand our industrial areas?

Long Text | Skipped: 2 | Answered: 5 (71.4%)

Sentiment



Tags

No tag data

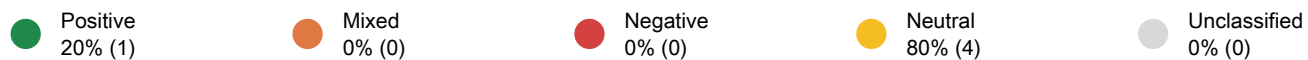
Featured Contributions

No featured contributions

4. What are your ideas for supporting the economic role and growth of industrial precincts?

Long Text | Skipped: 2 | Answered: 5 (71.4%)

Sentiment



Tags

No tag data

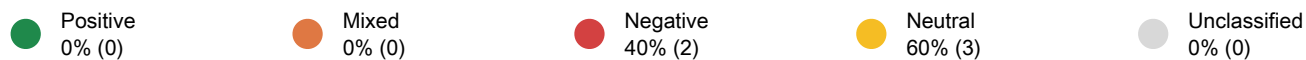
Featured Contributions

No featured contributions

5. Let's start the Kananook conversation. What are your ideas for this area?

Long Text | Skipped: 2 | Answered: 5 (71.4%)

Sentiment



Tags

No tag data

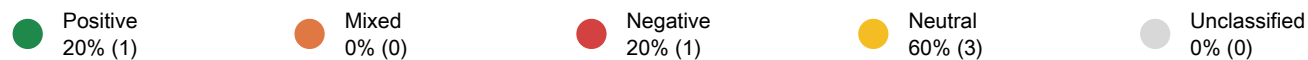
Featured Contributions

No featured contributions

6. What do you think of these ideas? What are your ideas to promote business networks and innovation?

Long Text | Skipped: 2 | Answered: 5 (71.4%)

Sentiment



Tags

No tag data

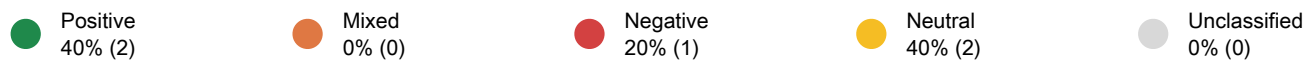
Featured Contributions

No featured contributions

7. What are your views on the direction of Seaford and its emerging role as mixed service business hub?

Long Text | Skipped: 2 | Answered: 5 (71.4%)

Sentiment



Tags

No tag data

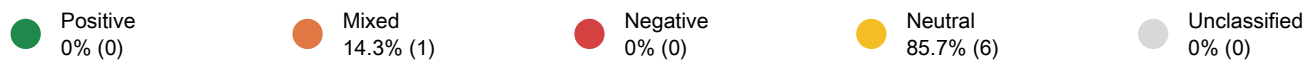
Featured Contributions

No featured contributions

8. How can we improve the look and feel of key streets and open spaces in our industrial precincts?

Long Text | Skipped: 0 | Answered: 7 (100%)

Sentiment



Tags

No tag data

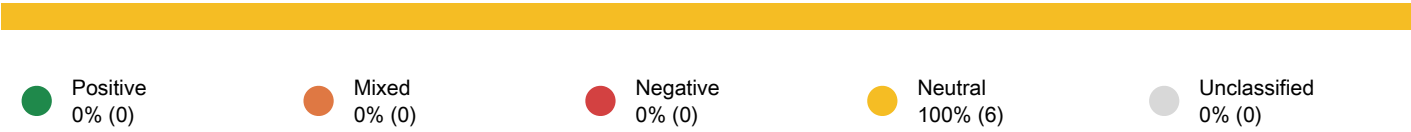
Featured Contributions

No featured contributions

9. How can we improve walking, cycling and public transport connections in our industrial precincts?

Long Text | Skipped: 1 | Answered: 6 (85.7%)

Sentiment



Tags

No tag data

Featured Contributions

No featured contributions

10. How do you want the new buildings and redevelopments in our industrial areas to look? What's important to you?

Long Text | Skipped: 0 | Answered: 7 (100%)

Sentiment



Positive
14.3% (1)



Mixed
0% (0)



Negative
0% (0)



Neutral
85.7% (6)



Unclassified
0% (0)

Tags

No tag data

Featured Contributions

No featured contributions

11. How important are sustainability initiatives to you? What ideas do you have to support Environmentally Sustainable Design?

Long Text | Skipped: 2 | Answered: 5 (71.4%)

Sentiment



Positive
20% (1)



Mixed
20% (1)



Negative
0% (0)



Neutral
60% (3)



Unclassified
0% (0)

Tags

No tag data

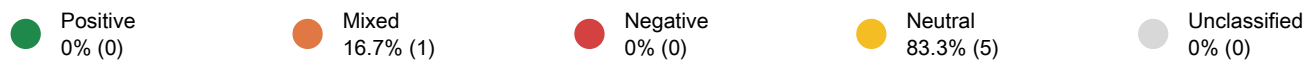
Featured Contributions

No featured contributions

12. How can we make our industrial precincts feel safer at all times of the day?

Long Text | Skipped: 1 | Answered: 6 (85.7%)

Sentiment



Tags

No tag data

Featured Contributions

No featured contributions

13. How can we improve the look and feel of the borders between industrial and residential areas in the future?

Long Text | Skipped: 2 | Answered: 5 (71.4%)

Sentiment



Positive
0% (0)



Mixed
0% (0)



Negative
20% (1)



Neutral
80% (4)



Unclassified
0% (0)

Tags

No tag data

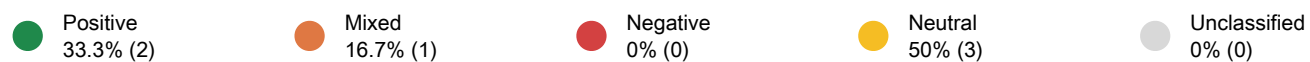
Featured Contributions

No featured contributions

14. How can we make our industrial precincts more attractive places to work and visit?

Long Text | Skipped: 1 | Answered: 6 (85.7%)

Sentiment



Tags

No tag data

Featured Contributions

No featured contributions

15. First Name

Short Text | Skipped: 0 | Answered: 7 (100%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

16. Last Name

Short Text | Skipped: 0 | Answered: 7 (100%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

17. Email address or contact number

Short Text | Skipped: 0 | Answered: 7 (100%)

Sentiment

No sentiment data

Tags

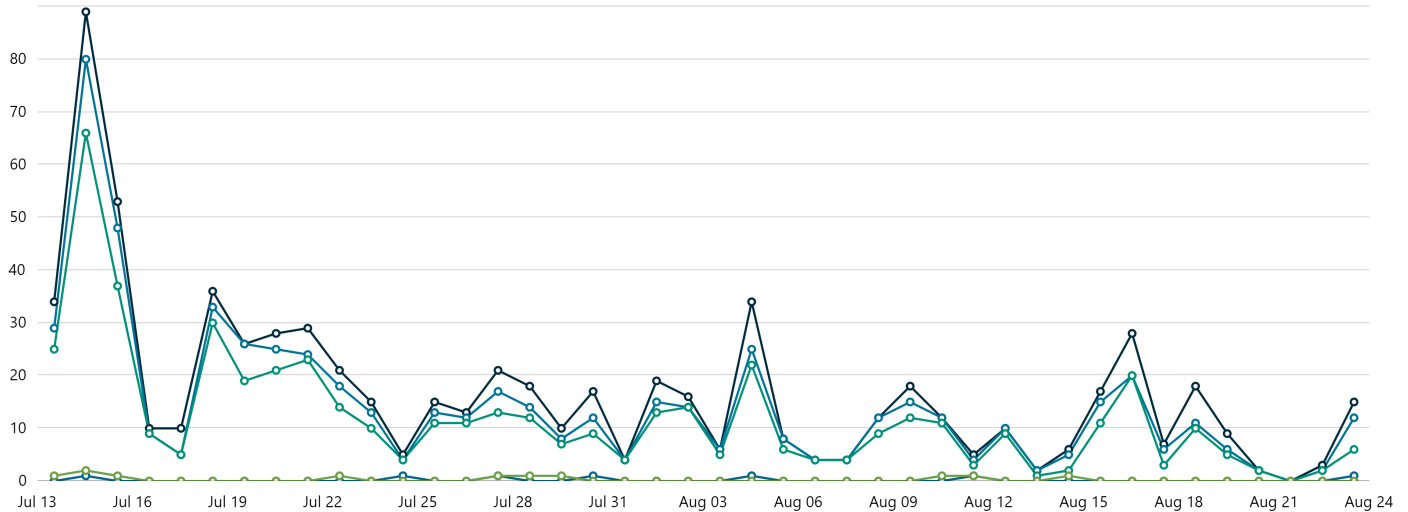
No tag data

Featured Contributions

No featured contributions

Performance Summary

Information regarding key visitation and utilisation metrics for your Site or projects.

**709**

Views

604

Visits

504

Visitors

7

Contributions

7

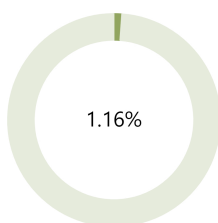
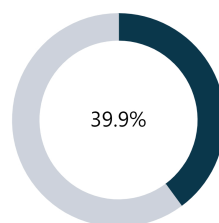
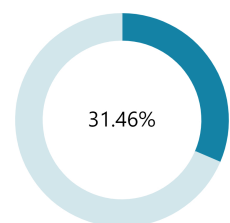
Contributors

11

Followers

Views - The number of times a Visitor views any page on a Site.**Visits** - The number of end-user sessions associated with a single Visitor.**Visitors** - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.**Contributions** - The total number of responses or feedback collected through the participation tools.**Contributors** - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.**Followers** - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.**Conversions**


Information regarding how well your engagement websites converted Visitors to perform defined key actions.

FeedbackPercentage of visits where at least **1 contribution** was made.**Attention**Percentage of visits that lasted at least **1 active minute**.**Actions**Percentage of visits where at least **2 actions** were performed.

Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity			
Contributions by Activity is a breakdown of contributions across each tool			
Activity	Contributions		%
<div><div></div><div>1</div></div> Form	7	<div></div>	100%

Top Activities Top Activities is the top 5 tools that received the highest contributions				
Activity		Page Name	Contributions	Contributors
	Form	Industrial Precincts - Survey	7	7

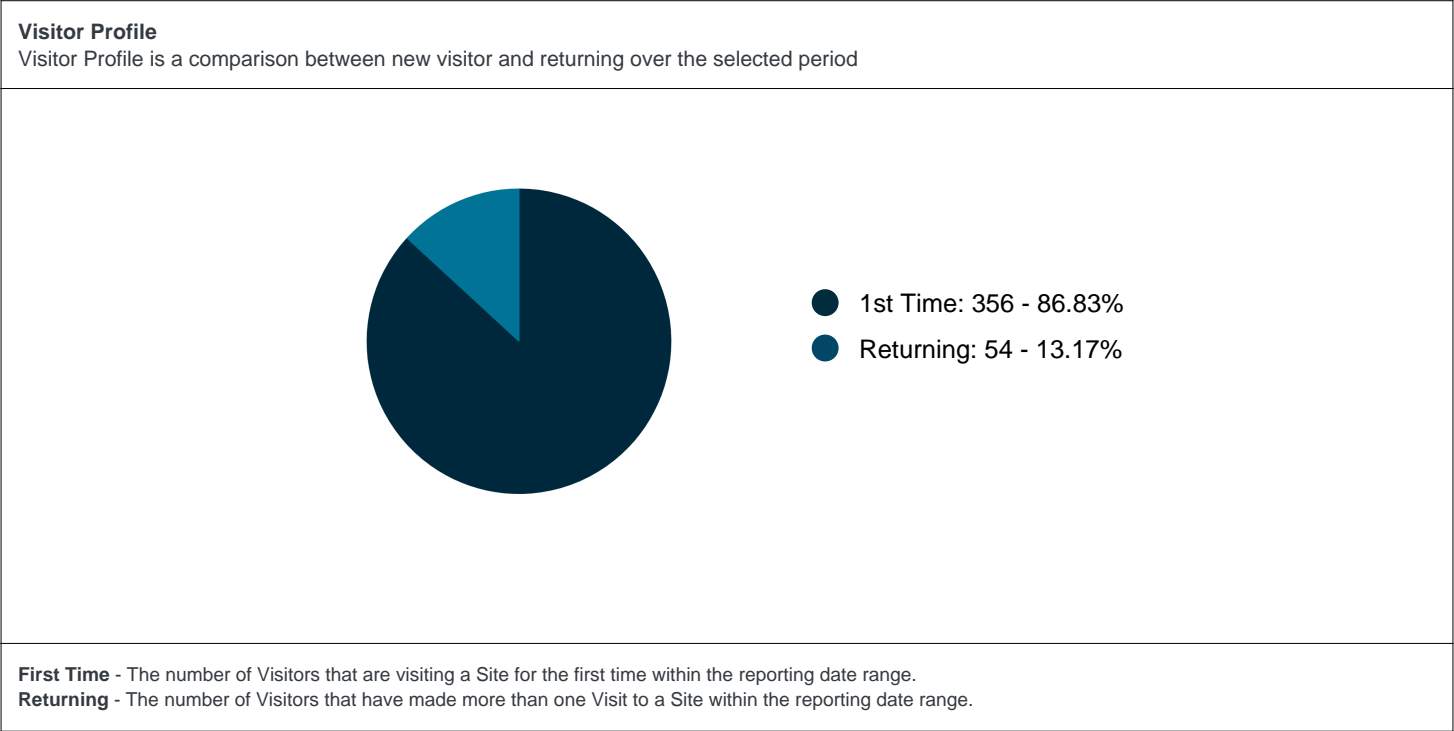
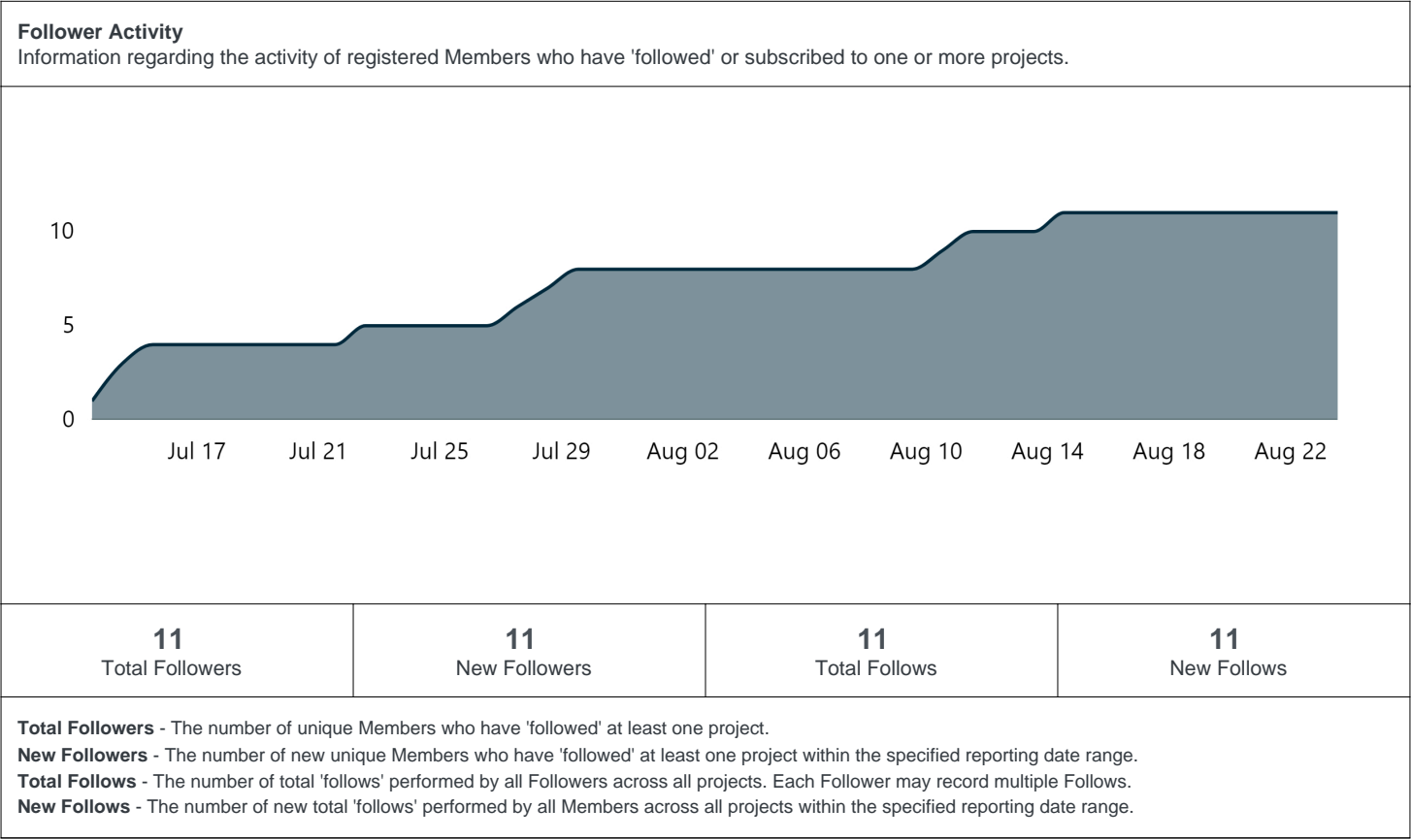
Projects

The current number and status of your Site's projects (e.g. engagement websites)

Engagement Time			Top Visited Pages				
<div><div>0</div><div>Days</div></div> <div><div>20</div><div>Hours</div></div> <div><div>12</div><div>Minutes</div></div>			Summary information for the top five most visited Pages.				
			Page Name		Visitation %	Visits	Visitors
			Frankston City Industrial Precincts: Planning for Prosperity & Change!		99.01%	598	407
			Industrial Precincts - Survey		7.12%	43	36
Jul 14th 2022 Peak Visitation Date		Thursday Peak Visitation Day					

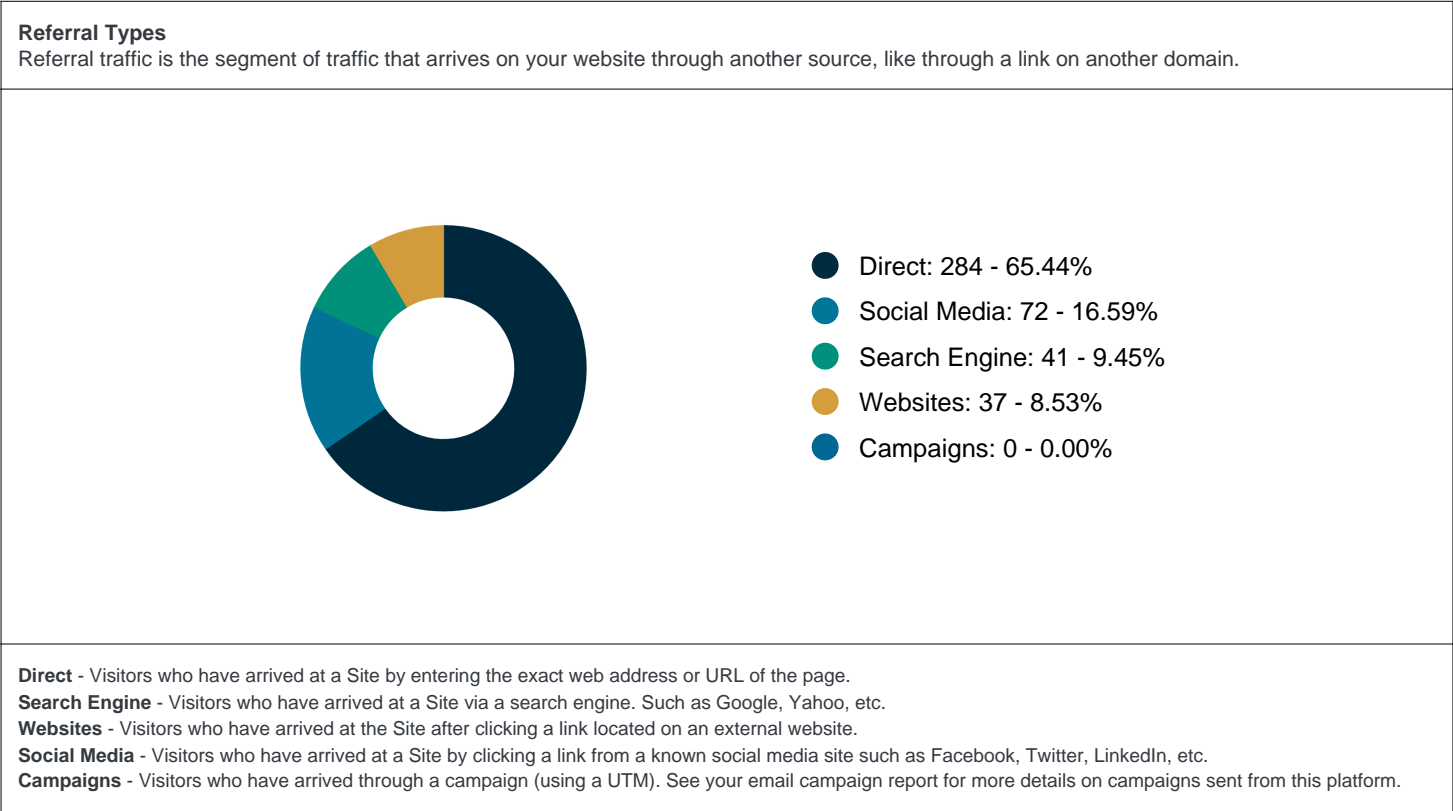
People

Information regarding who has participated in your projects and activities.



Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.



Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.



14
Total Documents




247
Total Downloads


Top Downloads		
Top file downloads in your selection, ordered by the number of downloads.		
File Title	File Type	Downloads
Frankston_Discussion_Paper_Final_10July22.pdf	PDF	196
Industrial Precincts - Survey.docx	DOCX	51
map page 48.PNG	PNG	0
Themes IStrategy.png	PNG	0
Frankston_Discussion_Paper_Final_10July22.pdf	PDF	0

Email Campaigns


Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).



0
Email Campaigns Sent



0
Total Recipients



0%
Click-through Rate

No Data Available

Attachment 3

Date Submitted	Question	Contribution	Sentiment	Key Phrases	Named Entities
Aug 23, 2022, 12:25 PM	What are your ideas for renewing aging industrial areas?	Parts of this locality (more so along Wells Road) has access challenges and is not ideal for heavy vehicle access	Negative	Parts; this locality; Wells Road; access challenges	Wells Road (Location)

Aug 23, 2022, 12:25 PM	What are your views on multi-storey developments in our industrial areas?	<p>Not feasible or realistic in Frankston region in foreseeable future. High rise Industrial development is only feasible where underlying land value is in excess of \$5,000sqm. Business would rather move further out before investing such high cost on high rise industrial development.</p>	Negative	<p>Frankston region; foreseeable future; High rise Industrial development; underlying land value; excess; \$5,000sqm; Business; such high cost; high rise industrial development</p>	Frankston (Location)
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Aug 23, 2022, 12:25 PM	Are you aware of opportunities to expand our industrial areas?	Yes, As identified by Council officers expansion of Precinct 1 into the Greenwedge land bounded by Thompson Road and Frankston Dandenong Road is a logical step forward. This land has little ecological value and has been used for farming for extended periods of time which has degraded the quality of any vegetation. It also provide user to existing infrastructure and transport routes which do not impact the surrounding residential localities.	Neutral	Council officers expansion; Precinct 1; the Greenwedge land; Thompson Road; Frankston Dandenong Road; a logical step; This land; little ecological value; extended periods; time; the quality; any vegetation; user; existing infrastructure and transport routes; the surrounding residential localities	Precinct 1 (Location); Greenwedge (Location); Thompson Road (Location); Frankston Dandenong Road (Location)
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Aug 23, 2022, 12:25 PM	What are your ideas for supporting the economic role and growth of industrial precincts?	<p>Provide land for business growth within the municipality. As noted in Charter Keck report there is less than 20Ha of Industrial land remaining in the municipality. (2 years supply) As a representative of local business in the Carrum Downs Industrial precinct we require land be available for future development and expansion or risk moving the business and workforce out of the municipality.</p>	Neutral	<p>land; business growth; the municipality; Charter Keck report; less than 20Ha; Industrial land; the municipality; 2 years; a representative; local business; the Carrum Downs Industrial precinct; land; future development and expansion or risk; the business and workforce; the municipality</p>	<p>Charter Keck (Organization); Carrum Downs Industrial (Location)</p>
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Aug 23, 2022, 12:25 PM	Let's start the Kananook conversation. What are your ideas for this area?	<p>Council should review and ensure any approach in this area does not conflict with Frankston Metropolitan Activity Centre Structure plan. There seems to be conflicting uses proposed.</p> <p>We believe this are is better suited to residential and commercial uses rather than Industrial</p>	Neutral	<p>Council; any approach; this area; Frankston Metropolitan Activity Centre Structure plan; conflicting uses; residential and commercial uses</p>	<p>Frankston (Location); Metropolitan Activity Centre (Organization)</p>
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Aug 23, 2022, 12:25 PM

What do you think of these ideas? What are your ideas to promote business networks and innovation?

Room for growth and Development. As noted in the Charter Keck report the municipality is restricted and limited in growth due to available land. Council must facilitate change to planning schemes to facilitate growth and rezoning of industrial precincts within the municipality.

Neutral

Room; growth and Development; the Charter Keck report; the municipality; growth; available land; Council; change; schemes; growth and rezoning; industrial precincts; the municipality

Charter Keck (Title)

Aug 23, 2022, 12:25 PM	What are your views on the direction of Seaford and its emerging role as mixed service business hub?	Hartnett Drive is predominantly developed warehouse of small scale and provide little opportunity for true Industrial or manufacturing businesses to grow.	Neutral	Hartnett Drive; warehouse; small scale; little opportunity; true Industrial or manufacturing businesses	Hartnett Drive (Organization)
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Aug 23, 2022, 12:25 PM	How can we improve the look and feel of key streets and open spaces in our industrial precincts?	Tress planting on wide road reserved should be encouraged. Footpaths should be provided on both sides of all road for easy access.	Neutral	Tress planting; wide road; Footpaths; both sides; all road; easy access
Aug 23, 2022, 12:25 PM	How can we improve walking, cycling and public transport connections in our industrial precincts?	No comment	Neutral	No comment

Aug 23, 2022, 12:25 PM	<p>How do you want the new buildings and redevelopments in our industrial areas to look? What's important to you?</p>	<p>Current practices are appropriate. Industrial building cover of lots between 55-60% is appropriate to allow sufficient off street parking and yard spaces.</p> <p>look and feel should be determined by market forces and building practices.</p>	Neutral	<p>Current practices; Industrial building cover; lots; 55-60%; street parking and; yard spaces; look and; market forces and; building practices</p>
Aug 23, 2022, 12:25 PM	<p>How important are sustainability initiatives to you? What ideas do you have to support Environmentally Sustainable Design?</p>	<p>Use of solar on large roof spaces would be encouraged.</p> <p>Difficult to implement further sustainability initiatives on large warehouses.</p>	Neutral	<p>solar; large roof spaces; further sustainability initiatives; large warehouses</p>

Aug 23, 2022, 12:25 PM

How can we make our industrial precincts feel safer at all times of the day?

Ensure minimum front setbacks for buildings are applied with visibility through fencing.

Neutral

minimum front setbacks; buildings; visibility; fencing

Aug 23, 2022, 12:25 PM	How can we improve the look and feel of the borders between industrial and residential areas in the future?	<p>Keep Industrial away from Residential by utilising reserves or roads as buffers. The two uses are not compatible and should be avoided. ie Industrial area in Seaford, Frankston City and Quarry road adjoining residential areas should not be promoted as future industrial land. Uses here should be changed to residential or commercial to be more compatible with surrounding environment.</p>	Negative	<p>Industrial; Residential; reserves or roads; buffers; The two uses; ie Industrial area; Seaford, Frankston City and Quarry road; residential areas; future industrial land; environment</p>	<p>Seaford (Location); Frankston City (Location); Quarry (Location)</p>
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Aug 23, 2022, 12:25 PM

How can we make our industrial precincts more attractive places to work and visit?

Easy access from main roads and freeway. Don't promote further industrial developments where surrounding infrastructure and roads are not adequate.

Mixed

Easy; main roads and freeway; further industrial developments; infrastructure and roads

Aug 11, 2022, 06:32 PM

What are your ideas for
renewing aging industrial
areas?

Conversion to
residential. Houses are in
short supply, rezoning
industrial for residential
makes sense
economically as well as
socially. Also reduces
impact from industrial
areas on nearby
residential areas.

Neutral

Conversion; residential;
Houses; short supply;
rezoning industrial;
residential; sense;
socially; impact; industrial
areas; nearby residential
areas

Aug 11, 2022, 06:32 PM	<p>What are your views on multi-storey developments in our industrial areas?</p>	<p>Don't support it. 8m high tilt slab factories reduce visual amenity. Industrial development equates to loss of native vegetation and important habitat trees which impacts biodiversity, impacts on aboriginal cultural heritage artefact scatter sites in what was the Carrum Swamp, and general amenity of our area. Converting industrial to residential is a huge opportunity to shape the area for the benefit of all.</p>	<div>Neutral</div>	<p>8m high tilt slab factories; visual amenity; Industrial development; loss; native vegetation; important habitat trees; biodiversity; impacts; aboriginal cultural heritage artefact scatter sites; the Carrum Swamp; general amenity; our area; residential; a huge opportunity; the area; the Carrum Swamp benefit (Location)</p>
Aug 11, 2022, 06:32 PM	<p>Are you aware of opportunities to expand our industrial areas?</p>	<p>No</p>	<div>Negative</div>	

Aug 11, 2022, 06:32 PM	What are your ideas for supporting the economic role and growth of industrial precincts?	Consider community views opposing further development of industrial land.	Neutral	community views; further development; industrial land
Aug 11, 2022, 06:32 PM	Let's start the Kananook conversation. What are your ideas for this area?	N/A	Neutral	
Aug 11, 2022, 06:32 PM	What do you think of these ideas? What are your ideas to promote business networks and innovation?	Working from home is the new industry. More residential areas support people working from home more.	Neutral	home; the new industry; More residential areas; people; home

Aug 11, 2022, 06:32 PM	What are your views on the direction of Seaford and its emerging role as mixed service business hub?	Hartlett drive already has footpaths. This is not a good use of ratepayers dollars. We already have Biersal Brewery, Banks Brewery, Daintons Brewery, That Spirited Lot, and Frankston Brewhouse. What we do not have is an excess of housing. Federal and State Governments are looking to resolve the housing crisis, Local Government needs to as well	Negative	Hartlett drive; footpaths; a good use; ratepayers dollars; Biersal Brewery; Banks Brewery; Daintons Brewery; That Spirited Lot; Frankston Brewhouse; an excess; housing; Federal and State Governments; the housing crisis; Local Government	Hartlett drive (Location); Biersal Brewery (Organization); Banks Brewery (Organization); Daintons Brewery (Organization); That Spirited Lot (Organization); Frankston Brewhouse (Organization)
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Aug 11, 2022, 06:32 PM

How can we improve the look and feel of key streets and open spaces in our industrial precincts?

N/A

Neutral

Aug 11, 2022, 06:32 PM

How can we improve walking, cycling and public transport connections in our industrial precincts?

N/A

Neutral

Aug 11, 2022, 06:32 PM	<p>How do you want the new buildings and redevelopments in our industrial areas to look?</p> <p>What's important to you?</p>	<p>Ensuring construction minimises impacts to local residents including minimising footprint, ensuring open space for biodiversity and people working in the area, minimising impacts from generators causing vibration, loss of visual amenity from 8m concrete tilt slabs, no net loss of native vegetation especially habitat trees, installation of green walls to increase visual amenity and reduce heat effects from broad scale concreting.</p>	<p>Neutral</p>	<p>construction; impacts; local residents; footprint; open space; biodiversity and people; the area; impacts; generators; vibration; loss; visual amenity; 8m concrete tilt slabs; no net loss; native vegetation especially habitat trees; installation; green walls; visual amenity; heat effects; broad scale concreting</p>
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Aug 11, 2022, 06:32 PM	How important are sustainability initiatives to you? What ideas do you have to support Environmentally Sustainable Design?	Do you really encourage ESD? The design of the proposed 300 Frankston Dandenong Rd Seaford is not indicative of this.	Neutral	ESD; The design; the proposed 300 Frankston Dandenong Rd Seaford	ESD (Organization); 300 (Location); Frankston Dandenong Rd (Organization); Seaford (Location)
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Aug 11, 2022, 06:32 PM

How can we make our industrial precincts feel safer at all times of the day?

Set backs from residential areas are imperative to maintain visual amenity and reduce conflict between industrial zone requirements and hours of operation and residential.

Neutral

Set backs; residential areas; visual amenity; conflict; industrial zone requirements and hours; operation and residential

Aug 11, 2022, 06:32 PM	How can we improve the look and feel of the borders between industrial and residential areas in the future?	Setbacks, green walls, canopy trees to buffer visual impacts of concrete tilt slabs.	Neutral	Setbacks; green walls; canopy trees; visual impacts; concrete tilt slabs
Aug 11, 2022, 06:32 PM	How can we make our industrial precincts more attractive places to work and visit?	Retention of existing habitat trees also provides shade and amenity for industrial workers and visitors	Neutral	Retention; existing habitat trees; shade and amenity; workers

Aug 04, 2022, 09:25 PM

What are your ideas for
renewing aging industrial
areas?

Consistency across
renewal projects.
Targeting specific
industries that are a
good fit for the area,
considering sections of
the renewal precinct
border onto residential
houses

Neutral

Consistency; renewal
projects; specific
industries; a good fit; the
area; sections; the
renewal precinct border

Aug 04, 2022, 09:25 PM	What are your views on multi-storey developments in our industrial areas?	Should consider this only in industrial regions that do not border onto residential houses.	Neutral	industrial regions; residential houses
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Aug 04, 2022, 09:25 PM	Are you aware of opportunities to expand our industrial areas?	None known	Neutral	
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Aug 04, 2022, 09:25 PM	What are your ideas for supporting the economic role and growth of industrial precincts?	Target certain industries to each area. Consider what industries are high traffic and locate these close to main roads and arterials.	Neutral	certain industries; each area; what industries; high traffic; these close; main roads and arterials
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Aug 04, 2022, 09:25 PM

Let's start the Kananook conversation. What are your ideas for this area?

Outdated factories along Wells Rd that border onto council depot would be well suited to multi-story buildings. Focus around Kananook Reserve should be on maintaining the natural feel of the reserve and not trap it in with massive new buildings. Some of the industrial land in this precinct borders onto residential areas. Its crucial that protecting residential areas take precedence over industrial renewal.

Neutral

Outdated factories; Wells Rd; that border; council depot; multi-story buildings; Focus; Kananook Reserve; the natural feel; the reserve; massive new buildings; the industrial land; this precinct; residential areas; residential areas; precedence; industrial renewal

Wells Rd (Location); Kananook Reserve (Location)

Aug 04, 2022, 09:25 PM

What do you think of these ideas? What are your ideas to promote business networks and innovation?

Focus on small business, low polluting businesses that also create low noise (especially for industrial areas close to residential). Focus development of sites and renewal of business that require large trucks to service them to be close to major road arterials to keep them off back streets. Develop small business hub's such as co-working offices, business centres, centres of excellence etc

Neutral

Focus; small business; low polluting businesses; low noise; industrial areas; residential; Focus development; sites and renewal; business; large trucks; major road arterials; streets; small business hub; co-working offices; business centres; centres

Aug 04, 2022, 09:25 PM	How can we improve the look and feel of key streets and open spaces in our industrial precincts?	Also use trees to provide screening for large industrial buildings. Investigate technologies such as heat absorbing paint for west facing large industrial buildings	Neutral	trees; screening; large industrial buildings; technologies; heat absorbing paint
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Aug 04, 2022, 09:25 PM

How can we improve walking, cycling and public transport connections in our industrial precincts?

Connecting these areas to existing trails such as railroad trails and peninsula link. Adding footpaths were missing or one on side of road only in industrial areas.

Neutral

these areas; existing trails; railroad trails; peninsula link; footpaths; side; road; industrial areas

Aug 04, 2022, 09:25 PM	<p>How do you want the new buildings and redevelopments in our industrial areas to look?</p> <p>What's important to you?</p>	<p>Renewal should consider look of building including colours and material used and associated landscaping. Cant have renewal without addition of screening trees.</p> <p>Height is extremely important if it impacts on neighbouring houses, and heights should be kept to minimum in these situations</p>	Neutral	<p>Renewal; building; colours and material; associated landscaping; renewal; addition; screening trees; Height; neighbouring houses; heights; minimum</p>
Aug 04, 2022, 09:25 PM	<p>How important are sustainability initiatives to you? What ideas do you have to support Environmentally Sustainable Design?</p>	<p>Renewal should incorporate ESD as much as possible to reduce carbon footprint, heat effects of buildings etc.</p>	Neutral	<p>Renewal; ESD; carbon footprint; heat effects; buildings</p>

Aug 04, 2022, 09:25 PM

How can we make our industrial precincts feel safer at all times of the day?

Consistent setbacks with clear walkways along street and in/out of each site is key. Some canopy trees to minimise impact of buildings on surrounding area and neighbours, but low trees/shrubs/bushes to provide a nice natural feel, help direct people yet provide clear line of site for safety

Mixed

Consistent setbacks; clear walkways; street and in/out; each site; Some canopy; impact; buildings; area and neighbours; low trees;/bushes; a nice natural feel; direct people; clear line; site

Aug 04, 2022, 09:25 PM	How can we improve the look and feel of the borders between industrial and residential areas in the future?	<p>buildings approved that border onto residential properties. For example Figure 36 of discussion paper shows the street view of 14 Milne Avenue, Seaford as an example of recent industrial renewal. This site borders onto residential houses and paper does not show the renewal from the perspective of the neighbouring houses, who need to now deal with a 8m+ wall that runs the length of the properties blocking their view, sunlight etc and decreases their houses prices. This wall is very obvious from Kirkwood Avenue, which is the residential street that the neighbouring houses are on, and completely changes the feel of this</p>	Neutral	<p>border; residential properties; Figure 36; discussion paper; the street view; 14 Milne Avenue; Seaford; an example; recent industrial renewal; This site; residential houses; paper; the renewal; the perspective; the neighbouring houses; a 8m+ wall; the length; the properties; their view, sunlight etc; their houses prices; This wall; Kirkwood Avenue; the residential street; the neighbouring houses; the feel; this residential area; this factory; 6m high; the visual impact; the residential area; any planning permits; adequate number and height; age; screening trees; part; planning; approval maintenance and care; such trees; their</p>	<p>14 Milne Avenue, Seaford (Location); Kirkwood Avenue (Location)</p>
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Aug 04, 2022, 09:25 PM	How can we make our industrial precincts more attractive places to work and visit?	Bike racks, showers as part of building fit out.	Positive	Bike racks; showers; part; building	
Jul 30, 2022, 01:54 PM	What are your ideas for renewing aging industrial areas?	Improve the drainage so the area does not flood. Wise Avenue was 1 metre under water this year. No money will be spent in this area if it continues to flood.	Negative	the drainage; the area; Wise Avenue; 1 metre; water; this year; No money; this area	Wise Avenue (Location)

Jul 30, 2022, 01:54 PM	What are your views on multi-storey developments in our industrial areas?	I am enthusiastic about development, however, adequate car parking should be a requirement of ALL permits.	Mixed	development; adequate car parking; a requirement; ALL permits
Jul 30, 2022, 01:54 PM	What are your ideas for supporting the economic role and growth of industrial precincts?	Safety. Better lighting. Less zoning/type of use restrictions	Positive	Safety; Less zoning/type

Jul 30, 2022, 01:54 PM	What are your views on the direction of Seaford and its emerging role as mixed service business hub?	Improve the drainage to stop it flooding.	Positive	the drainage
Jul 30, 2022, 01:54 PM	How can we improve the look and feel of key streets and open spaces in our industrial precincts?	Find ways to reduce the dumping of rubbish	Neutral	ways; the dumping
Jul 30, 2022, 01:54 PM	How do you want the new buildings and redevelopments in our industrial areas to look? What's important to you?	Car parking. Wide roads.	Neutral	Car parking; Wide roads

Jul 30, 2022, 01:54 PM	How can we make our industrial precincts feel safer at all times of the day?	Reduce tip fees for residents to reduce the dumping of rubbish.	Neutral	tip fees; residents; the dumping; rubbish
Jul 30, 2022, 01:54 PM	How can we make our industrial precincts more attractive places to work and visit?	Support those who would like to start 'nice' service businesses like cafes, breweries, fitness centres, childcare centres etc	Neutral	nice; ' service businesses; cafes; breweries; fitness centres; childcare centres

Jul 27, 2022, 11:06 AM	How can we improve the look and feel of key streets and open spaces in our industrial precincts?	Campaign for the urgent installation of traffic lights at the intersection of Rutherford Road and Stephenson St in Seaford North industrial precinct.	Neutral	Campaign; the urgent installation; traffic lights; the intersection; Rutherford Road; Stephenson St; Seaford North industrial precinct	Rutherford Road (Location); Stephenson St (Location); Seaford North (Location)
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Jul 27, 2022, 11:06 AM	How can we improve walking, cycling and public transport connections in our industrial precincts?	Campaign for the urgent installation of traffic lights at the intersection of Rutherford Road and Stephenson St in Seaford North industrial precinct.	Neutral	Campaign; the urgent installation; traffic lights; the intersection;	Rutherford Road (Location); Stephenson St (Location); Seaford North (Location)
	How do you want the new buildings and redevelopments in our industrial areas to look? What's important to you?	Improved vehicle access through Seaford North Industrial area by the urgent installation of traffic lights at the intersection of Rutherford Road and Stephenson St in Seaford North industrial precinct.		Improved vehicle access; Seaford North Industrial area; the urgent installation; traffic lights; the intersection;	Seaford North Industrial (Location); Rutherford Road (Location); Stephenson St (Location); Seaford North (Location)
Jul 27, 2022, 11:06 AM					

Jul 24, 2022, 11:46 AM

What are your ideas for
renewing aging industrial
areas?

Ensure that
sophisticated
surveillance is factored in
to EVERY aspect of
development... crime,
(hooning, wilful
damage), is off the scale
and needs to be
addressed in tandem
with industrial renewal
as there is little footfall
overnight and so these
areas are thus ripe for
crime. What is the point
of having "renewal
opportunities" if these
areas will just be
abused?

Negative

sophisticated
surveillance; EVERY
aspect; development;
crime; hooning; wilful
damage; the scale;
tandem; industrial
renewal; little footfall;
these areas; crime; the
point; "renewal
opportunities; these
areas

Jul 24, 2022, 11:46 AM What are your views on multi-storey developments in our industrial areas? Against.

Neutral

Jul 24, 2022, 11:46 AM Are you aware of opportunities to expand our industrial areas? yes.

Neutral

Jul 24, 2022, 11:46 AM	What are your ideas for supporting the economic role and growth of industrial precincts?	<p>As in section one. If the area's crime/vandalism/ drug use become much more established, then very few potential investors/businesses will gravitate towards these areas. Conversely, factoring IN people friendly initiatives such as adequate outdoor seating, cafes and amenities, small areas of visually pleasing landscaping and conservation areas, adequate signage will attract investment.</p>	Neutral	<p>section one; the area; crime/vandalism/ drug use; very few potential investors/businesses; these areas; people; friendly initiatives; adequate outdoor seating, cafes and amenities; small areas; landscaping and conservation areas; adequate signage; investment</p>	one (Title)
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Jul 24, 2022, 11:46 AM	Let's start the Kananook conversation. What are your ideas for this area?	Kananook station is integral to potential development. Upgrade Station... it is totally outdated and very shabby. Have a shelter at start of carpark... many people wait for lifts home and have no heat/rain shelter while waiting. Potted landscaping to soften the concrete impression of the station as the whole area looks very austere and harsh. Ensure that vacant area at foot of overpass on residential side is kept clean... currently a continual dumping ground... VERY third world.	<div>Negative</div>	Kananook station; potential development; Upgrade Station; a shelter; start; carpark; many people; lifts home; no heat/rain shelter while; Potted; the concrete impression; the station; the whole area; vacant area; foot; overpass; residential side; a continual dumping ground; third world	Kananook station (Location)
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Jul 24, 2022, 11:46 AM	What do you think of these ideas? What are your ideas to promote business networks and innovation?	N/A for me as no entry level knowledge.	<div>Negative</div>	N/A; no entry level knowledge
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Jul 24, 2022, 11:46 AM	What are your views on the direction of Seaford and its emerging role as mixed service business hub?	Harnett Drive.... improve signage.... put business indicator signs to show what is in every tributary street along Hartnett Drive. More public amenities... see above comments. Transform the street into a visually pleasing avenue with more landscaping/outdoor benches/ public drinking fountains for those walking.	Neutral	Harnett Drive....; signage....; business indicator signs; every tributary street; Hartnett Drive; More public amenities; comments; the street; a visually pleasing avenue; more landscaping/outdoor benches/ public drinking fountains; those walking	Harnett Drive (Location); Hartnett Drive (Location)
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Jul 24, 2022, 11:46 AM	How can we improve the look and feel of key streets and open spaces in our industrial precincts?	Already stated.	Neutral	
Jul 24, 2022, 11:46 AM	How can we improve walking, cycling and public transport connections in our industrial precincts?	Ensure adequate lighting and surveillance facilities.	Neutral	adequate lighting and surveillance facilities

Jul 24, 2022, 11:46 AM	How do you want the new buildings and redevelopments in our industrial areas to look? What'ss important to you?	<p>Colour, materials and design should be sympathetic to the landscape and marry up with minimal glaring contrast... designs which are unified are always more harmonious and present a pleasing aesthetic... the aim is not to trigger resentment so no garish colours/design... aim for minimalism and sleek... and then ENHANCE with visually beautiful landscaping... already loads of natives... now consider fruit trees and flowering vegetation... the Netherlands are real innovators in this area of industrial enhancement.</p>	Positive	<p>Colour, materials and design; the landscape; minimal glaring contrast; designs; a pleasing aesthetic; the aim; resentment; no garish colours/design; aim; minimalism; visually beautiful landscaping; loads; natives; fruit trees; flowering vegetation; the Netherlands; real innovators; this area; industrial enhancement</p>	Netherlands (Location)
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Jul 24, 2022, 11:46 AM	How important are sustainability initiatives to you? What ideas do you have to support Environmentally Sustainable Design?	Important but not enough knowledge to comment.	Mixed	Important; enough knowledge
Jul 24, 2022, 11:46 AM	How can we make our industrial precincts feel safer at all times of the day?	Already mentioned.	Neutral	

Jul 24, 2022, 11:46 AM	How can we improve the look and feel of the borders between industrial and residential areas in the future?	Already mentioned.	Neutral
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Jul 24, 2022, 11:46 AM	How can we make our industrial precincts more attractive places to work and visit?	Already mentioned.	Neutral
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Jul 14, 2022, 01:43 PM

What are your ideas for
renewing aging industrial
areas?

rates discounts/rebates
for building owners who
invest in
updating/beautifying
their building facades.
Grants that could be
applied for existing
businesses to renew the
aging industrial areas
without turning over the
existing businesses
already in the area.
Support the businesses
that are already local,
and don't focus
singularly on bringing
new business.

Neutral

rates discounts/rebates;
building owners; their
building facades; Grants;
existing businesses; the
aging industrial areas; the
existing businesses; the
area; the businesses; new
business

Jul 14, 2022, 01:43 PM

What are your views on multi-storey developments in our industrial areas?

Good idea - as long as they are sufficiently planned for adequate parking. Industrial areas currently don't have enough parking and the streets cannot afford any further parking overflow from a multi-storey building.

Mixed

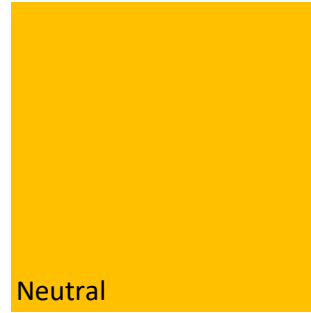
Good idea; adequate parking; Industrial areas; enough parking; the streets; any further parking overflow; a multi-storey building

Jul 14, 2022, 01:43 PM

Are you aware of
opportunities to expand
our industrial areas?

-

Neutral



Jul 14, 2022, 01:43 PM	Let's start the Kananook conversation. What are your ideas for this area?	<p>include housing and should remain fully industrial. The recent improved street took away a significant amount of street parking by changing the parking from vertical parks to horizontal parks - the businesses were not consulted about their customer requirements before the decision was made, and a significant amount of business has been affected by this change with customers having to now park far away from the business they are attending. PLEASE PLEASE put up proper parking signs on GOVAN STREET SEARFORD. This area is primarily industrial, however the heavy vehicles cannot manoeuvre correctly or</p>	Negative	<p>recent improved street; a significant amount; street parking; the parking; vertical parks; horizontal parks; the businesses; their customer requirements; the decision; a significant amount; business; this change; customers; the business; PLEASE PLEASE; proper parking signs; GOVAN STREET SEARFORD; This area; the heavy vehicles; driveways; cars; the childcare centre parking; the street close; ways; driveways; A number; businesses; an opposal; their planning permit; the street parking issues; the opposal; sufficient on-premise car parking; their customers; significant issues; Any further renewal work; this area; this problem; correct no-</p>	<p>GOVAN STREET SEARFORD (Location); GOVAN STREET SEAFORD (Location)</p>
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Jul 14, 2022, 01:43 PM

What do you think of these ideas? What are your ideas to promote business networks and innovation?

Fully support any/all of the ideas mentioned here.
More business knowledge and support for accessing funding opportunities and support from local council. Covid has been a killer on business growth and business cannot afford to spend money on innovation when we are just trying to survive.

Positive

Fully; any/all; the ideas; More business knowledge and support; funding opportunities and support; local council; Covid; a killer; business growth; business; money; innovation

Covid (Person)

Jul 14, 2022, 01:43 PM	What are your views on the direction of Seaford and its emerging role as mixed service business hub?	Fully support any/all of the ideas mentioned here. Hartnett Drive is well facilitated to become a mixed service business hub, due to accessibility by public transport, and fantastic existing businesses with opportunities for growth of new business.	Positive	Fully; any/all; the ideas; Hartnett Drive; a mixed service business hub; accessibility; public transport; existing businesses; opportunities; growth; new business	Hartnett Drive (Location)
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Jul 14, 2022, 01:43 PM	How can we improve the look and feel of key streets and open spaces in our industrial precincts?	<p>victim to dumped rubbish along the street, further CCTV and lighting to break this public habit. This immediately decreased the safe feel and public image of our areas, and is a recurring issue for businesses. Consult with individual businesses on the street you are planning to update and improve before any decisions are made - especially when there are long-standing businesses who have been operating on the streets for a number of years. They know the street better than you do, and should be included from day one on any considered changes to their street. They are the ones bringing money and employment to the area</p>	Mixed	<p>industrial areas; victim; dumped rubbish; the street; further CCTV; lighting; this public habit; the safe feel and public image; our areas; a recurring issue; businesses; individual businesses; the street; any decisions; long-standing businesses; the streets; a number; years; the street; day one; any considered changes; their street; the ones; money and employment; the area; a number; consideration; proposed changes; the needs; their business growth</p>
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Jul 14, 2022, 01:43 PM

How can we improve walking, cycling and public transport connections in our industrial precincts?

On-going maintenance of existing paths and facilities

Neutral

On-going maintenance

Jul 14, 2022, 01:43 PM	How do you want the new buildings and redevelopments in our industrial areas to look? What's important to you?	<p>Yes the look of new industrial building is important to the overall facade. Giant red brick buildings (..south east water building!) reduce the image of the area and look immediately dated and cheap. New industrial buildings should not be overly modernised as they will look out of place among existing older buildings, but should be sufficiently modernised to increase the overall facade of the industrial development and raise the existing standard.</p> <p>Site coverage is important to ensure that sufficient parking is supplied to the businesses that will occupy the premise.</p>		<p>the look; new industrial building; the overall facade; Giant red brick buildings; south; water building; the image; the area; New industrial buildings; place; existing older buildings; the overall facade; the industrial development; the existing standard; Site coverage; sufficient parking; the businesses; the premise</p>
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Jul 14, 2022, 01:43 PM

How important are sustainability initiatives to you? What ideas do you have to support Environmentally Sustainable Design?

Huge fan of sustainable initiatives. Industrial areas are often occupied by businesses with higher emissions/environmental impact. Supporting sustainability initiatives around new buildings and developments is a great way to 'counter-act' some of the necessary environmental impact of industrial business.

Positive

Huge fan; sustainable initiatives; Industrial areas; businesses; higher emissions/environmental impact; sustainability initiatives; new buildings and developments; a great way; the necessary environmental impact; industrial business

Jul 14, 2022, 01:43 PM	How can we make our industrial precincts feel safer at all times of the day?	-	Neutral
Jul 14, 2022, 01:43 PM	How can we improve the look and feel of the borders between industrial and residential areas in the future?	-	Neutral
Jul 14, 2022, 01:43 PM	How can we make our industrial precincts more attractive places to work and visit?	As described above sounds reasonable	Positive

Industrial Precincts Needs Analysis Report

June 2022



opportunity » growth » lifestyle



This report highlights the findings of the 2022 Industrial Precincts Survey, commissioned by Frankston City Council to provide insights as to where opportunities lie to engage with and assist the local business community from an economic development perspective.

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Research Objectives

In 2022, Frankston City Council sought the services of Sagacity Research Pty Ltd, an independent research agency, to conduct interviews and analysis for the 2022 Industrial Precincts Survey, to better understand where opportunities exist to engage with and assist businesses located within their industrial precincts.

Specifically, the Council wanted build on the previous survey in 2018, to better understand how these opportunities could be tied into those as outlined within the Frankston Development Strategy 2016-2022, with a focus on:

- Linkages between industry and education
- Issues facing established businesses
- Growth of established businesses (projected growth)
- Advocacy and support (i.e. infrastructure)
- How Council can further support businesses in the precinct
- Identify any industry gaps (for investment attraction purposes)

Research Methodology

The survey, written and designed by Frankston City Council comprised 48 questions, and took up to 15 minutes to complete. (a copy of the questionnaire can be found in the appendix at the end of the report).

The survey was initially administered online, via email invite from the Council, with subsequent telephone interviews being conducted by Sagacity Research Pty Ltd to elicit a stronger response rate. Business and contact details were sourced by the Council using ABR data, which was updated and validated through desk research.

A total of 160 interviews were collected via the email invite, with an additional 96 coming via the telephone, giving a total sample size of n=256 respondents completing the survey. Throughout this report statistically significant differences have been highlighted when there is a difference at a 90% confidence level. Notable differences to 2018 have also been annotated.

Sample Composition

Almost two thirds of businesses (63%) surveyed were located in Carrum Downs, with nearly another third (30%) located in the Seaford industrial precinct. Of the remaining, 5% were in Frankston and 2% in Langwarrin [Figure 1b]. Compared to 2018, this represents a slightly higher proportion in Carrum Downs (up from 55%), with fewer in Seaford (down from 38%).

Light industry business owners continue to make up the majority of the sample (52%), with one in ten respondents operating a business classified as heavy industry (9%), and 40% stating neither of these two.

A quarter (26%) of those businesses taking part were in manufacturing, with 14% in retail, 13% construction, 12% other services and 10% wholesale trade. Unsurprisingly, retail businesses were less likely to be present in Carrum Downs, while accommodation or healthcare businesses were more likely to be located within the Langwarrin precinct [Figure 2].

Figure 1a: Industrial Precincts Covered

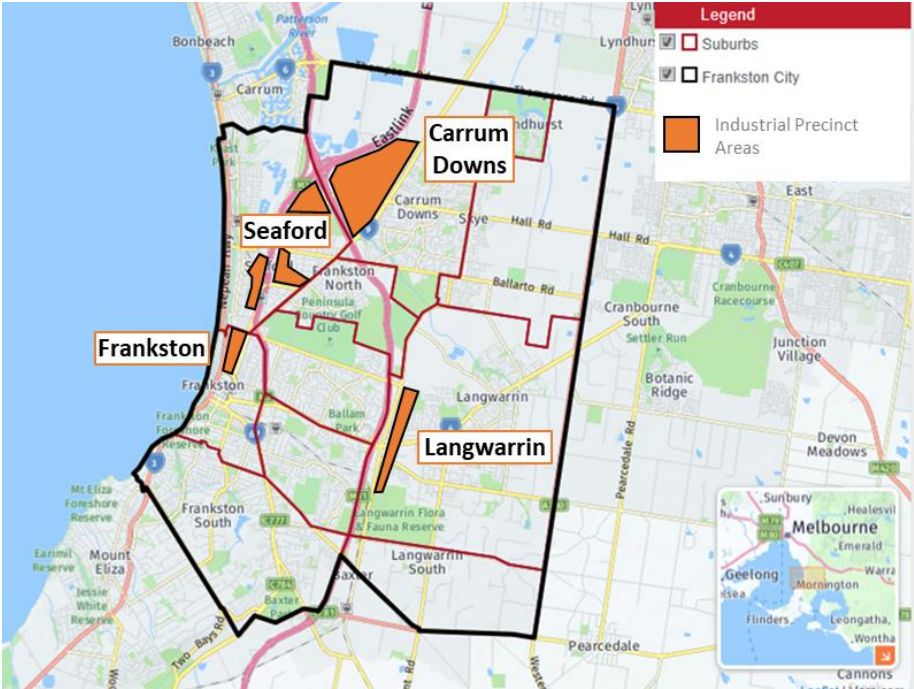
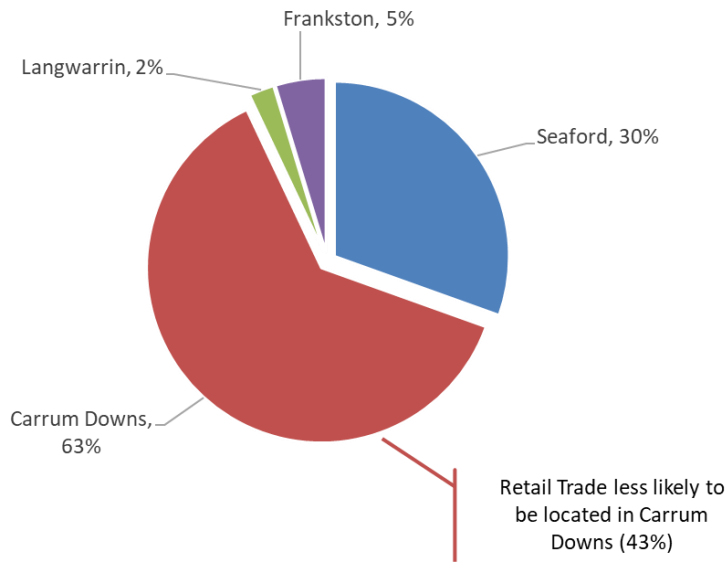


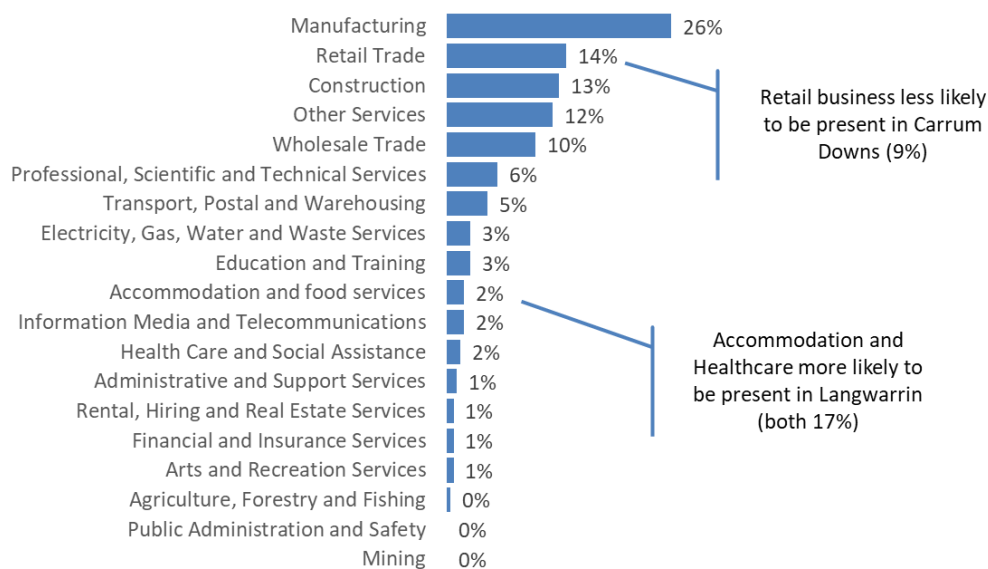
Figure 1b: Industrial Precinct business located in



Business Type	
Heavy industry	9%
Modern/light industry including transport and warehousing	52%
Other	40%

Q1: Which industrial precinct is your business located?
Q2: Which of the following best describes your business type?
Base: All businesses (n=256)

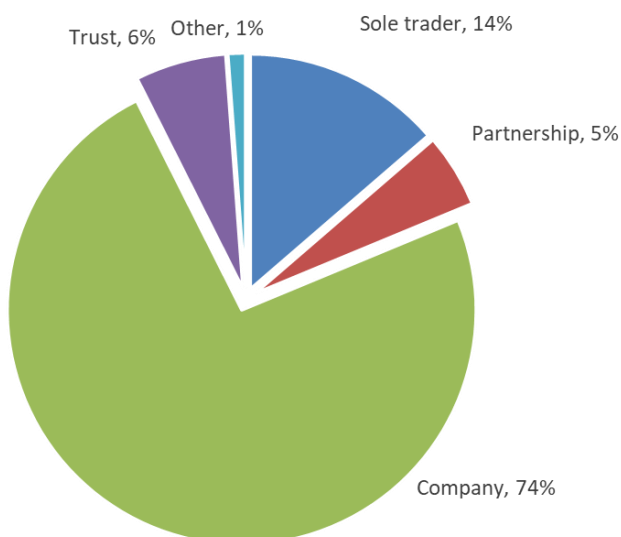
Figure 2: Industry of business or organisation



Q3: What is the industry of your business or organisation?
Base: All businesses (n=256)

Three quarters of businesses surveyed (74%) were structured as companies, up from 61% in 2018 [Figure 3], with the remainder being made up of sole traders (14%), trusts (6%), and partnerships (5%).

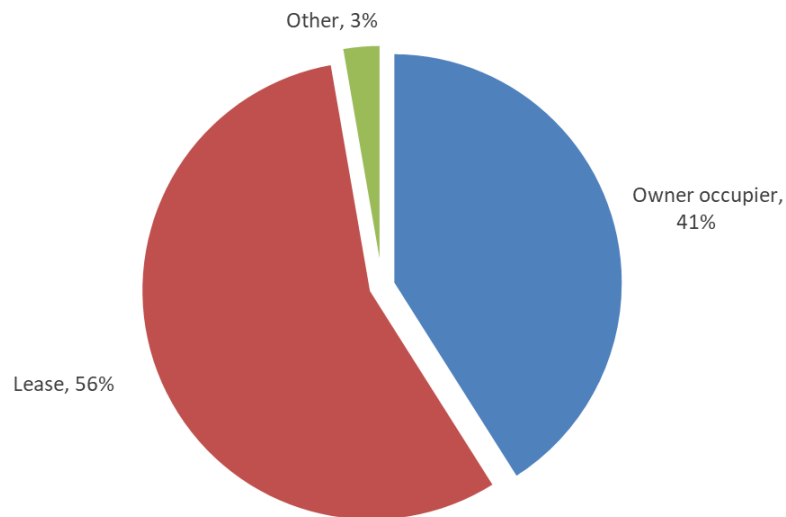
Figure 3: Structure of business



Q5: Which of the following best describes your business structure?
Base: All businesses (n=256)

There was a relatively even split between those who leased (56%) or owned (41%) their business premises [Figure 4]. Again these figures are very comparable to 2018.

Figure 4: Premises owned or leased?



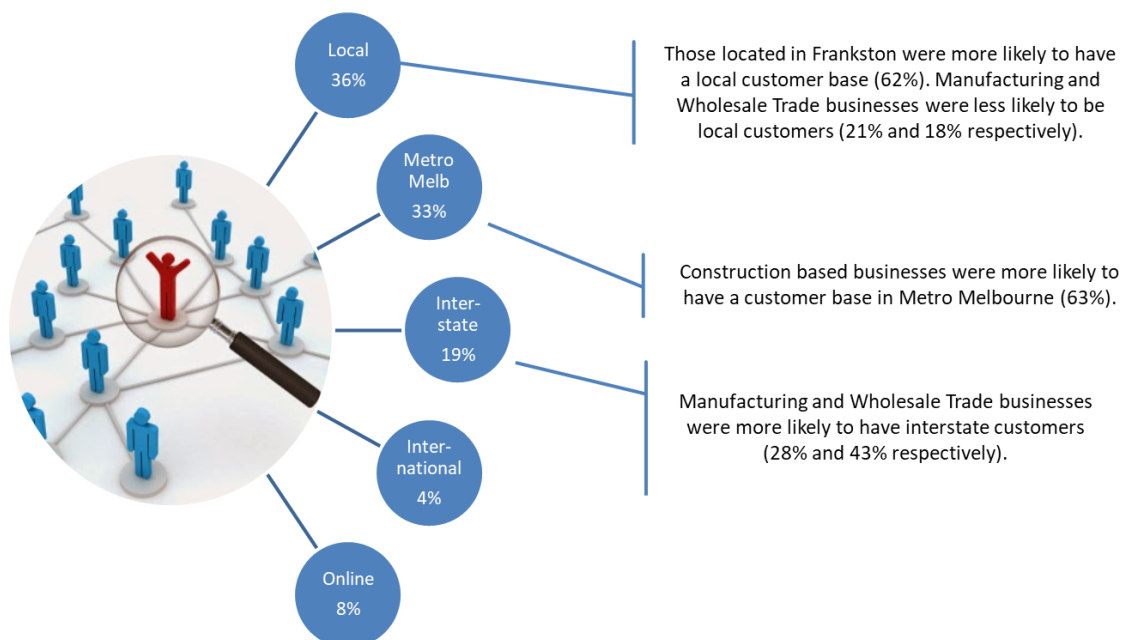
Q6: Do you own or lease your business premises?
Base: All businesses (n=256)

A third of business customers (36%) are local, with a similar proportion (33%) coming from Metropolitan Melbourne [Figure 5]. Despite the pandemic, a similar proportion of customers are interstate (19%) and international (4%) compared to 2018.

There are significant differences by industrial precinct worth noting, namely:

- Businesses based in Frankston remain significantly more likely to have a local customer base (62%).
- Construction businesses were significantly more likely to have a customer base in Metro Melbourne (63%).
- Manufacturing and Wholesale Trade businesses were significantly more likely to have interstate customers (28% and 43% respectively).

Figure 5: Location of customer mix



Q9: As a percentage, what customer mix best represents your business?
Base: All businesses (n=256)

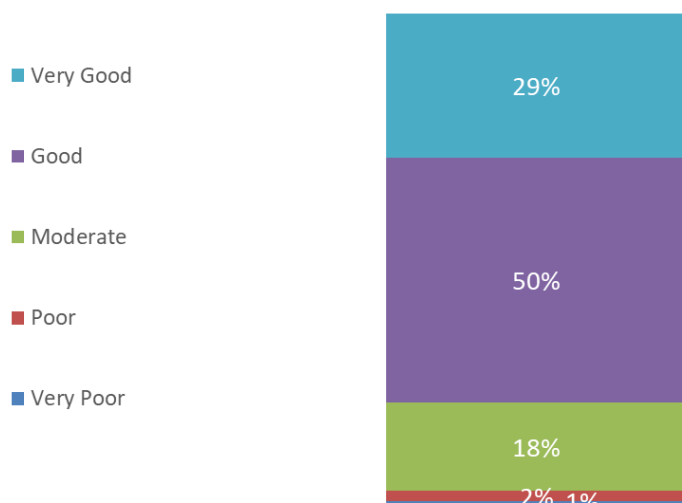
Research Findings

Satisfaction with Frankston City

Overall, Frankston City continues to be perceived as a great location for business owners, with the majority (79%) rating Frankston City as a 'very good' or 'good' location for business [Figure 6]. This is unchanged from 2018, when the score was 80% with 31% rating 'very good'. This was again the sentiment across all businesses with no significant differences between industry types or industrial precincts.

Following a difficult period during Covid, this is a very positive response, with only 3% of respondents rating the district as 'poor' or 'very poor', and so providing a strong platform upon which the Council can continue to build relationships with businesses within the industrial precincts, as they look to recover from the pandemic.

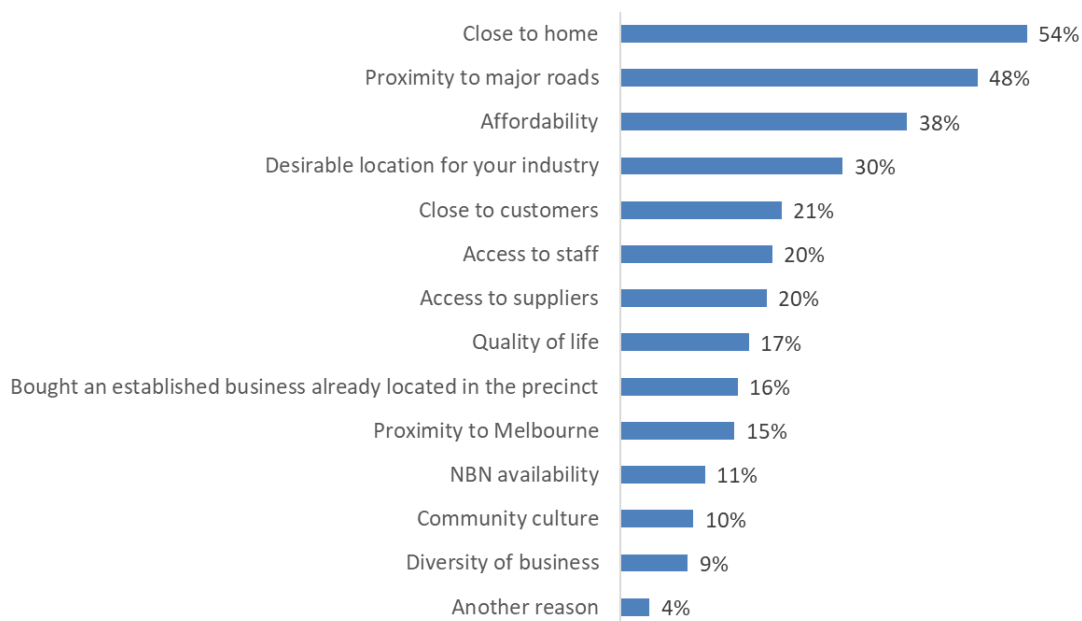
Figure 6: Rating for Frankston City as a location for business



Q41: Overall, how do you rate Frankston City as a location for business?
Base: All businesses (n=256)

The drivers of satisfaction, key reasons given by businesses for locating within their industrial precinct [Figure 7], were its proximity to home (54%), proximity to major roads (48%) and affordability (38%). There were no significant differences by precinct or industry.

Figure 7: Reason for locating business within a specific Industrial Precinct

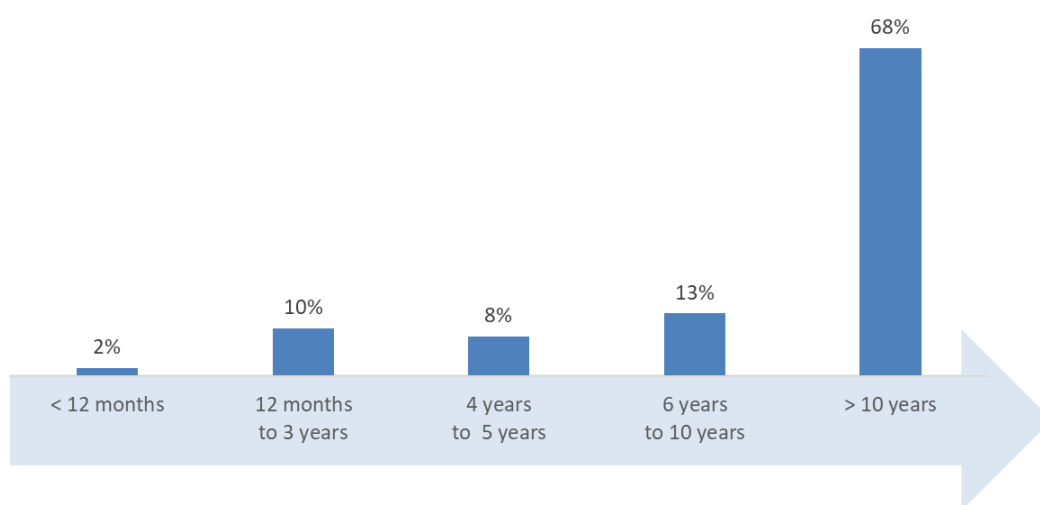


Q8: For what reason have you chosen to locate your business within this industrial precinct in comparison to other industrial precincts?
Base: All businesses (n=256)

Business Performance

There are a lot of successful and well-established businesses within Frankston City, with almost seven out of ten (68%) having been in operation for more than ten years [Figure 8]. This provides the Council with a wealth of experienced business owners with which it can consult and have meaningful conversations around how best to support their organisations in the future as they recover from the pandemic.

Figure 8: Age of business

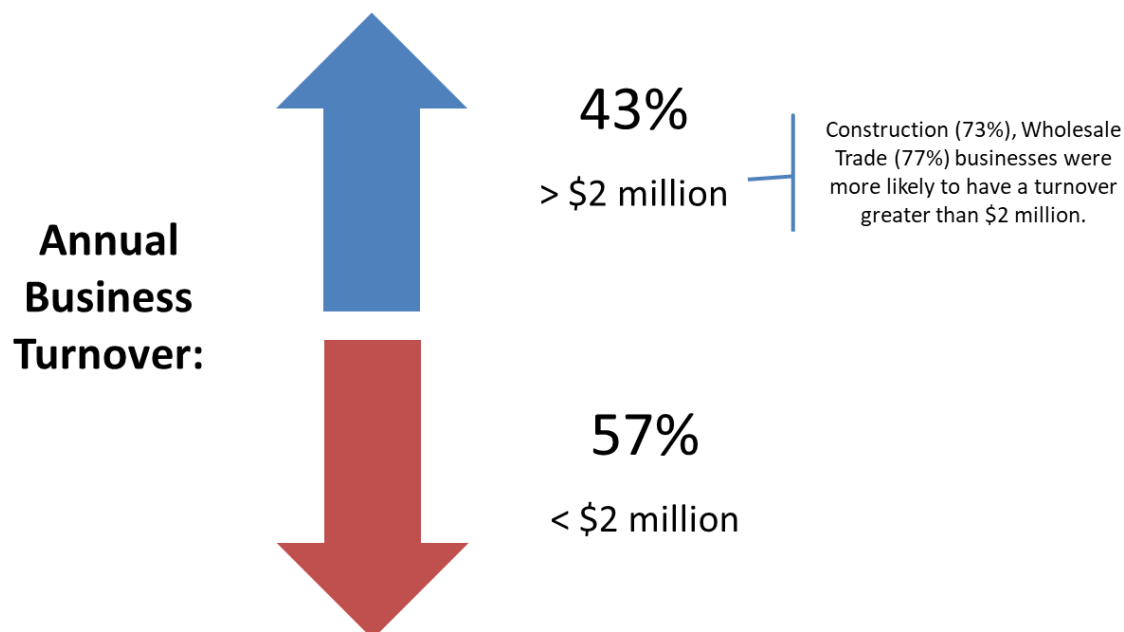


Q7: Approximately what age is your business?
Base: All businesses (n=256)

Despite having been in operation for a number of years, over half the businesses (57%) would be classified as either Micro or at the lower end of Small, with a turnover of less than \$2 million [Figure 9]. Construction (73%) and wholesale trade businesses (77%) were more likely to have a turnover greater than \$2 million per annum.

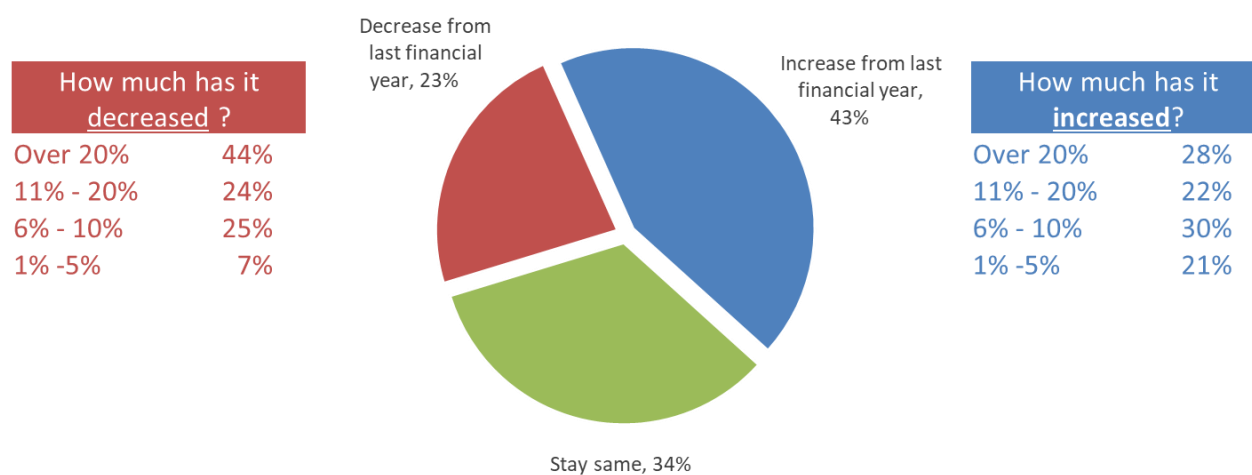
While indicative rather than statistically significant, these businesses were also more likely to have experienced growth in the last year [Figure 10], and anticipate further growth in the coming financial year [Figure 14]. This may be reflective of the ability of larger businesses to better navigate the pandemic compared to those with lower turnover.

Figure 9: Annual business turnover



Q21: Is your annual business turnover greater or less than \$2 million?
Base: All businesses (n=256)

Figure 10: Turnover for previous financial year



Q17: Compared to the previous financial year (2020-21), how is your turnover for the financial year 2021-22 looking? Base: All businesses (n=256)

Q18: How much do you expect your turnover to increase by in the 2021-2022 financial year compared to the previous year (2020-21)? Base: n= 111

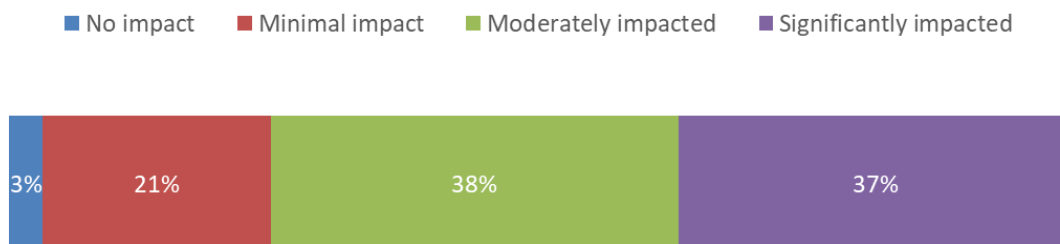
Q19: How much do you expect your turnover to decrease by in the 2021-2022 financial year compared to the previous year (2020-21)? Base: n= 59

Reflective of the past couple of years, twice as many businesses have reported a decline in turnover this year compared to 2018 (23% compared to 11%). Similarly, fewer have reported growth (43% down from 54%). As noted earlier, construction and retail businesses were indicatively more likely to have experienced growth.

Impact of the Covid-19 Pandemic

Perhaps unsurprisingly, virtually all businesses (97%) have reported that the covid-19 pandemic has impacted them to some degree, with a third (37%) being significantly impacted [Figure 11].

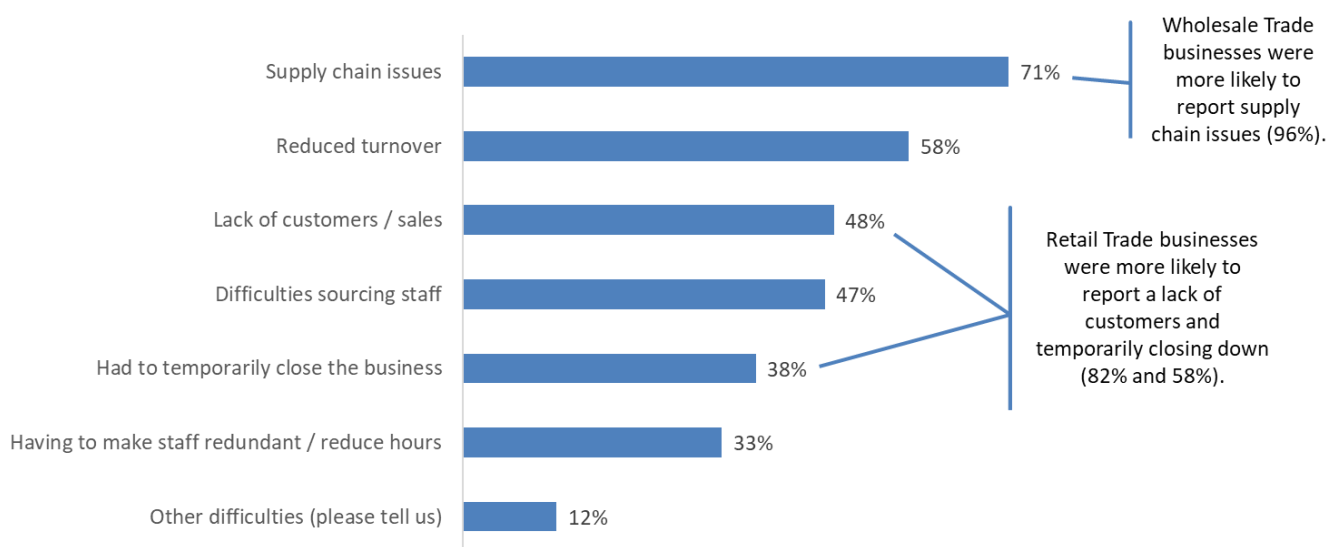
Figure 11: Impact of the Covid-19 pandemic



COVID1: To what degree, if at all, has your business been impacted by COVID-19 pandemic?
Base: All businesses (n=256)

The most common impact of the pandemic was on supply chain issues, which is likely still being felt to this day. This was particularly the case with Wholesale trade businesses. Retail businesses were more likely to report a lack of customers, and having to temporarily close down [Figure 12].

Figure 12: How businesses have been impacted by the Covid-19 pandemic

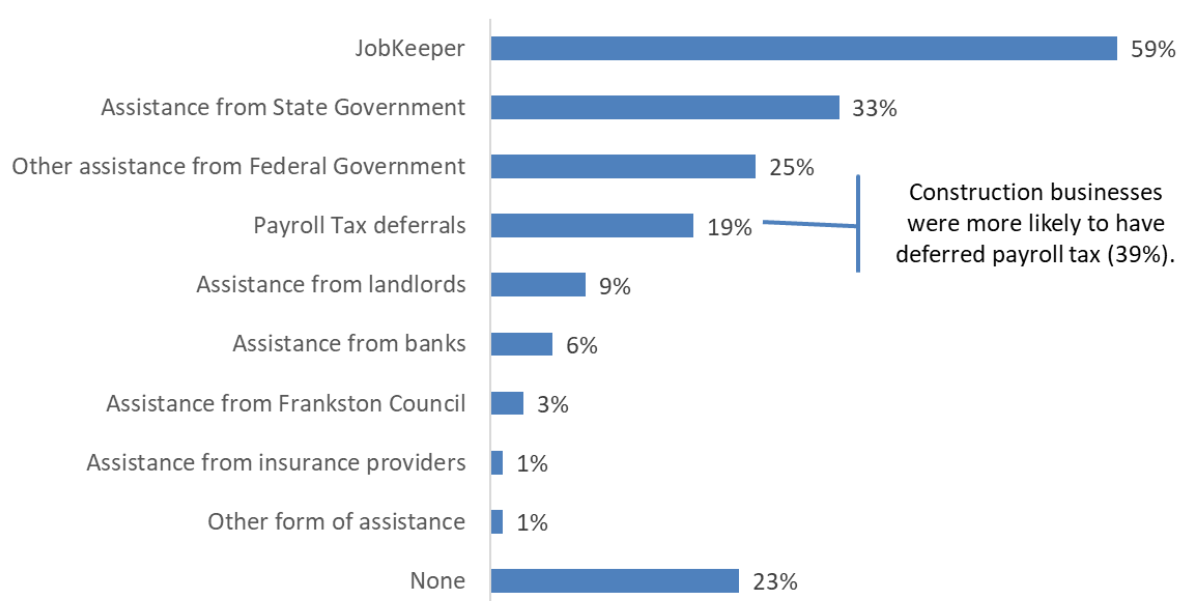


COVID2: How has the COVID-19 pandemic impacted your business?
Base: All businesses being impacted (n=248)

Despite virtually all business being impacted, almost a quarter did not seek any assistance to help navigate the pandemic. Of those that did, JobKeeper was most commonly sought, followed by Government and ATO assistance [Figures 13]. Construction businesses were more likely to have sought payroll tax deferral.

Just 3% had received assistance from Frankston City Council. This may reflect a lack of awareness of the assistance on offer, or a lack of assistance available. There is an opportunity for Frankston City Council to play a greater role as businesses in the precinct face new challenges as they look to recover (see later section).

Figure 13: Assistance sought by businesses



COVID3: Has your business received any of the following assistance during the pandemic?

Base: All businesses (n=256)

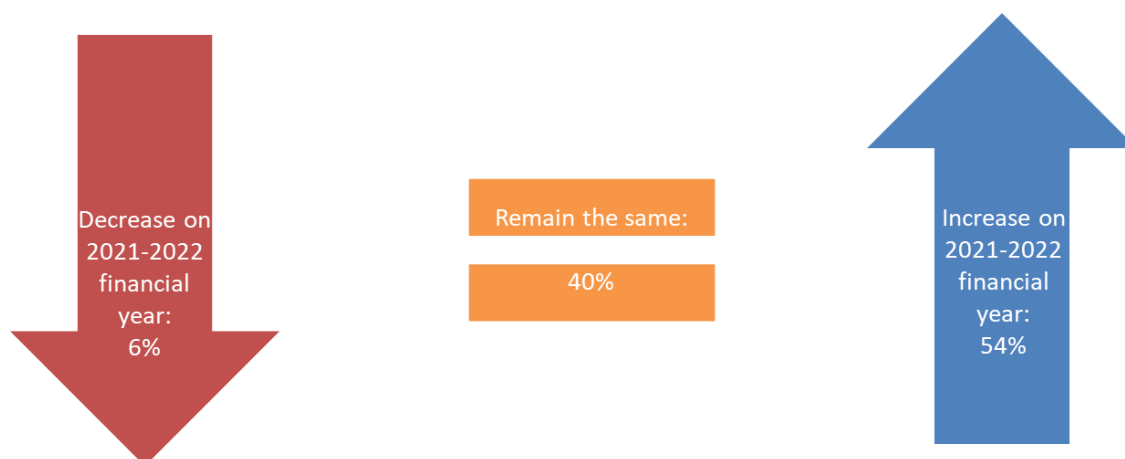
Business Outlook

Encouragingly, despite the challenges faced over the past couple of years, there is a positive outlook amongst businesses, with just over half (54%) expecting their turnover to increase in the next financial year [Figure 14], and nearly half (48%) stating that they have expansion plans [Figure 15]. The majority (50%) of those planning to expand, intend to do so within the next 12 months. These figures are in line with those recorded in 2018, providing evidence that businesses remain optimistic about the future.

The larger businesses with turnover in excess of \$2M are more likely to have both grown in the last financial year (55%) and be anticipating revenue growth in the next financial year (61%). As noted earlier, this is likely reflective of the ability of larger businesses to better navigate the pandemic compared those with lower turnover.

While indicative rather than statistically significant, wholesale trade businesses are most likely to be anticipating growth (73%).

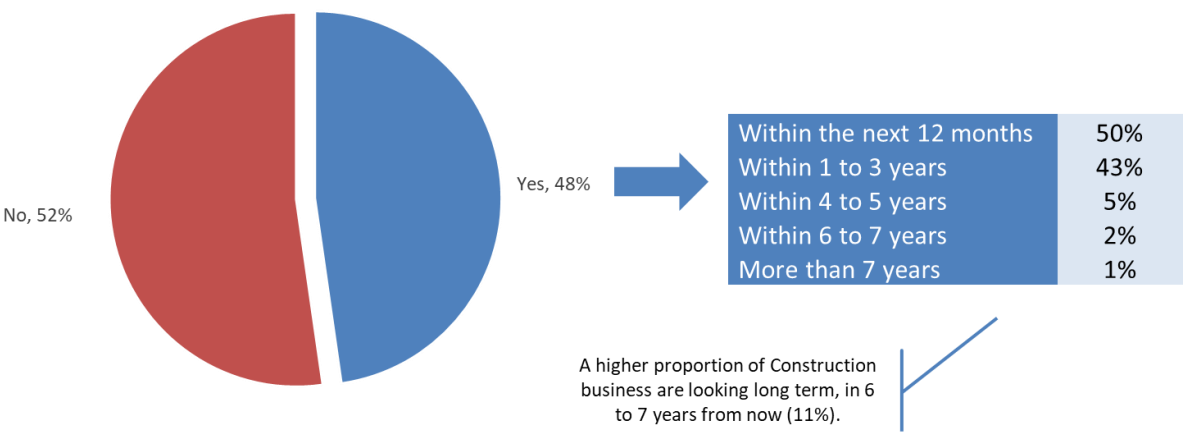
Figure 14: Expected turnover trend for current financial year



Q20: How do you expect your turnover to trend for the upcoming financial year 2022-2023?
Base: All businesses (n=256)

Reflecting their anticipated growth in revenue, it is the larger businesses with turnover greater than \$2M that are more likely to have expansion plans (58%). Having ridden the pandemic in their early years, it is the newer businesses that have been in operation for less than 5 years that are also more likely to be looking at expansion (70%), and perhaps making up for lost time.

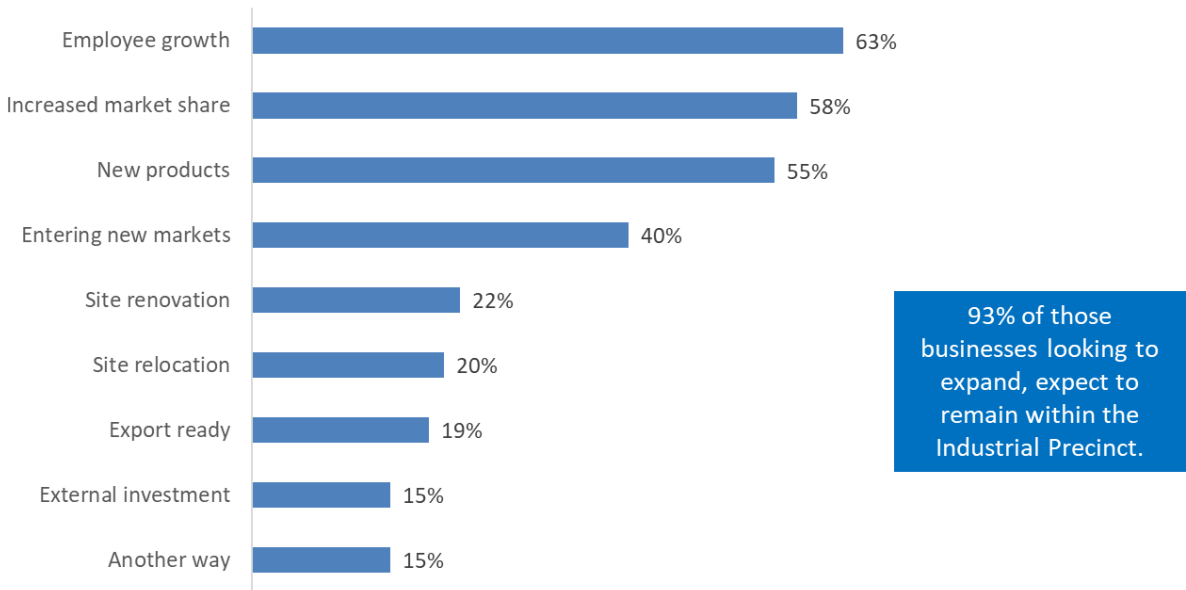
Figure 15: Business expansion plans




Q11: Do you have business expansion plans?
Q12: When do you anticipate to expand your business?
Base: All businesses (n=256) All businesses planning on expanding their business (n=123)

The main focus of businesses looking to expand is with employee growth (63%), and increasing market share (58%) with new products (55%) [Figure 16]. There are no variations by industry, but indicatively it is the younger businesses that are more focused on employee growth (71%).

Figure 16: What does the expansion of your business look like?



Q13: What does this expansion look like?
Q15: Do you expect your business to remain in the Industrial Precinct?
Base: All businesses planning on expanding (n=123)



With a strong desire for employee growth, a critical role for the Council will be in helping businesses recruit the right staff by ensuring local education programs match the skills needs of the businesses in the precincts (see next section).

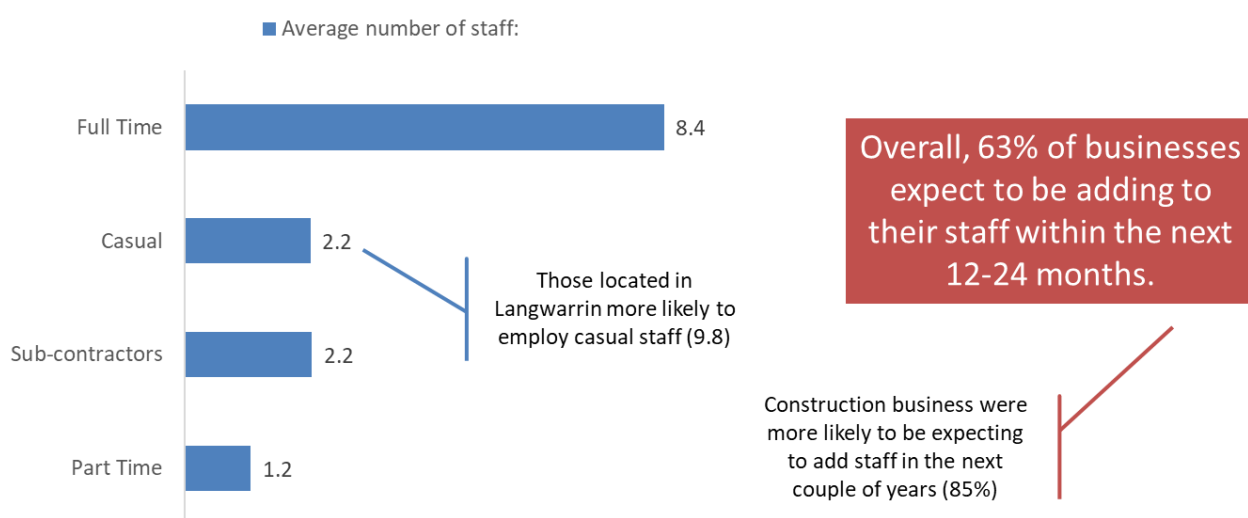
Positively, the desire for expansion does not mean that businesses are seeking to move their premises away from the district, with 93% of those looking to expand claiming that they would be remaining within their current industrial precinct. While a fifth (20%) would look to relocate, the preference is to remain within Frankston City.

Staffing and Skills Shortages

Possibly a reflection of the pandemic, businesses are employing a slightly greater number of sub-contractors (2.2 compared to 1.5 in 2018). However, they also have a greater number of full time staff on their books (8.4 up from 7.7).

Almost two thirds (63%) are expecting to be adding to their staff within the next 12-24 months [Figure 17], with construction businesses most keen to take on new staff (85%).

Figure 17: Average number of employees by category



Q22: Including yourself, how many employees do you have with the following categories?

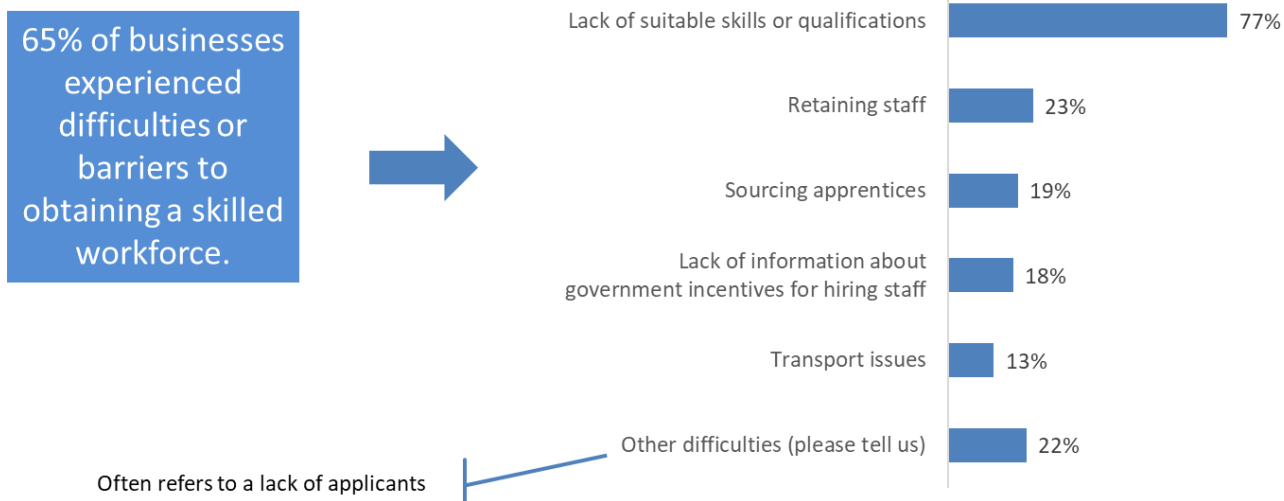
Q23: Will you be adding new staff within the next 12-24 months?

Base: All businesses (n=256)

Businesses continue to face significant challenges in recruiting staff however, with two thirds (65%) reporting difficulties, up from 58% in 2018. This is particularly the case for the larger businesses (75%), and also indicatively for the construction businesses (82%) who are most keen to take on staff.

The need for assistance is further highlighted by the finding that the majority of businesses claimed to have experienced difficulties in recruiting a workforce with the right skills or qualifications [Figure 18]. Again this is indicatively higher amongst construction businesses (85%). While also indicative, retail businesses were those most likely to have experienced difficulties in sourcing information about Government incentives (32%). This is likely an outcome of the pandemic, and an area where the Council could help provide clarity.

Figure 18: Barriers or difficulties in obtaining a skilled workforce

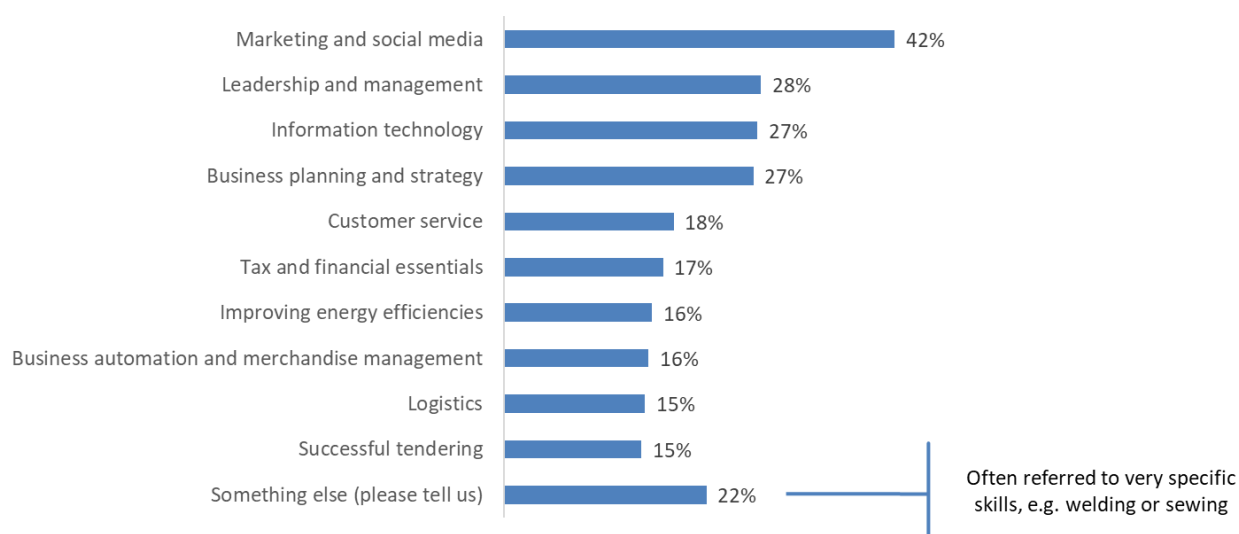


Q24: Have you experienced difficulties or barriers to obtaining a skilled workforce? Base: All businesses (n=256)

Q25: What are the difficulties or barriers you have experienced? Base: All businesses experienced difficulties (n=167)

The Skills and qualifications sought are similar to those recorded in 2018, with marketing and social media top of the pile, followed by leadership and management, IT and business planning and strategy [Figure 19].

Figure 19: Training or up-skilling beneficial to business



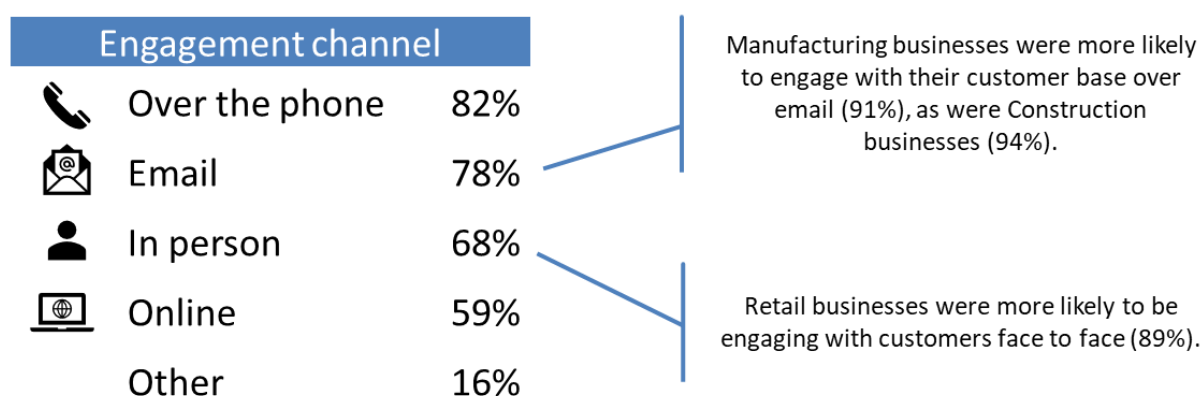
Q26: What training or up-skilling programs would be beneficial to your business?

Base: All businesses (n=256)

While again indicative, rather than statistically significant, there were some differences by industry. Construction businesses were more likely to make mention of business planning skills (42%) and also other mentions (30%), which often included references to very specific skills such as welding. Retail and wholesale trade businesses were slightly more focused on marketing and social media, customer service and financial essentials.

As would be expected, the focus on customer service for retail businesses comes from a heavy reliance on in-person customer engagement. Interestingly, the pandemic has not changed how businesses interact with customers, with the reliance on all channels including email and online similar to 2018 [Figure 20]. The high use of emails and online does however highlight the desire for social media and IT skills training.

Figure 20: Engagement channels customers use



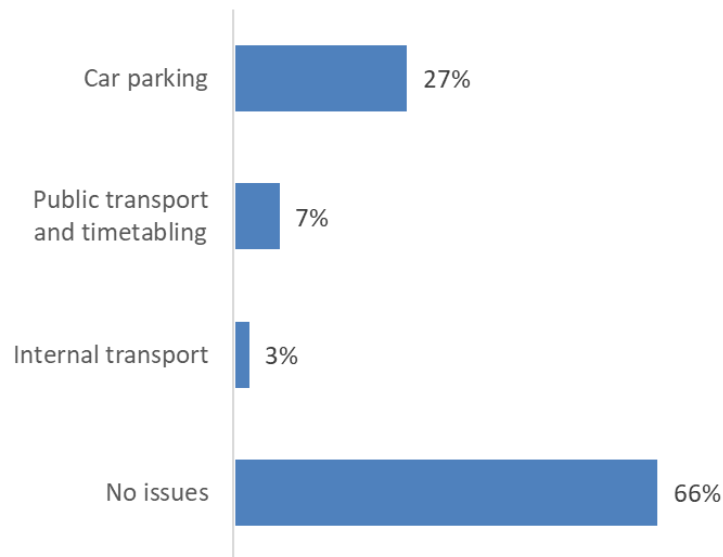
Q10: How do customers engage with your business?
Base: All businesses (n=256)

Amenity and Infrastructure

Positively, there are more businesses reporting no issues with transport this year, up to 66% from 56% in 2018. Reports of Public Transport issues have halved from 13% to 7%, most likely due to reduce use during the pandemic. While car parking remains the biggest issue, this is down to 27% from 35% [Figure 21].

Difficulties with car parking remain the same however, with staff having to take up valuable space from customers. The challenge for the council will be in managing the demand for parking with businesses desire for growth and more staff.

Figure 21: Transport Issues affecting business



Q33: Are there any internal transport, public transport or car parking issues affecting your business?

Base: All businesses (n=256)

Figure 22: Specific issues impacting business



“Car parking is filled by employees of local businesses leaving no parking nearby for customers”

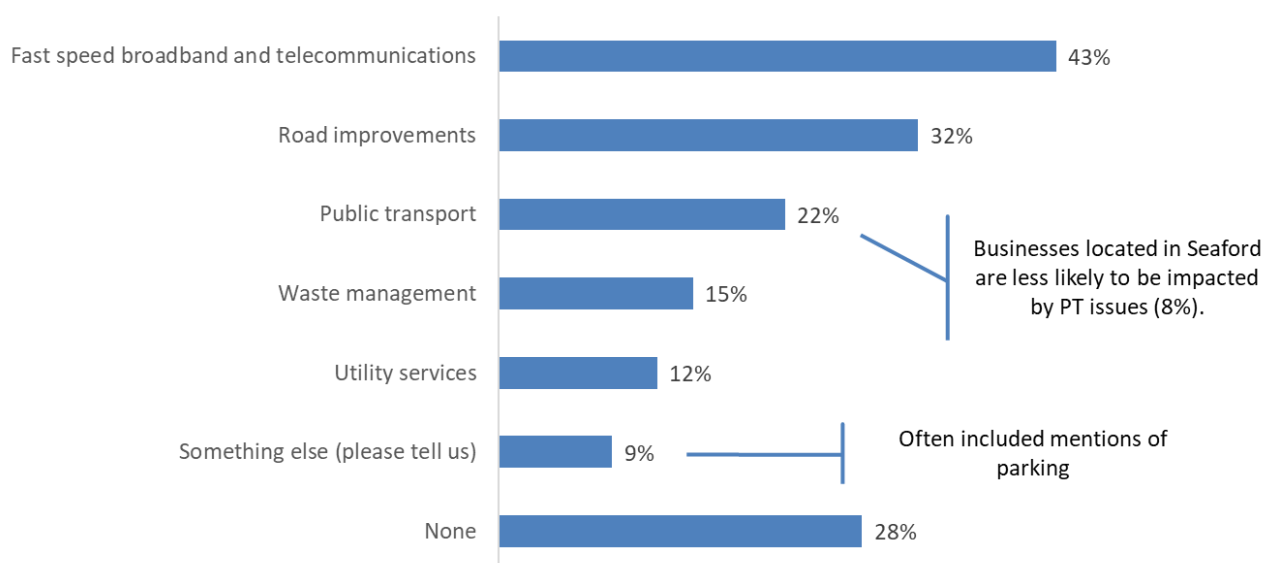
"Nil parking in streets due to local car repairers taking up all the spaces"

“Visitor car parking is very limited, and is often used by other businesses in my Factory”

“Businesses are growing too big, and cars are blocking the road”

However, when asked directly what infrastructure improvements they would like to see to support their business growth in the future, faster speed broadband and telecommunications was top of the list [Figure 23]. Interestingly however, the proportion of businesses stating a desire for faster broadband has comedown markedly since 2018, from 64% to 43%.

Figure 23: Additional infrastructure/other improvements needed to support future business growth



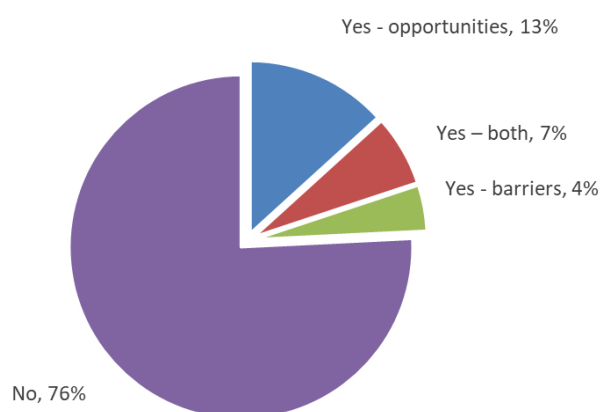
Q35: Which of the following structure or other improvements are needed to support future business growth in your industrial precinct?
Base: All businesses (n=256)

The next most common needs, similar to 2018, and likely reflecting the car parking issues are for road improvements and better public transport. Those businesses in Seaford were the least likely to reference public transport (8%).

Business Mix

Businesses are becoming less likely to feel that others in the precinct present them with opportunities, with just 1 in 5 (20%) seeing opportunities, down from 30% in 2018 [Figure 24]. Just over 1 in 10 (11%) felt that other businesses in the area presented them with barriers, up from 7% in 2018.

Figure 24: Do businesses in the street present opportunities to your business?



Q28: Are there businesses in your street that present opportunities or barriers to your business?
Base: All businesses (n=256)

Opportunities were generally perceived to be the ability to support each other, by using the services of local business [Figure 25]. Ensuring that the business mix remains diverse but complimentary will be critical for the council to ensure that businesses remain satisfied and in the precinct.

"We have networked with other business to support each other where possible"

"We can buy or use services from business around us"

"Opportunities - local business that we use - wheel aligner, panel beater, auto"

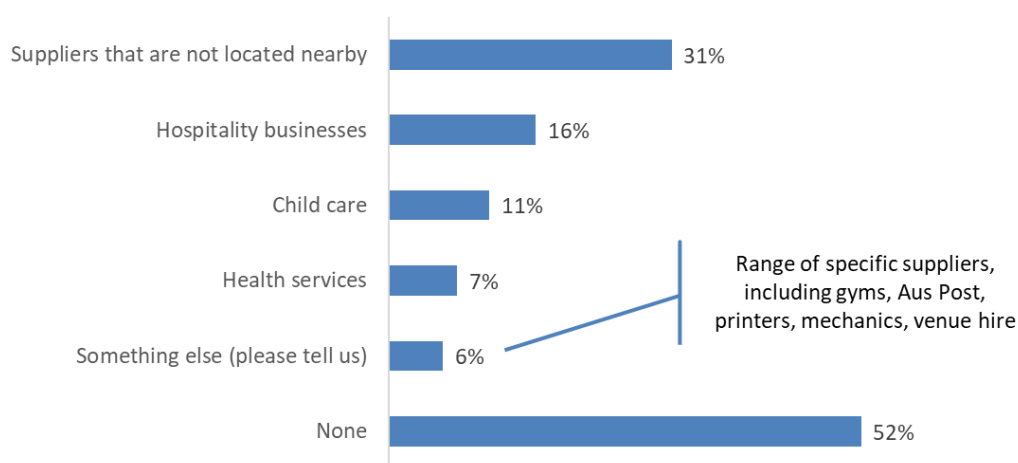
"Local Printers, stationery and freight forwarders"

Figure 25: Opportunities presented by other businesses



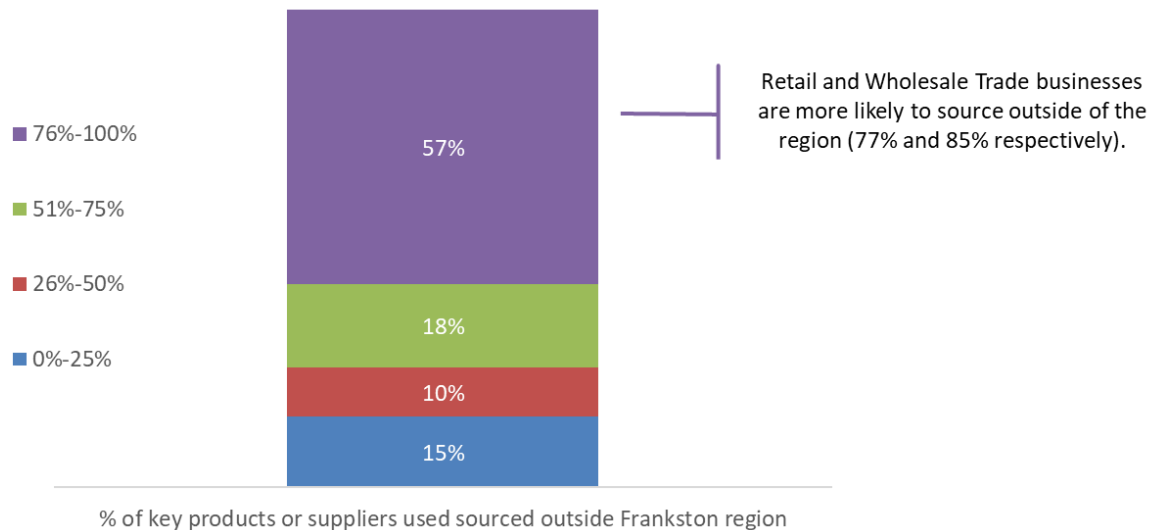
When asked specifically which business services would help support their business, 1 in 3 (31%) referred to suppliers that were not located nearby [Figure 26]. This result has almost doubled from 2018, when 17% nominated other suppliers not in the precinct. This desire is likely driven by the finding that more than half of businesses (57%) in the precinct source more than three quarters of their products and suppliers from outside the Frankston region [Figure 27]. This is particularly true for the retail and wholesale trade businesses. The impact on supply chain issues resulting from the pandemic has likely increased the desire to source locally.

Figure 26: What other business services would support operation of your business within precinct



Q31: What other business services would support the operation of your business within the precinct?
Base: All businesses (n=256)

Figure 27: Percentage of key products or suppliers used in business sourced outside of Frankston region



Q27: What percentage of your key products or suppliers used in your business do you source from outside the Frankston region?
Base: All businesses (n=256)

Those who felt that other businesses presented barriers, often came back to the previously highlighted issue of parking [Figure 28]. This was in relation to both availability of parking for customers and the number of trucks parked on the street.

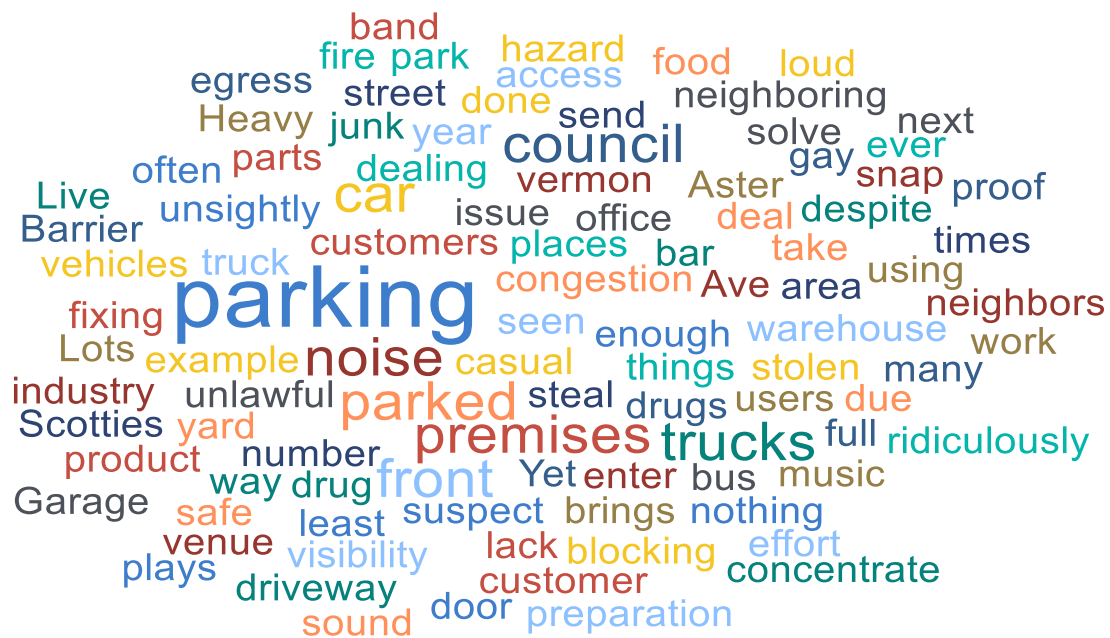
“Parking is an issue not enough parking places for casual customers”

“Lack of access due to too many trucks parked in the way”

“Parking and truck congestion”

“Trucks for neighbouring businesses often park out front of our premises blocking customer visibility for our business and safe access from our driveway”

Figure 28: Barriers presented by other businesses



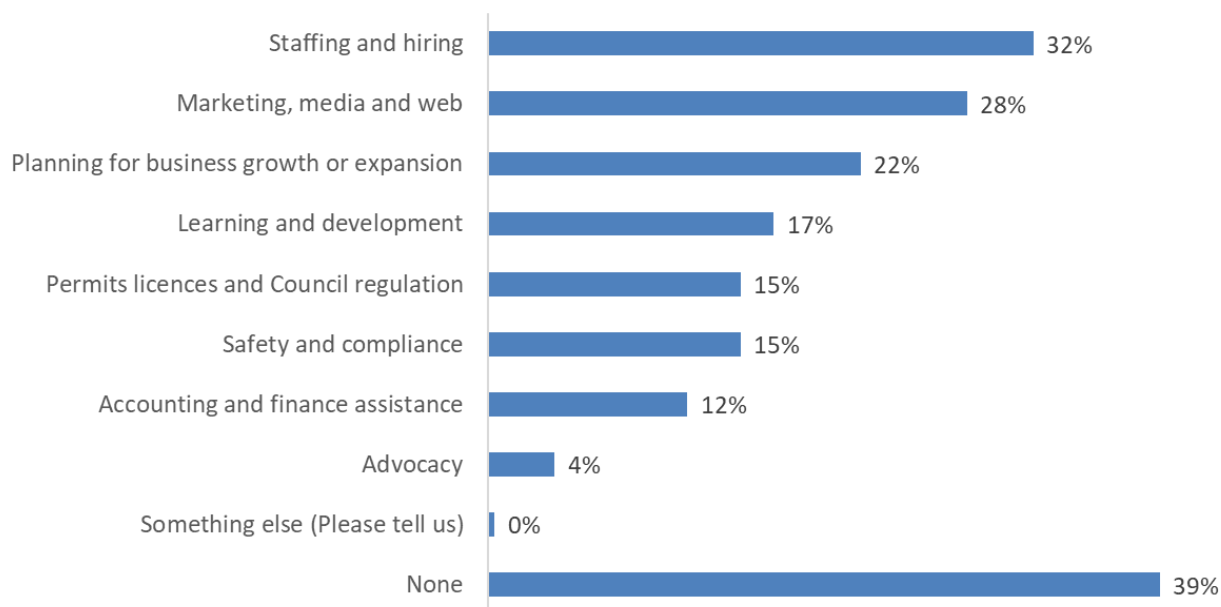
Business Support

When asked directly what support they desired, responses reflected the earlier findings, with a desire for support to help with staffing and hiring (32%) top of the list [Figure 29]. This has increased slightly from 2018, when the result was 26%.

Behind this is a desire for help with marketing, media and web (28%) and planning for growth or expansion (22%). This is in line with the finding that almost half of the businesses are planning to expand.

The need for support is heightened given that the majority of businesses (73%) do not belong to an industry body.

Figure 29: Areas your business requires support



Q40: For which of the following does your business require support?

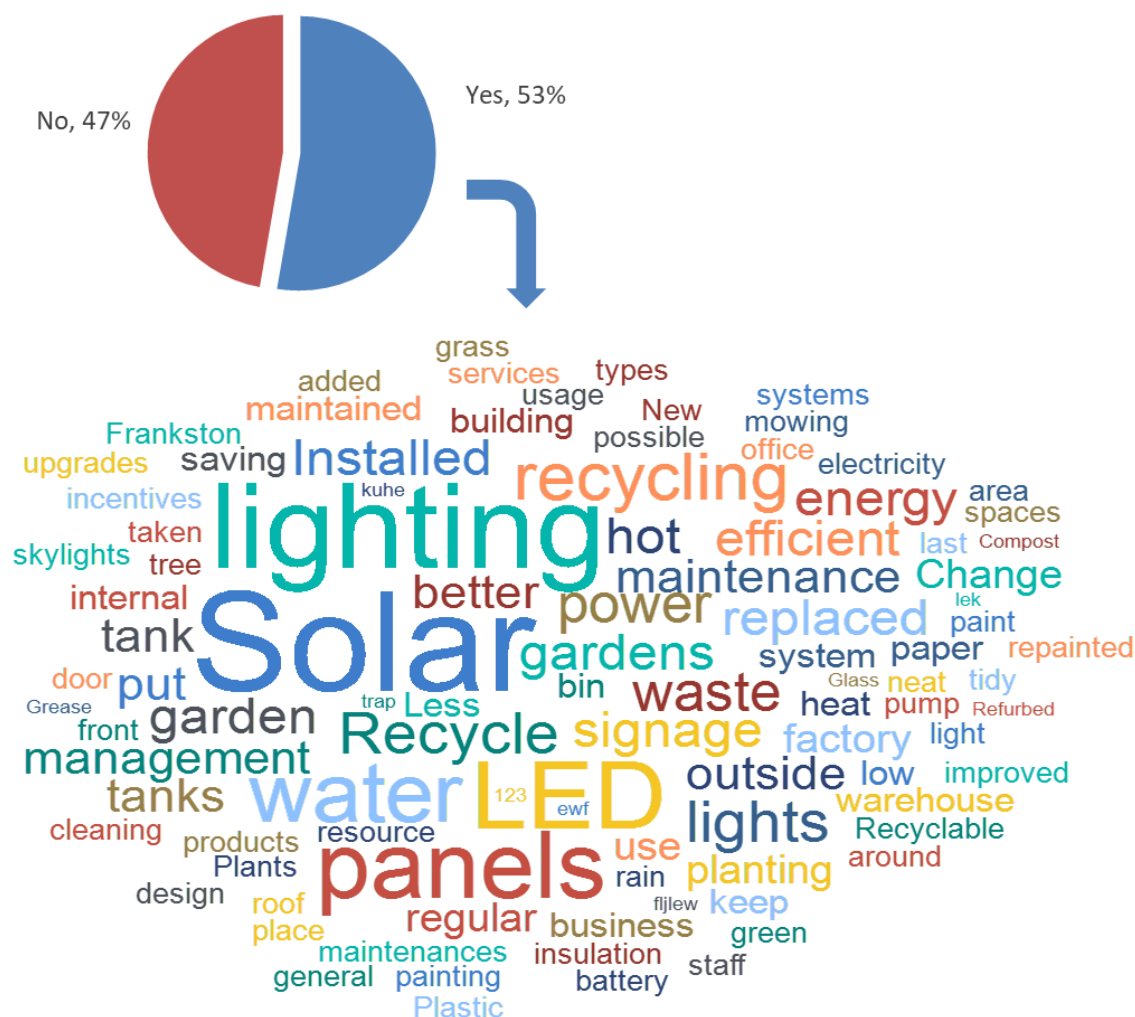
Base: All businesses (n=256)

Sustainability

This year's survey included a new line of questioning focused on sustainability. Positively, just over half of all businesses (53%) stated that they had taken steps to improve sustainability [Figure 30]. However, this leaves room to improve, as there remain many businesses who have not taken any steps. Manufacturing businesses (arguably those with the most waste output), were more likely (70%) to have taken steps to improve sustainability.

The most common steps taken were using solar, switching to LED lighting and improved recycling.

Figure 30: Steps taken to improve suitability



SWOT Analysis

Strengths

- 79% of businesses continue to rate Frankston City as a very good or good location to conduct business.
- Frankston city provides a great balance between being close to home, close to major roads and affordability
- While many businesses have been impacted by the pandemic, many have also seen revenues increase (43%), while a further third have maintained (34%)

Weaknesses

- Car parking remains the main issue for a number of businesses (27%)
- There is felt to be a lack of adequate parking for customers, with parks taken up by staff and trucks
- Having experienced supply chain issues during the pandemic, businesses are keen to source suppliers locally, however the current business mix is not felt to meet this need

Opportunities

- Business confidence remains high, and there is an opportunity for the council to help meet their needs
- Most businesses claimed that they anticipated their turnover would increase this financial year (54%)
- Furthermore, 48% of businesses within the area want to expand their business
- 63% of businesses expect to add to their staff within the next 12 months

Threats

- A third (32%) of businesses state they need help with staffing and hiring, with 65% experiencing difficulties in obtaining a skilled work force
- Lack of suitable skills or qualifications was cited as the key difficulty (77%)
- If this continues to be an issue, then businesses could be forced to relocate closer to a more skilled workforce
- Twice as many businesses have reported a decline in turnover compared to 2018 (23% from 11%)

Key Take Outs and Opportunities

There remains a high level of satisfaction with Frankston City as a location for their business, with 79% of businesses rating the area as 'good' or 'very good', compared with 80% in 2018.

- The proximity to home, major roads and affordability remain the key drivers of satisfaction.
- These are strong points that should continue to be emphasised in attracting new business to the area.

There are a lot of successful and well-established businesses within Frankston City, with almost seven out of ten (68%) having been in operation for more than ten years.

- This provides the Council with a wealth of experienced business owners with which it can consult and have meaningful conversations.


While all Businesses report that they have been impacted by the Covid-19 pandemic, many have been successful, with two fifths (43%) reporting an increase in revenues, although this is down from 54% in 2018. Furthermore, a tenth of businesses (12%) have been established in the last 3 years during the pandemic.

However, we should be cognisant that twice as many business have reported a decline in turnover this year compared to 2018 (23% up from 11%).

- The most significant impact faced during the pandemic was challenges with supply chain issues.
- More than half of businesses (57%) source three quarters or more of their suppliers from outside the Frankston region, and this has led to a greater desire to be able to source suppliers locally.
- However just 20% believe the current business mix provides them with opportunities, down from 30% in 2018.
- 1 in 3 (31%) now want to see suppliers that are not located nearby in the precinct, up from 17%.
- There is an opportunity for the Council to review the business mix within the precincts to determine which business types would be more beneficial to support businesses in the post Covid-19 landscape.

Businesses continue to have a positive outlook, with over half (54%) expecting their turnover to increase in the next financial year. Almost half (48%) are planning to expand, with two thirds (63%) anticipating employee growth.

- However, just over half (58%) have experienced difficulties with obtaining a skilled workforce, due to a lack of suitable skills and qualifications.
- A third (32%) report a need for support with staffing and hiring, up from 26% in 2018.
- A critical role for the council will be in both ensuring that the local workforce has the right skills and qualifications and providing the required support for those business looking to take on new staff.



Further reflecting businesses desire to expand, they are also asking for support with marketing, media and web (28%), and with planning for growth or expansion (22%).

- There is a clear opportunity here for the Council to provide businesses with support needed in order to help them plan for growth and expansion.
- Specific areas where businesses feel they need up-skilling are with marketing, social media and IT, along with providing the right business skills in leadership, management, business planning and growth strategy.

Despite the pandemic, two thirds of businesses continue to engage with their customers face-to-face (68%), however many report that either car parking (27%), public transport (7%) or internal transport (3%) are affecting their business.

- There is an immediate opportunity for the Council to engage with local businesses to assess the demand and use of travel infrastructure, including parking and public transport to ensure that businesses are not losing out on customers.

While a fifth (20%) of businesses would look to relocate as part of their expansion, the preference is to remain within Frankston City. To retain businesses in the precinct, it is critical for the Council to ensure that the area can meet the needs of businesses as they look to expand, including with the:

- Ability to recruit staff with the right skills and qualifications
- Ability to source local suppliers to ease supply chain issues
- Maximise customer opportunities through easing car parking difficulties

Appendix - Industrial Precincts Needs Analysis Survey

SECTION 1: BUSINESS INFORMATION

Ask all

Q1	<p>Thank you for taking the time to complete this survey.</p> <p>This survey provides Council with critical information to identify areas of improvement to the industrial precincts, with focus on employment, skills, advocacy and infrastructure. It also assists Council to develop relevant and useful programs that can help businesses to grow.</p> <p>By Completing the survey, you will be given the chance to win 1 of 3 vouchers to the value of \$100 for services provided by a local small business in Frankston, this could be any business of your choice, including a café, retail store, mechanic, restaurant, physio etc.</p> <p>Your participation is greatly appreciated and we thank you for your time.</p> <p>To start, could you confirm which industrial precinct is your business located?</p>
	<p>SR.</p> <p>Seaford 1</p> <p>Carrum Downs 2</p> <p>Langwarrin 3</p> <p>Frankston 4</p>

Ask all

Q2	<p>Which of the following best describes your business type?</p>
	<p>SR.</p> <p>Heavy industry 1</p> <p>Modern/light industry including transport and warehousing 2</p> <p>Other 96</p>

--	--

Ask all

Q3	What is the industry of your business or organisation?
	<p><i>SR.</i></p> <p>Construction 1</p> <p>Manufacturing 2</p> <p>Rental, Hiring and Real Estate Services 3</p> <p>Health Care and Social Assistance 4</p> <p>Retail Trade..... 5</p> <p>Professional, Scientific and Technical Services 6</p> <p>Electricity, Gas, Water and Waste Services 7</p> <p>Education and Training 8</p> <p>Financial and Insurance Services 9</p> <p>Wholesale Trade 10</p> <p>Administrative and Support Services..... 11</p> <p>Accommodation and food services 12</p> <p>Public Administration and Safety 13</p> <p>Transport, Postal and Warehousing 14</p> <p>Information Media and Telecommunications 15</p> <p>Arts and Recreation Services 16</p> <p>Agriculture, Forestry and Fishing..... 17</p> <p>Mining..... 18</p> <p>Other Services..... 19</p>

Ask all

Q4	What is the main product or service your business provides?
	<i>OPEN.</i>

Ask all

Q5	Which of the following best describes your business structure?
	<p>SR.</p> <p>Sole trader 1</p> <p>Partnership 2</p> <p>Company..... 3</p> <p>Trust..... 4</p> <p>Other..... 96</p>

Ask all

Q6	Do you own or lease your business premises?
	<p>SR.</p> <p>Owner occupier 1</p> <p>Lease 2</p> <p>Other..... 96</p>

Ask all

Q7	Approximately what age is your business?
	<p>SR.</p> <p>Less than 12 months..... 1</p> <p>Between 12 months & 3 years 2</p> <p>Between 4 years & 5 years 3</p> <p>Between 6 years & 10 years 4</p> <p>More than 10 years 5</p>

Ask all

<p>Q8</p>	<p>For which of the following reasons have you chosen to locate your business within this industrial precinct in comparison to other industrial precincts?</p> <p><i>Please select all that apply</i></p>
	<p><i>MR. Randomise.</i></p> <p>Access to staff 1</p> <p>Community culture 2</p> <p>Diversity of business 3</p> <p>Desirable location for your industry 4</p> <p>Quality of life 5</p> <p>Proximity to major roads 6</p> <p>Proximity to Melbourne 7</p> <p>Close to customers 8</p> <p>Access to suppliers 9</p> <p>Close to home 10</p> <p>Bought an established business already located in the precinct 11</p> <p>NBN availability 12</p> <p>Affordability 13</p> <p>Another reason (please tell us) 96</p>

SECTION 2: CUSTOMERS

Ask all

Q10	<p>How do customers engage with your business?</p> <p><i>Please select all that apply</i></p>
	<p>MR.</p> <p>In person 1</p> <p>Over the phone 2</p> <p>Email 3</p> <p>Online 4</p> <p>Other means 96</p>

Ask all

Q9	<p>As a percentage, what customer mix best represents your business?</p> <p><i>Please enter a % for each customer type, ensuring it sums to 100.</i></p>
	<p><i>Numeric. Value for each.</i></p> <p>Local Customers</p> <p>Metro Melbourne Customers</p> <p>Interstate Customers</p> <p>International Customers</p> <p>Online Customers</p>

SECTION 3: BUSINESS EXPANSION

Ask all

Q11	Do you have business expansion plans?
	<p>SR.</p> <p>Yes 1</p> <p>No 2</p>

Ask if have plans (Q11=1)

Q12	When do you anticipate to expand your business?
	<p>SR.</p> <p>Within the next 12 months..... 1</p> <p>Within 1 to 3 years 2</p> <p>Within 4 to 5 years 3</p> <p>Within 6 to 7 years 4</p> <p>More than 7 years from now 5</p>

Ask if have plans (Q11=1)

Q13	<p>In which of the following ways will your business be expanding?</p> <p><i>Please select all that apply</i></p>
	<p><i>MR. Randomise.</i></p> <p>Entering new markets..... 1</p> <p>New products 2</p> <p>Employee growth 3</p> <p>Increased market share 4</p> <p>Site renovation 5</p> <p>Site relocation..... 6</p> <p>External investment..... 7</p> <p>Export ready 8</p> <p>Another way 96</p>

Ask if have plans (Q11=1) and looking to relocate (Q13=6)

Q14	How much floor space would you require in the future?
	<i>OPEN.</i>

Ask all

Q15	Do you expect your business to remain in the industrial precinct?
	<p><i>SR.</i></p> <p>Yes 1</p> <p>No 2</p>

Ask if expecting to leave precinct (Q15=2)

Q16a	Where would you expect to relocate to?
	<p>SR.</p> <p>Dandenong area 1</p> <p>Cranbourne area 2</p> <p>Pakenham area 3</p> <p>Metropolitan Melbourne (please tell us where) 4</p> <p>Regional Victoria (please tell us where) 5</p> <p>Somewhere else (please tell us where) 96</p> <p>Unsure at this stage 98</p>

Ask if expecting to leave precinct (Q15=2)

Q16b	For what reasons are you intending to move away from the industrial precinct?
	<p><i>Please select all that apply</i></p> <p>MR. Randomise.</p> <p>Need more land 1</p> <p>Need more floorspace 2</p> <p>To be closer to transport infrastructure 3</p> <p>To be closer to appropriate workforce 4</p> <p>To be closer to suppliers 5</p> <p>To be closer to customers 6</p> <p>Other reasons (please tell us) 96</p>

SECTION 4: BUSINESS PERFORMANCE

Ask all

Q21	Is your annual business turnover greater or less than \$2 million?
	<p>SR.</p> <p>Greater 1</p> <p>Less 2</p>

Ask all

Q17	Compared to the previous financial year (2020-21), how is your turnover for the financial year 2021-22 looking?
	<p>SR.</p> <p>Increase from last financial year 1</p> <p>Decrease from last financial year 2</p> <p>Stay same 3</p>

Ask if expecting increase (Q17=1)

Q18	How much do you expect your turnover to increase by in the 2021-2022 financial year compared to the previous year (2020-21)?
	<p>SR.</p> <p>1% - 5% 1</p> <p>6% - 10% 2</p> <p>11% - 20% 3</p> <p>More than 20% 4</p>

Ask if expecting decrease (Q17=2)

Q19	How much do you expect your turnover to decrease by in the 2021-2022 financial year compared to the previous year (2020-21)?
	SR.

	1% - 5% 1 6% - 10% 2 11% - 20% 3 More than 20% 4
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Ask all

Q20	How do you expect your turnover to trend for the upcoming financial year 2022-2023?
	SR. Increase on 2021-2022 financial year 1 Decrease on 2021-2022 financial year 2 Remain the same 3

SECTION 5: EMPLOYEES AND TRAINING

Ask all

Q22	<p>Including yourself, how many employees do you have within the following categories?</p> <p><i>Please enter a value for each.</i></p>
	<p><i>Numeric. Value for each.</i></p> <p>Full time</p> <p>Part time</p> <p>Casual</p> <p>Sub contractors</p>

Ask all

Q23	<p>Will you be adding new staff within the next 12-24 months?</p>
	<p>SR.</p> <p>Yes 1</p> <p>No 2</p>

Ask all

Q24	<p>Have you experienced difficulties or barriers to obtaining a skilled workforce?</p>
	<p>SR.</p> <p>Yes 1</p> <p>No 2</p>

Ask experience any difficulties (Q24=1)

Q25	<p>Which of the following difficulties or barriers you have experienced?</p> <p><i>Please select all that apply</i></p>
	<p><i>MR. Randomise.</i></p> <p>Sourcing apprentices 1</p> <p>Retaining staff..... 2</p> <p>Lack of suitable skills or qualifications..... 3</p> <p>Lack of information about government incentives for hiring staff 4</p> <p>Transport issues..... 5</p> <p>Other difficulties (please tell us)..... 96</p>

Ask all

Q26	<p>Which of the following training or up-skilling programs would be beneficial to your business?</p> <p><i>Please select all that apply</i></p>
	<p><i>MR. Randomise.</i></p> <p>Marketing and social media 1</p> <p>Information technology..... 2</p> <p>Leadership and management 3</p> <p>Customer service 4</p> <p>Successful tendering..... 5</p> <p>Business automation and merchandise management 6</p> <p>Improving energy efficiencies..... 7</p> <p>Business planning and strategy 8</p> <p>Tax and financial essentials 9</p> <p>Logistics 10</p> <p>Something else (please tell us) 96</p>

SECTION 6: BUSINESS MIX

Ask all

Q27	What percentage of your key products or suppliers used in your business do you source from outside the Frankston region?
	<p>SR.</p> <p>76% - 100% 1</p> <p>51% - 75% 2</p> <p>26% - 50% 3</p> <p>0% - 25% 4</p>

Ask all

Q28	Are there businesses in your street that present opportunities or barriers to your business?
	<p>SR.</p> <p>Yes - opportunities..... 1</p> <p>Yes - barriers 2</p> <p>Yes – both opportunities and barriers 4</p> <p>No 3</p>

Ask if opportunities or barriers (Q28=1, 2 or 3)

Q29	What are the opportunities or barriers?
	OPEN.

Ask all

Q30	<p>Can you name businesses within the industrial precinct that are supporting overall business growth?</p> <p><i>Please skip to the next question if you can't.</i></p>
	<p>OPEN.</p>

Ask all

Q31	<p>Which of the following business services would support the operation of your business and others within the precinct?</p> <p><i>Please select all that apply</i></p>
	<p>MR.</p> <p>Health services..... 1</p> <p>Child care 2</p> <p>Suppliers that are not located nearby 3</p> <p>Hospitality businesses 4</p> <p>Something else (please tell us) 96</p> <p>None 98</p>

Ask all

Q32	<p>What suppliers would you like to see located in the precinct?</p> <p><i>Please skip to the next question if you can't think of any.</i></p>
	<p>OPEN.</p>

SECTION 7: AMENITY AND INFRASTRUCTURE

Ask all

Q33	Are there any internal transport, public transport or car parking issues affecting your business?
	<p><i>MR – except 4.</i></p> <p>Internal transport 1</p> <p>Public transport and timetabling 2</p> <p>Car parking 3</p> <p>No issues 4</p>

Ask if experiencing issues (Q33=1, 2 or 3)

Q34	What are the issues affecting your business?
	<i>OPEN.</i>

Ask all

Q35	<p>Which of the following structure or other improvements are needed to support future business growth in your industrial precinct?</p> <p><i>Please select all that apply</i></p>
	<p><i>MR. Randomise.</i></p> <p>Fast speed broadband and telecommunications 1</p> <p>Public transport 2</p> <p>Utility services 3</p> <p>Waste management 4</p> <p>Road improvements 5</p> <p>Something else (please tell us) 96</p> <p>None 98</p>

Ask all

Q36	<p>How can the attractiveness of industrial precincts be improved?</p> <p><i>Please select all that apply</i></p>
	<p><i>MR. Randomise.</i></p> <p>More vegetation 1</p> <p>Improved presentation of properties 2</p> <p>More / better maintenance of footpaths 3</p> <p>More / better lighting 4</p> <p>More / better signage 5</p> <p>More retail shops 6</p> <p>More food and beverage shops 7</p> <p>Something else (please tell us) 96</p> <p>Nothing needs to be done 98</p>

Ask all

Q37a	<p>Have you taken any steps to improve sustainability of the building/premises where your business is located?</p>
	<p><i>SR.</i></p> <p>Yes 1</p> <p>No 2</p>

Ask if have taken steps (Q37a=1)

Q37b	<p>Could you please explain what steps you have taken to improve sustainability?</p>
	<p><i>Open.</i></p>

Ask all

Q37c	Are you interested in finding out about sustainability initiatives?
	<p>SR.</p> <p>Yes1</p> <p>No2</p>

SECTION 8: INDUSTRY INVOLVEMENT

Ask all

Q38	Does your business link in with industry bodies, (e.g. South East Melbourne Manufacturing Alliance) industry specific groups, or a peak industry body?
	<p>SR.</p> <p>Yes 1</p> <p>No 2</p>

Ask if link (Q38=1)

Q39	Which industry body does your business link with?
	OPEN.

Ask all

Q40	<p>For which of the following, if any, does your business require support?</p> <p><i>Please select all that apply</i></p>
	<p>MR.</p> <p>Permits licences and Council regulation 1</p> <p>Marketing, media and web..... 2</p> <p>Accounting and finance assistance..... 3</p> <p>Safety and compliance..... 4</p> <p>Learning and development..... 5</p> <p>Staffing and hiring 6</p> <p>Advocacy..... 7</p> <p>Planning for business growth or expansion..... 8</p> <p>Something else (Please tell us) 96</p> <p>None 98</p>

Ask all

Q41	Overall, how do you rate Frankston City as a location for business?
	<p>SR.</p> <p>Very Good 1</p> <p>Good 2</p> <p>Moderate 3</p> <p>Poor 4</p> <p>Very Poor 5</p>

SECTION 9: COVID

Ask all

COVID1	<p>To finish, we have a few questions about the COVID-19 pandemic.</p> <p>To what degree, if at all, has your business been impacted by COVID-19 pandemic?</p>
	<p>SR.</p> <p>No impact 1</p> <p>Minimal impact 2</p> <p>Moderately impacted 3</p> <p>Significantly impacted 4</p>

Ask if impacted (COVID1=2, 3 or 4)

COVID2	<p>How has the COVID-19 pandemic impacted your business?</p> <p><i>Please select all that apply</i></p>
	<p>MR. Randomise.</p> <p>Reduced turnover 1</p> <p>Supply chain issues 2</p> <p>Having to make staff redundant / reduce hours 3</p> <p>Difficulties sourcing staff 4</p> <p>Lack of customers / sales 5</p> <p>Had to temporarily close the business 6</p> <p>Other difficulties (please tell us) 96</p>

Ask all

COVID3	<p>Has your business received any of the following assistance during the pandemic?</p> <p><i>Please select all that apply</i></p>
	<p><i>MR – except 98.</i></p> <p>JobKeeper 1</p> <p>Payroll Tax deferrals 2</p> <p>Assistance from banks 3</p> <p>Assistance from insurance providers..... 4</p> <p>Assistance from landlords 5</p> <p>Other assistance from Federal Government 6</p> <p>Assistance from State Government 7</p> <p>Assistance from Frankston Council..... 8</p> <p>Other form of assistance 96</p> <p>None 98</p>

SECTION 10: PRIZE DRAW AND OPT IN

Ask all

Q42	Would you like to be notified about the outcomes of the survey?
	<p>SR.</p> <p>Yes 1</p> <p>No 2</p>

Ask all

Q45	Would you like to be informed of the upcoming discussions for the industrial strategy?
	<p>SR.</p> <p>Yes 1</p> <p>No 2</p>

Ask all

Q43	<p>For your chance to win 1 of 3 \$100 vouchers for services provided by a local small business in Frankston, please tell us in 20 words or less what you would do for Frankston City if you were in control of the council budget for the next year?</p> <p>We will select the 3 most creative as the winners.</p>
	Open.

Ask all

Q44	Please provide your contact information. This is not compulsory, but required information so we can contact you if you have won the prize, or to inform you of the upcoming discussions if requested.
	<p>Name.</p> <p>Email.</p> <p>Phone.</p>

THANK AND CLOSE