



Engagement Report: Draft City Circularity Roadmap (February 2026)

Executive summary

This report provides a summary of the community engagement undertaken for Council's Draft City Circularity Roadmap (the Roadmap).

The objective was to develop a widely supported, responsive and inclusive Roadmap for Frankston by engaging the community, businesses and stakeholders to inform the Roadmap's development, test and refine proposed actions and focus areas, and understand community priorities and readiness.

To inform the Roadmap, targeted internal and external engagement was conducted during 2 phases. The first phase focused on building a strong foundation for the Circularity Roadmap, incorporating comprehensive internal consultation and targeted stakeholder engagement. This work identified three priority focus areas for Frankston: the built environment; clothing and consumer goods; and food systems.

Community consultation in the second phase, was guided by Frankston's Community Engagement Framework and the IAP 'Inform–Consult' spectrum. Results, strategies and activity scope are summarised in the report tables.

The five-year Roadmap is aligned with the Council & Wellbeing Plan 2025–2029 and the Waste Circularity Plan 2023–2030 and is designed as a strategic document for driving long-term environmental, economic, and social sustainability in Frankston.

Engagement overview

The Roadmap was informed by research and benchmarking undertaken from April to May 2025, and targeted internal and external engagement carried out between July to October 2025. Community consultation was undertaken in November and December 2025 and consisted of the following activities:

- An online survey
- Thirteen in-person events (approximately 34.5 hours)
- Promotion via Library eNews, EnviroNews and Business e-newsletter.

Key engagement statistics include:

- 899 Engage Frankston page views
- 144 surveys completed
- 3 written submissions
- 76 downloads of the Roadmap

- 201 estimated attendees at in-person events.

Engagement highlights

The feedback indicated strong support for the Roadmap and high interest in a community circular hub.

“This idea really excites me - I’d love to use a community circular hub to find resources and support for sustainable practices, and have a place to share ideas and meet others who are also working towards the same goals. I’d especially make use of a repair cafe and bike workshop.”

Key survey findings included:

- There is strong support for Council to focus on reducing waste and keeping materials in use for longer with 81% of resident respondents agreeing this was ‘very important’.
- There is overwhelmingly strong interest in the community circular hub and the circular activities it would support. Rating their interest out of 10, 62% of respondents rated their interest at 9 or 10.
- Raising community awareness about existing circular initiatives in Frankston and promoting new opportunities is important to the community (24% of the community responses and 33% of business responses suggested something related to ‘community awareness’).
- Nearly three quarters of respondents to the survey were already familiar with the term circular economy.
- The level of ambition is about right (68% of the community respondents and 70% of business respondents rated the level of ambition as ‘about right’).

Engagement recommendations

- **Include a stronger emphasis on public awareness and community education:** Action 1.4 was expanded to actively promote and connect residents to existing and new circular activities.
- **Focus first on leading by example (Council) and households:** Action 2.2 timing moved later (Years 4–5) to allow stronger business engagement.
- **Natural mulch from on-site debris can better support seedling recruitment:** Action 3.5 has been simplified and reflects Council’s commitment to regeneration.

Next steps

The findings from this engagement report will inform updates to the draft Roadmap ahead of presenting a final version to Council for consideration in February or March 2026.

Introduction

This engagement report outlines the consultation undertaken on Frankston City Council's draft City Circularity Roadmap (the Roadmap). Engagement on the Roadmap was undertaken from July to December 2025.

Background

The Roadmap sets out a five-year pathway to turn the Council's circular ambitions into practical actions. It was designed to support the Council and Wellbeing Plan 2025–2029, and to advance long-term environmental, social, and economic sustainability.

The Roadmap is a commitment of the Waste Circularity Plan 2023–2030. It was informed by research and benchmarking undertaken from April to May 2025, and targeted internal and external engagement carried out between July to October 2025.

The Roadmap has 3 strategic objectives:

- Foster a circular economy culture
- Position the region as a hub for circular economy development
- Lead by example across all Council activities.

Community engagement conducted in November and December 2025 focussed on the domains where Council can make the greatest difference with this Roadmap. Feedback from that consultation was used to refine the Roadmap and its 21 actions.

Successful community engagement with adequate reach supports the Roadmap ambition and inclusions, and minimal changes were required to the Roadmap.

Engagement purpose and scope

Developing Frankston City's Circularity Roadmap has been a collaborative process designed to bring together research, expertise, and community perspectives.

Community and stakeholder engagement invited our broader community, businesses and partners to review and contribute to the draft City Circularity Roadmap.

The objectives were to:

- Inform community of the development of the City Circularity Roadmap
- Test and refine the proposed actions and focus areas
- Identify partnerships and on-the-ground opportunities

- Understand community priorities and readiness
- Build shared ownership of Frankston's circular economy vision.

The goal was to ensure that the Roadmap is widely supported, responsive to community needs, and both effective and inclusive in its approach.

Phase 1: Research, Benchmarking and Early Engagement

To inform the Roadmap, targeted internal and external engagement was conducted from July to October 2025. The first phase focused on building a strong foundation for the Circularity Roadmap. This included:

- Cross-organisational engagement: Based on benchmarking and research, we worked across Council departments to understand existing initiatives, opportunities and challenges.
- Integration and prioritisation: This involved mapping where circular actions were already occurring, prioritising and identifying where new opportunities could deliver the greatest impact.
- Targeted stakeholder engagement: Reaching out to key local organisations and businesses identified as potential circular economy leaders. These included major material users, large employers and influential local industries with the ability to drive circular change through their operations and networks.
- Internal workshop and refinement: Insights from research and engagement were consolidated through an internal workshop to refine the vision, confirm priority actions, and shape the Roadmap for community consultation.

This groundwork helped define the three domains (key focus areas) which were built environment, clothing and consumer goods, and food systems, as the most significant opportunities for circular transformation in Frankston.

Phase 2: Community and stakeholder consultation

The community engagement was guided by Frankston's Community Engagement Framework, that uses the International Association for Public Participation (IAP) spectrum, focusing on the levels of 'Inform' and 'Consult'.

The phase 2 engagement was conducted between 3 November 2025 and 14 December 2025 and included a project page (Engage Frankston), online survey and in-person events. In the following sections, the results and strategies of engagement are outlined in Table 1 and Table 2, and the scope and engagement activities are shown in Table 4.

Summary of engagement results

The phase 2 community engagement program was designed to gather meaningful input on the Roadmap prior to its adoption by Council.

The survey was open from 3 November – 14 December 2025. A total of 144 surveys were completed, with responses collected online and at in-person engagements. The project page Engage Frankston, with access to an online survey, provided community members with accessible, self-paced participation options and project information. In-person events enabled face-to-face engagement with support to complete the survey, especially with residents less likely to engage online.

The respondents represented a broad demographic, with the exception of young people (representing only 15% of responses). A further 3 written submissions were received (see Appendix 3). Overall, the contributions were very close to the participant target of 150 that we set in the engagement plan. Table 1 and Table 2 describe the engagement strategies and reach of the consultation.

We undertook approximately 34.5 hours of in-person engagement. This included about 29.5 hours between 9–5pm and 5 hours outside regular business hours.

Table 1 Project page (Engage Frankston) engagement strategies and reach

Activity	Reach
Engage Frankston campaign	Sent to 1,049 recipients. 70 clicks for the Engagement page. Received 144 contributions and 899 visits to the page, with traffic sources: • direct: 41% • campaigns (including newsletters in this table): 28% • social media: 14% • search engines: 8% • websites: 7% • AI assistants: 0.3%. About 33% of visitors stayed on the page for more than 1 minute to read the material. The draft Roadmap was downloaded 76 times.
Library eNews	Sent to 8,248 recipients. Link was opened 41 times by a total of 31 unique recipients.
EnviroNews	Sent to 3,713 recipients. The link was opened 20 times.
Business e-newsletter	Sent to 6,373 recipients, with a click rate of 1.84%.

Table 2 In-person engagement strategies and reach

Activity			Reach
Date	Time	Location	Est. interactions
Wednesday 12 November	2.00- 4.00pm	Frankston Environmental Friends Network meeting	24
Thursday 13 November	9.00-11.00am	Storytime, Seaford Library, 1/6R Broughton Street Seaford	30
Thursday 13 November	6.00-10.00pm	Libraries After Dark, Carrum Downs Library, 203 Lyrebird Drive Carrum Downs	13
Friday 14 November	10.30am-12.30pm	Speechie Storytime, Carrum Downs Library, 203 Lyrebird Drive Carrum Downs	30
Saturday 15 November	1.00-4.00pm	Roving Repair Session, Frankston Library, 60 Playne Street Frankston	18
Tuesday 18 November	9.30-10.00am	Recycling Week Storytime: Meet the Bin Monsters! Seaford Library, 1/6R Broughton Street Seaford	6
Tuesday 18 November	1.00-3.00pm	Recycling Desk, Frankston Regional Recycling and Recovery Centre (FRRRC), 20 Harold Road Skye	6
Wednesday 19 November	10.00am-12.00pm	Chatty Cafe, Karingal PLACE Neighbourhood Centre, 103 Ashley Avenue Frankston	14
Friday 21 November	9.30am-12.30pm	Christmas Crafts, Frankston Library, 60 Playne Street Frankston	11
Saturday 22 November	8.00-10am	Park Run, Belvedere Reserve, 151 East Road Seaford	6
Thursday 27 November	11.30am-2.00pm	Sandhurst Club, Sandhurst	6
Friday 28 November	9.30am-12.30pm	Christmas Crafts, Frankston Library, 60 Playne Street Frankston	22
Saturday 29 November	1.00-4.00pm	Festive Roving Repair Event, Lyrebird Community Centre, 203 Lyrebird Drive Carrum Downs	15

The phase 2 community engagement found:

1. There is strong support for Council to focus on reducing waste and keeping materials in use for longer.
81% of resident respondents selected 'very important'; 17% 'important'. No community or business respondent said it was not important.
2. There is overwhelmingly strong interest in the community circular hub and the circular activities it would support.
Rating their interest out of 10, 62% of respondents rated their interest at 9 or 10.
3. Raising community awareness about existing circular initiatives in Frankston and promoting new opportunities is important to the community.
24% of the community responses and 33% of business responses suggested something related to 'community awareness'.
4. Nearly three quarters of respondents to the survey were already familiar with the term circular economy.
Almost half of resident participants (44%) were 'somewhat familiar', and a further quarter of participants (28%) were 'very familiar'. Most business respondents (70%) were 'very familiar' and the remainder were 'somewhat familiar'.
5. The level of ambition is about right.
68% of the community respondents and 70% of business respondents rated the level of ambition as 'about right'.

More detail on phase 2 outcomes can be found in Appendix 2.

Further feedback from the survey

The following topics were raised by the Community as relevant opportunities for circular economy in Frankston. Many of these issues are an important focus of existing Council strategies that align with the Roadmap to support a circular economy. Some examples are shown below in Table 3. Council continues to work on these issues and is committed to helping our community reduce waste and keep materials in circulation.

Table 3 Opportunities raised by the Frankston community

Circular opportunity raised by community	Relevant existing strategy
Soft plastics recovery	Waste Circularity Plan 2023-2030
Regenerative land management, chemical use reduction and green space preservation	Multiple, including Biodiversity Action Plan 2021–2036
Renewables, energy efficiency and electric vehicle charging	Multiple, including Long Term Infrastructure Plan 2020-2030 and Frankston City Integrated Transport Strategy
Litter issues of food packaging from businesses.	Waste Circularity Plan 2023-2030
Hard waste	Waste Circularity Plan 2023-2030

How has the community's input influenced the Roadmap?

The Roadmap directly responds to the feedback and ideas received. Many specific items of feedback were already part of the scope of the proposed Roadmap actions, or relate to actions underway to deliver the Waste Circularity Plan 2023–2030.

We acknowledge there were gaps in responses to the draft Roadmap, with lower representation of younger people and a smaller number of responses from businesses, both of which need consideration for the Roadmap implementation.

We recognise that we have more work to do with Frankston's business community to build circularity awareness and identify the key local sectors to encourage and support. This will take time and require ongoing effort from Council. This is an important consideration for implementation, particularly for action 2.2 which is about exploring options for a business circular hub.

Considerations for implementation

This section addresses key considerations for implementing the Roadmap informed by the phase 2 engagement process. This feedback from the Frankston community will influence the manner in which the action plan is implemented. In brief:

- Hard waste was raised as an opportunity to encourage and educate people on what to do with materials to reduce disposal through hard waste, including increased repurposing of these items and seeking additional recycling of items from the hard waste and encouraging residents repair instead of dispose. Frankston's Waste Circularity Plan 2023–2030 recognises the potential value of hard waste with a commitment to explore opportunities to reduce the disposal of good quality items through the hard waste service (Action 3.22 in the Waste Circularity Plan).
- Ambition and adequacy of resourcing was raised for delivery of this Roadmap. Council intends to embed delivery across a number of teams with support from the dedicated Waste Circularity team. Nevertheless, in recognition of the work to increase business awareness and capability, Council has revised the timing to explore a business circular hub (action 2.2).
- The sample size for younger respondents (12 – 24 years) was lower than other age groups, despite significant effort to engage the group at various youth events and via Monash University, which was contacted to share the information with students but still had a relatively small response. This should be taken into consideration, along with the recent social media ban for under-16s, for implementation and education. Further work is required to identify how best council can now reach this group into the future.

Key changes in the Roadmap

This section describes where community feedback resulted in a specific change to the wording of the Roadmap, within the scope of influence detailed later in this report.

1. Include a stronger emphasis on public awareness and community education.

Action 1.4 has been expanded to:

*Investigate the need for a community circular hub as a one stop shop **to promote and connect** for residents ~~to participate in~~ **with existing** circular activities **and new opportunities**, such as repair cafes, library of things, second hand markets, and **circular economy** educational ~~and~~ events.*

Increased emphasis on education and communication of available services aligns with Council's priority for engaged, connected and inclusive communities in the Council and Wellbeing Plan 2025–2029.

2. Focus first on leading by example (Council) and households

Action 2.2 has been adjusted to:

*Explore options for a business circular hub to support circular startups, businesses, and circular business innovation **and further engage with the business community to assess appetite**. The hub could be digital or physical and may involve partnerships with the Frankston Social Enterprise and Innovation Hub. It could support businesses to engage/deliver repair services, product reuse, and other circular business models. It may also be co-located with a community circular hub (see action 1.4).*

The timing of Action 2.2 has been adjusted from Years 3–5 to Years 4–5. This acknowledges that Council should prioritise its efforts and that the Roadmap would benefit from more input by businesses. The responses to the survey from businesses indicated strong interest for a business circularity hub.

3. Natural mulch from on-site debris can better support seedling recruitment

Action 3.5 has been revised to:

*Promote and expand the use of recycled compost (from FOGO) and recycled mulch (from green waste) by integrating it into Council operations, such as parks, gardens, and landscaping **excluding natural reserves**, and encouraging uptake by residents and businesses, ~~and community groups.~~*

The updated action has been simplified and reflects Council's commitment to the circular economy principle of regeneration, while still engaging in buy-back of compost and sustainable procurement.

How has this project complied with Community Engagement Principles?

Purpose

All community engagement projects must have a clearly defined purpose, objective and scope.

Why did we need community input into this project, and how has it been used?

- The purpose of this engagement was to inform and consult the community on the development of a City Circularity Roadmap for Frankston.
- The community input was used to refine the draft Roadmap including a review of the appropriateness, prioritisation and ambition of the plan.

What are the objectives?

- To inform community of the development of the City Circularity Roadmap.
- Test and refine the proposed actions and focus areas.
- Identify partnerships and on-the-ground opportunities.
- Understand community priorities and readiness.
- Build shared ownership of Frankston's circular economy vision.
- Understand current knowledge and support requirements.

What is the scope?

Aspects of the Roadmap that are NOT able to be influenced in this engagement include:

- Scope including the objectives and focus areas.
- Commitments already made in other aligned strategic documents.
- Waste services priorities as set out in the Waste Circularity Plan.

Aspects of the Roadmap that ARE able to be influenced in this engagement include:

- The ambition of actions.
- The timeline for actions.
- Removal or addition of new actions (except where the commitment has been made in other aligned strategies, or proposed new action does not align with strategic direction).
- Potential partnerships and collaborators.

Representation

We ensured participants are diverse and representative of the persons and groups affected by the matter that is the subject of the community engagement through the following activities.

In our Engagement Plan, we aimed to achieve a participation target:

- Of approximately 150 people, representing all parts of our community including all suburbs, genders, ages, language groups, abilities and backgrounds.
- 150 participants represent approximately 10% of Engage Frankston members who have identified an interest in waste-related engagement projects and is also similar to the number of participants participating in the second stage of the Waste Circularity Plan engagement in 2023.

We aimed to engage with:

- Environmentally aligned or interested groups.
- A broad range of businesses and commercial industries.
- Business and industry associations and peak bodies.
- Tertiary level institutions and training facilities.
- All age group, genders and suburbs.
- CALD communities.
- Disability and diverse groups.

The survey engaged 144 participants, with an additional 3 direct written responses. This is close to our target of 150 engagements.

Engage Frankston

144 participants, representing:

- All age groups (slightly under-represented in 18–24-year-olds)
- Gender: Male 23% | Female 74% | Non-binary or gender diverse | 1%
- CALD: 7%
- Disability: 8%
- LGBTIQ+: 9%
- First Nations: 3%

The characteristics of the survey respondents are shown in Figure 1 and Figure 2.

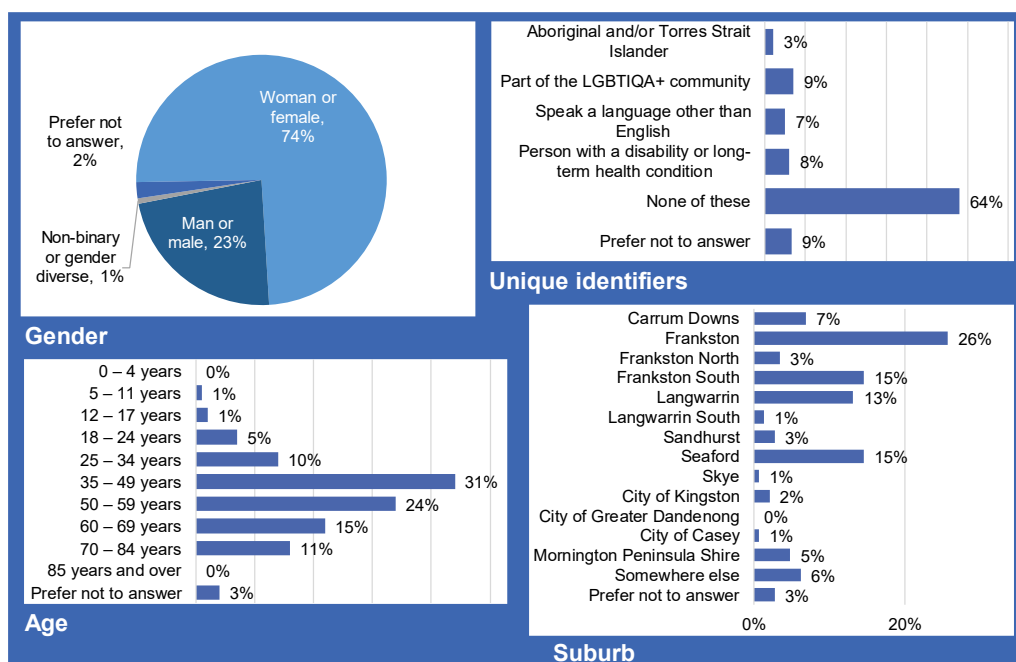


Figure 1 Characteristics of resident survey respondents

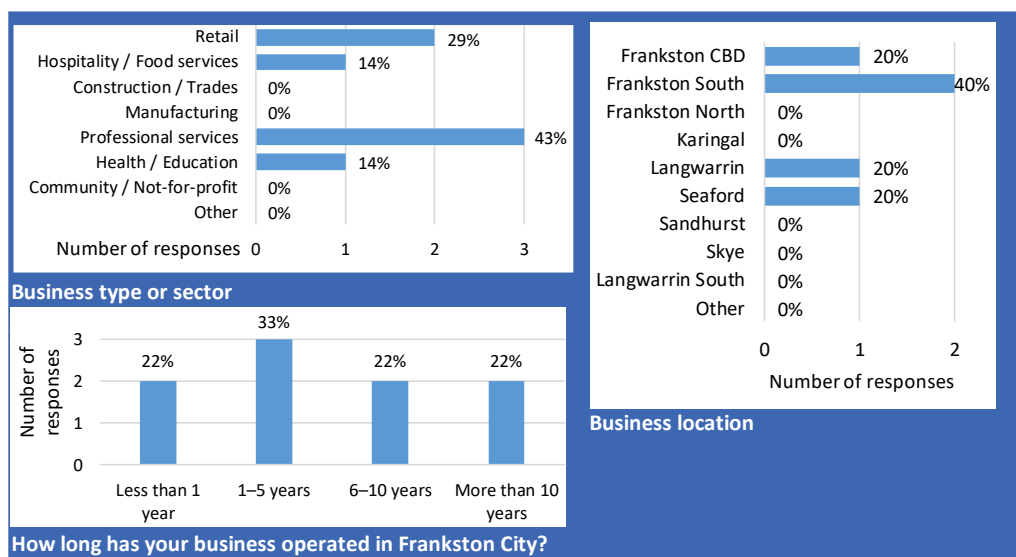


Figure 2 Characteristics of business survey respondents

We achieved this participation using the methods outline in Table 4.

Table 4 Participation Methods

Demographic	Specific group	What support was needed to ensure participation?
All suburbs	All	• Online engagement • Engage Frankston notifications to interested groups • Multiple comms channels for promotion • For suburbs that generally have lower online participation (e.g. Skye, Frankston North, Carrum Downs), in person engagement at: ○ Frankston Library ○ Carrum Downs Library / Community Centre ○ Frankston North Community Centre ○ Seaford Library ○ Karingal Place ○ Frankston Regional Recycling and Recovery Centre ○ Frankston North Community Centre ○ Sandhurst Club.
Age groups	All	• Online engagement • Multiple comms channels for promotion • Younger people (0-18): In person engagement at youth focused activities at community centres • Older people (65+): In person engagement at libraries and community centres
Gender	All	• Encouragement via Facebook (larger female cohort) • Engagement in person around children's and family events hosted at libraries and community centres
People with a disability or long-term illness	All	• Encouragement via representation groups/organisation via Disability Access and Inclusion Committee (DAIC) newsletter
Aboriginal and/or Torres Strait Islander peoples	All	• Encouragement via representation groups/organisations
People with culturally and/or linguistically diverse backgrounds	All	• Engage Frankston translation • Engagement with CALD (culturally and linguistically diverse) Network via newsletter/email

Demographic	Specific group	What support was needed to ensure participation?
Relevant stakeholder groups	Internal staff	• Subject to community consultation outcomes
	Executive management team (EMT)	• EMT meetings to: 1. Approve engagement draft Roadmap for community consultation 2. Receive community consultation report (this report) and approve final Roadmap for seeking endorsement by Council
	Councillors	• Council memo to: • Inform Councillors of City Circularity Roadmap development • Inform of upcoming engagement • Advise of in-person engagement • Council Briefing to review engagement outcomes and proposed final plan • Council meeting to endorse final plan
	Frankston Environmental Friends Network (FEFN)	• FEFN Report
	Frankston Arts Centre (FAC)	• Attend FAC meeting
	Disability Access and Inclusion Committee (DAIC)	• DAIC newsletter
	Mini Frankston City (MFC)	• MFC newsletter
	Business, industry, tertiary institutions	Online engagement including: • Engage Frankston notifications to interested groups • Multiple comms channels for promotions • Direct invite to: ○ Frankston Business Collective ○ Frankston Social Enterprise Hub ○ South East Melbourne Manufacturers Alliance (SEMMA) Master Builders Association ○ List of contacts from past workshops, programs and events

Supported and informed

We provided participants with reasonable support to enable meaningful and informed engagement and access to objective, relevant and timely information to inform their participation by:

- Offering a **short, accessible engagement** activity available online/offline.
- **Summarised key information** from the draft Roadmap, so community did not have to read/download the full document and can trust that Council has used prior community input/reports.
- **Assessed participation** throughout the engagement period and scheduled additional comms and/or engagement activities to **address participation gaps**.
- Provided regular updates and monitoring of a **dedicated project email** for community questions – lisa.finn@frankston.vic.gov.au
- Offered multiple methods of engagement, including
 - Online engagement
 - In-person engagement using pop ups and intercept surveys
 - Enabling translation into any language on Engage Frankston
 - Engaging with stakeholder groups who have a particular interest in the project. including Frankston Environmental Friends Network, Mini Frankston City, business groups and associations.

Influence

This community engagement process has influenced Council decision-making with community input used to:

- Assess the appropriateness of the proposed actions
- Refine delivery timelines and ambition
- Adjust actions to include other important concepts and ideas
- Identify partnerships and collaborators
- Identify support tools and needs.

The 'How has the community's input influenced the Roadmap?' section above outlines how aspects of the Roadmap have been influenced.

Report

We are reporting back to the community on how this engagement has influenced Council decision-making by publishing this Engagement Report on Engage Frankston, including Appendix 2 with the engagement summary.

By end March 2026, Council will report back to community on the final Roadmap and present it to Council for adoption.

Risk management

The following more specific risks were identified and mitigated in the engagement.

Table 5 Summary of risks and mitigation

Risk	Possible impact	Successful mitigation
Lack of engagement	Low reach	Comprehensive promotion across many channels Significant face to face opportunities included Direct invites to interested parties Monitoring and approach adjustment for identified gaps
Confusion around Circularity/Circular Economy topic and language	Low participation and low reported importance	Review of language and messaging to optimise understanding Use of examples where relevant
Community will want to have their say on all aspects of waste and recycling	Will be frustrated if they are limited to talking about the draft Roadmap	Ensured Waste Team was able to receive other feedback/ideas and feed these into future engagement topics, or as part of their education program
Community may have missed earlier waste engagement and not realise where Council is at in the circularity process	Will be frustrated if they are limited to talking about the draft Roadmap	Messaging/stats/outcomes were ready from past engagements, and ensured Waste Team was able to receive other feedback/ideas and feed these into future engagement topics, or as part of their education program

Next steps

The next steps for this project are as follows:

- Finalise Roadmap (Jan–Feb)
- Final Roadmap presented to Council for adoption (Feb–Mar).

Thank you to everyone who has engaged with us on this project so far, and we look forward to updating you further. To receive email notifications about this project, please 'follow' the Engage Frankston page at: <https://engage.frankston.vic.gov.au/roadmap-circular-economy>.

Appendix 1 – Survey questions used in Phase 2

This appendix lists the questions asked of the community. An overview of responses to the questions may be found in Appendix 2.

A dynamic survey showed relevant questions depending on the respondents answer to the following question:

- What is your connection to Frankston City?

Respondents could select from 'resident', 'business owner', 'student or educator', 'community group member', 'local worker or volunteer' or 'visitor'.

For all non-business respondents, the questions in the rest of the survey were:

- How familiar are you with the term "circular economy"?
- How important is it for Council to focus on reducing waste and keeping materials in use for longer?
- In the last two years, have you taken part in any of the following circularity activities?
- What are your biggest barriers to reducing waste or adopting more circular practices?
- What support from Council would help you take more circular actions?
- How interested would you be in using a community circular hub?
- What activities or services would you most like to see at a community circular hub? (Select up to 3)
- Is there any other feedback you would like to provide on Council's proposed Community Circular Hub?
- How well do you think these areas reflect the main opportunities for reducing waste and keeping materials in circulation in Frankston City?
- Are there any other areas you think should be included in the Roadmap?
- Which focus area do you think is most important for Frankston City right now?
- How would you rate the level of ambition in the draft Roadmap?
- What is one thing you would prioritise to make Frankston City more circular and sustainable?

For businesses, the questions in the rest of the survey were:

- Business type or sector.
- How many employees does your business have (full-time equivalent)?
- How long has your business operated in Frankston City?
- Where is your business located?
- How familiar are you with the term "circular economy"?

- How important is it for Council to focus on reducing waste and keeping materials in use for longer?
- In the last two years, has your business taken part in any of the following circularity activities?
- What are your business' biggest barriers to reducing waste or adopting more circular practices?
- What support from Council would help your business take more circular actions?
- How interested would you be in using a business circular hub?
- What features of a circular hub would be most valuable to your organisation? (Select up to 3)
- What might stop your business from participating in a business circular hub? (Select all that apply)
- How well do you think these areas reflect the main opportunities for businesses in Frankston City?
- Which focus area do you think is most important for Frankston City right now?
- What additional areas or challenges should be included in future plans?
- How would you rate the level of ambition in the draft Roadmap?
- What is one thing you would prioritise to make Frankston City more circular and sustainable?

In the final section, all participants were asked:

- Where do you live?
- What best describes your gender?
- Which of the following do you identify with?
- What is your age?

Appendix 2 – Outcomes of engagement activities

Circular economy

Familiarity with circular economy

Participants were asked: “How familiar are you with the term “circular economy”?”

Community participants were familiar with the term and 72% responded with “very familiar” or “somewhat familiar”, 15% selected “heard of it, but not sure what it means” and 14% selected “not familiar”. Of the smaller number of businesses surveyed, 70% responded with ‘very familiar’ and 30% ‘somewhat familiar’. Although a small sample size, all business respondents were familiar with the term ‘circular economy’.

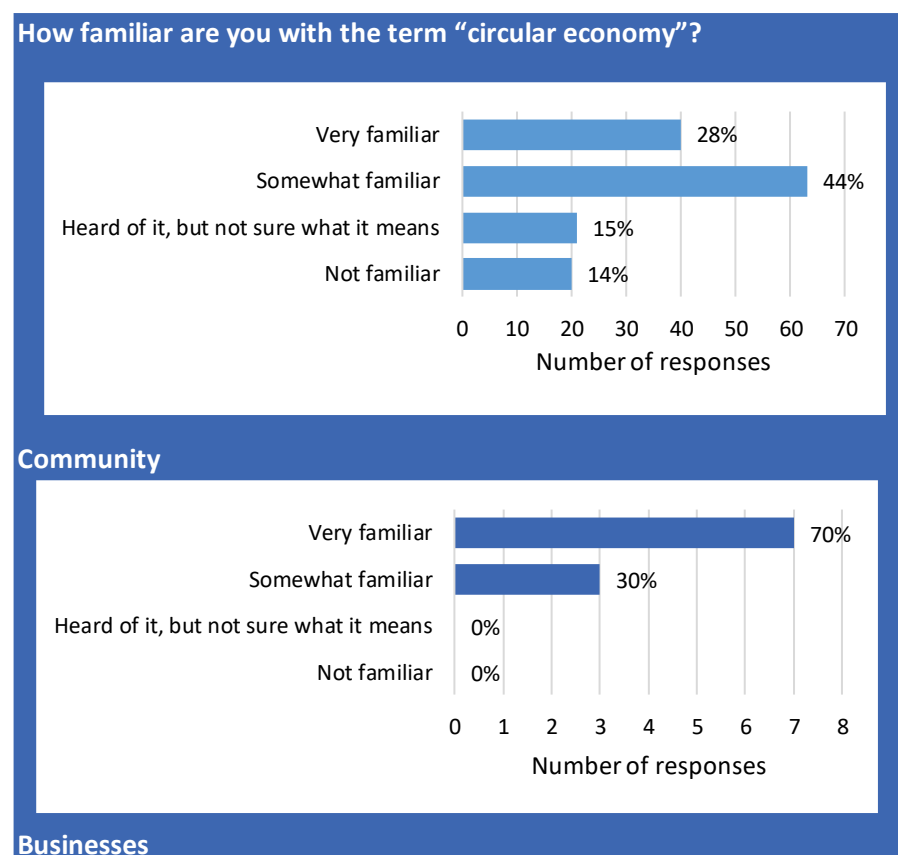


Figure 3 Responses to How familiar are you with the term “circular economy”?”

Importance of circular economy concepts

Participants were asked: “How important is it for Council to focus on reducing waste and keeping materials in use for longer?”

Shown in Figure 4, 81% of community participants responded with “very important”, 17% with “important”, and 2% with “somewhat important”. About 90% of business respondents responded with “very important”, 10% with “somewhat important”.

No respondents selected “not important” or “unsure”.

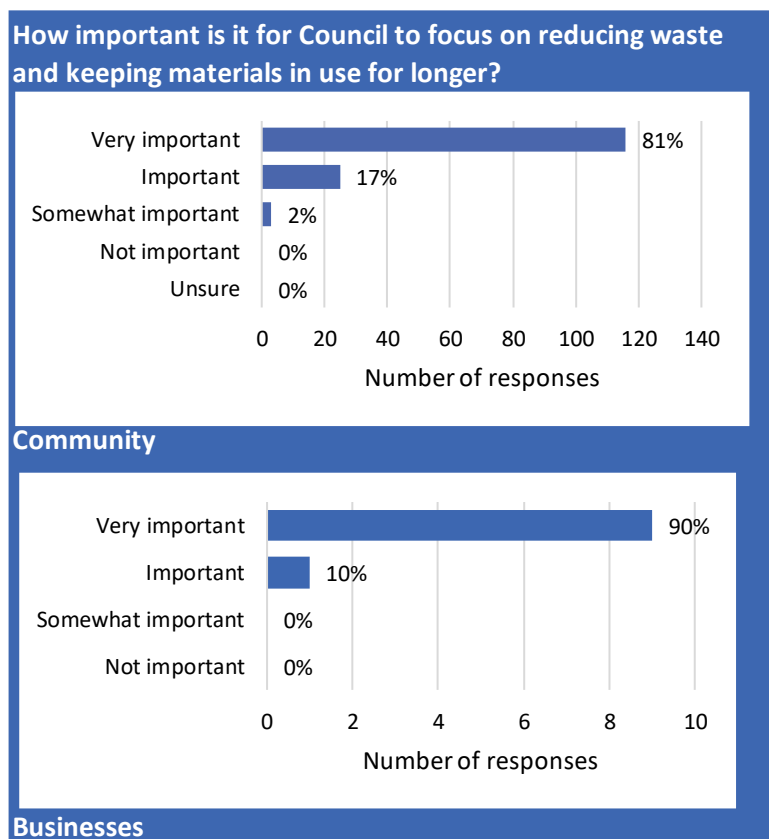


Figure 4 Responses to ‘How important is it for Council to focus on reducing waste and keeping materials in use for longer?’

What circular activities are people already doing in Frankston?

Respondents selected from a multiple choice of circular economy activities. The most selected options in the community survey were ‘donated or sold unwanted clothing, furniture, or appliances’ and ‘bought recycled, second-hand or sustainable made clothes or household items’ (Table 6).

Table 7 shows that the most selected items in the business survey were ‘reduced the amount of waste sent to landfill’ and ‘improved recycling or introduced separate waste streams (e.g. cardboard, soft plastics, e-waste)’.

Table 6 Responses to 'In the last two years, have you taken part in any of the following circularity activities?'

Responses	Number
Used your home compost or Food Organics and Garden Organics (FOGO) bin for food scraps	94
Planned meals or reduced food waste at home	112
Chosen local, seasonal, or sustainably grown food	83
Shared, donated, or swapped surplus food	66
Bought recycled, second-hand, or sustainable made clothes or household items	117
Donated or sold unwanted clothing, furniture, or appliances	133
Used a repair, reuse or refill services (e.g. repair café, refill shop, clothes mending)	43
Borrowed or shared tools, equipment or household items	77
Reused or repurposed materials for home projects or gardening	93
Purchased recycled or reclaimed building materials or furnishings	53
Installed energy or water-saving upgrades (e.g. solar panels, insulation, rainwater tanks)	46
Improved recycling at home (e.g. sorting correctly, soft plastics, e-waste recycling)	110
Local sustainability, clean-up, or circular economy events	30
Local community garden, sustainability group, or sharing initiative	20
Talked to others about reducing waste or sustainability issues	70
None of the above	1
Other	0

Table 7 Responses to 'In the last two years, has your business taken part in any of the following circularity activities?'

Responses	Number
Reduced the amount of waste sent to landfill	9
Improved recycling or introduced separate waste streams (e.g. cardboard, soft plastics, e-waste)	8
Audited or monitored waste or material use to identify efficiencies	1
Bought or specified recycled, reclaimed, or sustainably made materials or products	2
Chosen suppliers with circular or sustainability commitments	5
Designed or redesigned products or packaging to reduce waste or improve recyclability	2
Offered repair, reuse, or refill services to customers	2
Reused offcuts, by-products, or returned materials within your operations	4
Partnered with another business to share or repurpose materials or equipment	2
Managed food or organic waste through composting, FOGO, or donation	1
Reduced food waste through improved stock management or menu planning (for hospitality/retail)	0
Used recycled or locally sourced materials in fit-outs, construction, or maintenance	1
Installed energy- or water-saving upgrades (e.g. LED lighting, solar, rainwater reuse)	0
Encouraged sustainable travel for staff or customers (e.g. bike parking, EV chargers)	0
Tracked, reported, or communicated sustainability or circularity performance	2
Engaged staff or customers in waste reduction or sustainability initiatives	2
None of the above	0

Barriers

Respondents were asked 'What are your biggest barriers to reducing waste or adopting more circular practices?' and selected from multiple options, shown in Figure 5.

The top 3 barriers selected by community respondents were 'limited information about what's available locally', 'lack of convenient options (e.g. drop-off points, local repair/refill services)' and 'products are not designed to last or be repaired'.

The top barrier selected by businesses was 'limited local suppliers or service options'.

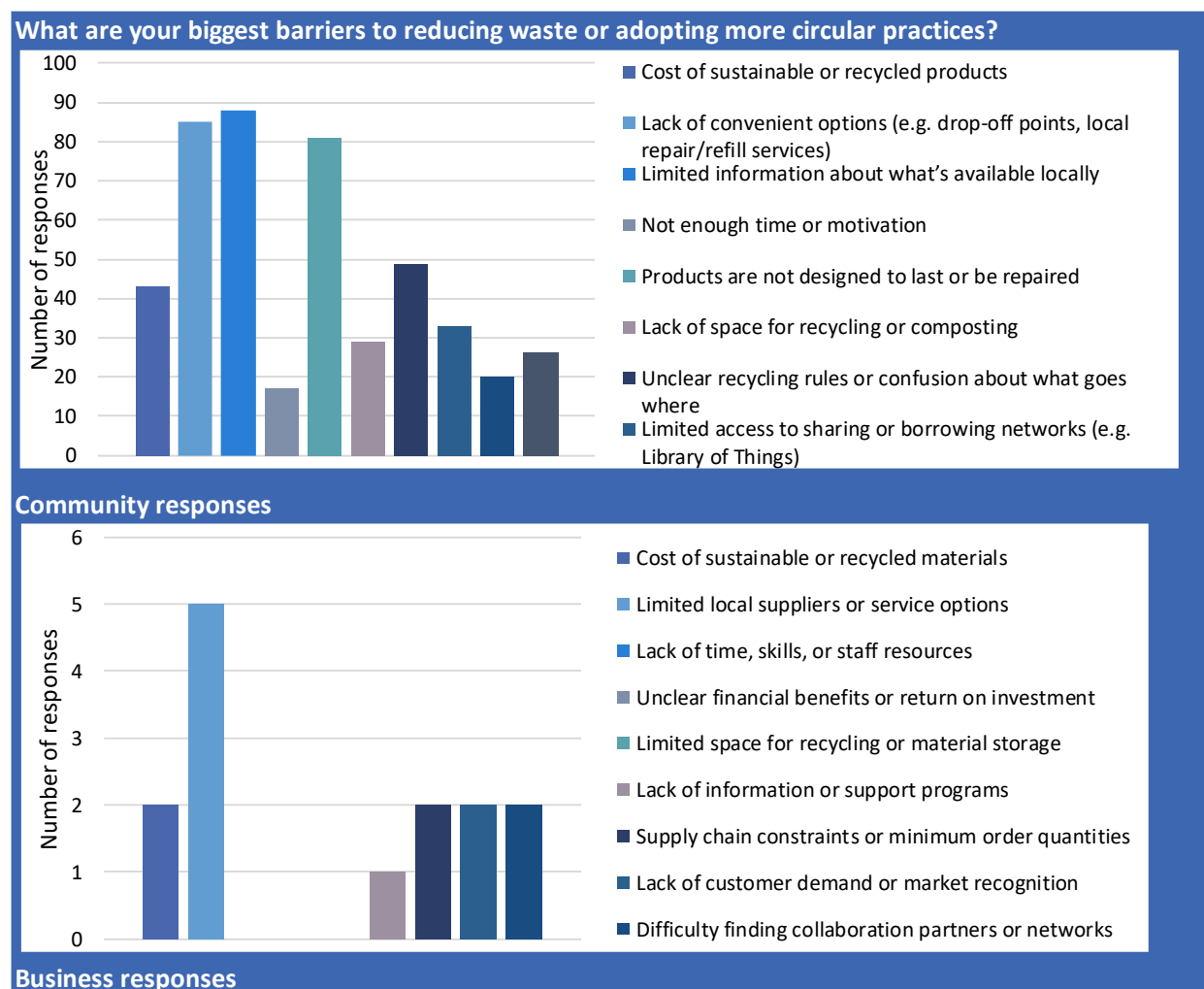


Figure 5 Responses to 'What are your biggest barriers to reducing waste or adopting more circular practices?'

Council support

Respondents were given options about types of Council support that would help them take more circular actions. Community respondents selected 'local repair, reuse or sharing opportunities' the most, while business respondents selected 'training or information sessions', 'networking and collaboration opportunities', and 'help finding reuse or recycling partners' the most. The responses are shown in Figure 6.

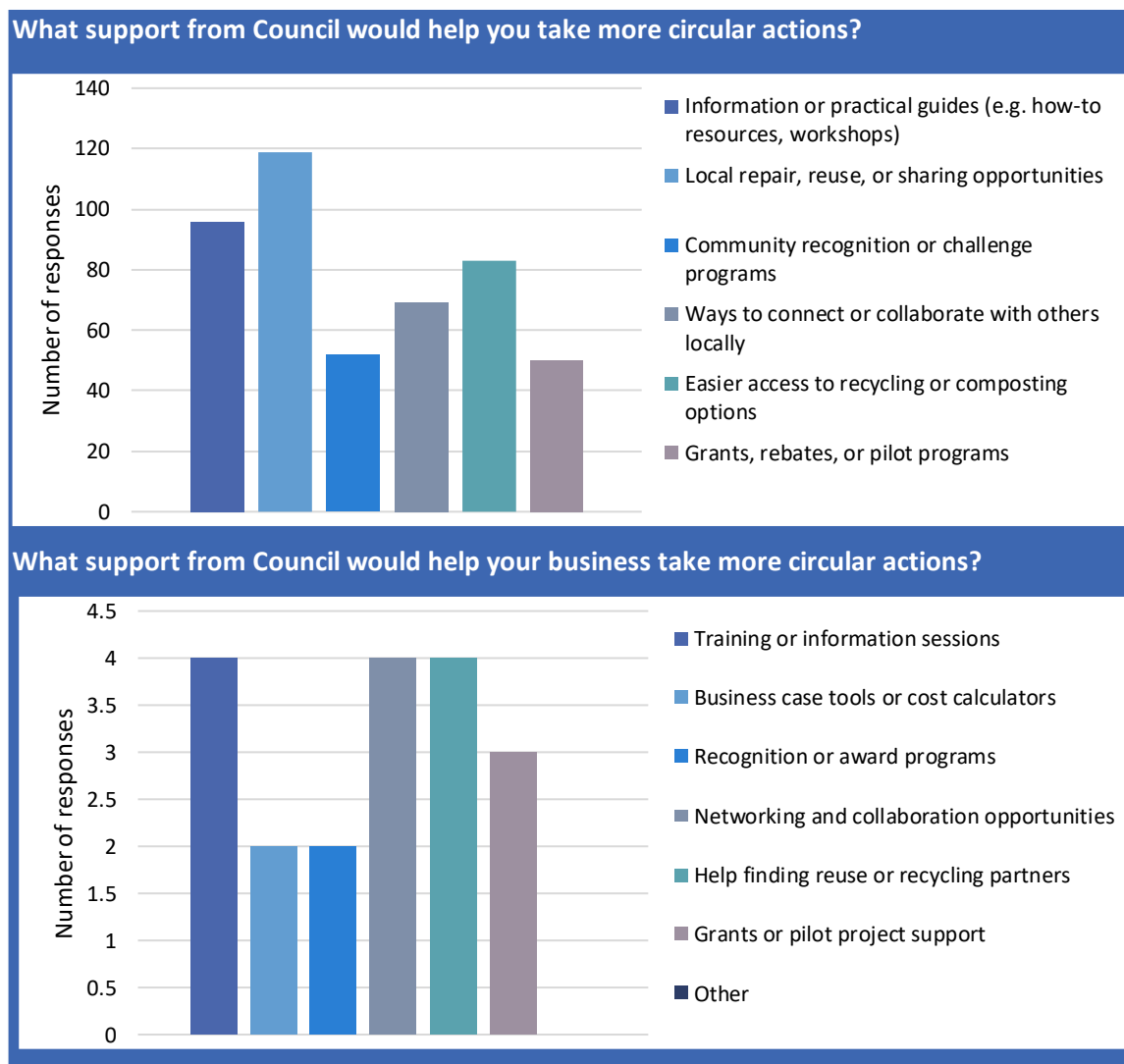


Figure 6 Responses about support from Council

Circular economy hub

Interest using a community circular economy hub

Shown in Figure 7, there was strong interest in a community circular economy hub. About 39% of respondents rated their interest as 10/10, and 23% rated their interest 9/10. Only 4% of respondents rated their interest less than 5/10.

The most popular offerings were the repair café, followed by swap events or second-hand markets and the 'Library of Things'.

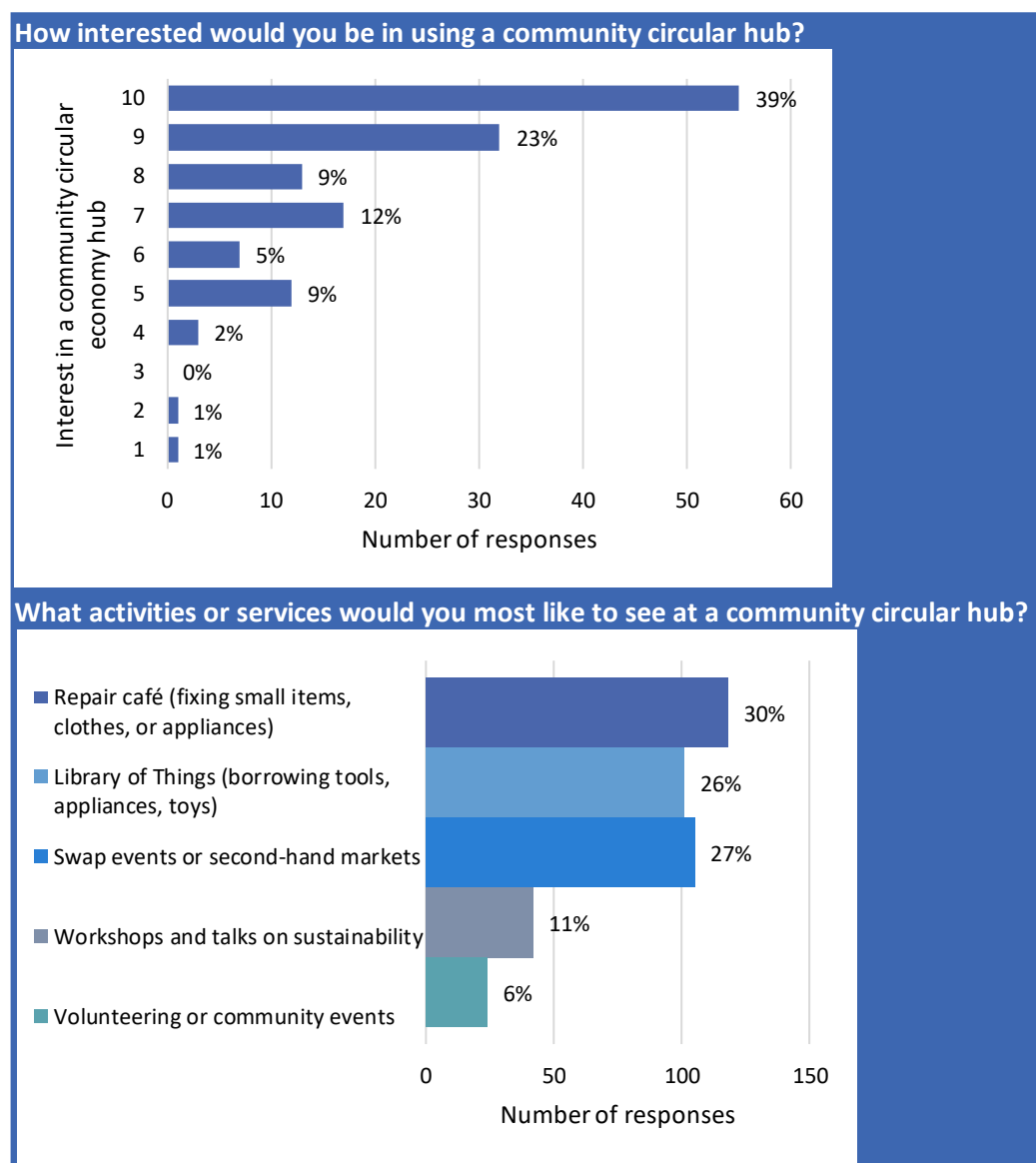


Figure 7 Responses about the community circular economy hub

Feedback on Community Circular Hub

- **Strong support for the hub:** Many respondents called the idea “great”, “brilliant” or “fantastic” and urged Council to continue and not give up.
- **Repair, mending and Library of Things:** High interest was expressed for repair cafés, tool/bike workshops, sewing/repair clubs and a Library of Things to borrow infrequently used items (lawn mowers, kayaks, camping gear, craft tools). Respondents wanted training, paid repair services and volunteering opportunities.
- **Reuse / hard-rubbish recovery and resale:** Frequent calls were made for better hard-rubbish handling. This included suggestions to rescue usable furniture and goods, sort and channel items to charities/warehouse resale, and avoid crushing usable items. Suggestions included employing local people to sort/repair and using empty council buildings.
- **Expanded recycling for specialty items:** Requests for collection points for toothbrushes, pens, bottle lids, batteries, small e-waste, electricals and glass; supermarket return bins for packaging.
- **Workshops, education and community building:** Desire for regular workshops (i.e. topics such as repair, composting, cooking with waste), talks, swap events, and community skills programs to build culture and capability. People want practical, inclusive sessions outside ‘9–5’.
- **Accessibility of location and hours:** Many asked for centrally located hub(s) with good transport/parking and extended hours (evenings/weekends) or multiple smaller local hubs/roving services to reach those who can’t attend ‘9–5’.
- **Promotion, communications and visibility:** There were repeated calls for strong promotion (e.g. local media, letter drops), a high profile ‘showcase’ hub, and feedback on outcomes so the community can see progress.

Focus areas

Respondents were asked to rate, on a scale of 0–10, ‘How well do you think these areas reflect the main opportunities for reducing waste and keeping materials in circulation in Frankston City?’ with 0 being ‘very well’ and 10 being ‘not at all’.

Responses were spread across the scale. The most common rating was 2/10 (15%). Nearly half of respondents (48%) gave a score between 0 and 3, indicating the focus areas are generally seen as reflective of opportunities in Frankston. A further 21% gave a mid-range score (between 4 and 6), indicating neutrality or uncertainty. The remaining 29% scored the Roadmap between 7 and 10, suggesting that some respondents believe

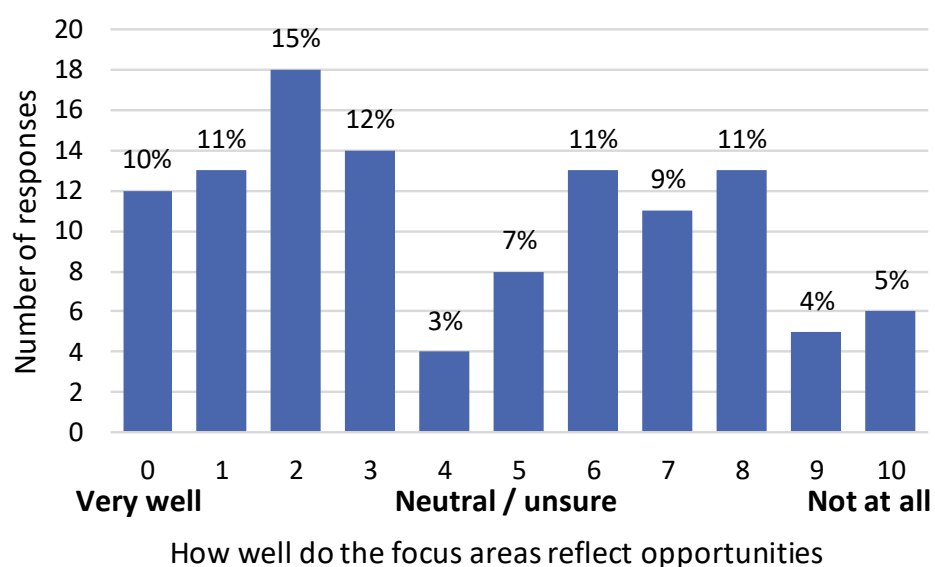
the Roadmap does not address all opportunities to reduce waste and keep materials in circulation.

We note that there was a discrepancy in the way the question was asked in the printed and online version of the survey. Although this was rectified quickly, we acknowledge that some results are at risk of a potential data error, thus are indicative only.

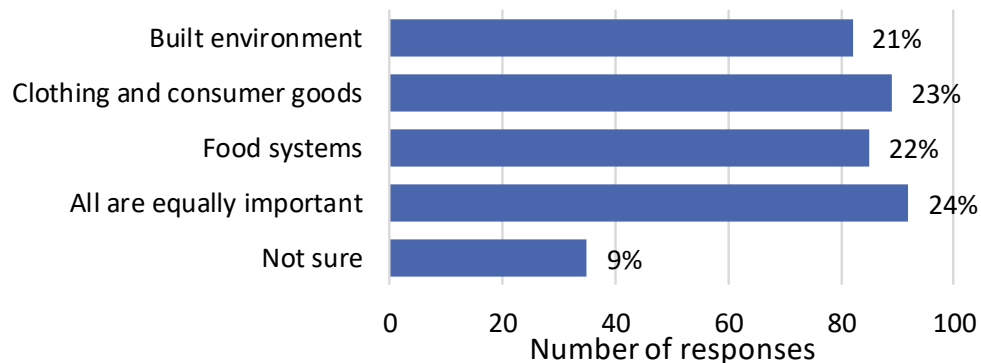
The respondents were also asked 'Which focus area do you think is most important for Frankston City right now?'. The option 'all are equally important' was the most selected answer at 24%, with 9% of respondents selecting 'not sure'.

Respondents were asked to rate the level of ambition in the draft Roadmap. Approximately 68% of respondents rated the level of ambition as 'about right'.

How well do you think these areas reflect the main opportunities for reducing waste and keeping materials in circulation in Frankston City?



Which focus area do you think is most important for Frankston City right now?



How would you rate the level of ambition in the draft Roadmap?

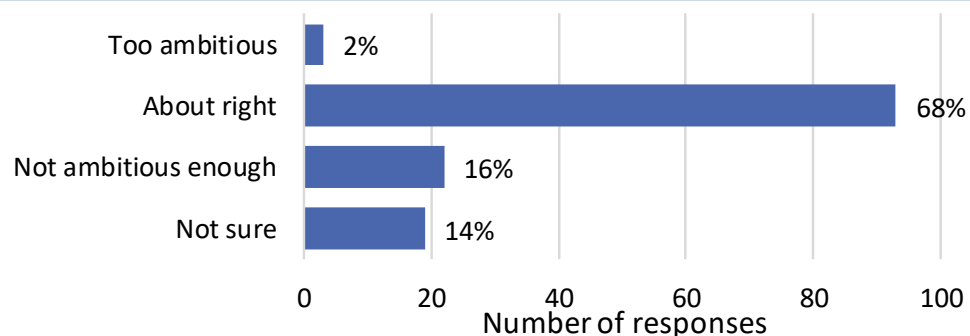


Figure 8 Responses to questions about the focus areas

Are there any other areas you think should be included in the Roadmap?

Respondents had the opportunity to answer this open-ended question. The results are summarised below in order of frequency that themes were raised.

1. Recycling systems and local guidance (including soft plastics, e-waste, metals, UHT/cartons)

Recycling systems and the need for further local guidance was raised 16 times. Many respondents asked for clearer recycling systems, local guidance on accepted plastic codes, improved e-waste and metals recycling, and solutions for items ending up in red bins.

Plastics and packaging recycling was mentioned often. There were strong calls for council-run soft-plastics collection, clearer systems for bubble wrap, styrene/foam and other packaging, and upstream action on packaging design.

‘I am particularly concerned about the increasingly large amounts of plastic wrapping, bubble wrap, and styrene foam packaging materials that are used to protect products against damage in transit.’

‘I think more could be done to promote the soft plastic disposal.’

2. Community hubs, gardens and social enterprise

There were 8 mentions of how the offerings of the proposed Community Circular Hub would be well-received. Satellite hubs were suggested as a way to increase offerings, and general support was expressed for community gardens and social-enterprise models that could process organics, grow food and create training/employment pathways.

‘The Community Circular Hub sounds brilliant... inclusion of a community garden social enterprise that enhance food security, significantly reduces commercial organic waste and deliver education.’

There were also 2 mentions to collect hospitality and household organics for local composting and reintegration into community gardens and urban agriculture.

‘Acts as a drop-off point for hospitality and food businesses, collecting food and organic waste to be transformed into compost.’

3. Inclusion, accessibility and community engagement

There were 10 responses which emphasised the importance of accessibility for older people and people with disability, ongoing in-person advisory groups, workshops, and regular public briefings. There was also calls for spatial equity, including the possibility for satellite circular hubs.

‘Thinking about elderly and the disabled to get access to these services.’

4. Reuse, repair and second-hand infrastructure

There were 7 responses that mentioned support for repairs, appliance/furniture restoration, toy libraries, swap markets and systems keeping usable goods out of landfill.

‘Repairs of appliances, purchase of secondhand goods/ furniture locally rather than good stuff being put on nature strips which get ruined in the rain.’

5. Broader environmental regeneration and energy links

There were 6 submissions that urged the Roadmap to include regenerative land management, chemical reduction, green space preservation, and renewable energy/efficiency actions alongside circular economy measures.

‘The three focus areas... miss a major opportunity to include environmental regeneration and ecosystem health as a fourth pillar.’

6. Education, youth engagement and behaviour change

Suggestions included education campaigns, youth programs, repair/upcycling workshops and clearer messaging to change behaviour (5 mentions).

‘Free school holiday workshops for older kids focused on repairing and upcycling... These workshops would introduce circular economy principles in a practical, engaging way.’

7. Resourcing, implementation and accountability

Four comments questioned feasibility without dedicated funding, staffing and clear timelines. The Roadmap needs a funded implementation schedule and measurable targets.

‘Allocate real funding and resources for implementation. The Roadmap claims that 21 new actions can be delivered ‘using existing staffing and organisational structures’... If Council wants this roadmap to be credible, it must be supported by a funded implementation plan.’

8. Hard-waste exchange and alternative collection models

There was interest (4 mentions) in changing Council’s hard rubbish approach with ideas suggested including reuse-focused exchange days, donation collection and repair-led pick-ups.

‘More hard rubbish exchange options- instead of it just going to waste, a collection day for useable goods that could be donated or repurposed.’

9. Reduce single-use foodware

Four submissions were interested in action to cut takeaway containers and cups and utensils across fast food, food courts and vans to prevent waste at source.

‘Reduce to eliminate take away food container / cups/ utensils. This to include food eaten at food courts, food places like McDonalds, Food vans.’

10. Litter and public-space waste reduction

A smaller but clear set of responses asked for litter reduction to be treated as its own priority, with prevention and improved recycling (2 mentions).

‘Littering as an environmental hazard should be a separate focus area.’

Notes on ordering: themes were ranked according to how frequently they recurred in the responses provided. Where a single submission included multiple themes, the response was counted in each theme.

What is one thing you would prioritise to make Frankston City more circular and sustainable?

1. Community education and awareness

Frequent (33) mentions of increased public education, clear recycling instructions, awareness campaigns of circular economy programs and targeted communications to change habits.

‘All of the initiatives highlighted at beginning of survey to implement asap and a viable campaign for public awareness.’

‘Frankston does lots for sustainability but the general public need to be made aware what.’

2. Recycling systems and collection points

There were 16 mentions of a need for clearer recycling options, consolidated drop off points, and better collection/processing for soft plastics, cans, bottles, batteries, polystyrene and other hard to recycle streams. About 7 responses mentioned plastic, of which 4 mentioned soft plastic specifically as high priority for Frankston.

‘One drop off place for all recyclables- polystyrene, concrete, cardboard, hard waste in good condition to be resold, mattresses, pens, batteries, pill containers etc.’

3. Reuse/repair

There were 25 mentions of initiatives mentioned earlier in the survey (Library of Things, Repair Cafés, reuse shops, swaps, business circular hub).

‘The Business Circular Hub is the mechanism that resolves the biggest gap in the plan, a way for local businesses to exchange resources, test circular partnerships and build the relationships that make circularity work in practice. It’s the single highest-impact thing Council could invest in.’

4. Organic waste, food systems and composting

Multiple (15) mentions of green bins, capturing commercial food waste, food sharing/food bank initiatives and composting.

‘A well developed holistic food system would bring environmental, economic and social benefits to the whole community’

5. Funding, resourcing and implementation accountability

There were 12 mentions to prioritise dedicated funding, measurable targets and implementation capacity, not only relying on existing resources.

‘Allocate real funding and resources for implementation.’

6. Accessibility, coverage and inclusion

There were 6 mentions of improved spatial coverage and accessibility of services (Langwarrin/outlying areas, transfer stations, cost/access for low income) and for inclusivity.

‘Initiatives rolled out to outlying areas for greater access (Langwarrin)’

7. Public space bins and litter management

There were 5 respondents whose top priority for Frankston was litter and localised waste hotspots (e.g. outside fast food outlets) and requests for better public recycling/waste bin provision and enforcement.

‘Fast food chains...cleaning up the rubbish from around their premise.’

8. Convenience and affordability

Convenience and cost-of-living was raised 5 times, with mentions of how circular/eco options are more expensive or less accessible; suggestions like vouchers to recycling centres and free green bins (5 mentions).

‘...reusable things, eco friendly, compostable etc are usually twice more expensive than standard items.’

9. Infrastructure and planning

Four responses mentioned wider built environment, planning, and avoiding overdevelopment to support circularity.

‘Infrastructure - reduce overpopulation’

10. Green infrastructure, community gardens and tree planting

Four responses identified protection of green spaces, expansion of community gardens and planting of native fruit trees for local food and biodiversity.

‘Native strip fruit tree planting’

11. Upcycling, creative reuse and social initiatives

Three respondents mentioned upcycling opportunities, barter systems, food banks, sharing for vulnerable people and social supports.

‘Sharing of excess fruits & vegies that I grow... Maybe some type of barter system to get repairs’

12. Data, transparency and monitoring

Three mentions of transparent reporting, monitoring of waste/landfill and measurable KPIs for recycling and roadside cleanliness.

‘Make Council Transfer stations and rubbish collection more transparent to the tax payers.’ / ‘Create exact and measurable indicators.’

13. Textiles and clothing

Three respondents called for support for textile recycling, clothing swaps and campaigns to discourage fast fashion.

‘Textile recycling options and clothing swap events’ / ‘buying once and buying well.’

Appendix 3 – Submissions received via email

Submission received - resident

Sent: Tuesday, November 25, 2025 9:16 AM
To: Engagement <engagement@frankston.vic.gov.au>
Subject: City Circularity Roadmap.

Good morning,
Thank you for sharing the City Circularity Roadmap for feedback.

-

I am excited by many of the strategies mentioned in the roadmap, specifically around council procurement, building design and the renovators toolkit.

What I would really love to see is some innovation around soft plastic recycling. Soft plastic fill up our household rubbish bin and we are really conscious, as a family, to avoid purchasing them. It is almost impossible to avoid collecting soft plastic. I don't want to think about how much soft plastic ends up in landfill across our catchment each week.

It is wonderful to see that other municipalities in Victoria, and interstate, have amazing soft plastic recycling projects underway.

Soft plastic recycling factories are emerging across Australia, with some already operating and others in development. Examples include the Circular Plastics Australia facility in Altona North, Victoria, and a new pyrolysis plant under development by APR Chemcycle in Maddingley, Victoria, which will turn soft plastics into oil. Other projects are also planned for South Australia.

It would also be great to see strategies designed to reduce the use of soft plastic use, specifically as food wrapping and within local manufacturing, included in this roadmap.

Many thanks.

Response to submission

Thank you so much for taking the time to provide feedback on the City Circularity Roadmap. We really appreciate your thoughtful insights, especially around soft plastics, and opportunities for engaging local industry.

Household soft plastics are an important focus for us. This has been considered in our [Waste Circularity Plan 2023-30](#), which includes advocacy for investment in recycling infrastructure and support for national product packaging targets, now recently announced. Council continues to work on these issues and is committed to helping our community reduce waste and keep materials in circulation.

In line with new processing capacity in Victoria, local Woolworths stores now accept soft plastics for recycling, and Council is also working on a new drop off collection point at the Frankston Regional Recycling and Recovery Centre for the near future. Your feedback about household soft plastics will also help inform future revisions of the Waste Circularity Plan as we continue to strengthen these initiatives.

Soft plastics, along with other locally generated materials, are also within the scope of the new City Circularity Roadmap. Your suggestions around reducing soft plastics in local manufacturing and broader industry engagement will be considered as the roadmap is finalised. Work already underway includes the [Trim Your Bin](#) program and recent circular business education workshops, with plans to expand these initiatives further to support more local businesses in adopting circular practices. Council would also welcome the opportunity to work together with Peninsula Health to drive local circularity.

We expect the final City Circularity Roadmap to be released in the early part of the new year. Your input is invaluable in helping us shape initiatives that are practical, meaningful, and achievable for our community. Thank you again for taking the time to share your thoughts—we look forward to continuing this journey together toward a more circular and sustainable Frankston.

Submission received - Local training business

Sent: Saturday, December 6, 2025 8:53 PM
To: Engagement <engagement@frankston.vic.gov.au>
Subject: Attn: Frankston Circular Economy - City Circularity

Dear Councillors,

I would like to provide my suggestions and feedback to the City Circularity Roadmap as below. Thank you

- A mechanism that allows for tablets, mobile phone, old radios and other technical gadgets such as television and camera parts to be repaired through a repair system, rather than having to throw away items.
- A recycling system for old shoes including footwear such as slippers and thongs. This would eliminate the need to throw them away in any hardware rubbish.
- A curbside recycling system for soft plastics, as people may not be able to find or have a nearby supermarket soft plastic recycling depot.

Thank you

Response to submission

Thank you so much for taking the time to provide your thoughtful feedback on the City Circularity Roadmap. We truly appreciate your suggestions and the interest you've shown in helping shape a more sustainable future for Frankston.

You've raised several important opportunities to strengthen our community's circularity, including repair pathways for small electronics, improved recycling for footwear, and expanded access to soft plastics recycling. These areas strongly align with the direction Council is taking, and your feedback reinforces the importance of continuing to grow our services.

Repairs, Reuse and E-Waste

The Roadmap includes a range of high-level actions that support repair, reuse and repurposing of items that are often difficult to recycle—such as tablets, mobile phones, small appliances and other e-waste. Council has already begun work in this space through our recent *Roving Repairs* pilot, which was very well received. We are keen to expand this

program in the new year and continue developing repair and reuse opportunities for our community.

Soft Plastics Recycling

Household soft plastics are a significant focus for Council. This is addressed in our Waste Circularity Plan 2023–30, which includes advocacy for increased recycling infrastructure and alignment with the newly announced national packaging targets. Council continues to explore local solutions, including the establishment of a Council-run drop-off service.

New processing capacity in Victoria also means that soft plastics recycling is now available at local Woolworths stores, and we are currently working toward a soft plastics drop-off point at the Frankston Regional Recycling and Recovery Centre. Kerbside collection remains dependent on our recycling processor's ability to manage these materials and secure reliable end markets, which is not currently possible but may change as the recycling industry evolves. Your feedback will help inform future updates to our plans as new opportunities emerge.

Recycling for Shoes and Other Tricky Items

We are equally committed to expanding recycling options for items such as shoes, slippers and thongs. Council continues to investigate suitable providers and services to incorporate into our existing resource recovery offerings, with a view to broadening accessible recycling options for our community.

Your suggestions also contribute directly to the finalisation of the City Circularity Roadmap, which considers soft plastics, repair pathways, and broader opportunities for reducing waste in locally.

We expect to release the final Roadmap in the early part of the new year. Thank you again for taking the time to share your ideas. Your contribution is incredibly valuable as we work together toward a more circular, resilient and sustainable Frankston.

Submission received – Boomerang Alliance

Sent: Monday, 8 December 2025 4:33 PM

I hope this finds you well.

Great to catch up the other day, and as promised I'm sending through my thoughts on the roadmap.

Well done on pulling this together, love the vision and all the key strategies needed to shift us to a circular economy are captured.

Some thoughts on what could be expanded on. I'm keeping each point short here, please let me know if you need more detail:

1. Pitch: could further stress the economic opportunity for Frankston. This part is often not well understood, yet can be what makes her breaks broader stakeholder support. Some economic report references for biz team incl direct quotes for new CEO, Investment team etc
2. Businesses: we must shift to mandated business waste reduction and mandate them to source recycling and food waste streams. Currently many biz (as you know) still rely on landfill only. Not council regulation but can be recognised as essential element for Frankston to go truly circular.
3. Could build in Indigenous connection: no waste in Indigenous culture
4. Strongly embed waste hierarchy up front — reduce & reuse in that order
5. Elephant in the room is that we are running out of landfill and jumping to waste to energy "solutions" when this is not part of a true circular economy. Would include a little break out box to talk to this and tie back to the waste hierarchy.
6. A note on council budget vs EPR where producers are made responsible.
7. Metrics: add total waste to landfill reduction (energy going forward) + kerbside. When shifting to circular, these are key metrics.
8. Aspirational metrics — I am not sure why these would be aspirational?
9. Breakdown of waste streams and costs: waste collection & disposal is \$29 million
10. Could we add something about pollution / regeneration per the CE definition you are applying. Currently no mention of pollution or cleanup action eg groups such as Beach Patrol
11. Role of primary and secondary schools is important alongside older demographics of students you mention
12. FMAC reference — sustainable design guidelines : embed CE
13. Require anyone on Council land to submit waste reduction plan.
14. Reuse stream to be embedded in Council permits — eg arts centre, pools, Sports clubs, BMX track etc

15. Lead by example - hospitality is low hanging fruit, starting with own offices, meetings and events with regards to SUP takeaway cup & containers; then expand to facilities / permits
16. Actions: identify early flagships eg events as discussed
17. Pilot circular economy hub - pop up, rather than “investigate the need”?
18. Glas bin: is Frankston keen to continue? Cost to residents? Many VIC councils against this and other states are shifting to include wine spirit etc in CRS scheme

Thanks again for the opportunity to provide input and well done.