# Frankston City 2040
## Community Panel Report
May 2021



# ACKNOWLEDGEMENT OF COUNTRY

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



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# ACKNOWLEDGMENT OF COMMUNITY

We would like to thank the following panel members for their involvement in developing the Frankston City 2040 Community Vision and Council Plan priorities.

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Sharon Griffin
Shaun Wilsnach
Steele von Hoff
Sue Elliot
Vicki Thomas
William Pearce
Yvonne Rooney

We would also like to thank the wider community for sharing more than 1200 comments with the project team. More than 450 people participated and this was during the 'hard lock down' in Victoria, we appreciate you taking the time during this difficult period to share your needs, hopes and aspirations for Frankston City.

## CONVERSATIONS WITH OUR COMMUNITY

Between August and September 2020, Frankston City Council carried out conversations with its community to understand their needs, aspirations and priorities for Frankston City. This discussion focused on understanding:

- What the community valued
- What the community hopes won't change in 2040
- What the community hopes will be improved
- What the community wishes will come true in 2040.

More than 450 people participated in this early stage of engagement and shared 1293 comments online, during workshops, during Facebook lives and through telephone surveys.

**Process to create our community's vision**

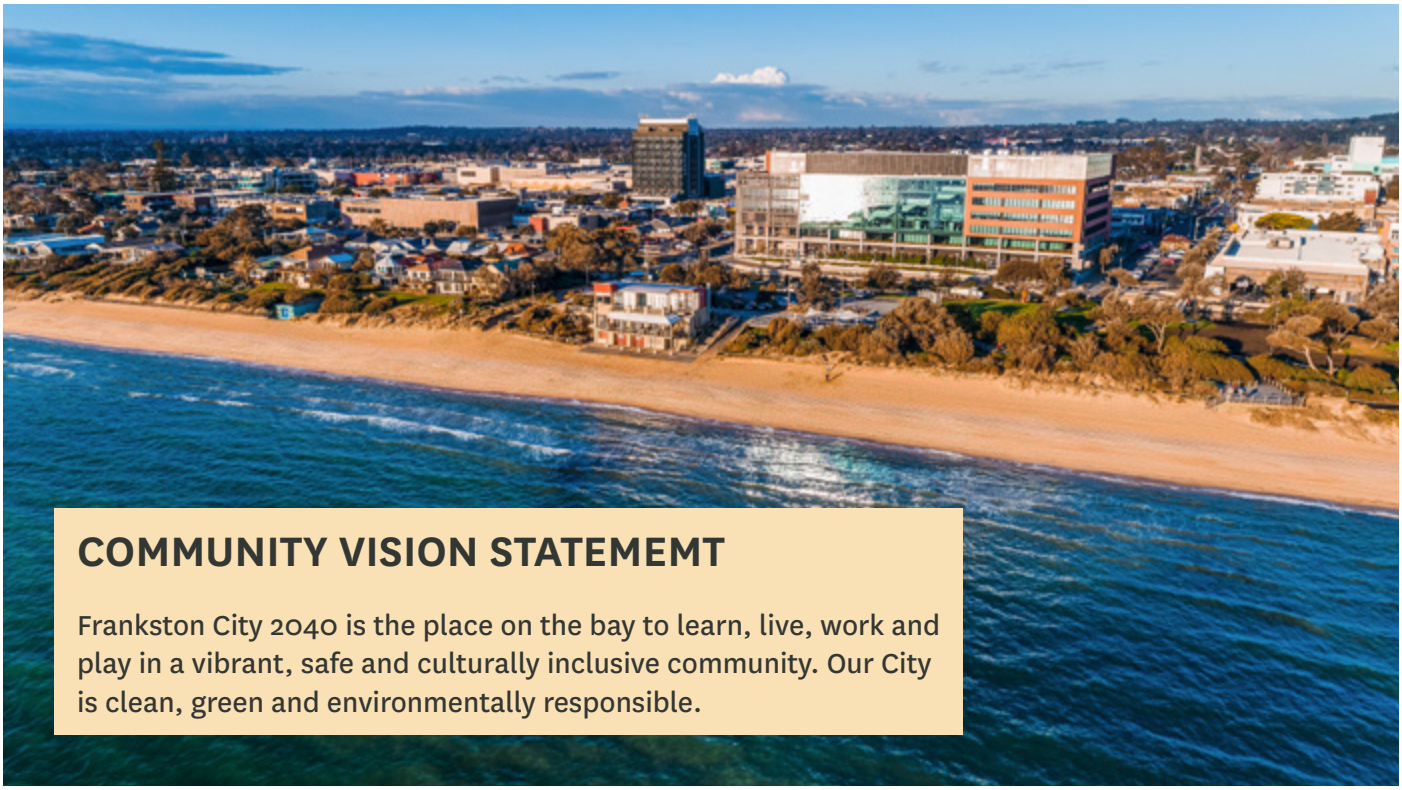
Frankston City Council ran an expression of interest process, with a physical invitation delivered to every household, inviting residents to be part of the Frankston City Community Panel.

As a result of this process, 180 people nominated and from here 46 people were recruited by an independent and external consultant, Deliberately Engaging, to reflect the diversity of residents living in Frankston City across a range of demographics.

The panel met on six occasions between November 2020 and February 2021 to have an open discussion and agree on the themes and priorities to form the Community Vision 2040. This process was facilitated by an independent and external consultant Conversation Caravan. An additional workshop was held in May 2021 for panel members to attend and review feedback collected through the public exhibition period. This workshop was not compulsory for panel participants to attend.

The Community Vision forms part of Council's strategic planning framework, the short term and long-term priorities will help to shape the 2021-25 Council Plan and future Council Plans across the next 20 years. A Council Plan is developed after each local government election and describes Council's strategies priorities and directions for the municipality over the four-year period.

**This process was delivered during the 'stay at home directive' during the COVID-19 pandemic. Community panel workshops were delivered online.**



### COMMUNITY VISION STATEMEMT

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

## COMMUNITY ASPIRATIONS

As part of the Frankston City 2040 Community Panel participants were asked to consider six focus areas, review community feedback, discuss and decide on an aspiration statement and the short term and long-term priorities.

**Following are the aspirations and community priorities across the six focus areas:**


**THEME 1**

Healthy families and communities

6

**THEME 2**

Vibrant and inclusive communities

7

**THEME 3**

The natural environment and climate change action

8

**THEME 4**

Connected places and spaces

9

**THEME 5**

Industry, employment and education

10

**THEME 6**

Advocacy, governance and innovation

11


The focus areas were determined from findings of the wider community consultation that took place throughout August and September 2020.

# THEME 1: HEALTHY FAMILIES AND COMMUNITIES

## Aspiration:

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

## Priorities:

**1.1** People experiencing homelessness, family violence, mental illness, social isolation, gambling harm and other vulnerable groups will be supported through advocacy, referrals and high quality service provision.

**1.2** Healthy living is promoted in festivals and events run by Frankston City Council.

**1.3** Council will partner with community groups, stakeholders and organisations to create and promote affordable activities and programs to encourage residents to be connected.

**1.4** Families with young children will be provided health and childhood development education, to support long term health and wellbeing.

**1.5** Youth events and activities are well promoted to meet diverse community needs.

**1.6** Fitness equipment in parks and sporting facilities are available in all local areas for people of all ages and abilities to enjoy good health and wellbeing.

**1.7** Fresh healthy food is available for all, through:

- **a)** partnerships with local supermarkets to incentivise fresh and healthy food purchases;
- **b)** support for growing and sharing of backyard produce; and
- **c)** promoting the availability of healthy food choices in Council and community settings.

**1.8** Council, local organisations and the community work together to create shared facilities that are accessible and culturally safe to strengthen community connections, irrespective of interest and age.

**1.9** Council will advocate for mental health support for whole families and people supporting a loved one with mental illness.

**1.10** Council to play an active role in the prevention of family violence through community education.

**1.11** Establish a 'direct point of contact' referral service within Council to health and wellbeing services for vulnerable people.

**1.12** Advocate for high quality healthcare and appropriate accommodation for our aging population.

**1.13** Frankston City is a smoke-free city.



# THEME 2: VIBRANT AND INCLUSIVE COMMUNITIES

## Aspiration:

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

## Priorities:

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

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

**2.3** Frankston City to host a new festival to showcase the best of what the City offers as the "gateway" to one of Victoria's most visited regions

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

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

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

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

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

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

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

**2.11** Frankston City hosts regular events to highlight shared values and community connection.

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

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

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



# THEME 3: THE NATURAL ENVIRONMENT AND CLIMATE ACTION

## Aspiration:

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

## Priorities:

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

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

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

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

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

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

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

**3.8** Installing green compost bins in public parks for dog poo.

**3.9** Council will improve and promote pedestrian and cycling connections to the beach from outside of the Frankston City Centre to encourage walking and cycling.

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

**3.11** Council will advocate to State Government to stop untreated water to entering the bay by 2040.

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

**3.13** Programs to increase water efficiency, increase storm and wastewater usage to reduce reliance on potable water.

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

**3.15** Increase reliance on recycled water used in public buildings and spaces.

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

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

**3.18** Council will support community education and volunteering programs, including permaculture principles to encourage residents to grow more food in their gardens and partnering with local primary schools.

**3.19** Support the uptake of electric vehicles in Frankston City to deliver a clean energy future and reduce emissions through planning, advocacy and leadership by Council.



# THEME 4: CONNECTED PLACES AND SPACES

## Aspiration:

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

## Priorities:

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

**4.2** Continue to build an identity for Frankston City that gives people a reason to visit and spend locally, including building outdoor dining, investing in our natural assets and attractive design of the built form.

**4.3** Council will involve the community in public space projects and strategic decisions.

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

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

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

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

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

**4.9** Dogs are allowed in Frankston's city centre.

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

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

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

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

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

**4.15** Create a clear identity for Frankston City through investment in our natural assets, shopping precincts that connects people, and attractive design of the built form.

# THEME 5: INDUSTRY, EMPLOYMENT AND EDUCATION

## Aspiration:

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

## Priorities:

**5.1** Encourage the development of co-working spaces, retail and hospitality within Frankston's city centre and along Nepean Highway.

**5.2** Work with local TAFEs and universities to align their course offerings with existing local industry needs to support the vision of our future economy.

**5.3** Introduce a program to reduce the vacant shop fronts to create visitor appeal.

**5.4** Improve communication of Council business incentives, grants and programs by leveraging from existing networks.

**5.5** Provide rewards or incentives for businesses who meet environmental sustainability targets.

**5.6** Continue to promote Frankston City as a tourism destination and lifestyle capital.

**5.7** Introduce a program to incentivise local businesses to hire and mentor younger and older residents and people with disabilities to work within the area.

**5.8** Attract more tourism operators and entertainment to the area, offering a diverse range of experiences that support and enhance the visitor economy.

**5.9** Hold further engagement about a proposed safe boat harbour at Oliver's Hill with all interested stakeholders.

**5.10** Continue to advocate for improved public transport to attract business investment in the area.

**5.11** Explore tourist attractions that celebrate our foreshore and waterscapes.

**5.12** Council plans and advocates for a high-tech industrial park with a focus on renewable energy and technology to enable more advanced design and manufacturing and local job growth.

**5.13** Strengthen pedestrian connections between Frankston's city centre, the university precinct, beach and hospital.

**5.14** Continue to support industry in Langwarrin and Carrum Downs to enable job growth.

**5.15** Gateway signage that is unique to welcome people to Frankston City.

**5.16** All tiers of government and commercial operators working together to invest in the revitalisation and beautification of Frankston's city centre.



# THEME 6: ADVOCACY, GOVERNANCE AND INNOVATION

## Aspiration:

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

## Priorities:

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

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

**6.3** Providing feedback to the community on the outcomes of research and projects through various platforms.

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

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

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

