

Executive Summary

In September 2006, Frankston City Council launched a community wide visioning process known as Frankston 2025. The aim of this initiative is to engage with a broad cross-section of the Frankston City community to develop a long-term, twenty year, shared vision for Frankston City. The community vision will provide a blueprint for community and council decision-making over the next twenty years.

This is a summary report of the Frankston 2025 Community Workshops held from September to December 2006.

The community consultation for Frankston 2025 commenced with a one and a half day large group, Frankston 2025 Conference in September 2006 (see separate *'Report on the Frankston 2025 Conference, 2006'*¹ for outcomes), followed by community and committee workshops across the municipality. Surveys of community members were also undertaken, both one-to-one and online.

The community workshops, each of two hours duration, were held from September to December 2006. A public invitation to attend the workshops was advertised in the local media, through the council web site and via a mailbox promotion to every household throughout the municipality. Community workshops were held in Seaford, Carrum Downs, Frankston North, Frankston South, Karingal, and Langwarrin. In total, 100 Frankston community members volunteered their time to participate in these workshops.

In addition, workshops were held with a number of committees and community groups from September to December 2006. These stakeholders were identified by council as either being traditional 'hard to reach' groups, or those identified as being underrepresented at the Frankston 2025 Conference. A personal invitation was extended to these groups and workshops were facilitated with the Community Safety Management Team, Disability Advisory Committee, Tourism Executive Committee, Sport and Recreation Groups, the Frankston Youth Leadership Forum and year nine students of Monterey Secondary College. In total, 100 people volunteered their time to participate in these workshops.

At each workshop and meeting, as at the Frankston 2025 Conference, participants were invited to create a vision for the whole of the Frankston municipality in 2025. Their ideal vision must be something feasible (it could be achieved), desirable (the people of Frankston City and the broader community would benefit) and motivating (people were willing to work to make it happen). Attendees also imagined key milestones, which could show how their vision was being achieved, and the potential barriers they felt could prevent the vision from being successful. In all events, an independent consultant was engaged by council to facilitate the workshop and report on the outcomes.

Key themes emerging from the community and committee workshops for Frankston City in 2025 include:

◆ Frankston – a city with a long-term vision

Participants in each workshop highlighted the importance of developing a long-term shared vision for the city, establishing a benchmark for measuring progress towards delivery of the vision, and involving and providing regular feedback to the community on the Frankston 2025 initiative.

¹ Report on the Frankston 2025 Conference, Frankston City Council, 2006.



◆ **A connected community**

By 2025, Frankston will be a city with greater links between its local communities, creating a strong sense of community. Ideas included providing local, accessible, shared facilities and spaces that encourage community meetings and interaction, activities to support the coming together and participation of all people in community life, making volunteerism easier as well as creating a sense of belonging in local areas (i.e., overcoming the geographical boundaries and separations across the municipality).

◆ **A place where people are safe and proud**

By 2025, Frankston will be a city that has seen improvements to its reputation, image and safety, creating a place where people are safe and proud. People will be educated about the special assets of our city, creating a new image that builds community pride. Ideas included encouraging positive stories in the media, holding local community festivals and events, celebrating our history, culture and diversity, being proactive in addressing our social problems, creating greater equality and ensuring that our city is attractive, safe and a friendly place to be.

◆ **A well governed community that is engaged**

By 2025, Frankston will be a city with a council that engages its community and creates opportunities for healthy informed dialogue and involvement. The city will be well governed, have consistency in its policy decisions, and small community groups will be created, who, supported by council, can provide local contact in their communities to support local decision-making.

◆ **A healthy, active, inclusive community**

By 2025, Frankston will be a city that has a healthy, active, inclusive community. In particular, this theme focused on providing accessible facilities and services to ensure a healthy, active lifestyle as well as supporting all people in community life, such as the youth, the aged and people with disabilities. Ideas included creating health facilities and services that enable people to be treated locally, affordable housing, more targeted youth activities and festivals, and supporting a range of sporting and recreational pursuits, for example, through the provision of facilities that are capable of hosting tournaments and regional events.

◆ **A city that is well planned and developed and contributes to sustainable living**

By 2025, Frankston will have a vibrant, active city area that builds on its natural assets. More people will be living and working in the city centre which will have communal areas for gathering, market place activities and food production. The redevelopment of the Frankston railway station, alterations to Nepean Highway, together with an efficient transport system will encourage vibrant, local activity and clear transit routes. The CAD will be designed to enable safe non-motorised access, and we will have greater connections between other areas of Frankston. There will be diversity in housing options and the built environment will be designed around the principles of sustainable living.

◆ **A city that protects the natural environment**

By 2025, Frankston will be a city that is considered a leader in environmental responsibility; a city that is proactive in conserving natural resources and is recognised for its natural beauty and quality of environment. Ideas included support for developing alternative clean energy technologies, ways to conserve our precious energy and water resources, proactively addressing the potential impacts of climate change, protection and enhancement of our natural assets as well as community education, involvement and incentives.



◆ **A tourist destination!**

By 2025, Frankston will be a destination of choice – a city that offers unique world-class attractions, with venues, restaurants, sporting facilities and accommodation to attract people from around the world. Ideas included a regular ferry service to Melbourne, the provision of boating facilities, more festivals and events to attract visitors, a range of accommodation options, promoting our natural assets and providing access to information for all visitors, celebrating the positive assets of our city.

◆ **A city that fosters local employment and business prosperity**

In 2025, Frankston will be a city with diversity of local employment opportunities and more people working closer to home. Building close relationships with educational facilities and employers, together with enabling technology to support local innovations, will encourage business development and attract new employment opportunities to the area. Niche markets and specialised local products and services will be common place and new industry will be well-designed in sympathy to its surrounds.

◆ **A learning community**

By 2025, Frankston will be a city with a vibrant learning community, where opportunities for learning and skills development are available to all. Frankston will be recognised as a city of learning excellence and lifelong learning will be encouraged across all ages. Partnerships with the universities and educational sectors will mean a variety of subjects are offered, catering for community needs and retaining our young people. We will be a creative, culturally expressive community where art and cultural activities are part of our daily lives.

In contrast, the themes that emerged from the Frankston 2025 Conference included:

- Community Pride
- Connected Community
- Governance
- Sustainability
- Green Open Spaces
- Edible Landscapes
- Environmental issues
- Transport
- Foreshore (Coastal and Marine)
- Tourism
- Learning Community
- Urban Design
- Central Activity District Landscape
- Health and Wellbeing
- Business and Employment



These themes, together with the feedback from the community workshops, meetings and surveys will be used to create the Frankston 2025 – Community Vision. A draft community vision will be available in April 2007. During the public display phase of this initiative, the community will be invited to 'have their say' and provide comment on the draft vision.

For more information about the Frankston 2025 community visioning initiative, please visit the Frankston 2025 web site at <http://frankston2025.frankston.vic.gov.au>

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