

CASE STUDY:
GABE NORTH,
VICINITY CENTRES
(BAYSIDE SHOPPING
CENTRE)

Bayside Centre has been in Frankston City for over 25 years and is one of Vicinity's top 10 destination assets – a place that's more than just shopping, offering retail, dining and entertainment experiences like no others.

Centre Manager Gabe says the collective efforts of Council, the Victorian and Australian Government's along with private investment is helping to shape Frankston City into the second city of choice to Melbourne.

"Frankston City has a positive future with the abundance of retail and dining options pulling in customers locally and from across Victoria."

"PEOPLE ARE COMING TO FRANKSTON CITY WITH GREATER FREQUENCY THAN EVER BEFORE."



\$62
MILLION
 major retail
 development

07.
IF
HOSPITALITY
& RETAIL

Restaurants. Cafes. Bars. Fashion. Lifestyle. Specialty.
IF you're hungry for opportunity, Frankston's market is booming.

Frankton's growing and diversifying population makes it a retail and hospitality hotspot. With more residents, more workers and more visitors, looking for more dining options, more entertainment and more boutiques, there's opportunity to do more in Frankston City.

HOSPITALITY

Already popular with locals and visitors alike, Frankston City's beachside location makes it ideally suited to emerge as a thriving dining destination.

A community and visitor thirst for a range of new and interesting dining options is driving continual demand for the introduction of exciting new restaurants, cafes and eateries to the region.

Already boasting an impressive menu of destination dining to suit every taste and occasion, opportunities exist to grow and develop your hospitality brand amongst Frankston City's eclectic mix of restaurants, bars, cafes and bistros.

From celebrating local produce to championing international cuisines, IF serving up creative food is on your plate, Invest Frankston.



\$636
MILLION
 in retail trade
 annual output

RETAIL

From big brands and leading department stores to boutique fashion, décor and bargain hunting, Frankston City is home to a diverse range of vibrant shopping precincts, presenting shopping experiences to suit everyone.

Lively shopping destinations Bayside Centre and Karingal Hub are key drivers of Frankston City's retail experience, offering a contemporary blend of retail, hospitality and entertainment.

Appealing to visitors from outside the region and encouraging residents to shop locally, this mix of large name outlets and home-grown original businesses makes shopping in Frankston City an attractive proposal.

SET AMONGST THESE MODERN SHOPPING CENTRES AND STREET SIDE BOUTIQUES ARE OUR ENTERTAINMENT PRECINCTS, WHERE CINEMAS, RESTAURANTS AND BARS COMPLEMENT ANY VISIT TO FRANKSTON CITY.

With plenty of opportunity and appetite for new retail possibilities to open up in Frankston City, IF destination shopping is on your list, Invest Frankston.