



COMMITTEE FOR GREATER FRANKSTON

Message from the President

Fred Harrison

If you do what you always do, you'll get what you always get.

It's a saying I use multiple times a week. If we do what we have always done, then we have to recognise that nothing will change. After being neglected for so many years by government, the Greater Frankston region is in desperate need of change — major change that means major commitment and major money from government. If we do nothing, we won't get it.

Realising this helps explain why the work of the Committee for Greater Frankston (C4GF) is so important. The primary aim of the Committee is to identify the major changes that are needed to progress the Frankston region and advocate for that change by presenting the best possible case to government. To ensure that this happens, nearly every one of our 30 members have effectively committed to change by putting major money on the table — a total of over \$120,000 in cash, and \$23,000 in in-kind support. It has enabled us to pay for a top-notch CEO — Ginevra Hosking — to get the job done.

One of the most impressive features of the Committee so far has been the broad cross-section of talent it has attracted from across the Greater Frankston region — Carrum Downs; Seaford; Langwarrin; Somerville; Mt Eliza and Frankston City. Ultimately we'll be as successful as the breadth of our membership: the greater the breadth, the deeper the skills, experience and ideas on which the Committee can draw to create change.

For those wanting to see change, it will be an exciting time to be a member of the Committee. The first major piece of advocacy work is already being planned — a transportation masterplan to improve the region's connections to planes, trains and automobiles. This region has been waiting for more than four decades for some of the infrastructure upon which this masterplan will focus (— read further details on page 3).

Which brings me to another favourite saying of mine: *If it is to be, it is up to me.* It's how I lead my life. It's why I'm a member of the Committee for Greater Frankston. And its why you should join.

Frankston Councillors withdraw support for Port of Hastings

At a meeting of Frankston City Council on 1 May 2017, Councillors voted to withdraw Council support for the establishment of a second container port at Hastings. Six Councillors voted for withdrawal; two voted against. As a result, Frankston Council will no longer advocate for the Port of Hastings expansion.

The C4GF will be asking Council to reverse this decision by meeting with Councillors to present a submission about the substantial economic benefits to the Greater Frankston region of a Port at Hastings.

Victoria to plan for a possible airport in the South East

Whilst the recently released Plan Melbourne may not include much to progress the Frankston region (— which you can read about on page 3), it does list the possibility of an airport to be located in the South East region of Melbourne. Action 49 in the Plan gives the Department of Environment, Land, Water and Planning the lead on finalising 'a preferred site for for a possible future airport beyond Koo Wee Rup, should demand warrant this beyond 2030'.

Sounds like a good time to be talking to Government about supporting a site closer to the Greater Frankston region.

THE NEWLY ELECTED C4GF BOARD IS

| | | | |
|-----------------|----------------|--------------------|--------------|
| Fred Harrison | Chris Richards | Bob Seiffert | Rod Evenden |
| Cameron Rambert | Grahame Gordon | Pippa Hanson | Rob Morrison |
| James Bertschik | John Albiston | Kim Jackson | Trudy Poole |
| Michael Crowder | Phil Jones | Andrew Karamesinis | |

Join Us...

**Call Ginevra Hosking,
CEO of the Committee
Mob: 0403 244 771**

First Chairperson elected Fred Harrison



First CEO appointed Ginevra Hosking



Fred Harrison is the first Chairperson to be elected by the Board of the Committee for Greater Frankston. He is CEO of Frankston's longest corporate success story — Ritchies food and liquor stores. Ritchies first opened its doors on Nepean Hwy in 1870 as a general store owned by Frankston fisherman-turned-entrepreneur, Thomas Ritchie. It is now the leading independently-owned, licenced supermarket chain in Australia, with 80 supermarket and liquor stores across the east coast of Australia notching up annual sales greater than \$1.1 billion.

A local lad through-and-through, Fred began his career with Ritchies in 1975 whilst still a student at Frankston High School. Growing vegetables at home with his Mum and Dad, Fred's industriousness caught the eye of the then-owner of Ritchies, Barry Cameron, who offered Fred a casual job. From there, Fred has worked his way up to be appointed General Manager in 1987 and then Chief Executive Officer in 1994. He is now recognized as one of Australia's most successful retailers.

Fred works with the essential ingredients that make Australian retail successful. He is passionate about providing 'clear points of differences compared to the chains' — demonstrated by the large range of specialty foods and outstanding customer service featured at Ritchie's Mt Eliza and newly-opened Dromana stores. The Community Benefit program has been a key element of Ritchies success. To date, more than \$47 million has been donated back into the community.

Ginevra Hosking has been appointed as the Chief Executive Officer to head-up the Committee for Greater Frankston (C4GF).

She is the grand-daughter of Frankston's first mayor, Perc Hosking, who established Hoskings Jewellers in Young Street in 1945. Seventy years later, Hoskings remains one of Frankston's great corporate success stories, boasting 350 employees across Australia operating 30 stores and turning over \$46 million.

Ginevra is part of the corporate team that manages Hoskings' Australia-wide operations. With degrees in both Science and Commerce, she has also been a senior manager and strategist in the ANZ bank in Melbourne for the last 16 years, leading significant changes in how the ANZ manages payments and its customer communications across Australia.

She lives in Frankston with her husband, Tony, and three children.

When asked why she was attracted to the top job with the C4GF, Ginevra explained that she wanted to help lead a team committed to unleashing Frankston's potential.

'I can't imagine a better environment for my three young children to grow up in — a strong community; stellar schools and beautiful beaches. I'd like to see Frankston providing our teenagers with equally outstanding paths to build careers and future employment.'

Together, Fred Harrison and Ginevra Hosking form a uniquely placed management duo to advocate for progress in the Greater Frankston region. Both direct successful companies that started in Frankston and now operate throughout Australia. Both are passionate about unlocking the potential of Frankston and have the board-room and strategy experience to make it happen.



Frankston falls out of Plan Melbourne

The State Government's pre-eminent planners — the Victorian Planning Authority — visited Frankston on 15 March 2017 to outline plans for Frankston's future. **Steve Dunn**, who is **presently the acting chief executive of the Victorian Planning Authority**, presented to the audience the recently released Plan Melbourne — a cross-department guide to the growth of Melbourne and its suburbs.

The Plan projects Melbourne's population to grow from 4.5 million to almost 8 million by 2051 — with the State's total population set to top 10 million. Another 1.5 million jobs will need to be created for the changing workforce, and another 1.6 million homes will need to be built in Melbourne and its suburbs.

For the South East region of Melbourne where Frankston is located, the population is projected to increase by 1.8 per cent a year. Job growth is currently trending at 0.5 per cent in the South East — falling far short of what will be required to keep new residents to the region employed.

On paper Frankston will play an important role as a place of State Significance — one of nine metropolitan activity centres helping Melbourne to absorb its population increase by providing a diverse range of jobs, homes and services. However there is virtually no mention in the Plan of how and what jobs can be created in the region. Indeed, there is little meaningful planning outlined for our area. Whilst there are 31 mentions of Frankston in the Plan's 152 pages, most are place-names on maps, and only six mentions have any planning significance.

Steve spoke expertly and passionately about the work of the Victorian Planning Authority to renew other suburbs around Melbourne, improve transportation and stimulate jobs and economic growth. But in doing so his presentation confirmed what our C4GF members have been suspecting for a long time — Frankston seems to have fallen off the State Government's planning roadmap.

Victorian Treasurer hands C4GF a key

On 10 February 2017, 30 members of the C4GF gathered at a sumptuous lunch at Frankston's RSL to hear the **Victorian State Government Treasurer, Tim Pallas**, launch the Committee for Greater Frankston. Whilst urging the C4GF to be focused and persistent, the Treasurer provided a key tip for successful advocacy on major issues: *"It's all about jobs. Job creation is central to everything my Government does."* Read more when we feature the Treasurer's speech on the soon-to-be-launched C4GF website.

C4GF Board plan first major advocacy project

In shaping its first three-year agenda, the C4GF Board is learning from the experiences of other successful regional advocacy Committees. The Committee for Ballarat flexed its muscles in its first year by obtaining government funding for the Deer Park By-Pass — a major regional infrastructure project that had been languishing for 10 years. The Committee for Gippsland started its strong run of successes with the *Gippsland Freight Infrastructure Master Plan*, which helped leverage just under \$100 million worth of projects into its region, including the duplication of 14 of the last 21 kilometres of single Gippsland Highway laneway between Traralgon and Sale.

When asked to identify the major issues upon which the Committee for Greater Frankston (C4GF) should focus, most members have nominated infrastructure that will strengthen the region's transport linkages — the duplication of Latham's Road in Carrum Downs; a second airport located between Koo Wee Rup and Tooradin; an express train along the Frankston line; or the electrification of the train line to Baxter. To prepare our best advocacy case for these preferences, the Board has asked the CEO to explore funding options that will create a Transport Masterplan for our region a reality.

Read more in the next newsletter, which will focus on what the C4GF will aim to achieve in its first three years.



COMMITTEE FOR GREATER FRANKSTON

About the Committee for Greater Frankston

The recently-launched Committee for Greater Frankston is a visionary think-tank that will advocate to all levels of government for a better deal for Greater Frankston. The Greater Frankston region incorporates Carrum Downs, Seaford, Langwarrin, Somerville, Mt Eliza and Frankston City Centre and encompasses three Federal seats (Isaacs & Dunkley are marginally held), four State seats (Frankston and Carrum are marginally held) and two local council electorates.

Independently funded and bipartisan, the Committee brings together prominent local business and community leaders to drive strategic change. Focusing attention on just a handful of major issues at any one time, it aims to develop evidence-based strategies for greater investment, more jobs, improved transport, and better health and education outcomes for the people of this region. In so doing, the Committee aims to help our area — and those businesses in it — achieve the progress that they deserve.

Our approach has been modelled on the highly successful Committees for Melbourne, Geelong, Ballarat, Wyndham and Gippsland, which have lead major economic and community turnarounds in these cities. The concept is a simple one: in times of budget constraints and funding cutbacks, it is those communities that are able to articulate a well-reasoned, well-supported case for major infrastructure and policy reform that will have a clear advantage in attracting major investment funding from governments over communities that cannot.

Membership

Corporate Diamond -
\$10,000 (GST
exclusive) annually

For experienced decision makers who lead one of our region's main businesses or organisations. If you choose this level, your input and experience will be pivotal in setting the strategic agenda of the Committee and prioritising its work. You or your company will be recognised as an inaugural leader of the Committee for Greater Frankston on a prominent plaque and at all Committee events.

Corporate Gold -
\$7,000 (GST
exclusive) annually

For executives of businesses employing 10 staff or more.

Corporate Sapphire -
\$3,000 (GST
exclusive) annually

For executives of businesses employing less than 10 staff.

YES, I WANT TO JOIN the Committee for Greater Frankston

Company

Name

Address

Contact

Name

Mobile

Email

Corporate Diamond
\$10,000

Corporate Gold
\$7,000

Corporate Sapphire
\$3,000