

# FRANKSTON HOUSING STRATEGY

A municipal-wide program of community engagement to support conversations about housing growth, neighbourhood character and future change across Frankston.

## WHAT WE DID

- Designed and delivered a comprehensive, multi-layered engagement program to build community understanding of housing growth, change and neighbourhood character in Frankston City.
- Developed clear, accessible engagement materials to explain planning concepts, housing scenarios and trade-offs in plain language.
- Engaged with more than 900 community members through a combination of workshops, pop-ups, targeted sessions and online engagement activities across the municipality.
- Facilitated structured, values-based conversations to capture local priorities, concerns and aspirations for neighbourhood character, housing choice, affordability and design quality.
- Supported Council to test emerging housing and character directions with the community, balancing local values with strategic planning objectives.
- Synthesised quantitative, qualitative and place-based feedback into clear insights to directly inform the development of the Housing Strategy.

01	Housing explainer fact sheets
02	Frankston Community Panel Workshop
03	Aerial view over Frankston City

**YEAR**  
2023

**CLIENT**  
Frankston City Council

**PROJECT PARTNERS**  
Cred Consulting

**EXPERTISE PROVIDED**  
Community Engagement  
Creative Studio

**TEAM**


