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21 December 2020



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21 December 2020

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## 1.0 Introduction

This Social Impact Assessment has been prepared for Frasers Property Australia to support a State Significant Development Application (SSDA) submitted to the Department of Planning, Industry and Environment (DPIE) relating to Lot 3 of the Eastern Creek Quarter Site at Rooty Hill Road South, Eastern Creek. The application seeks Concept Plan approval for the staged construction of a new retail outlet centre at Lot 3 with supporting food and beverage tenancies, and ancillary entertainment and recreation usages.

This report addresses the items of the Secretary's Environmental Assessment Requirements (SEARs) as outlined in **Section 1.2** below.

### 1.1 Overview

This document provides an assessment of the likely social impacts of the proposed Stage 3 expansion of the Eastern Creek Quarter outlet centre, known as ECQ Stage 3.

The preparation of a social and economic assessment has been specified through the Secretary's Environmental Assessment Requirements (SEARs) for the project, to accompany the State Significant Development Application for the scheme.

This report addresses SEARs-specified issues in the context of a more holistic strategic appraisal of the social impacts and benefits of the scheme. It sets out the:

- Strategic policy context, including relevant state and local government strategies,
- Local social context, including the population profile of the area, local social issues and trends and the outcomes of community consultation undertaken to date,
- Social infrastructure context, including review of local social infrastructure within walking distance of the site,
- Forecast social and economic impacts of delivering the proposed development at this location, as per the SEARs (see **Section 1.2**).

This report has been developed via a desktop review, drawing on the outcomes of community consultation that has been undertaken to date.

## 1.2 Requirements for the Assessment – SEARs

The Department of Planning, Industry and Environment have issued Secretary's Environmental Assessment Requirements (SEARs) to the applicant for the preparation of an Environmental Impact Statement for the proposed development. This report has been prepared having regard to the SEARs as follows:

**Table 1 SEARs specifications and report references**

| SEARs   | Where addressed in this report |
|---|--------------------------------|
| <b>9. Social Impact Assessment</b>  |                                |
| Prepare a social impact assessment which:   |                                |
| <ul style="list-style-type: none"> <li>Identifies and analyses the potential social impacts of the development, from the points of view of the affected community/ies and other relevant stakeholders, i.e. how they expect to experience the project.</li> </ul>   | Section 7.0                    |
| <ul style="list-style-type: none"> <li>Considers how potential environmental changes in the locality may affect people's: way of life; community; access to and use of infrastructure, services, and facilities; culture; health and wellbeing; surroundings; personal and property rights; decision-making systems; and fears and aspirations, as relevant and considering how different groups may be disproportionately affected.</li> </ul> | Section 7.0                    |
| <ul style="list-style-type: none"> <li>Assess the significance of positive, negative, and cumulative social impacts considering likelihood, extent, duration, severity/scale, sensitivity/importance, and level of concern/interest.</li> </ul>   | Section 7.0                    |
| <ul style="list-style-type: none"> <li>Includes mitigation measures for likely negative social impacts, and any proposed enhancement measures.</li> </ul>   | Section 7.0                    |
| <ul style="list-style-type: none"> <li>Details how social impacts will be adaptively monitored and managed over time.</li> </ul>  | Section 7.3                    |

## 1.3 Structure of this report

This report is structured as follows:

- Chapter 1: Introduction
- Chapter 2: Purpose, objectives and scope of this assessment
- Chapter 3: Site context
- Chapter 4: Strategic policy context
- Chapter 5: Baseline analysis: Current social context
- Chapter 6: Stakeholder and community engagement
- Chapter 7: Social Impact Assessment

## 1.4 Proposed development

The proposed State Significant Development Application (SSDA) seeks Concept Plan approval for a new retail outlet centre at Lot 3 of the Eastern Creek Quarter site. The Concept Plan will establish the following framework to guide the future detailed design of the Lot 3 development:

- Land uses, including retail (factory outlet), food and drink premises, amusement centre and indoor recreation facility;
- Building footprints, including basement, with a maximum height of 12m;
- A maximum GFA of 39,500m<sup>2</sup> at Lot 3 which will be staged as follows:
  - Phase A: 29,500m<sup>2</sup>

- Phase B: 10,000m<sup>2</sup>
- Upgrade of Church Street for vehicular access, including traffic signals at the Church Street/Rooty Hill Road South intersection;
- Modifications to the Cable Place/Rooty Hill Road South/Site Access intersection; and
- Modifications to the Francis Street/Eastern Road/Rooty Hill Road South intersection.

It is also proposed to seek consent for a series of early works including:

- Removal of up to 0.73 ha of Cumberland Plains Woodlands in the south west corner of the site;
- Bulk earthworks within Lot 3; and
- Extension of the internal access road to connect to the basement car park.

The proposed outlet centre at Lot 3 will necessitate the inclusion of conditions of consent which requires the modification of SSD 5175 (the existing Concept Plan for the broader ECQ site) to amend the overall allocation of GFA and associated uses, relevant Concept Plans and the existing Design Guidelines.

This report is based on the Concept Plan prepared by i2C, shown at **Figure 1** below.



**Figure 1** Indicative concept drawing – Update

Source: i2C

## 1.5 Background

### 1.5.1 Eastern Creek Quarter

The Eastern Creek Quarter is located in the Blacktown LGA and is owned by the Western Sydney Parkland Trust (the Trust). Frasers has entered into a development management agreement and long-term ground lease with the Trust to develop the 24-hectare site.

The site is divided into three development stages:

- Stage 1: Retail - which was opened in June 2020
- Stage 2: Large format retail with two fast food pads - current early-works
- Stage 3: Subject of the SEARs application

### 1.5.2 Western Sydney Parklands Trust

In 2010 the Western Sydney Parklands Trust developed a 10-year Plan of Management to guide the long-term future of the Parklands (adopted in 2011 and supplemented in March 2014, revised in 2018 to provide strategic direction to 2030) and identified nine locations for proposed business hubs. The business hubs collectively comprise a maximum of two per cent of the total area of the Parklands with the aim of generating income to help fund the management and future development of the entire Parklands.

The sites identified as proposed business hubs have the least ecological value within the Parklands and are located on the Parklands' margins, adjacent to motorways and major arterial roads. The business hubs form an important plank in securing the long term, sustainable revenue base that funds Parklands infrastructure, maintenance and improvements.

The revenue generated from the long-term lease of the business hubs will enable the Trust to fund key improvements to picnic areas and playgrounds, cycling and walking track networks and sporting facilities, as well as restore and expand natural habitat throughout the remainder of the Parklands.

The site was selected with consideration of the four criteria outlined in the Plan of Management for identifying Business Hub sites and land uses:

1. Land uses should not only generate an appropriate commercial return but also add to the amenity of adjacent communities.
2. Land uses must generate additional employment and training opportunities for local and regional communities.
3. Development must be undertaken in a manner that will minimise the environmental impact of such development.
4. The development of business hubs will only be permitted to occur on sites with low environmental and recreational values.



## 2.0 Purpose, objectives and scope of the assessment

### 2.1 Social Impact Assessment

The purpose of this Social Impact Assessment (SIA) is to assess the impacts of the development, both positive and negative, for all stages of the project lifecycle for the community and stakeholders. This report supports the State Significant Development (SSD) to facilitate the Concept Plan for Stage 3 of the Eastern Creek Quarter development. The assessment has been prepared by Ethos Urban on behalf of Frasers to accompany the Environmental Impact Assessment.

Social Impact Assessment (SIA) involves the analysis of social changes and impacts on communities that are likely to occur as a result of a particular development, planning scheme, or government policy decision.

### 2.2 Methodology and assessment framework

Undertaking an SIA involves a number of steps, including analysis of the existing socio-economic environment; scoping of issues; identifying and assessing potential social and economic impacts; determining the significance of these impacts, and identifying measures to manage or mitigate potential negative impacts and enhance potential benefits.

The methodology employed in preparing this SIA is designed to ensure that the social environment of communities potentially impacted by a project are properly accounted for and recorded, and anticipated impacts are adequately considered and assessed.

The assessment of social impacts has been based on the NSW DPIE *Social Impact Assessment Guideline for state significant mining, petroleum production and extractive industry development*, September 2017, which is currently recommended to be adaptively applied for all development types, as a best practice approach.

It also draws on guidelines published by the International Association for Impact Assessment (IAIA), *International principles for social impact assessment* (Vanclay 2003), which defines Social Impact Assessment as:

*‘The process of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions. Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment.’ (2003, p.5)*

The DPIE Guideline classifies social impacts in the following way, which forms the basis for this assessment:

- Way of life: how people work, play and interact with one another on a day-to-day basis
- Culture: people’s shared beliefs, customs, values and language or dialect
- Community: its cohesion, stability, character, services and facilities
- Political systems: the extent to which people are able to participate in decisions that affect their lives, and the resources provided for this purpose
- Environment: the quality of the air and water people use, the availability and quality of the food they eat; the level of hazard or risk, dust and noise they are exposed to, the adequacy of sanitation; their physical safety; and their access to and control over resources
- Health and wellbeing: people’s physical, mental, social and spiritual wellbeing
- Personal property rights: particularly when people are economically affected, or experience personal disadvantage which may include a violation of their civil liberties
- Fears and aspirations: their perceptions about their safety, their fears about the future of their community, and their aspirations for their future and the future of their children.

As outlined in the IAIA Social Impact Assessment Guideline (2015), the assessment recognises that social impacts vary in their nature and can be: positive or negative; tangible or intangible (perception based); direct (caused by planned development itself), indirect (occurring as a result of a direct impact) interdependent (affecting each other) and/or cumulative (as a result of the incremental and combined impacts of one or more projects, including the

current and foreseeable future projects); experienced differently by different individuals or groups within a community, and experienced differently at the local, regional, state or national level.

Stages in the preparation of the social assessment are as follows:

- Baseline analysis of the existing socio-economic environment, involving:
  - Study area definition, including primary and secondary geographic areas likely to be impacted;
  - Review of relevant background studies and technical reports, along with relevant local and state policy frameworks;
  - Demographic analysis, including current and forecast communities.
- Stakeholder and community engagement: A comprehensive engagement program is being undertaken by Elton Consulting briefings and meetings with a wide range of stakeholders, community representatives and broader communities. Further detail on stakeholder and community engagement activities and outcomes is provided at **Section 6.0**.
- Scoping of issues: Analysis of potential impacts during and post-construction, with each of the directly affected communities and other stakeholders identified in relation to the way they may be affected. Both positive and negative potential issues are identified.
- Identification of impacts as per DPIE Guideline parameters. The social impact assessment ultimately appraises the significance of each identified impact based on its duration, extent and sensitivity of impact 'receivers'. This results in a social risk rating for impacts, as per the social risk matrix shown in **Figure 1** below.

|                    |   |                | Consequence Level |       |          |         |              |
|--------------------|---|----------------|-------------------|-------|----------|---------|--------------|
|                    |   |                | 1                 | 2     | 3        | 4       | 5            |
|                    |   |                | Minimal           | Minor | Moderate | Major   | Catastrophic |
| Likelihood Level   | A | Almost certain | A1                | A2    | A3       | A4      | A5           |
|                    | B | Likely         | B1                | B2    | B3       | B4      | B5           |
|                    | C | Possible       | C1                | C2    | C3       | C4      | C5           |
|                    | D | Unlikely       | D1                | D2    | D3       | D4      | D5           |
|                    | E | Rare           | E1                | E2    | E3       | E4      | E5           |
| Social Risk Rating |   |                |                   |       |          |         |              |
| Low                |   | Moderate       |                   | High  |          | Extreme |              |

**Figure 2 Social risk matrix**

Source: NSW Department of Planning and Environment 2017 Social Impact Assessment Guideline (based on matrix used in Vanclay, F., et al. (2015) p.49)

## 2.3 Information sources and assumptions

Information sources used to prepare this SIA include:

- ABS Census of Population and Housing 2016
- Other ABS publications as referenced
- Community.id
- Forecast.id
- Planning for the Future of Retail – Discussion Paper, Department of Planning & Environment NSW, 2018
- Central City District Plan – Greater Sydney Commission, 2018
- Draft Local Strategic Planning Statement – Blacktown City Council, 2020
- Our Blacktown 2036 – Blacktown City Council, 2018
- Plan of Management 2030 – Western Sydney Parklands Trust.

Assumptions applied to complete this SIA include:

- Socio-economic data for each study area accurately reflects the community demographic profile
- The key findings of the background studies and technical reports are accurate
- Outcomes of the community consultation and engagement undertaken to date accurately reflect community views
- All potential social impacts to the local community and special interest groups are identified.

## 3.0 Site context

### 3.1 Site location and context

The 34ha Eastern Creek Quarter site is situated to the north of the Great Western Highway between Rooty Hill Road South and the M7 Motorway. Church Street marks the site's northern boundary. The site forms part of the Western Sydney Parklands and is located within the Blacktown Local Government Area. It is located approximately 1.5km south east of Rooty Hill Station.

This SSDA relates to Lot 3 of the ECQ site, which is the final lot proposed to be developed. It is located in the northern part of the site and has an area of approximately 7.29ha (refer to **Figure 3**).

Open space comprising part of the broader Western Sydney Parklands is located to the north, east and south of the site. To the west of the site, on the opposite side of Rooty Hill Road South, is the Eastern Creek Public School, Rural Fire Services site and low density residential development.

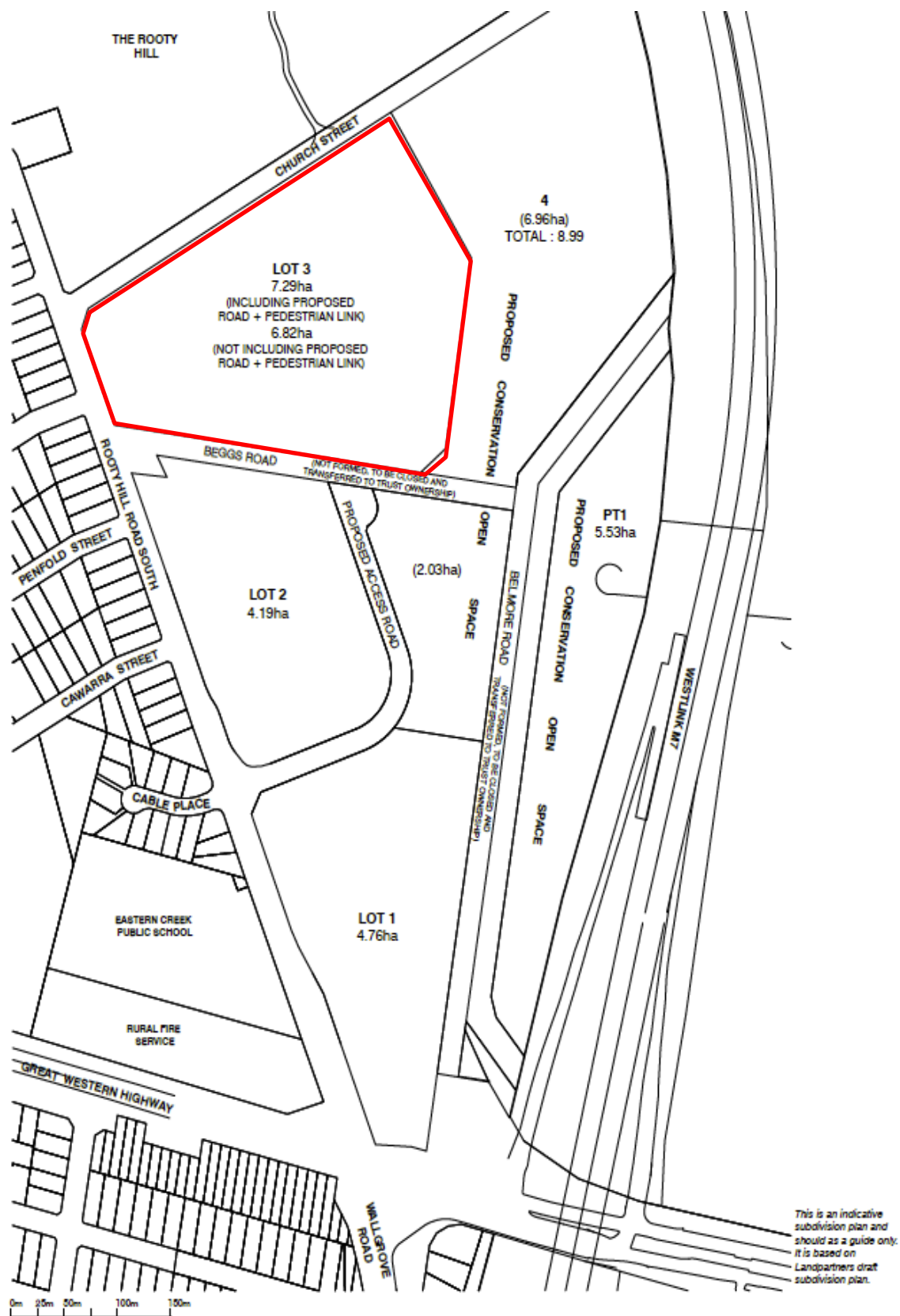
### 3.2 Surrounding development

To the North and East is WSPT green and open space and Bungarabee Park, a major Western Sydney Parklands destination. To the West, on the opposite side of Rooty Hill Road South, is the Eastern Creek Public School, Rural Fire Services site and low-density residential development. It is also located adjacent to two major roads – the Westlink M7 and Great Western Highway.



**Figure 3 Site location**

Source: Nearmap



**Figure 4** Approved lot layout

Source: Ethos Urban, 2020.



## 4.0 Strategic policy context

The following section identifies the key social drivers for this site, based on a review of the key state and local policies and strategies relevant to the proposed development.

### Key policy drivers

- Eastern Creek is an industrial area in the Blacktown LGA, in the Central City District of Greater Sydney. Blacktown LGA is anticipated to more than double in population by 2041, and will face increased pressure for shopping centres that can meet the goods and service demands of its growing communities. The site is located within the Mount Druitt Precinct of Blacktown LGA, which is forecast to undergo renewal catalysed by the delivery of the Sydney Metro in this area.
- It is a state and local priority to deliver a “30-minute city”, where people can access housing, employment, education and other services, including retail, within a short distance of their home. Co-locating recreational uses, retail and other daily living needs within centres can contribute towards achieving this goal and improving liveability of local neighbourhoods.
- Shopping centres play a significant role in fostering social cohesion and identity, functioning as centralised anchors of community life. They provide an opportunity to co-locate commercial and community uses to meet a diverse range of needs in one trip.

### 4.1 Key themes and drivers

The following section identifies the key social drivers for this site, based on a review of the key state and local policies and strategies. A summary of the key themes of this review is provided in **Table 2** below. The following documents have been reviewed:

- *Planning for the Future of Retail: Discussion Paper* (Planning & Environment NSW, 2018)
- *Greater Sydney Region Plan: A Metropolis of Three Cities* (Greater Sydney Commission, 2018)
- *Central City District Plan* (Greater Sydney Commission, 2018)
- *Our Blacktown 2036: Community Plan* (Blacktown City Council, 2017)
- *Blacktown Local Strategic Planning Statement 2020* (Blacktown City Council, 2020)
- *Plan of Management 2030* (Western Sydney Parklands Trust, 2018).

The comprehensive analysis is provided at **Appendix A**.

**Table 2 Strategic policy review themes**

| Policy theme  | Key implications for social impact assessment  | Relevant documents   |
|---|--|--|
| <b>Population growth and the “30-minute city”</b>                                 | <ul style="list-style-type: none"> <li>Located in the Central City District of Greater Sydney, Blacktown LGA’s population is expected to more than double by 2041. Centres play a key role in meeting the goods and service needs of their communities while delivering social and economic benefits, and it is a state and local priority to deliver a “30-minute city” where daily living needs, employment and education opportunities, and housing are accessible to each other.</li> <li>Across Blacktown LGA, there are a number of greenfield development sites where a mix of land uses including housing, employment, health and education facilities, parks, bushland and new or upgraded infrastructure will be concentrated. These greenfield development sites include Rooty Hill, in close proximity to the site.</li> <li>Eastern Creek Quarter is a developing precinct within Blacktown LGA, aiming to deliver increased infrastructure, retail services, and recreation to enable improved access to services for residents of surrounding areas.</li> </ul>   | <ul style="list-style-type: none"> <li>Greater Sydney Region Plan, Central City District Plan, Blacktown Local Strategy Planning Statement</li> </ul>                            |
| <b>Diverse retail formats, including co-location with recreational facilities</b> | <ul style="list-style-type: none"> <li>It is a state government priority to recognise the value of a range of retail forms, including traditional main street retail, shopping centres, outlet centres and large format retail.</li> <li>Retail centres double as social meeting spaces in communities. Well-designed spaces can attract a higher volume of visitors and support local place-making and community cohesion.</li> <li>The clustering of mixed land uses in local centres contributes to the success of the centres and decrease the need for multiple trips in the community.</li> <li>Shopping centres that are co-located with recreation facilities provide improved spaces for social interaction can improve the vibrancy and liveability of the community by encouraging social interaction. The co-location of mixed services align with the changing retail sector and will deliver increased accessibility to service the changing needs of the community.</li> <li>It is a local and state priority to deliver equitable access to community, arts and cultural facilities, open space and recreation to meet the needs of residents across the Central City District.</li> </ul> | <ul style="list-style-type: none"> <li>Planning for the Future of Retail – Discussion Paper, Central City District Plan, Blacktown Local Strategic Planning Statement</li> </ul> |
| <b>Transformation of Blacktown LGA</b>  | <ul style="list-style-type: none"> <li>There are a large number of major urban renewal and infrastructure projects currently transforming Blacktown LGA.</li> <li>The site is located in the Greater Penrith to Eastern Creek (GPEC) Investigation area, a growth corridor within Blacktown and Penrith LGAs. Opportunities for growth under the GPEC investigation program are dependent on delivery of stations within the Mount Druitt Precinct along the Sydney Metro extension</li> <li>Western Sydney Employment Area – major employment and industrial area catalysing jobs in Western Sydney, including in connection with the future Western Sydney Aerotropolis.</li> </ul>  | <ul style="list-style-type: none"> <li>Blacktown Local Strategy Planning Statement</li> </ul>  |
| <b>Future sustainability of the Western Sydney Parklands</b>                      | <ul style="list-style-type: none"> <li>Creating a sustainable revenue base for the Western Sydney Parklands is key to ensuring that the Parklands can continue to provide high quality recreational and open space opportunities for residents of Western Sydney.</li> <li>To contribute towards the ongoing financial sustainability of the Parklands, the Trust has identified “business hubs” with income-generating leases which occupy 1.2-2% of the Parklands in areas which have been identified as having limited ecological and recreational value.</li> </ul>  | <ul style="list-style-type: none"> <li>Western Sydney Parklands Plan of Management 2030</li> </ul>   |

## 5.0 Social baseline analysis: current social context

This section provides an overview of the site and the existing social context surrounding the site. It analyses the existing social characteristics of the community within the identified study areas to better understand the potential characteristics and context of the existing community that may be impacted by the proposed development.

### Key findings – social context

- The demographic profile of the area indicates that there is a high proportion of family households with children, many living in separate houses. There is a high number of school aged children living in the Primary Study Area (PSA), and residents have a higher annual median household income than the Blacktown LGA and Greater Sydney averages. The PSA is culturally and linguistically diverse, with a high proportion of residents from the Philippines, India and Fiji.
- Compared to the Blacktown LGA as whole, the PSA is forecast to experience only modest population growth to 2036. The PSA population is forecast to grow from a base of 22,080 2019 to 24,960 in 2036, representing an average annual of 0.7% over the period. The majority of this growth is forecast to occur between 2019 and 2021, and the remainder of the projected period will maintain low growth of below 1.0% per annum.
- The site is within walking distance to a range of social infrastructure, including primary and high schools, parklands and a historic site at Rooty Hill.
- There are a number of social and economic benefits of outlet centres, that the proposed development has the potential to deliver on.

### 5.1 Study area definition: area of social influence

For the purposes of the Social Impact Assessment, the study areas have been chosen taking into consideration the need to factor in both local social impacts and those likely to occur on a broader scale. Social impacts are likely to be greater in short term, relating to the immediate surrounds, for example impacts associated with the demolition and construction of the sports facility (i.e. amenity values, access, noise, air quality etc) will be very localised. Longer term impacts such as visual amenity, traffic, connectivity, crime and safety and community sense of place, are also anticipated to occur within the close proximity to the project.

The Primary Study Area (PSA) represents the local community within the immediate area. This area has been defined using the suburb boundaries of Minchinbury, Rooty Hill and Eastern Creek.

In much of the analysis undertaken, the relevant characteristics of the study area are compared to Blacktown LGA and/or the broader Greater Sydney region.

The demographic data has been primarily sourced from the Australian Bureau of Statistics, 2016 Census. Population counts have been sourced from the DPIE's population projections 2019.



A map showing the designated Study Areas for this assessment is provided in

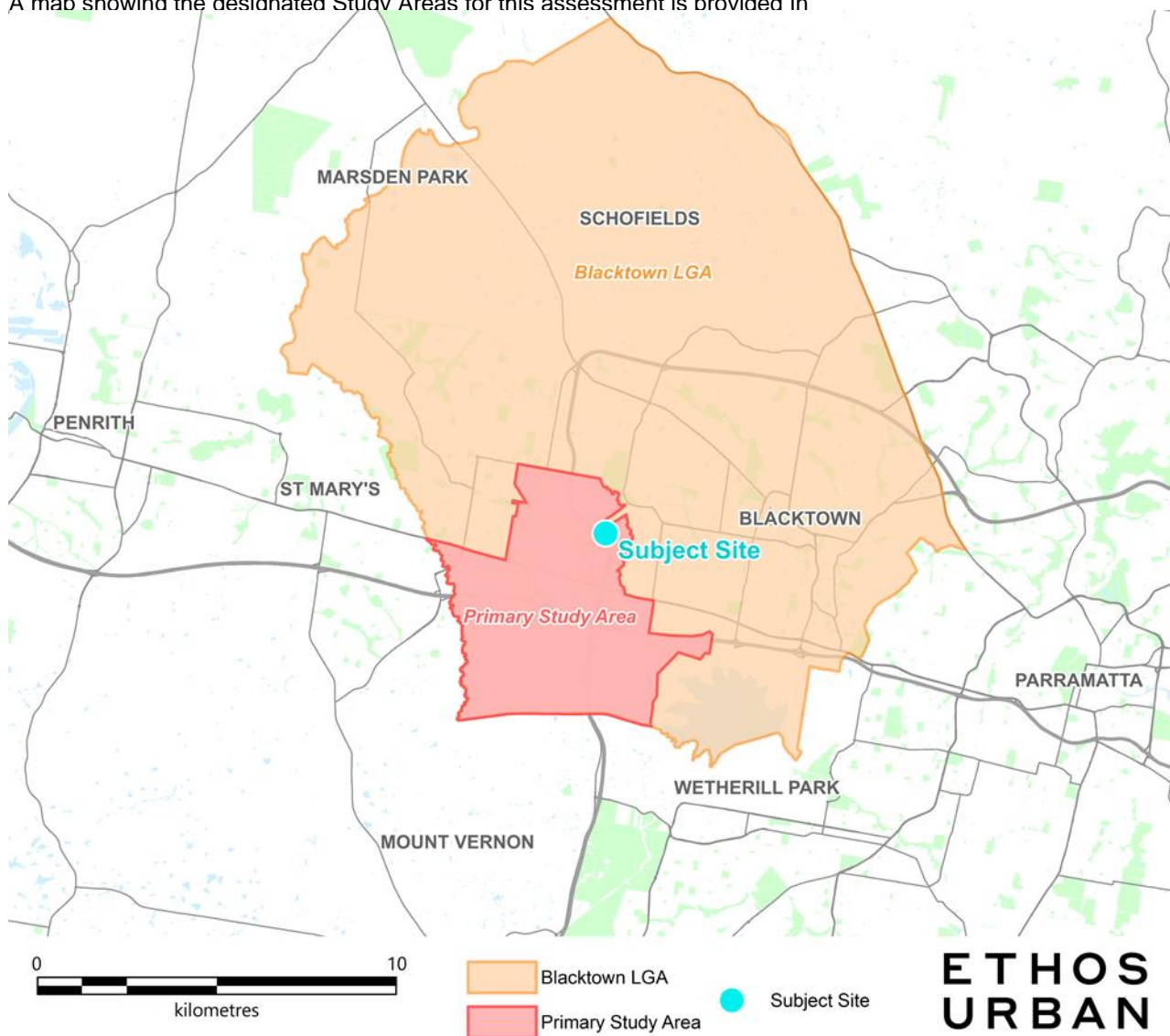
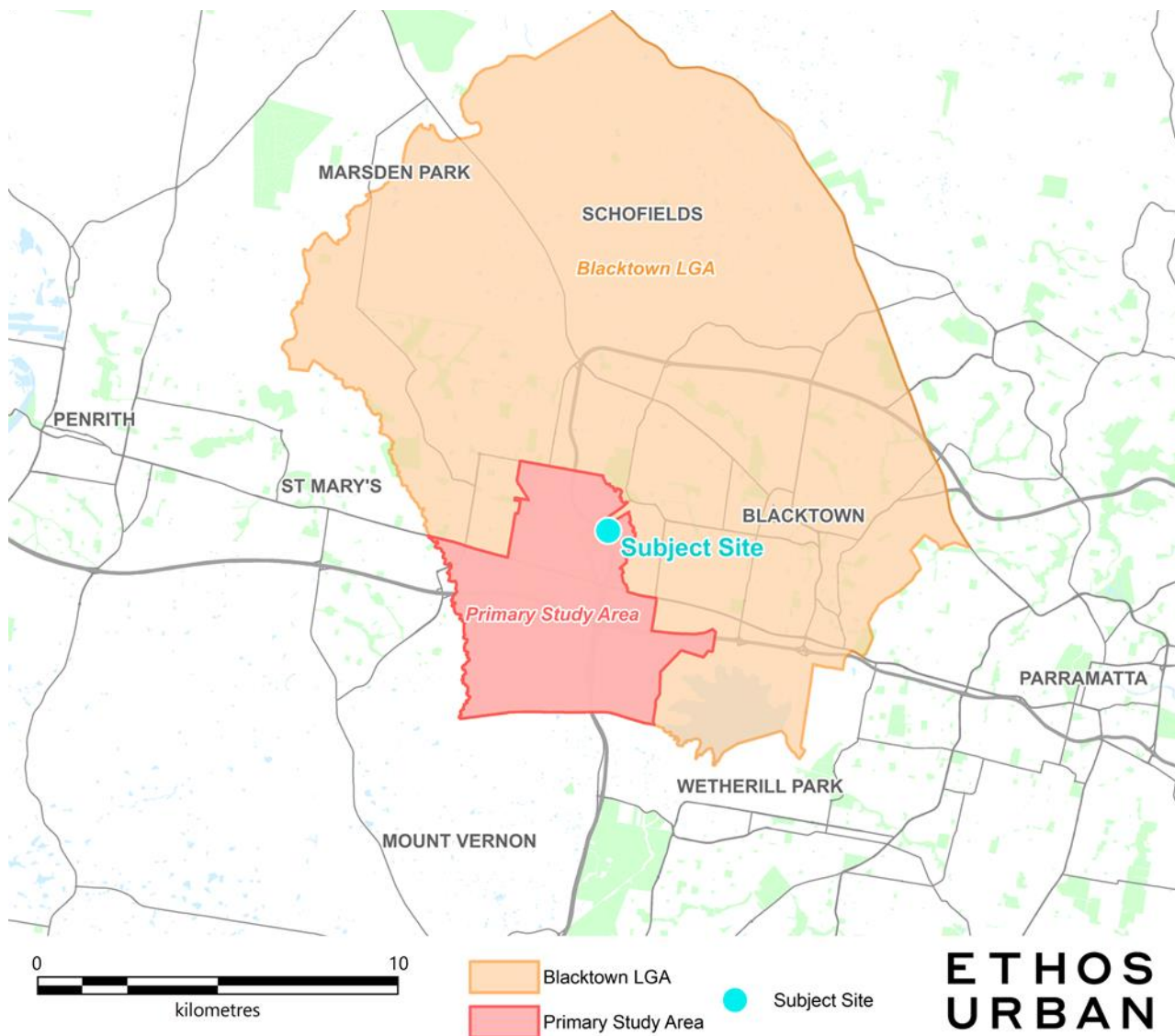


Figure 5 over page.



**Figure 5 Study areas**

Source: Ethos Urban, 2020

## 5.2 Community profile

This section provides an overview of the existing social context surrounding the site. It analyses the existing social characteristics of the community within the identified study areas to better understand the potential characteristics and context of the existing community that may be impacted by the proposed development.

### Key current community characteristics

The Primary Study Area (PSA) is forecast to maintain relatively low population growth levels, increasing from the 2019 ERP of 22,081 to 24,960 in 2036, at an average annual rate of 0.7%.

PSA residents have higher annual median household income levels when compared to Blacktown LGA and Greater Sydney.

The current age profile data shows that there is a large share of middle aged persons with children, and elderly residents residing in the PSA.

There is a small proportion of PSA residents that identify as being of Aboriginal and/or Torres Strait Islander descent.

Separate houses are the primary housing typology in the PSA, with a smaller share of flats, units and apartments compared to Greater Sydney.

The primary household composition in the PSA and Blacktown LGA is family households, and both areas have a small proportion of lone person households in contrast to Greater Sydney.

A large portion of occupied private dwellings in the PSA are owned with a mortgage.

There is a strong student population within the PSA, particularly of school aged students attending primary or secondary education.

The majority of PSA residents are born in Australia; however this is a strong representation of persons born overseas from countries including The Philippines, India, and Fiji.

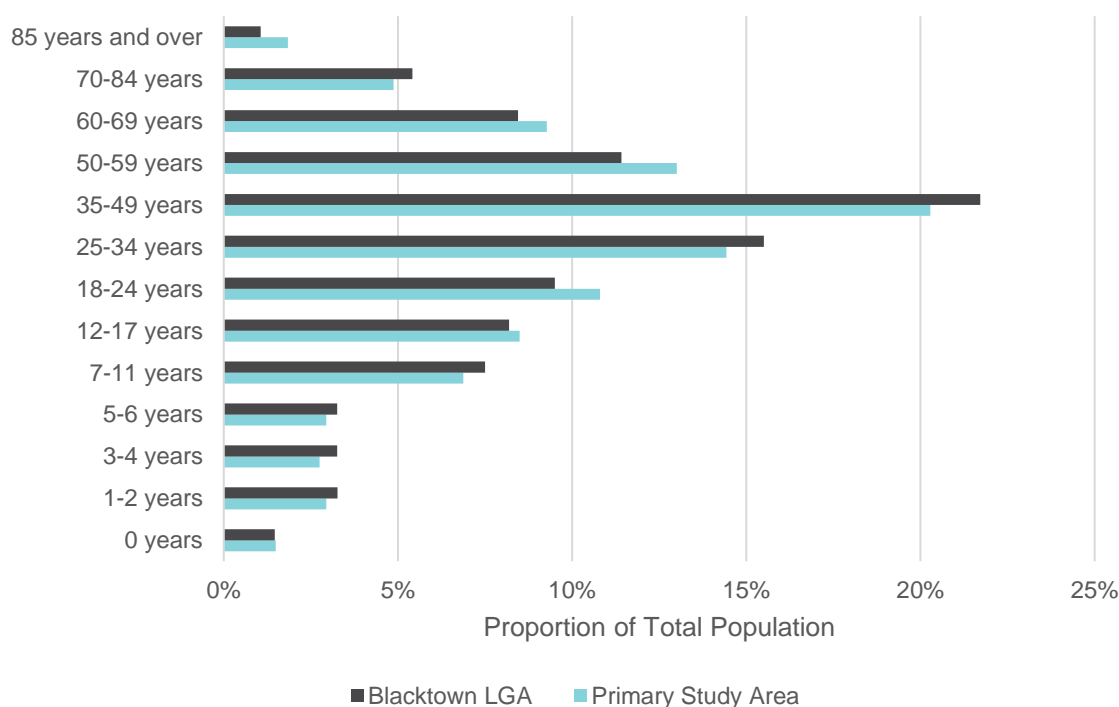
An overview of the demographic and social economic profile of the PSA and Blacktown LGA residents is based on 2016 ABS Census of Population and Housing data. A comprehensive profile is available at **Appendix B**.

The key findings for the study area are highlighted below:

- **Population.** The PSA had an Estimated Resident Population of 22,081 in 2019, representing a small share (6.0%) of the total Blacktown LGA population of 370,108 for the same year.
- **Household income.** The median household income for study area residents was \$94,840 per annum in 2016, higher than both the Blacktown LGA and Greater Sydney median at \$89,230 and \$92,200 respectively. Accordingly, the PSA represents a higher income area within Blacktown LGA and within the Greater Sydney context.
- **Age profile.** The median age of the primary study area was 33.9 in 2016, while Blacktown LGA was marginally younger at 32.9. Both the PSA and Blacktown LGA have a lower median age than Greater Sydney at 36.4. Most notably, persons aged 35-49 years account for the largest share of the PSA population at 20.3%. Young persons aged 5-17 represent 18.3% of the PSA residents, while elderly cohorts aged 60 and over account for 16.0%. This data suggests that there is a strong presence of families within young children living in the PSA, as well as a significant number of elderly residents. A breakdown of the age profile is shown in **Figure 6** over page.
- **Aboriginal and Torres Strait Islander residents.** Approximately 1.7% of residents within the PSA identify as being of Aboriginal and/or Torres Strait Islander descent. This is lower than Blacktown LGA, where 2.8% of residents identify as being Aboriginal and/or Torres Strait Islander descent, lower than the Greater Sydney benchmark of 1.4%.
- **Dwelling structure.** Separate houses are the primary housing typology within the PSA accounting for 84.1% of all dwellings, higher than Blacktown LGA (78.2%) and Greater Sydney (57.2%) for this housing typology. Flats, units and apartments represent a small share of housing in the PSA at 1.6%, compared to Blacktown LGA at 5.2%. There is a modest proportion of semi-detached and terrace houses in the PSA at 14.0% respectively. The data demonstrates the suburban context of Blacktown LGA, and particularly the PSA as an established

residential area. It is likely that there will be an increase in the share of flats, units and apartments across Blacktown LGA over the longer term as population growth drives demand for denser living and different housing typologies close to activity centres.

- **Household composition.** Family households are the predominant household type in the PSA, accounting for 85.9% of occupied private dwellings. This is relative to Blacktown LGA where 82.5% of households were family households, but higher than the Greater Sydney benchmark at 73.7%. Of family households within the PSA, 51.7% are couple families with children respectively. The PSA has a low share of lone person households (12.5%), when compared to Blacktown LGA (15.2%) and the Greater Sydney average (21.7%). It is conceivable that the share of lone person households is likely to increase as the PSA population becomes increasingly older.
- **Housing tenure.** Of occupied private dwellings within the PSA, 46.4% of residents owned their home with a mortgage. This compares similarly to Blacktown LGA (43.2%) but is substantially higher than Greater Sydney where on average 34.2% of residents have a mortgage. Residents renting their home account for 27.0% of all occupied dwellings, while those who own a home outright represent that smallest tenure group at 26.1%. The share of residents who either own their home outright or with a mortgage best demonstrates that the PSA is characterised by owner occupiers, which is a common feature of suburban residential areas.
- **Education attainment.** The PSA has a strong student population, particularly of school aged students. In 2016, an estimated 26.2% of residents were attending formal education. Of those residents, 62.8% were attending either primary or secondary school, while 19.8% were studying at a tertiary institution/university. Of residents having completed school, 34.1% have a bachelor's degree (in line with the Greater Sydney average of 36.4%), however only 7.5% have completed post graduate studies.
- **Cultural and linguistic diversity.** 53.3% of PSA residents were born in Australia, and the area is still has rich cultural and linguistic diversity, with a number of residents born overseas or speaking languages other than English at home. Within the PSA, 14.9% of residents were born in the Philippines, 4.0% in India, and 3.3% in Fiji. Accordingly, a there is a substantial proportion of residents who speak Tagalog (9.6%), Filipino (4.6%) and Hindi (4.3%), as their primary language at home.



**Figure 6 Age Profile 2016**

Source: ABS Census of Population and Housing 2016

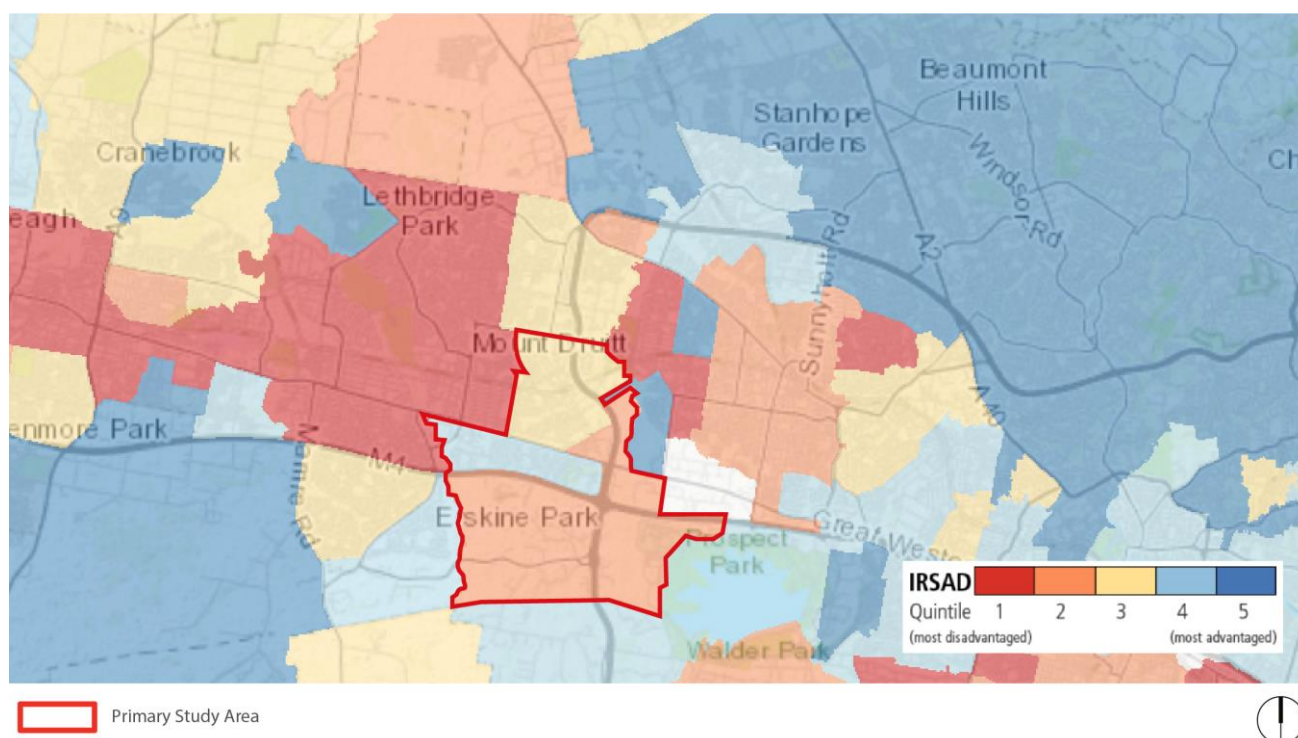


### 5.2.1 Relative socio-economic advantage and disadvantage

The Australian Bureau of Statistics Socio-Economic Indexes for Areas (SEIFA) provide an indication of the socio-economic conditions of people living in an area, relative to other areas. The Index of Socio Economic Advantage and Disadvantage is a general socio-economic index created through a summary of information about the economic and social conditions of people and households within an area. Generally, a higher score indicates a relative lack of disadvantage and a greater advantage in general. A higher score can be a result of many households with high incomes or many people in skilled occupations as well as few households living in the area with low incomes, or few people working in unskilled occupations.

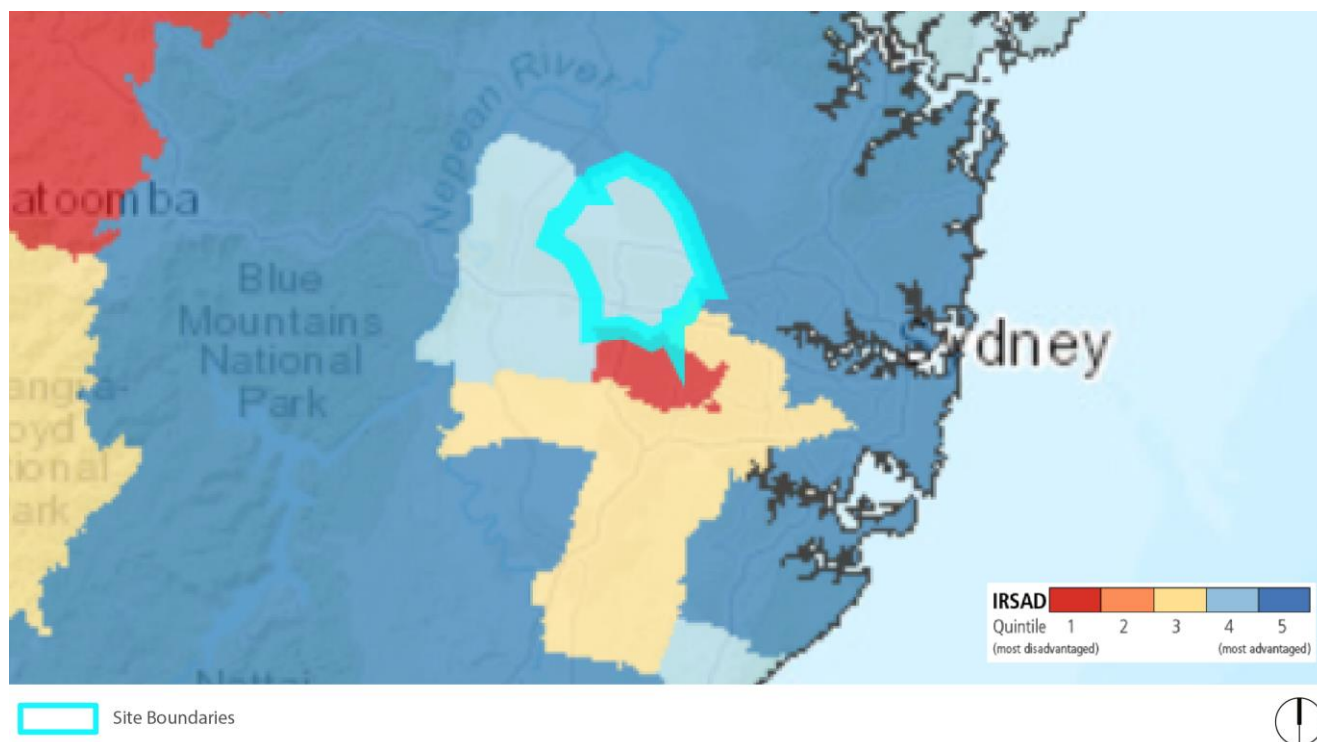
Residents of the Primary Study Area have mixed levels of advantage and disadvantage, largely dependent on the suburb they are located within. As shown in **Figure 7** below, residents of Minchinbury have relatively higher levels of advantage and less disadvantage when compared to surrounding areas. Notably, Eastern Creek, has greater amounts of social and economic disadvantage, however it should be noted that the population of this suburb is significantly smaller than other suburbs in the PSA, with the suburb being heavily characterised by industrial and commercial business parks.

**Figure 8** shows the socio and economic levels of advantage and disadvantage within the Greater Sydney context. The image shows that Blacktown LGA residents typically experience greater socio-economic advantage, however, still have a higher amount of disadvantage when compared to other regions in Greater Sydney, particularly those in the Eastern City. Notwithstanding, Blacktown compares favourably to regions in Greater Sydney that have significant disadvantage including Fairfield and Liverpool.



**Figure 7** IRSAD, Primary study area

Source: IRSAD, Ethos Urban, 2020.



**Figure 8 IRSAD, Greater Sydney**

Source: IRSAD, Ethos Urban, 2020. Workforce status of residents

## 5.2.2 Workforce status of residents

### Occupation

PSA residents are primarily employed in white collar occupations (60.1%). Of white collar jobs, clerical and administrative workers represent the largest occupational group (16.7%), followed by professionals (16.2%), and community and personal service workers (10.2%). A small share of PSA residents work as managers (7.5%).

There is however a significant representation of blue-collar jobs in the PSA including machinery operators and drivers (13.7%) and technicians and trades workers (13.3%) when compared to the Greater Sydney average for these occupational groups (5.6% and 11.7%).

While white collar groups account for the largest share of occupations in the PSA, there is still a significant portion of residents employed in blue collar industries when compared with Greater Sydney. The occupational breakdown of the PSA is relative to Blacktown LGA, which notably records a marginally higher share of managers (9.6%) and professionals (19.0%) compared to the PSA.



### Industry of employment

Health care and social assistance services accounts for the largest industry group of resident workers in the PSA at 13.8%. Other industry groups with high representation include retail trade (11.2%), manufacturing (9.4%) and transport, postal and warehousing (8.6%). The high share of industrial related industries of employment in the PSA is driven by the presence of Eastern Creek Business Park in the south, which accommodates a significant number of workers in industrial enterprises, manufacturing facilities and logistics centres.

The proposed development at Eastern Creek Quarter will support and further strengthen the retail industry sector, and provide for new employment opportunities for local retail workers and residents.

| Industry  | Primary Study Area | Blacktown LGA |
|---|--------------------|---------------|
| Agriculture, forestry and fishing               | 0.1%               | 0.5%          |
| Mining  | 0.2%               | 0.1%          |
| Manufacturing                                   | 9.4%               | 8.5%          |
| Electricity, gas, water and waste services      | 1.0%               | 1.1%          |
| Construction                                    | 8.0%               | 8.3%          |
| Wholesale trade                                 | 4.5%               | 4.7%          |
| Retail trade                                    | 11.2%              | 10.9%         |
| Accommodation and food services                 | 5.4%               | 5.7%          |
| Transport, postal and warehousing               | 8.6%               | 7.8%          |
| Information, media and telecommunications       | 1.7%               | 2.1%          |
| Financial and insurance services                | 5.2%               | 5.9%          |
| Rental hiring and real estate services          | 1.1%               | 1.3%          |
| Professional, scientific and technical services | 4.5%               | 6.1%          |
| Administrative and support services             | 3.6%               | 3.5%          |
| Public administration and safety                | 5.8%               | 6.2%          |

| Industry                          | Primary Study Area | Blacktown LGA |
|-----------------------------------|--------------------|---------------|
| Education and training            | 5.2%               | 6.5%          |
| Health care and social assistance | 13.8%              | 13.0%         |
| Arts and recreation services      | 1.2%               | 1.1%          |

### 5.3 Forecast community profile

The following section describes the forecast community profile for the area. The forecast growth rates are sourced from the forecast.id population and dwelling projections for Blacktown LGA.

#### Key forecast community characteristics

- Low population growth is forecast in the PSA, growing at an average annual rate of 0.7% per annum between 2019 and 2036.
- Blacktown LGA will maintain strong population growth with an additional 135,170 residents forecast between 2019 and 2036.
- The PSA has an ageing population, evident by the strong population growth of residents aged 65 years and over, accounting for the largest share of population growth.
- Dwelling growth forecasts indicate a low number of new dwellings in the PSA between 2019 and 2036, with an estimated 57 new dwellings each year.
- Blacktown LGA dwellings forecasts estimate an average annual growth of +2,683 new dwellings per annum.
- Household sizes in both the PSA and Blacktown LGA are forecast to slightly decrease.
- There is forecast to be a decline in couple families with children residing in the PSA, and an increase in lone person households.

#### Population projections

The PSA population is forecast to grow from a base of 22,080 2019 to 24,960 in 2036, representing an average annual of 0.7% over the period. The majority of this growth is forecast to occur between 2019 and 2021, and the remainder of the projected period will maintain low growth of below 1.0% per annum.

More broadly, Blacktown LGA is forecast to maintain relatively strong population growth, increasing by +135,170 persons (or 26.8%) between 2019 and 2036. The PSA will account for only a small proportion (2.1%) of the total Blacktown LGA growth.

Population projections for the PSA and Blacktown LGA are highlighted over page in **Table 3**.



**Table 3 Population projections, 2016 – 2036**

Source: Forecast ID.

|                           | 2016    | 2019    | 2021    | 2026    | 2031    | 2036    |
|---------------------------|---------|---------|---------|---------|---------|---------|
| <b>Primary Study Area</b> | 21,660  | 22,080  | 22,570  | 23,510  | 24,190  | 24,960  |
| <b>Blacktown LGA</b>      | 347,590 | 370,110 | 388,390 | 430,300 | 469,820 | 505,280 |

|                           | Average annual growth (%) |         |         |         |         |
|---------------------------|---------------------------|---------|---------|---------|---------|
|                           | 2016-19                   | 2019-21 | 2021-26 | 2026-31 | 2031-36 |
| <b>Primary Study Area</b> | 0.6%                      | 1.1%    | 0.8%    | 0.6%    | 0.6%    |
| <b>Blacktown LGA</b>      | 2.1%                      | 2.4%    | 2.1%    | 1.8%    | 1.5%    |

|                           | Average annual growth (#) |         |         |         |         |
|---------------------------|---------------------------|---------|---------|---------|---------|
|                           | 2016-19                   | 2019-21 | 2021-26 | 2026-31 | 2031-36 |
| <b>Primary Study Area</b> | +140                      | +250    | +190    | +140    | +150    |
| <b>Blacktown LGA</b>      | +7,510                    | +9,140  | +8,380  | +7,900  | +7,090  |

**Age projections**

A summary of the population projections for the PSA by age cohort between 2016 and 2041 is shown in **Table 4**. The projections indicate that the PSA has an ageing population, with the majority of growth occurring in age groups over 65 years. Most notably, persons aged over 75 years will on average increase by +78 persons each year. Similarly, persons aged 65-74 years will increase at an average annual rate of 2.0% (or +36 persons). Young cohorts aged 5-14 years will grow by +25 residents each year (on average), but at a low growth rate of 0.8% due to the high existing base population.

**Table 4 Age projections, 2016 – 2036**

Source: Forecast ID.

|                          | 2016  | 2019  | 2021  | 2026  | 2031  | 2036  | Average annual growth (no.) 2016-36 | Average annual growth (%) 2016-36 |
|--------------------------|-------|-------|-------|-------|-------|-------|-------------------------------------|-----------------------------------|
| <b>0-4 years</b>         | 1,560 | 1,680 | 1,710 | 1,650 | 1,640 | 1,670 | +6                                  | 0.3%                              |
| <b>5-14 years</b>        | 2,960 | 3,120 | 3,210 | 3,390 | 3,430 | 3,450 | +25                                 | 0.8%                              |
| <b>15-19 years</b>       | 1,610 | 1,540 | 1,550 | 1,710 | 1,750 | 1,820 | +11                                 | 0.6%                              |
| <b>20-24 years</b>       | 1,700 | 1,610 | 1,590 | 1,570 | 1,670 | 1,710 | +1                                  | 0.0%                              |
| <b>25-34 years</b>       | 3,250 | 3,060 | 3,010 | 2,960 | 2,940 | 3,030 | -11                                 | -0.3%                             |
| <b>35-44 years</b>       | 2,980 | 3,040 | 3,050 | 2,970 | 2,930 | 2,960 | -1                                  | 0.0%                              |
| <b>45-54 years</b>       | 2,760 | 2,720 | 2,720 | 2,880 | 2,960 | 2,960 | +10                                 | 0.4%                              |
| <b>55-64 years</b>       | 2,390 | 2,530 | 2,550 | 2,520 | 2,520 | 2,630 | +12                                 | 0.5%                              |
| <b>65-74 years</b>       | 1,440 | 1,670 | 1,810 | 2,010 | 2,140 | 2,160 | +36                                 | 2.0%                              |
| <b>75-84 years</b>       | 590   | 700   | 810   | 1,160 | 1,400 | 1,570 | +49                                 | 5.0%                              |
| <b>85 years and over</b> | 420   | 420   | 580   | 690   | 830   | 1,000 | +29                                 | 4.4%                              |

## Dwelling projections

Dwelling projections demonstrate that the PSA will have relatively low dwelling growth when compared to surrounding regions in Blacktown LGA, specifically in identified activity centres and land release areas in the north west corridor. It should also be noted that a large portion of Eastern Creek is primarily land reserved for industrial and commercial usages, and therefore residential growth is unlikely to occur in these areas.

Projections indicate that PSA dwelling numbers will increase by 57 new dwellings per annum. This represents 2.1% of the average annual growth for Blacktown LGA (+2,683 dwellings). In both the PSA and Blacktown LGA, household sizes are forecast to decrease. This is in line with the forecast household composition trends for the PSA, which show a decline in family households with children, and an increase in lone person households. The increased share of lone person households will be driven by an ageing population.

A breakdown of forecast dwelling numbers and household composition is highlighted below in **Table 5**.

**Table 5 Dwelling projections 2016-2036**

Source: Forecast Id.

| Dwellings          | 2016    | 2021    | 2026    | 2031    | 2036    | Average annual growth (no.) 2016-36 |
|--------------------|---------|---------|---------|---------|---------|-------------------------------------|
| Primary Study Area | 6,260   | 6,600   | 6,900   | 7,140   | 7,400   | 57                                  |
| Blacktown LGA      | 109,600 | 123,190 | 137,030 | 150,550 | 163,260 | 2,683                               |

| Household size     | 2016 | 2021 | 2026 | 2031 | 2036 | Change (no.) 2016-36 |
|--------------------|------|------|------|------|------|----------------------|
| Primary Study Area | 3.39 | 3.33 | 3.29 | 3.26 | 3.24 | -0.15                |
| Blacktown LGA      | 3.14 | 3.12 | 3.11 | 3.09 | 3.06 | -0.08                |

| Household composition (Primary Study Area) |               |               |               |               |               |                    |
|--|---------------|---------------|---------------|---------------|---------------|--------------------|
|  | 2016          | 2021          | 2026          | 2031          | 2036          | Change (%) 2016-36 |
| Couple families with dependents            | 48.8%         | 46.8%         | 45.5%         | 44.5%         | 43.7%         | -5.1%              |
| Couples without dependents                 | 20.7%         | 20.2%         | 20.9%         | 21.4%         | 21.7%         | +1.0%              |
| Group households                           | 2.1%          | 2.0%          | 2.0%          | 2.0%          | 2.0%          | -0.1%              |
| Lone person households                     | 10.3%         | 11.1%         | 11.8%         | 12.4%         | 12.8%         | +2.5%              |
| One parent family                          | 10.5%         | 12.8%         | 12.7%         | 12.7%         | 12.8%         | +2.3%              |
| Other families                             | 7.5%          | 7.1%          | 7.1%          | 7.0%          | 7.0%          | -0.5%              |
| <b>Total households</b>                    | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> |                    |

## 5.4 Local social infrastructure context

A review of the existing local social infrastructure has been undertaken to inform the Social Impact Assessment and establish a baseline for the assessment of existing facilities. An overview of the local social infrastructure context is provided below, identifying key social infrastructure within a local 800m catchment of the site (a distance equivalent to a 10-15-minute walk).

The following categories of social infrastructure are identified as being within walking distance of the site:

- Recreational facilities and open space;
- Community facilities;
- Schools;
- Medical centres;
- Places of worship; and
- Aged care.

The social infrastructure context of the site is shown in **Figure 9** on page 26.

### **Recreational facilities and open space**

There are several open spaces within walking distance of the site, including Morreau Reserve, Helen Beck Field, Marlene Sewell Park and Cor Brouwer Reserve. The site is located adjacent to Rooty Hill Historic Site, a heritage listed open space with colonial and Aboriginal heritage significance.

The site is adjacent to the Bungarabee Park precinct of the Western Sydney Parklands, which includes regional open space and recreational facilities. At the edge of the 800m walking catchment from the site, there are a number of regional sporting facilities associated with Blacktown International Sports Park.

### **Community facilities**

There are no local community facilities, such as libraries or community centres, within walking distance of the site.

### **Schools**

There are two schools within walking distance of the site at Eastern Creek Public School and St Agnes Catholic High School. Consultation undertaken by Elton Consulting to inform this SSDA has also indicated that students at Rooty Hill Public School and their families, outside the walking catchment of the site, also frequently visit the site.

### **Medical centres**

There is one medical centre within walking distance of the site, in the existing Eastern Creek Quarter Shopping centre.

### **Places of worship**

There is one place of worship in proximity to the site: Hope at the Hill, Rooty Hill Presbyterian Church.

### **Aged care**

There is one aged care facility in proximity to the site: Our Lady of Consolation aged care and services.

## **5.5 Transport and access**

The site is serviced by a number of bus routes, including:

- 728 Mount Druitt to Blacktown
- 738 Mount Druitt & Rooty Hill to Eastern Creek & Horsley Park (Loop Service)
- 723 Mount Druitt to Blacktown via Eastern Creek

The closest train station is Rooty Hill Station, approximately 1.6km from the site, which is served by the T1 Emu Plains or Richmond to City and the T5 Cumberland Line.



**Figure 9 Local social infrastructure context**

Source: Ethos Urban 2020

## 5.6 Role of outlet retail centres

Outlet retail centres are unique compared to other forms of retail, in that they are generally focused on non-food retail expenditure, and attract people from a regional catchment due to the destination offer of relative affordability.

The *Economic Impact Assessment* prepared by Macroplan (November 2020) to support this development application identifies that there is currently an undersupply of factory outlet floorspace in Greater Sydney. For example, there are currently three factory outlet centres in Sydney: DFO Homebush, Birkenhead Point and Fashion Spree, compared to six in Melbourne, a metropolitan centre of a similar size.

The *Economic Impact Assessment* also identifies range of social and economic benefits of factory outlet retail development, including improving shopping choice for residents, based on price competition and creating local employment opportunities.

## 6.0 Community and stakeholder perspectives

The following section provides an overview of community engagement undertaken to date.

### Key findings – community and stakeholder engagement

Elton Consulting, on behalf of Frasers Property, has undertaken extensive targeted community and stakeholder engagement to inform this SSDA. Key themes arising from this engagement have included:

- Overall support for the concept proposal, and support for factory outlet retail services to serve the broader regional and district community
- The existing ECQ shopping centre is highly utilised by the community, who value the food and beverage offering, range of shops and accessibility with parking and transport
- Managing traffic impacts during the construction phase and delivering a safer, more accessible car park for the overall shopping centre is a community priority.

### 6.1 Stakeholder consultation undertaken to inform this project

#### 6.1.1 Engagement activities

##### Engagement activities undertaken to inform this project (August 2020)

Elton Consulting, on behalf of Frasers Property, undertook targeted community and stakeholder engagement to inform this project.

The community engagement program launched on Monday 3 August for a four-week period, finishing on Monday 31 August 2020. To ensure the safety of Eastern Creek Quarter shoppers and the local community, the program was designed to allow for social distancing, with a digital engagement approach adopted.

The following activities were undertaken during this period:

- **Online survey**, which included a copy of the concept plan for review by local residents. 451 respondents responded to the survey during the engagement period which was promoted through comprehensive communications, including:
  - Updates to the Eastern Creek Quarter Website
  - A1 boards, posters, table decals and take-away postcards at heavy traffic sites throughout the existing Eastern Creek Quarter Shopping Centre
  - Letterbox drop distributed to 1005 local residents in a 1km radius
  - Project 1800 phone number and project email address was made available
  - Four updates on Eastern Creek Quarter Social Media channels (Facebook and Instagram)
  - Carousel advertising on homepage of Eastern Creek Quarter website
  - Newspaper Ad in local paper.
- **Stakeholder meetings**, with the following key stakeholders:
  - Blacktown City Council
  - Rooty Hill Public School.

#### Long term engagement with surrounding local community

Frasers is committed to engaging with its neighbours – particularly Rooty Hill Public school and the local community. In addition to statutory requirements to consult with the school and neighbours when seeking development applications, Frasers has been regularly engaging with the school and its community over the past several years.

Highlights of this engagement have been attendance and support at the 2019 Father's Day BBQ Breakfast where project team members were on site to answer any questions the school and its community had in relation to the anticipated December 2019 opening, as a result of that, a tour for school children of the site nearing the end of construction.

### 6.1.2 Engagement outcomes

Key outcomes of the stakeholder engagement undertaken to inform this project are summarised below. Overall, there was strong support for the development application and the community strongly values the existing Eastern Creek Quarter centre.

#### **Online survey**

- The majority (76%) of survey respondents visited Eastern Creek Quarter at least once a week
- The most popular attractions of Eastern Creek were:
  - Food and beverage offering (61%)
  - The range of shops and services (60%)
  - Good accessibility with parking and transport (54%)
- For future stages of the Quarter, the following attractions would be most of interest to survey respondents:
  - Increased range of shops and services (88%)
  - Increased food and beverage (54%)
  - More facilities and activities for the community (38%)
- When asked what they would like to see more of in the local area, the top responses were:
  - Indoor recreational facilities eg. virtual reality sport, indoor rock climbing (53%)
  - Outdoor community facilities eg. Community farm, pop-up gardens (53%)
  - Outdoor sporting facilities eg. Cycling path, outdoor rock climbing (52%)
  - Events eg. music, comedy (49%)
  - Family-oriented facilities eg. kids play centre (47%)
- When asked what they thought was most important to consider during future construction at Eastern Creek Quarter, respondents had the following top responses:
  - Increased traffic impacts (73%)
  - Managing any impacts during construction (45%)
  - Incorporating eco-friendly energy and materials (43%)
  - Identifying and conserving biodiversity, heritage and Aboriginal heritage (40%)
- Respondents would like more sustainable travel options for visiting Eastern Creek, including car sharing, walking, cycling and public transport
- Respondents strongly valued the close connection between Eastern Creek Quarter and surrounding open spaces, parklands and sportsfields
- A high proportion of respondents identified that they support the Stage 3 concept, including a "DFO-style" outlet shopping centre
- Creating a safer, more accessible car park with enough parking to support increased retailers is also a community priority.



### Stakeholder meetings

- Blacktown City Council remained generally supportive of the application and saw the plan as a Regional/District offering to Greater Sydney. The tourism component of the proposal was supported to bring visitors to the Blacktown LGA. Council noted that the regional scale of the proposal and its associated destination nature will mean that parking rates need to be reflective and appropriate parking allowances are made. Public transport from stations was highlighted as an aspect to be considered
- Representatives from Rooty Hill Public School are generally supportive of the expansion of the centre, but are concerned regarding the safety impacts of increased traffic and congestion close to the school.

## 6.2 LGA-wide consultation

In addition to project specific engagement it is useful to note engagement outcomes from recent engagement undertaken by Blacktown City Council to inform the development of the Community Strategic Plan and Social Profile. A desktop review of the outcomes of these community engagement activities has identified key social drivers for the site and project. The following documents were reviewed:

- *Our Blacktown 2036: Community Plan* (Blacktown City Council, 2017)
- *Blacktown City Social Profile 2016* (Blacktown City Council, 2016, currently being updated for 2020)

The key priorities identified through the community and stakeholder consultation include:

- Residents have identified a number of Blacktown LGA's strengths:
  - Friendly and welcoming community, and people value living close to family and friends – who they value as a source of strength and support
  - Liveable neighbourhoods with spaces and places to gather informally, as well as recreational, sporting, cultural and religious assets that are valued by the community, and accessible employment opportunities and services
  - Relative affordability of housing, and potential for a good lifestyle
  - Strongly value the cultural diversity of the community and residents value affordable, multicultural dining choices in shopping centres.
- The community is also undergoing challenges, including:
  - Concentrations of ongoing social disadvantage in some areas, including in areas with a high proportion of social housing, which has remained unchanged for long periods
  - Increasing housing costs and increasing housing stress
  - Need to revitalise some local centres, including improved maintenance of public spaces, and the need to address some antisocial behaviour in neighbourhoods, shopping centres and transport interchanges
  - Concerns about perceptions of safety and actual incidence of crime, including domestic violence, drug use
  - Concern that some community members may be facing social exclusion due to intergenerational disadvantage, humanitarian migrants and asylum seekers, lack of English skills – as well as some community members being targeted due to government focus on terrorism and migration
  - Growing concern that it is difficult to access employment opportunities close to home
  - Some concern regarding lack of affordable fresh food away from Blacktown CBD.



## 7.0 Social Impact Assessment

### 7.1 Social Impact Assessment framework and scope

This SIA has been prepared based on the NSW DPIE SIA Guideline and the suite of social impact assessment factors set out in **Section 2.2** of this report.

This assessment considers the potential impact on the community and social environment should the social impacts envisaged occur, compared to the baseline scenario of the existing use of the site and social context.

The following section sets out the envisaged social impacts of the development – positive and negative – both during construction and in relation to the completed school. It also sets out potential enhancement or mitigation measures to be taken into account during the planning and construction process.

This summary assessment specifically addresses the matters raised in the SEARs for the SSDA:

*Prepare a social impact assessment, which:*

- *Identifies and analyses the potential social impacts of the development, from the points of view of the affected community/ies and other relevant stakeholders, i.e. how they expect to experience the project.*
- *Considers how potential environmental changes in the locality may affect people's: way of life; community; access to and use of infrastructure, services, and facilities; culture; health and wellbeing; surroundings; personal and property rights; decision-making systems; and fears and aspirations, as relevant and considering how different groups may be disproportionately affected.*
- *Assess the significance of positive, negative, and cumulative social impacts considering likelihood, extent, duration, severity/scale, sensitivity/importance, and level of concern/interest.*
- *Includes mitigation measures for likely negative social impacts, and any proposed enhancement measures.*
- *Details how social impacts will be adaptively monitored and managed over time.*

The social impacts of the development will be experienced differently by different parts of the community. This review identifies and analyses the potential social impacts of the development, from the points of view of the affected communities and stakeholders within the precinct. Key affected communities include:

- Local residents
- Adjacent neighbours
- Broader community in the locality
- Visitors to the future Eastern Creek Quarter, and existing Eastern Creek Quarter shopping centre
- Users of surrounding social infrastructure, including schools.

This report has considered how these affected communities and stakeholders are expected to experience the project during both construction and operation phases.

In this context, it is noted that this Social Impact Assessment has been developed primarily via a desktop review, as stakeholder and community engagement has been undertaken separately by Elton Consulting. Information regarding consultation undertaken to date has been included in this desktop analysis.

Ultimately there are two main types of social impacts that will arise as a result of the proposed development. First, direct impacts caused by the project and which cause changes to occur within the existing community, as measured using social indicators, such as population, health, and employment. Secondly, indirect impacts that are generally less tangible and more commonly relate to matters such as community values, identity and sense of place.

The primary focus of this assessment is the Primary Study Area (PSA), which is expected to experience social impacts associated with the proposed development most directly. Impacts to the broader locality will likely to be less pronounced or are likely to involve a particular issue that will also be present within the surrounding site context.

## 7.2 Impact assessment matters and responses

The following section sets out the assessment of social impacts arising from the proposed development and recommended responses, including measures to enhance social benefits and mitigate potentially negative impacts, across the suite of factors set out in the DPIE SIA Guideline, shown at **Section 2.2**.

The proposed development is seen to have a negligible impact on the following social factors, and they have therefore not been assessed:

- Personal and property rights
- Decision-making systems
- Fears and aspirations.

It includes a risk assessment of the degree of significance of risk, including the envisaged duration, extent, and potential to mitigate/enhance and likelihood of each identified impact. The social risk matrix provided within the DPIE *Social Impact Assessment Guidelines (2017)* have been adapted for the purposes of undertaking this social and impact assessment.

Each impact has been assessed and assigned an overall risk that considers both the likelihood of the impact occurring and the consequences should the impact occur. The assessment also sets out recommended mitigation, management and monitoring measures for each identified matter.

## Way of life

The proposed development will deliver 26,000m<sup>2</sup> of retail (factory outlet) floorspace, 2,200m<sup>2</sup> of food and drink premises, tenant storage and an indoor recreation facility, as well as parking spaces.

### Potential impacts

#### During construction:

- Temporary negative impacts associated with disruption to way of life for residents, workers and visitors in the immediate vicinity, including students, families and staff of the nearby schools, neighbouring residents and visitors to , associated with increased traffic movement, noise, dust and vibration due to early works construction activity. Sensitive receivers close to the site, include Eastern Creek Public School, St Agnes Catholic High School, Rooty Hill Public School and Our Lady of Consolation aged care facility.
- Potential social impacts associated with traffic changes during early works construction, including:
  - Possible changes to mode of transport for students accessing Eastern Creek Public School, St Agnes Catholic High School, Rooty Hill Public School,
  - Time inconvenience associated with increased traffic due to construction activities/vehicles, including for students at the schools, visitors to the aged care facility and to the existing Eastern Creek Quarter Shopping Centre,
  - Traffic, road safety and parking impacts associated with construction activity at the site.
  - Consultation undertaken by Elton Consulting to inform this SSDA identified that managing the impact of increased traffic during the construction phase is a local community priority.

#### During operation:

- Increased convenience for shoppers, residents and visitors to Eastern Creek Quarter associated with delivery of a new outlet centre with a range of retail outlet offerings, including major retailers and a food and drink premises. This would increase opportunities for residents to access outlet shopping options in a location close to home for residents of the PSA, and the broader Central City District. There are currently only three outlet centres in Greater Sydney, and none in the Blacktown LGA. The proposal is of a regional scale and is likely to attract visitors from across Greater Sydney. Community consultation undertaken by Elton Consulting to inform this SSDA identified that the most popular attractions at the existing Eastern Creek Quarter shopping centre are the food and beverage offering and range of shops and services.
- Increased social interaction between residents, visitors, workers and students in the PSA. The delivery of the proposed development would further activate the Eastern Creek Quarter as a local social hub, due to the co-location of the shopping centre with another retail centre, schools, open space, recreation facilities and other community facilities. A concentration of shopping, dining, transport, education and social services in an area encourages people to be more socially active, and enhances the liveability and viability of the place.
- Increased convenience associated with delivery of a recreational facility at the site, which will provide more activities and facilities for the local community and visitors to the proposed development. This indoor recreation facility is to be managed by a commercial operator, and the exact use of the indoor recreation facility will be further refined through market testing at later planning stages.
- Increased convenience and way of life benefits associated with the delivery of an outlet centre close to regional tourist attractions such as Sydney Zoo and Bungarribee Park, which provides opportunities for a “day out” at this destination shopping precinct.
- Community consultation undertaken by Elton Consulting to inform this SSDA identified that creating a safer, more accessible car park with enough parking to support increased retailers is a community priority, and managing the potential safety impacts on students associated with increased traffic in the area is a priority for local schools consulted.
- Potential positive impacts associated with increased employment opportunities on the site due to the delivery of a new outlet centre at this location, including retailers of a range of sizes. Compared with the large format retail previously approved for the site, the proposed development represents significantly increased employment opportunities at the site. Economic impact analysis undertaken by Macroplan has identified that the Stage 3 development is projected to create a net increase of 488 jobs.

### Responses / mitigation measures

- Potential impacts associated with the early works construction phase will be managed through the implementation of the Construction Management Plan.

## Potential impacts

- Consider developing a venue management plan for the proposed development to identify opportunities to enhance access and convenience for visitors to the proposed development, to enhance safety (in line with the recommendations of the CPTED assessment) and to manage any traffic and transport issues as they arise.
- Explore opportunities to connect the proposed development with surrounding active transport links to encourage active transport to this site.
- Continue to consult with surrounding schools throughout construction and during operation to monitor the impact of increased traffic and congestion.
- Consider opportunities to enhance social interactions in the proposed development in a way that can also enable physical distancing and other post-COVID-19 public health measures that may need to be taken.
- Consider the impact of the COVID-19 crisis on the management and operation of retail. While the long term impact is unknown it may be necessary that the management and operation of the proposed development is innovative and adaptable to a changing landscape.

## Summary

|  |   |
|--|---|
| <b>Overall Social Risk Rating and social benefit</b> | The social risk rating is low – moderate with the overall rating of risk considered to be: <ul style="list-style-type: none"> <li>• Construction: C2 (possible minor)</li> <li>• Operation: D1 (unlikely minimal)</li> </ul>  |
| <b>Likelihood level</b>                              | There may be unlikely minimal impacts to residents in the area in relation to their way of life during the construction period. For visitors to the existing Eastern Creek Quarter Shopping Centre, including shoppers at existing stores, students at surrounding schools, construction may impact their way of life moderately. However, once the shopping centre is fully operational post construction, the way of life for students, staff and families is likely to greatly improve due to access to improved facilities. |
| <b>Consequence level</b>                             | The consequence of change to way of life as a result of construction is minor.  |
| <b>Duration</b>                                      | The impacts identified are likely to be temporary: occurring only during the construction phase. The benefits to way of life associated with the operation of the shopping centre are likely to be permanent.   |
| <b>Extent</b>  | The impact is likely to be experienced differently by individuals and groups. Neighbouring residents and visitors to the existing shopping centre may be impacted, likely through traffic and construction impacts. These impacts will likely disrupt daily routines, amenity and access of surrounding residents.  |
| <b>Severity/ sensitivity</b>                         | The impacts on the key stakeholders, including local schools, is not considered to be extreme or significant.   |
| <b>Potential to mitigate/ enhance</b>                | <p>The potential to mitigate impacts is high, as construction management and effective engagement can be utilised to address and manage any concerns that stakeholders may have. Ongoing contact and engagement will be crucial to ensure stakeholders are informed about all changes that may impact them throughout the project.</p> <p>Further to this, the proposed Construction Management Plan will be crucial to ensure that any foreseeable construction impacts are mitigated prior to them arising.</p>               |

## Community, including its composition, cohesion, character, how it functions and sense of place

### Potential impacts

#### During construction

- The early works construction period would disrupt the existing local community surrounding the site, including:
  - Impacts to composition: A change to the local community may be experienced during construction, with increased construction workers in the local area, utilising the neighbouring shopping centre and surrounds.
  - Impacts to how the community functions: Potential impacts to how users of the existing Eastern Creek Quarter shopping centre access and use this shopping centre. Community consultation undertaken by Elton Consulting to inform this SSDA has identified that many users of the shopping centre visit at least once a week, and that the shopping centre is a key attractor and gathering place for residents of the local area. Therefore, disruption to access or use of this facility may impact how the community functions.
  - Impacts to sense of place: Some surrounding residents, students and nearby schools and users of the Western Sydney Parklands will have connections, narratives and memories associated with the site that will be disrupted by the redevelopment. However, it is noted that the redevelopment of this site is aligned with the Trust's long term Plan of Management.

#### During operation

- There are many positive benefits in expanding the existing retail and recreational offering in the location. As identified in the strategic policy review, retail centres double as social meeting spaces for communities, and well-designed spaces attract a higher volume of visitors and support community cohesion. Shopping centres that are co-located with social infrastructure such as schools and open space can provide an important space that enhances liveability of local communities.
- Potential improvements to community cohesion associated with increased spaces for people to meet and gather (including food and beverage outlets and a recreational offering), which has the potential to strengthen community ties. The proposed development is located close to Eastern Creek Public School, St Agnes Catholic High School and Rooty Hill Public School and the proposed development may also attract school students to gather after school and connect with their friends and families.
- Potential improvements to community cohesion associated with contribution of the proposed development towards activating Eastern Creek Quarter as a hub for the local community, and encouraging social interaction. The proposed development will contain retail, food and beverage and a recreational facility, which will attract residents from the surrounding area, and the site is located adjacent to the existing Eastern Creek Quarter, schools, open space and community uses. Additional retailers at this site will contribute towards a concentration of daily living needs in a single centre, encouraging residents and visitors to come together and interact in a single location.
- As the site is currently undeveloped land, there are no significant impacts anticipated to the composition of the community as a result of the proposed development. There may be an adjustment to the composition of the retail area given the existing shopping centre adjoining the site however it is expected that long term benefits will be realised as Eastern Creek Quarter continues to function to provide a greater variety of services and choice, offering a holistic commercial experience for the local community and broader Greater Sydney. This is due to the regional appeal of outlet retail, which is likely to attract visitors and shoppers from across the broader region.

### Responses / mitigation measures

- Consider developing a venue management plan for the proposed development to identify opportunities to activate the site, integrate it with the existing Eastern Creek Quarter shopping centre and ensure that all community members feel welcome to visit the site.
- Explore opportunities for enhanced connections to the local community, specifically spaces where the new centre can provide space and services to meet the needs of students at surrounding schools, who may visit the site after school to meet friends and family. As research shows, young people benefit from the location of support services within shopping centres, as these have traditionally been key socialisation spaces for young people.
- Explore opportunities for day and night activations of the centre, ensuring a safe and vibrant space is created through the design and operation of the centre.
- Ensuring outdoor and indoor gathering spaces are welcoming to all community members, to provide a transition from interior to exterior use of public space, this can facilitate social gatherings and casual social interaction enhancing community cohesion.

| Potential impacts                                    |   |
|--|---|
| Summary  |   |
| <b>Overall Social Risk Rating and social benefit</b> | <p>There is overall positive social benefit to the local and broader community.</p> <p>The social risk rating is considered low with the overall rating of risk is:</p> <ul style="list-style-type: none"> <li>• During construction: D2 (unlikely minor)</li> <li>• During operation: D1 (unlikely minimal)</li> </ul> |
| <b>Likelihood</b>                                    | It is likely that during operation, there would be positive impacts on the community of the PSA. Negative impacts on the PSA during construction and operation are unlikely.  |
| <b>Consequence</b>                                   | The consequence will likely be minor during construction and minimal during operation.  |
| <b>Duration</b>                                      | Operational benefits are long term.   |
| <b>Severity/ sensitivity</b>                         | Impacts are likely to be experienced differently by different groups and individuals. The benefits of the development are likely to be experienced most strongly by visitors to the operational Eastern Creek Quarter.  |
| <b>Extent</b>  | The impact during construction is likely to be experienced by users and visitors to the existing Eastern Creek Quarter and surrounding residents.   |
| <b>Potential to mitigate/ enhance</b>                | There is a high potential to enhance the positive social impacts of the proposed development through taking account of social issues raised above in its delivery and ongoing operational management.   |

**Culture: shared beliefs, customs, values and stories, and connections to land, places, buildings****Potential impacts**During construction

- The site is located adjacent to Rooty Hill Historic site, which is “state heritage significance as a remnant of one of the four Government Depots and stock farms first selected by Governor King in 1802 and further developed by Governor Macquarie after 1810... an open stone artefact scatter has been located on the site indicating the site’s potential as a research resource for Aboriginal history in the area.”<sup>1</sup> There may be perceived impacts to historic views and heritage items at this site, due to early works construction activity at the site.
- The site is currently part of Western Sydney Parklands, and the change of use at the site may result in changes to connection to place in the surrounding area. It is noted that the redevelopment of this site is guided by the Trust’s *Plan of Management*, which identified this site as part of an emerging “business hub”. The sites identified as proposed business hubs have the least ecological value within the Parklands and are located on the Parklands’ margins, adjacent to motorways and major arterial roads. The business hubs form an important plank in securing the long term, sustainable revenue base that funds Parklands infrastructure, maintenance and improvements.

During operation

- Positive impacts to sense of place associated with increased activation of the site due to redevelopment, which will catalyse development of new narratives and values in association with the site.

**Responses / mitigation measures**

- The improvement of the outlet and recreation facilities on the site will provide greater connection to the site, despite the short-term impacts during construction.
- Incorporate existing community values and narratives, including in relation to Rooty Hill historic site, into the proposed development during operation, for example, by continuing to undertake ongoing engagement with representatives of surrounding organisations, such as Rooty Hill Public School, and visitors to the Eastern Creek Quarter.
- The PSA and surrounding areas are highly culturally and linguistically diverse, and there may be opportunities to prioritise cultural grocery stores and other specialty retailers in the centre which will support the culturally diverse community.

**Summary**

|  |   |
|--|---|
| <b>Overall Social Risk Rating and social benefit</b> | As the site is currently vacant, it is considered the overall social risk rating of the proposal is low with the overall rating of risk is: <ul style="list-style-type: none"> <li>• During construction: D2 (unlikely minor)</li> <li>• During operation: D1 (unlikely minimal)</li> </ul> |
| <b>Likelihood</b>                                    | The likelihood of social impact occurring is unlikely.  |
| <b>Consequence</b>                                   | Minor during construction, minimal during operation.  |
| <b>Duration</b>                                      | The benefits to culture of the proposed development associated with operation will be long term.  |
| <b>Severity/ sensitivity</b>                         | Impacts are likely to be experienced differently by different groups and individuals. As the site is adjacent to a historic site, the sensitivity is moderate.  |
| <b>Extent</b>  | Impacts are most likely to be experienced by visitors to the Rooty Hill historic site, users of the existing Eastern Creek Quarter, and surrounding residents.  |
| <b>Potential to mitigate/ enhance</b>                | There is potential to enhance the positive benefits of the proposed development by ensuring measures are employed to maintain cultural connection, values and stories to the site and Rooty Hill historic site.   |

<sup>1</sup> Office of Environment and Heritage, “Rooty Hill,” < <https://www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails.aspx?ID=5054842> >



## Health and wellbeing

### Potential impacts

#### During construction

- Negligible impacts to health and wellbeing associated with leasing undeveloped land owned by Western Sydney Parklands Trust for the purposes of redevelopment. However, it is noted that the existing site is vacant, and not currently used for recreation purposes.

#### During operation

- Potential wellbeing benefits associated with the delivery of a recreation facility at this site. This indoor recreation facility is to be managed by a commercial operator, and the exact use of the indoor recreation facility will be further refined through market testing at later planning stages.
- Wellbeing benefits associated with improved activation and enhanced amenity of Eastern Creek Quarter, which may increase perceptions of safety and opportunities to connect with other members of the community. In turn, this may contribute to the wellbeing of the community.

### Responses / mitigation measures

- Explore opportunities to connect the site with active transport links across the surrounding and to other centres, to encourage physical activity and the health and wellbeing benefits of active transport. Respondents to a survey undertaken by Elton Consulting to inform this SSDA, identified that they would like more sustainable travel options for visiting Eastern Creek, including car sharing, walking, cycling and public transport.
- Opportunities to explore activation and enhancement of amenity during both day and night should be encouraged through use and operation of public space in accordance with principles of Crime Prevention Through Environmental Design (outlined within the CPTED assessment).

### Summary

|  |  |
|--|--|
| <b>Overall Social Risk Rating and social benefit</b> | <p>The overall social risk rating is considered low, with social benefit considered to be moderate in the contribution to improvements in health and wellbeing of the local community.</p> <ul style="list-style-type: none"> <li>• During construction: D2 (unlikely minor)</li> <li>• During operation: D1 (unlikely minimal)</li> </ul> |
| <b>Likelihood</b>                                    | The likelihood level of social impact occurring is unlikely during operation.  |
| <b>Consequence</b>                                   | Minor during construction and minimal during operation.  |
| <b>Duration</b>                                      | The social benefits are realised long term, with improved access to recreation facilities for the PSA and visitors to the future development.  |
| <b>Severity/ sensitivity</b>                         | Not considered to be of significant consequence or severity.   |
| <b>Extent</b>  | The proposal is likely to have significant positive contributions to health and wellbeing for the surrounding community in the long term, as well as to visitors to the future development.  |
| <b>Potential to mitigate/ enhance</b>                | Ability to enhance positive benefit is high, through an effective engagement and participation strategy that realises the needs of existing residents.   |



## Surroundings – amenity

### Potential impacts

#### During construction

- Changes to the streetscape and appearance of the site associated with early works construction activity, including establishment of hoarding. The existing site is part of Western Sydney Parklands, and currently comprises unembellished open space.
- Impacts on the amenity of the area associated with dust, noise, vibration due to early works construction activity. It is noted that the site is adjacent to sensitive receivers, including Eastern Creek Public School, St Agnes Catholic High School, Rooty Hill Public School and Our Lady of Consolation aged care facility.
- Impacts on the amenity of the area associated with increased traffic movements due to early works construction activity. Consultation undertaken by Elton Consulting to inform this SSDA identified that managing the impact of increased traffic during the construction phase is a local community priority. Potential impacts related to amenity and safety associated with increased traffic movements may include:
  - Safety risks associated with students of surrounding schools crossing roads near construction site,
  - Increased noise associated with construction vehicles, including trucks,
  - Frustration and disruption associated with increased congestion for surrounding residents and shoppers visiting existing shopping centre.

#### During operation

- Permanent changes to the surroundings and appearance of the site associated with the development of a new shopping centre at this site. The existing site is part of Western Sydney Parklands and is currently occupied by green and open space. It is noted that the redevelopment of this site is guided by the Trust's *Plan of Management*, which identified this site as part of an emerging "business hub". The sites identified as proposed business hubs have the least ecological value within the Parklands and are located on the Parklands' margins, adjacent to motorways and major arterial roads. The business hubs form an important plank in securing the long term, sustainable revenue base that funds Parklands infrastructure, maintenance and improvements.
- Potential improved perceptions of safety associated with increased activity in the area, including at night, associated with dining options delivered within proposed development.
- Baseline analysis identified the community is highly car dependent. There is potential for increased traffic movements associated with the operation of the proposed development at this site, which is likely to attract a high percentage of shoppers driving to the site from the broader Central City District. Potential impacts related to amenity and safety associated with increased traffic movements may include:
  - Safety risks associated with students of surrounding schools crossing roads near the site,
  - Frustration and disruption associated with increased congestion for surrounding residents and shoppers visiting existing shopping centre.

### Responses / mitigation measures

- Construction impacts associated with early works will be managed in line with the Construction Management Plan.
- Encourage active transport to and from the proposed development, to minimise car travel.
- Consider developing a venue management plan for the proposed development to identify opportunities to enhance access and convenience for visitors to the proposed development, to enhance safety (in line with the recommendations of the CPTED assessment) and to manage any traffic and transport issues as they arise

### Summary: Amenity

|  |   |
|--|---|
| <b>Overall Social Risk Rating and social benefit</b> | <p>Overall social risk rating is low to moderate, however positive social benefit anticipated in the development and activation of the site as a shopping centre, having a flow on effect of improving overall amenity for the local area with increased activation in the public domain and an overall positive amenity outcome.</p> <p>The social risk rating is considered high – moderate with the overall rating of risk is:</p> <ul style="list-style-type: none"> <li>• Construction: C3 (possible moderate)</li> <li>• Operation: D3 (unlikely moderate)</li> </ul> |
| <b>Likelihood</b>                                    | The impacts are likely to be most prevalent during the construction of the shopping centre, due to construction impacts, and during the operational phase, associated with loss of open   |

| Potential impacts                     |  |
|---------------------------------------|--|
|                                       | space at this site. However, improved activation amenity and surroundings is very likely following the completion of the construction.   |
| <b>Duration</b>                       | Some impacts are likely to be experienced during the short term, during construction, although the loss of open space at this site will be permanent.  |
| <b>Consequence</b>                    | The impact on the amenity is likely to be low during construction. While the site is owned by Western Sydney Parklands, it is currently vacant and undeveloped land.   |
| <b>Severity/ sensitivity</b>          | The consequences are likely to be moderate during construction but will be reduced during operation as the activation of the site will improve amenity significantly.  |
| <b>Extent</b>                         | Impacts are predicted to be felt by users of surrounding social infrastructure and facilities, including schools and visitors to Western Sydney Parklands, and some nearby residents during the construction phase.  |
| <b>Potential to mitigate/ enhance</b> | High potential to mitigate any negative amenity impacts and enhance positive contributions, through Construction Management Plans and the development of a complaints register that records any issues and establishes whether any action needs to take place. |

## Access to and use of infrastructure, services and facilities

| Potential impacts  |
|--|
| <p><u>During construction</u></p> <ul style="list-style-type: none"> <li>The site is currently owned by Western Sydney Parklands and operates as public open space (although it is noted that the site is earmarked for development by the Western Sydney Parklands Trust and has limited recreational value). To facilitate the proposed development, during early works construction this public open space would no longer be publicly accessible, which may have an impact on local residents and visitors to the site.</li> <li>The site is located within walking distance to a range of social infrastructure, including Eastern Creek Public School, St Agnes Catholic High School, Rooty Hill Public School, Western Sydney Parklands and Our Lady of Consolation aged care facility. Students, residents of the aged care facility and visitors to other social infrastructure in the area may experience disruption in their use of this infrastructure associated with early works construction impacts, such as reduced car parking, noise and dust and increased traffic movements.</li> <li>The site is located close to the Bungarribee precinct of Western Sydney Parklands, and Blacktown International Sportspark. Access to and use of these facilities may be impacted by construction activity, including noise and increased traffic movements. Community consultation undertaken by Elton Consulting to inform this DA identified users strongly valued the close connection between Eastern Creek Quarter and surrounding open spaces, parklands and sportsfields.</li> </ul> <p><u>During operation:</u></p> <ul style="list-style-type: none"> <li>The existing site is part of Western Sydney Parklands and is currently occupied by green and open space, however this area has been earmarked for development and has limited recreational value. It is noted that the redevelopment of this site is guided by the Trust's <i>Plan of Management</i>, which identified this site as part of an emerging "business hub". The sites identified as proposed business hubs have the least ecological value within the Parklands and are located on the Parklands' margins, adjacent to motorways and major arterial roads. The business hubs form an important plank in securing the long term, sustainable revenue base that funds Parklands infrastructure, maintenance and improvements.</li> <li>Improvements to access to playing fields at the north of the site through upgrades to Church Street and access through the site, which would enhance opportunities for physical activity and recreation close to the site.</li> <li>Positive social impacts associated with delivery of retail and recreation facilities in close proximity to the Bungarribee precinct of Western Sydney Parklands and Blacktown International Sportspark, which would enable visitors to these recreation and open space facilities to access shopping options close to these regional recreation destinations. Community consultation undertaken by Elton Consulting to inform this DA identified users strongly valued the close connection between Eastern Creek Quarter and surrounding open spaces, parklands and sportsfields.</li> </ul> |

## Potential impacts

- Positive social benefits associated with ongoing financial sustainability of Western Sydney Parklands Trust, associated with sale of this site. The Trust would use the funding from this site to maintain and enhance the public open space and recreational offering of the regional open space associated with the Parklands.
- Positive social benefits associated with delivery of a retail (factory outlet) centre at this site, in a location well connected to surrounding social infrastructure (e.g. schools, park, aged care facility) and existing shops and services. This would enhance convenience and reduce overall travel times for shoppers and other visitors to the PSA, who would be able to access a broad range of services and facilities in one place. Community consultation undertaken by Elton Consulting to inform this SSDA identified that convenience and accessibility are key priorities for the local community in the development of this site.
- Positive social benefits associated with increased access to outlet retail in the Central City District, which would attract visitors from across Greater Sydney, and is closer to local residents than similar centres at Homebush and Birkenhead Point. Community consultation undertaken by Elton Consulting to inform this SSDA identified that the existing shopping centre adjacent to the site is highly used and valued, and that there is strong support for an expansion of the centre.
- Positive social benefits associated with the delivery of a new recreation facility in a convenient location. The provision of a new recreation offering at this site will enhance access to recreation opportunities in the local PSA, and also for visitors to the proposed development who may not wish to undertake a day of shopping at this retail hub. This indoor recreation facility is to be managed by a commercial operator, and the exact use of the indoor recreation facility will be further refined through market testing at later planning stages.
- Positive impacts associated with the delivery of an outlet centre close to regional tourist attractions such as Sydney Zoo and Bungarribee Park, which provides opportunities a “day out” in this shopping/recreational precinct.

## Responses / mitigation measures

- Ensure that the design of the proposed development enables convenient wayfinding to the recreation facility.
- Consider inclusion of digital infrastructure within the proposed development to enhance accessibility and use of Eastern Creek Quarter as social infrastructure, and to provide a total retail experience for visitors. This may include:
  - Providing free WiFi, which may support users of the shopping centre experiencing disadvantage,
  - Exploring opportunities for stores to provide digital experiences, as people increasingly use mobile devices as part of their retail experience,
  - Ensuring flexibility of the design to support contemporary retail trends, including pre-ordering, effective takeaway experiences through “click and collect” distribution areas. This will be particularly relevant in the post-COVID19 environment, as physical distancing measures may continue to be required.
- Consider opportunities to link the proposed development to the surrounding Western Sydney Parklands and Blacktown International Sportspark, e.g. active transport links, sport-themed activations of the proposed development.

## Summary

|  |  |
|--|--|
| <b>Overall Social Risk rating and social benefit</b> | <p>Upon completion of the proposed works, the project is considered to provide significant social benefit as a result of a new shopping centre in this location to support population growth.</p> <p>It is important to ensure regular communication and engagement with stakeholders to manage the any potential negative impacts during the construction and operation phase.</p> <p>The social risk rating is considered moderate-high with the overall rating of risk is:</p> <ul style="list-style-type: none"> <li>• Construction: C2 (possible moderate)</li> <li>• Operation: D1 (possible minor)</li> </ul> |
| <b>Likelihood</b>                                    | Likely long term impact as the use of the site for public open space is altered through construction. Significant positive benefit upon completion.  |
| <b>Consequence</b>                                   | The consequence of impacts during the construction phase are considered moderate, as site is currently used as public open space.  |
| <b>Duration</b>                                      | Most potential negative impacts will occur during the construction phase. Most potential positive social benefits will occur during the operational phase.   |

| Potential impacts                     |   |
|---------------------------------------|---|
| <b>Severity/ sensitivity</b>          | Severity and sensitivity is considered to be minor in relation to the Project, as the loss of open space at this site is in line with Western Sydney Parklands Trust's Plan of Management.              |
| <b>Extent</b>                         | The extent of the impact may be felt by some visitors to social infrastructure, users of the existing Eastern Creek Quarter shopping centre and surrounding residents.                                  |
| <b>Potential to mitigate/ enhance</b> | It is important to ensure regular communication and engagement with stakeholders to manage the community awareness and understanding of the Project during both the construction and operational phase. |

### 7.3 Monitoring and measurement framework

To monitor and measure the ongoing impact of the proposed development on relevant stakeholders and the surrounding community, the following framework is recommended:

#### During early works construction

- Development of a Construction Management Plan that includes complaints handling procedure for identifying and responding to community issues related to construction impacts.
- Ongoing consultation with relevant stakeholders, including local schools and users of the existing Eastern Creek Quarter shopping centre, to identify and proactively address issues as they arise.

#### During operation

- Continued consultation with relevant stakeholders, including local schools. Frasers has been regularly engaging with the school and its community over the past several years, and it is recommended that this continue during the operation of the proposed development.
- Development and implementation of an operational plan of management that mandates data collection (e.g. visitor and tenant surveys, review of complaints register) to enable ongoing monitoring of the performance of the Eastern Creek Quarter over time.

## 8.0 Concluding comments

An assessment of the social impact categories, as defined within the *Social Impact Assessment Guideline (DPIE, 2017)* has been undertaken with consideration to the issues identified through the baseline analysis.

Each category of impact is appraised with a significance of the impact based on the likelihood, consequence and social risk rating. Overall, the level of impacts range from being low to moderate, with no major significant negative impacts identified in relation to the proposal, that cannot be effectively mitigated.

Key challenges identified with the SSDA relate to:

- Temporary impacts to amenity and surroundings during the early works construction phase of Eastern Creek Quarter Stage 3. Changes to amenity may relate to environmental factors such as noise, traffic and parking, vibration, views and air quality. These impacts will be managed in accordance with legislation and regulation, through a Construction Management Plan
- The site is currently undeveloped land owned by Western Sydney Parklands (although it is noted that the site is earmarked for development by the Western Sydney Parklands Trust and has limited recreational value). To facilitate the proposed development, during early works construction this site would no longer be publicly accessible and the streetscape of the area would be changed, which may impact on local residents and visitors to the remaining Eastern Creek Quarter
- Baseline analysis identified the community is highly car dependent. There is potential for increased traffic movements associated with the operation of the proposed development at this site, which is likely to attract a high percentage of shoppers driving to the site from the broader Central City District. Potential impacts related to amenity and safety associated with increased traffic movements may include:
  - Safety risks associated with students of surrounding schools crossing roads near the site
  - Frustration and disruption associated with increased congestion for surrounding residents and shoppers visiting existing shopping centre.

The most significant social benefits of the proposal relate to:

- Increased convenience for shoppers, residents and visitors to Eastern Creek Quarter associated with delivery of a range of retail outlet offerings. This would increase opportunities for residents to access factory outlet shopping options in a location close to home for residents of the PSA, and the broader Central City District. The regional scale of the outlet centre is likely to attract visitors from across Greater Sydney and offers a regional benefit in terms of improved convenience and choice
- Potential improvements to community cohesion associated with increased spaces for people to meet and gather (including food and beverage outlets and a recreational offering), which has the potential to strengthen community ties
- Positive social benefits associated with the delivery of a new recreation facility in a convenient location. The provision of a new recreation offering at this site will enhance access to recreation opportunities in the local PSA, and also for visitors to the proposed development who may not wish to undertake a day of shopping at this outlet hub. This indoor recreation facility is to be managed by a commercial operator, and the exact use of the indoor recreation facility will be further refined through market testing at later planning stages
- Positive social benefits associated with ongoing financial sustainability of Western Sydney Parklands Trust, associated with sale of this site. The Trust would use the funding from this site to maintain and enhance the public open space and recreational offering of the regional open space associated with the Parklands
- Increased employment opportunities for residents of the PSA and broader Central City District.

The overall long-term benefit of the proposed development is considered to be positive, and potential negative impacts can be mitigated through implementation of a robust Construction Management Plan for early works, development and implementation of an operational plan of management and commitment to ongoing consultation with the local community and relevant stakeholders.

## Appendix A. Strategic policy context

| Planning for the Future of Retail – Discussion Paper      |  |
|---|--|
| Department of Planning, Industry & Environment NSW (2018) |  |
| Purpose and vision  | The Discussion Paper explores three potential directions for the NSW planning system to respond to changing trends in customer needs and behaviours. The Discussion Paper was prepared to support the ongoing development of a Retail Strategy for NSW.  |
| Key findings/ actions                                     | <p>The retail sector is a significant contributor to liveability and social vibrancy in NSW communities by providing a focus space for events and social interaction. In metropolitan Sydney, social/recreational and shopping trips represent 25% of total trips each work day, and in regional centres, a single shop can attract visitors from as far as hundreds of kilometres for and function as a central social anchor.</p> <p>The Paper identifies three directions for retail planning to serve community retail needs:</p> <ul style="list-style-type: none"> <li>• Better local strategic planning of retail</li> <li>• Orderly development of new retail formats in centres</li> <li>• Adaptability and certainty for retail</li> </ul> <p>Large format retail is evolving as a popular retail category with providing diversified offerings and other changing land uses. Clusters of large format retail should seek to combine elements of main streets, large format and other complementary retail uses to support the emerging customer market. Large format retail centres should be well designed to attract people, and should be planned in coordination with investment in transport infrastructure. Further, customer behaviour is changing with customers being more value conscious and less brand loyal.</p> |
| Greater Sydney Region Plan: A Metropolis of Three Cities  |  |
| Greater Sydney Commission (2018)                          |  |
| Purpose and vision  | <p>The Plan establishes a vision to meet the needs of a growing and changing population of Greater Sydney, a metropolis of three Cities:</p> <ul style="list-style-type: none"> <li>• Western Parkland City</li> <li>• Central River City</li> <li>• Eastern Harbour City</li> </ul> <p>Ten directions are identified for liveability, productivity, and sustainability, including:</p> <ul style="list-style-type: none"> <li>• Infrastructure supporting new developments</li> <li>• Designing places for people</li> <li>• Developing a more accessible and walkable city</li> </ul>  |
| Key findings/ actions                                     | <p>West of Blacktown, the Greater Penrith to Eastern Creek Area is identified as an investigation area that will link existing areas and major infrastructure. Development in this area should contribute to a connected, vibrant Western Parkland City with more jobs, homes, services, and open space.</p> <p>According to the Plan, great places are characterised by a land use mix that co-locates retail and recreation services in centres. Those that form a collection of shops and health, civic and commercial uses can create a strong sense of place and form the focus of a vibrant neighbourhood.</p> <p>The benefits of co-locating major trip-generating activities include:</p> <ul style="list-style-type: none"> <li>• Jobs closer to homes</li> <li>• Optimising investment in the public transport network</li> <li>• Increased business productivity</li> <li>• A sense of place and neighbourhood identity</li> <li>• Optimising investment in health, education, administrative, community, and other social infrastructure</li> </ul> <p>The Plan encourages clusters of large format retail centres that can grow and evolve over time. Large format retail centres with adequate access to transport and quality domains will</p>  |



## Greater Sydney Region Plan: A Metropolis of Three Cities

|  |   |
|--|---|
|  | enhance safety, convenience and plays a large role in the greater retail network to promote economic vitality of centres. |
|--|---|

## Central City District Plan

### Greater Sydney Commission (2018)

|                       |  |
|-----------------------|--|
| Purpose and vision    | The Plan seeks to manage growth for the Central City District of the Greater Sydney Region, with planning priorities and actions to support the 40-year vision for Sydney as a metropolis of three cities. It informs local strategic planning statements and environmental plans, and contains planning priorities and actions to guide Councils in planning for growth and change.   |
| Key findings/ actions | <p>Strategic directions sit under four themes:</p> <ul style="list-style-type: none"> <li>• Infrastructure and collaboration</li> <li>• Liveability</li> <li>• Productivity</li> <li>• Sustainability</li> </ul> <p>The Central City District comprises a network of district and local centres in a growing region. While the greatest population growth is expected in the Parramatta Local Government Area, Blacktown is expected to accommodate more than 170,000 people by 2036. There is a decline in working age people expected for the District, with the number of residents over 65 expected to more than double by 2036.</p> <p>The Plan highlights the importance of facilities that create social connectors, which foster health, culturally rich, and networked communities. Places with high concentrations of social connectors are characterised by:</p> <ul style="list-style-type: none"> <li>• Access to trains or high frequency bus routes</li> <li>• Cultural and economic diversity</li> <li>• High levels of volunteering</li> <li>• High provision of social infrastructure</li> <li>• Access to education and learning</li> <li>• Walkable town centres or eat street</li> <li>• Diverse housing mix.</li> </ul> <p>While their primary function is to provide local goods and services, retail centres also provide employment near homes and deliver community benefits. The Plan supports the co-location of commercial and recreational uses, with clusters of large format retail being integrated as part of the retail network and being planned the same way as centres. Centres should address the following principles:</p> <ul style="list-style-type: none"> <li>• Provide public realm and open space focus</li> <li>• Deliver transit-oriented development and co locate facilities and social infrastructure</li> <li>• Provide, increase or improve local infrastructure and open space</li> <li>• Improve walking, cycling and public transport connections, including through the Greater Sydney Green Grid</li> <li>• Protect or expand retail and/or commercial floor space</li> <li>• Protect or expand employment opportunities</li> <li>• Integrate and support arts and creative enterprise and expression</li> <li>• Support the night-time economy</li> <li>• Augment or provide community facilities and services, arts and cultural facilities</li> <li>• Conserve and interpret heritage values</li> <li>• Accommodate local festivals, celebrations, temporary and interim uses</li> <li>• Increase residential development in, or within a walkable distance of, the centre</li> <li>• Provide parking that is adaptable to future uses and takes account of access to public transport, walking and cycling connections.</li> </ul> |

## Our Blacktown 2036 Community Plan

### Blacktown City Council (2017)

|                    |  |
|--------------------|--|
| Purpose and vision | <p>Blacktown's Community Plan expresses the community's vision and aspirations for the future of the municipality, based on surveys, forums, and other discussions with residents, ratepayers, and businesses. The Plan is based on 6 guiding principles:</p> <ul style="list-style-type: none"> <li>• Sustainability</li> </ul> |
|--------------------|--|



| Our Blacktown 2036 Community Plan                 |  |
|---|--|
|   | <ul style="list-style-type: none"> <li>• Leadership</li> <li>• Innovation</li> <li>• Equity</li> <li>• Partnership</li> <li>• Excellence</li> </ul>  |
| Key findings/ actions                             | Access to services is one of the indicators for a vibrant and inclusive community. Council identifies the development and promotion of city centres as one of its focus areas for economic prosperity.   |
| Blacktown Local Strategic Planning Statement 2020 |  |
| Blacktown City Council (2020)                     |  |
| Purpose and vision                                | The Blacktown LSPS establishes a 20-year vision for the City of sustainable growth supported by essential infrastructure, efficient transport, a prosperous economy, and equitable access to a vibrant, healthy lifestyle.   |
| Key findings/ actions                             | <p>Blacktown is one of the fastest growing municipalities in Australia. Residential development in the City is shifting to medium and high density dwellings in greenfield and urban renewal precincts. The site is located within the Greater Penrith to Easter Creek Growth centre which is expected to cater for the growing needs of population growth.</p> <p>Relevant local planning priorities include:</p> <ul style="list-style-type: none"> <li>• Providing services and social infrastructure to meet people's changing needs</li> <li>• Respecting heritage and fostering healthy, creative, culturally rich, and socially connected communities</li> <li>• Creating and renewing great places and centres</li> <li>• Growing mixed-use, investment, business, and job opportunities in strategic centres</li> </ul>   |
| Plan of Management 2030                           |  |
| Western Sydney Parklands Trust (2018)             |  |
| Purpose and vision                                | <p>The Plan of Management for the Western Sydney Parklands provides the strategic management framework for the Parklands and assists the Western Sydney Parklands Trust in determining its priorities and actions over the coming years.</p> <p>It outlines a vision and key principals for the Parklands, which are used to shape four strategic directions that govern the Parklands' operation and development:</p> <ul style="list-style-type: none"> <li>• <i>Environmental Protection and Land Stewardship</i></li> <li>• <i>Creating Recreational and Community Facilities</i></li> <li>• <i>Community Participation and Engagement</i></li> <li>• <i>Financial Sustainability and Economic Development.</i></li> </ul> <p>The Plan provides details on the business hubs and other revenue-generating opportunities that secure the long-term, sustainable revenue base required for development, maintenance, programs and activities in the Parklands.</p> |
| Key findings/ actions                             | <p>Actions relevant to this SSDA include:</p> <ul style="list-style-type: none"> <li>• <i>Strategic Direction 4: Create a sustainable revenue base for the Parklands to develop and manage strategic and operational expenditure. Sustainable revenue ensures the Parklands can also contribute to the economy of Western Sydney, providing lifestyle opportunities that will help make the region a great place to live, work and visit.</i> <ul style="list-style-type: none"> <li>– <i>Objective 1: Deliver sustainable management of the Parklands' land and assets;</i></li> <li>– <i>Objective 2: Maximise the use and community benefits of existing and new leased government and private assets in the Parklands,</i></li> <li>– <i>Objective 3: Increase employment and economic activity in Western Sydney through private and public partnerships in new WSPT Business, Community Facility, Sport and Tourism Hubs.</i></li> </ul> </li> </ul>           |

## Appendix B. Demographic profile

| Category  | Primary Study Area | Blacktown LGA | Greater Sydney |
|---|--------------------|---------------|----------------|
| <b>Income</b>   |                    |               |                |
| Median individual income (annual)   | \$34,360           | \$35,010      | \$37,460       |
| Variation from Greater Sydney median  | -8.3%              | -6.5%         | na             |
| % of persons (15 years or older) earning \$1,000pw or more  | 30.3%              | 32.4%         | 37.3%          |
| Median household income (annual)  | \$94,840           | \$89,230      | \$92,200       |
| Variation from Greater Sydney median  | 2.9%               | -3.2%         | na             |
| % of Households earning \$2,500pw or more   | 27.9%              | 27.7%         | 31.8%          |
| <b>Age Structure</b>  |                    |               |                |
| Median Age (years)  | 33.9               | 32.9          | 36.4           |
| <b>Country of Birth</b>   |                    |               |                |
| Australia   | 53.3%              | 57.2%         | 61.9%          |
| Aboriginal and Torres Strait Islanders  | 1.7%               | 2.8%          | 1.4%           |
| Other Major English Speaking Countries  | 5.2%               | 5.7%          | 7.6%           |
| Other Overseas Born   | 41.5%              | 37.1%         | 30.5%          |
| % speak English only at home  | 51.8%              | 34.0%         | 62.5%          |
| <b>Household Composition</b>  |                    |               |                |
| Couple family with no children  | 19.2%              | 18.9%         | 23.8%          |
| Couple family with children   | 51.7%              | 47.4%         | 37.5%          |
| Couple family - Total   | 71.0%              | 66.3%         | 61.3%          |
| One parent family   | 13.7%              | 14.7%         | 11.1%          |
| Other families  | 1.3%               | 1.4%          | 1.3%           |
| Family Households - Total   | 85.9%              | 82.5%         | 73.7%          |
| Lone person household   | 12.5%              | 15.2%         | 21.7%          |
| Group Household   | 1.6%               | 2.3%          | 4.6%           |
| <b>Dwelling Structure (Occupied Private Dwellings)</b>  |                    |               |                |
| Separate house  | 84.1%              | 78.2%         | 57.2%          |
| Semi-detached, row or terrace house, townhouse etc.   | 14.0%              | 16.2%         | 14.0%          |
| Flat, unit or apartment   | 1.6%               | 5.2%          | 28.2%          |
| Other dwelling  | 0.3%               | 0.4%          | 0.5%           |
| Occupancy rate  | 95.2%              | 95.2%         | 92.3%          |
| Average household size  | 3.4                | 3.2           | 2.8            |
| <b>Tenure Type (Occupied Private Dwellings)</b>   |                    |               |                |
| Owned outright  | 26.1%              | 23.1%         | 30.0%          |
| Owned with a mortgage   | 46.4%              | 43.2%         | 34.2%          |
| Rented  | 27.0%              | 33.1%         | 35.1%          |
| State or territory housing authority  | 2.9%               | 7.8%          | 4.2%           |
| Other tenure type   | 0.4%               | 0.6%          | 0.7%           |
| <b>Attending Education (% of those attending)</b>   |                    |               |                |
| Pre-school  | 5.2%               | 7.2%          | 6.9%           |
| Infants/Primary Total   | 34.3%              | 37.1%         | 32.2%          |
| Secondary Total   | 28.5%              | 27.3%         | 25.0%          |
| Technical or Further Educational Institution  | 8.2%               | 7.6%          | 7.6%           |
| University or other Tertiary Institution  | 19.8%              | 17.4%         | 24.2%          |
| Other type of educational institution   | 3.9%               | 3.5%          | 4.0%           |
| % of total population attending education   | 26.2%              | 26.5%         | 25.2%          |
| <b>Highest Level of Education Completed (% of population aged 15 years and over)</b>                                      |                    |               |                |
| Year 12 or equivalent   | 61.6%              | 62.1%         | 67.5%          |
| Year 9-11 or equivalent   | 31.1%              | 31.3%         | 26.7%          |
| Year 8 or below   | 5.9%               | 5.2%          | 4.4%           |
| Did not go to school  | 1.4%               | 1.3%          | 1.5%           |
| <b>Highest Level of Non-School Qualification</b>  |                    |               |                |
| Postgraduate degree   | 7.5%               | 11.3%         | 13.9%          |
| Graduate diploma or certificate   | 1.7%               | 2.4%          | 3.4%           |
| Bachelor degree   | 34.1%              | 32.5%         | 36.4%          |
| Advanced diploma or diploma   | 17.9%              | 18.5%         | 17.7%          |
| Certificate   | 38.8%              | 35.3%         | 28.6%          |
| % of persons with non-school qualifications (persons 15 years and above) - excludes not-stated and inadequately described | 46.5%              | 47.7%         | 52.7%          |
| <b>Employment Status</b>  |                    |               |                |
| Unemployed/ looking for work  | 6.8%               | 7.3%          | 6.0%           |
| Labour force participation rate   | 65.7%              | 66.1%         | 65.6%          |

**Table 6 Cultural and linguistic diversity**

Source: ABS Census of Population and Housing 2016

| <b><u>Top 5 Countries of Birth</u></b> | <b><u>Primary Study Area</u></b> | <b><u>Blacktown LGA</u></b> |
|--|----------------------------------|-----------------------------|
| 1                                      | Australia (53.3%)                | Australia (57.2%)           |
| 2                                      | Philippines (14.9%)              | India (8.1%)                |
| 3                                      | India (4.0%)                     | Philippines (6.9%)          |
| 4                                      | Fiji (3.3%)                      | New Zealand (2.5%)          |
| 5                                      | New Zealand (2.8%)               | Fiji (2.2%)                 |

| <b><u>Top 5 Languages Spoken at Home</u></b> | <b><u>Primary Study Area</u></b> | <b><u>Blacktown LGA</u></b> |
|--|----------------------------------|-----------------------------|
| 1  | English (51.8%)                  | English (34.0%)             |
| 2  | Tagalog (9.6%)                   | Tagalog (4.2%)              |
| 3  | Filipino (4.6%)                  | Hindi (4.2%)                |
| 4  | Hindi (4.3%)                     | Punjabi (3.8%)              |
| 5  | Arabic (3.8%)                    | Arabic (3.2%)               |