



ENGAGEMENT AND COMMUNICATION OUTCOMES REPORT

Auburn Customer Fulfilment
Centre

Prepared for
WOOLWORTHS PTY LTD
6 October 2020



URBIS STAFF RESPONSIBLE FOR THIS REPORT WERE:

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Project Code	P0023668
Report Number	Final

Urbis acknowledges the important contribution that Aboriginal and Torres Strait Islander people make in creating a strong and vibrant Australian society.

We acknowledge, in each of our offices the Traditional Owners on whose land we stand.

All information supplied to Urbis in order to conduct this research has been treated in the strictest confidence. It shall only be used in this context and shall not be made available to third parties without client authorisation. Confidential information has been stored securely and data provided by respondents, as well as their identity, has been treated in the strictest confidence and all assurance given to respondents have been and shall be fulfilled.

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1. INTRODUCTION

Urbis Pty Ltd (Urbis) has been engaged by Woolworths Group Pty Ltd (Woolworths) to prepare and deliver a stakeholder engagement and communications program to support the State Significant Development Application (SSD-10470) for a new online customer fulfilment centre located at 11 and 13 Percy Street, Auburn (Lot 1 DP1183821 and Lot DP1183821).

Auburn is located 16 kilometres west of the Sydney central business district and is in the Cumberland local government area (LGA). The site forms part of an industrial precinct, including warehouses, manufacturing, freight and logistics uses and large format retail.

The proposal seeks to address the increasing demand for online deliveries and will provide ongoing employment opportunities for the central Western Sydney region.

This engagement and communication outcomes report documents the engagement and communications process, feedback received and considerations in response to feedback undertaken for the Woolworths during June and July 2020.

Figure 1 – Site (aerial view)



Source: Woolworths Pty Ltd

2. OVERVIEW OF PROPOSAL

Woolworths is planning a new online customer fulfilment centre in Auburn to service growing demand for home delivery of groceries in Sydney's central west.

Located at 11 and 13 Percy Street, Auburn, the online customer fulfilment centre is expected to service more than 40,000 home deliveries a week in inner and western Sydney, meeting increasing demand. Spanning 32,400sqm, the state-of-the-art facility would operate 24/7 and incorporate:

- A single level, state-of-the-art warehouse
- Two levels of ancillary office space for the team
- Car parking for more than 250 cars and vans, with private vehicle access via Percy Street
- Loading and delivery docks, with delivery vehicle access via Percy Street.
- A range of sustainability measures are planned, including rainwater harvesting, solar panels and electric vehicle charging facilities, targeting a 5-Star Green Star Rating from the Green Building Council of Australia.
- The proposal would create around 150 jobs during construction plus 350 ongoing jobs.

The application (SSD-10470) seeks approval for:

- Construction and 24/7 operation of a warehouse and distribution centre
- Demolition of two existing buildings, associated structures and landscaping
- Bulk earthworks and tree clearing
- Construction of a warehouse, ancillary offices, car parking, docking areas associated infrastructure, site access points and landscaping.

Figure 2 – Artists impression of online customer fulfilment centre in Auburn



Source: Nettleton Tribe Architects

3. STAKEHOLDER ANALYSIS

Stakeholders are individuals, groups of individuals or organisations that could influence or affect a project. Urbis Engagement collaborated with Woolworths in managing the community stakeholders for the Auburn Customer Fulfilment Centre proposal.

3.1. LEVEL OF ENGAGEMENT

Urbis Engagement works in line with the International Association of Public Participation's (IAP2) Public Participation spectrum and utilises the participation principles of:

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Source: IAP2 Spectrum of Public Participation

The following table outlines the key stakeholders who formed part of the consultation process. The stakeholder identification matrix is based on the principles in accordance with the International Association of Public Participation's (IAP2) Public Participation spectrum as outlined above.

Table 1 - Stakeholder matrix

Stakeholder	Level	How this group participated
Cumberland City Council	Inform/Consult	<ul style="list-style-type: none"> Invitation for stakeholder meeting/briefing Stakeholder meetings/briefing
Mayor		
General Manager		
Director of Planning		
Ward Councillors (Regents Park Ward)	Inform/Consult	<ul style="list-style-type: none"> Invitation for stakeholder meeting/briefing Meeting/briefing.
Federal and State Members of Parliament.		
Briefings provided to Federal and State Members of Parliament to: <ul style="list-style-type: none"> Provide an overview of the plans 		

Stakeholder	Level	How this group participated
<ul style="list-style-type: none"> - Its future operations and details of the community engagement - Approach in relation to the SSDA. 		
<p>Near neighbours located adjacent to 11 and 13 Percy Street, Auburn including:</p> <ul style="list-style-type: none"> ▪ St Hilliers Rd ▪ Hall St ▪ Darthbrook Rd ▪ Simpson St ▪ Percy St ▪ Boorea St ▪ Yarram St ▪ Olympic Dr ▪ Nyrang St ▪ Great Western Highway. 	<ul style="list-style-type: none"> ▪ Inform/Consult 	<ul style="list-style-type: none"> ▪ Fact sheet and letterbox drop ▪ Door knock ▪ Information and feedback phone and email.
<p>‘Sensitive’ stakeholders nearby Including:</p> <ul style="list-style-type: none"> ▪ Parramatta Netball Association ▪ PCYC Auburn ▪ Auburn Basketball Centre ▪ Lidcombe Oval users ▪ Wyatt Park users ▪ Auburn park users ▪ Auburn Ruth Everuss Aquatic Centre ▪ Auburn Youth Centre ▪ Auburn Gallipoli Mosque ▪ Lidcombe shopping centre ▪ Medlab Pathology ▪ Reading Cinemas Auburn ▪ Bodyfitness Centre. 	<ul style="list-style-type: none"> ▪ Inform/Consult 	<ul style="list-style-type: none"> ▪ Fact sheet and letterbox drop

4. ENGAGEMENT PROCESS

As part of the engagement and communication process, the following consultation was undertaken by Urbis for the Auburn Customer Fulfilment Centre:

- Engagement and Communication Plan
- Project fact sheet
- Letterbox drop
- Near neighbour door knock
- Information website
- Feedback survey
- Stakeholder and community briefings
- Government authority briefings
- Dedicated 1800 number and email feedback channels.

4.1. PURPOSE OF ENGAGEMENT

The stakeholder and community engagement process for the online customer fulfilment centre in Auburn aimed to:

- Provide accurate information about the State Significant Development Application (SSDA)
- Deliver an independent, transparent and accountable consultation process and provide a range of ways for people to engage and give feedback
- Create pathways for stakeholder interaction and feedback that are open and transparent
- Document key feedback to inform ongoing design and planning
- Collate feedback to inform the proposal for the online customer fulfilment centre in Auburn.

5. OVERVIEW OF ENGAGEMENT ACTIVITIES

The following activities were undertaken as part of the engagement and communication process:

5.1. FACT SHEET

A fact sheet was prepared to outline key features of the proposal and invite members of the community to contribute their ideas and thoughts via an online survey, hosted on a dedicated website or through an enquiry line.

The fact sheet also directed people in Mandarin and Arabic to download the fact sheet in those top two community languages from the website.

A copy of the newsletter in English, Arabic and Mandarin has been provided in Appendix A.

5.2. DOOR KNOCK

Urbis Engagement conducted a door knock of neighbouring residents on St Hilliers Road, Hall Street and Percy Street Auburn on 8 July 2020 to supply information about the proposal and inform residents and local businesses of the opportunities to provide feedback.

Urbis visited a total of 44 properties during the door knock and spoke with 34 of these properties, mostly consisting of neighbouring businesses. Those properties who were available to speak were provided with an information fact sheet, a number, and an email to make further enquires.

Overall, residents who were door knocked were positive and neutral about the proposal. A detailed summary of feedback has been outlined in Section 5 of this report.

The door knock catchment has been provided in Appendix B and summary of door knock sentiment is provided in Appendix C.

5.3. NEAR NEIGHBOUR LETTERBOX DROP

Urbis Engagement identified near neighbour, border properties to deliver a newsletter straight to their letterbox, including information on how to utilise the dedicated feedback channels. This was an opportunity for near neighbours to provide information, answer questions and collect feedback.

A newsletter was distributed to the mailboxes of approximately 2,310 households across St Hilliers Rd, Hall St, Darthbrook Rd, Simpson St, Percy St, Boorea St, Yarram St, Olympic Dr, Nyrang St and the Great Western Highway in Auburn on 8 July 2020.

The letter drop catchment is provided in Appendix D.

5.4. WEBSITE

As part of the consultation process, and to ensure access to specialised information regarding the proposal, a dedicated project information website was developed and published.

Located at www.11-13percystreetauburn.com the website provided information about the proposed development application, the planning process and contact information.

This engagement activity was designed to be used as an inform tool, with easily accessible information available anywhere, at any time. The website was live from 30 June 2020 and will remain active for the duration of the project. A total of 22 unique visitors have visited the site at the time of writing this report.

Figure 3 - Website analysis figures



A copy of the information website is found at Appendix E.

5.5. SURVEY

A feedback survey was provided on the website for stakeholders and the community to provide their thoughts and feedback on the proposal.

The survey sought to understand people's preferences for online shopping and any areas of interest or concern regarding the proposal. There were three responses to the survey and all three respondents provided their details to be kept updated regarding the proposal.

A copy of the survey results as of 29 July 2020 is found at Appendix F.

5.6. STAKEHOLDER AND COMMUNITY GROUP BRIEFINGS

A briefing request was sent to the Parramatta River Catchment providing a fact sheet, offering the opportunity to meet with members of the project team and learn more about the proposal. At the time of writing this report no response has been received.

5.7. ENGAGEMENT EMAIL AND PHONE LINE

Members of the public were invited to contact Urbis Engagement through a dedicated 1800 phone number and an email address for the duration of the engagement period. At the time of writing this report no one has contacted Urbis engagement through the enquiry channels to provide feedback.

6. ENGAGEMENT FEEDBACK

6.1. OVERALL FEEDBACK

Key themes that arose during the consultation period included:

- Site suitability
- Potential traffic impacts, including parking
- Truck movements.

At the time of writing this report no feedback had been submitted through the Urbis Engagement enquiry line or email address regarding the proposal.

The feedback email and phone line will remain open until determination of the SSDA is completed should feedback and/or issues management be requested.

7. DETAILED FEEDBACK

Table 2 – Detailed feedback and response

Theme	Feedback	Response
General enquires	<ul style="list-style-type: none"> Minimal level of interest regarding the proposal from the local community and stakeholders during the consultation process. Enquiries received regarding the number of workers on site. Enquiries regarding the operation of an online customer fulfilment centre and how the system works. Enquiries regarding truck movements to and from the site. 	<ul style="list-style-type: none"> Woolworths is planning a new online customer fulfilment centre in Auburn, to service growing demand for home delivery of groceries in Sydney's central west. Woolworths is committed to keeping near neighbours informed about its proposed operations and project plans, including providing easy and available ways to provide feedback. Located at 11 and 13 Percy Street, Auburn, the online customer fulfilment centre is expected to service more than 40,000 home deliveries a week in inner and western Sydney, meeting increasing demand. A State Significant Development Application (SSDA) will be lodged with the Department of Planning, Industry and Environment (DPIE) in August 2020.
Site suitability	<ul style="list-style-type: none"> Feedback was received regarding the suitability of the site for an online fulfilment centre. 	<ul style="list-style-type: none"> The proposal is consistent with the historic use of the site for industrial purposes and surrounding land use.
Traffic and access	<ul style="list-style-type: none"> Concerns were noted from near neighbours located on Hall and Percy Streets regarding additional truck movements in this area. Concerns were raised regarding the potential impact of increased traffic congestion and hazards, in particular on the intersection of Percy and Hall Streets. Further clarification was sought regarding the proposed 24/7 operation and truck movements to and from the site. 	<ul style="list-style-type: none"> The site forms part of the Percy Street industrial precinct that includes warehouses, manufacturing, freight and logistics uses and large format retail. The sites at 11 and 13 Percy Street are currently occupied for warehousing for an events and lighting company and a car storage depot. In keeping with the current uses, the road network is anticipated to have capacity to cater for additional traffic movements from the proposed development. A detailed traffic report will be completed as part of the planning

Theme	Feedback	Response
		process and this will be made publicly available.
Job creation	<ul style="list-style-type: none"> It was noted that job opportunities were a key benefit from the proposal for the Auburn area. 	<ul style="list-style-type: none"> The proposal would create around 150 jobs during the construction phase. The proposal is expected to generate around 350 ongoing jobs once operational.
Noise	<ul style="list-style-type: none"> A small number of enquiries were noted regarding potential noise that may be created during construction and operation. 	<ul style="list-style-type: none"> An acoustic report will be prepared and submitted as part of the EIS to the Department of Planning, Industry and Environment. A Plan of Management will be prepared which will be made publicly available, outlining hours of operation, loading and unloading facilities, operations and mitigation measures.

DISCLAIMER

This report is dated 6 October 2020 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of WOOLWORTHS PTY LTD (**Instructing Party**) for the purpose of Report (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

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APPENDIX A

FACTSHEETS

Artist impression of proposed distribution fulfilment centre, from Percy Street

AUBURN

Proposed online customer fulfilment centre

 11-13 PERCY STREET

Woolworths is planning a new online customer fulfilment centre in Auburn, to service growing demand for home delivery of groceries in Sydney's central west.

This future infrastructure will help our delivery network keep pace with the changing needs of customers in the years ahead. We have lodged preliminary plans with the Department of Planning, Industry and Environment for the proposal, which would be located in Auburn's industrial precinct at 11-13 Percy Street. We are engaging with the community to inform our detailed plans, and welcome your input.

Woolworths 
The fresh food people

ABOUT THE PROPOSAL



Online customer fulfilment centre with two levels of supporting office space



Operations proposed 24/7 in existing industrial area



Expected to create 250 ongoing jobs and 440 jobs during construction



Car parking for around 250 vehicles on site



Loading and delivery access via Percy Street



Targeting a 5-Star Green Star rating; rainwater harvesting, solar panels & electric vehicle charging



Share your thoughts

The project team is focused on ensuring the plans integrate within the local community. We encourage you to learn more about the plans, ask questions and provide your feedback online or getting in touch on email or phone. We will also be door knocking near neighbours to seek feedback and reaching out to local groups.

Visit our website to view details of the plans and complete a short survey: www.11-13PercyStreetAuburn.com

PLANNING PROCESS



June/July 2020:

Community consultation on preliminary plans, prior to lodging detailed plans including an Environmental Impact Study.



Mid 2020: EIS to be lodged with the NSW Department of Planning, Industry & Environment.



Late 2020: Application expected to be placed on public exhibition, where the community can provide formal comments on the plans.



2021: Anticipated determination of planning application; construction to follow.



CONTACT

Woolworths has commissioned Urbis Engagement to collect your feedback on the plans.

e: engagement@urbis.com.au **t:** 1800 244 863

如果您想阅读这份资料的简体字版本, 请访问 www.11-13PercyStreetAuburn.com.

إذا كنت تريد قراءة نشرة المعلومات هذه باللغة العربية
يُرجى زيارة الموقع الإلكتروني www.11-13PercyStreetAuburn.com



从Percy Street看拟建的配送中心效果图

AUBURN

拟建的网上客户配送中心

11-13 PERCY STREET

Woolworths正计划在Auburn建设一个新的网上客户配送中心，以满足悉尼中西部地区日益增长的配送上门需求。

今后这项基础设施将有助于我们的配送网络在今后几年内跟上客户不断变化的需求。我们已经向Department of Planning, Industry and Environment提交了该拟建项目的初步计划，该项目将位于Auburn的工业区11-13 Percy Street。我们正在争取社区的参与，征求对我们的详细计划的意见，欢迎您畅所欲言。

Woolworths
The fresh food people

关于该拟建项目



网上客户配送中心有两层楼作为配套办公场所



打算在现有工业区每周七天、每天24小时开展业务



预计将创造250个长期工作岗位和440个施工期间的工作岗位



在这个地方可停放大约250辆车



装货和配送在Percy Street出入



目标是达到5-Star Green Star；采用雨水收集、太阳能板和电动汽车充电等环保措施



分享您的想法

该项目团队非常重视确保该计划与当地社区相结合。我们鼓励您了解关于该计划的更多信息、提出问题并在网上或通过电邮或电话提出宝贵意见。我们还将附近上门征求意见，并与当地社团联系。

请访问我们的网站，查看计划的细节，然后完成简短的调查：
www.11-13PercyStreetAuburn.com

规划过程

2020年6月/7月：

就初步计划进行社区咨询，然后提交详细计划，包括 Environmental Impact Study (EIS，即《环境影响研究报告》)。

2020年年中：

向NSW Department of Planning, Industry & Environment 提交 EIS (《环境影响研究报告》)。

2020年年底：

预计申请书将会公开展示，届时社区可对计划正式提出意见。

2021年：

预计计划申请书会获得批准，随后进行建设。



联系方式

Woolworths已委托Urbis Engagement收集您对该计划的反馈意见。

电邮：engagement@urbis.com.au

电话：1800 244 863



صورة انطباعية لفنان عن المركز المقترح
لتلبية التوزيع من Percy Street

معلومات عن الاقتراح

إقامة مركز لتلبية
احتياجات الزبائن عبر
الإنترنت مع طابقين من
المساحات المكتبية للدعم



العمليات المقترحة
تتم على مدار الساعة
في المنطقة الصناعية
الموجودة



من المتوقع أن يؤدي
المركز إلى إيجاد ٢٥٠
وظيفة مستمرة و ٤٤٠
وظيفة خلال عملية الإنشاء



سيوفر موقف سيارات
لحوالي ٢٥٠ مركبة في
الموقع



سيكون التحميل والتوصيل
عبر Percy Street



الهدف هو تحقيق درجة
5-Star Green Star
مع تجميع مياه الأمطار
واستخدامها، وتركيب
لوحات للطاقة الشمسية،
وشحن السيارات الكهربائية



AUBURN

المركز المقترح لتلبية احتياجات الزبائن عبر الإنترنت

11-13 PERCY STREET



تخطط Woolworths لإنشاء مركز جديد لتلبية احتياجات الزبائن عبر الإنترنت في Auburn، وذلك لتلبية الطلب المتزايد على توصيل منتجات البقالة إلى المنازل في وسط غرب Sydney.

ستساعد هذه البنية التحتية المستقبلية شبكة التوصيل لدينا على مواكبة الاحتياجات المتغيرة للزبائن في السنوات القادمة. وقد قدّمنا خططاً أولية للاقتراح إلى Department of Planning, Industry and Environment. وسيكون موقع المركز في منطقة Auburn الصناعية في 11-13 Percy Street. ونقوم حالياً بالتواصل مع أبناء المجتمع لإبلاغهم بخططنا التفصيلية، ونرحب بملاحظاتكم.

Woolworths
The fresh food people

عملية التخطيط

حزيران (يونيو) / تموز (يوليو)
٢٠٢٠: سيجري تشاور مع المجتمع
بشأن الخطط الأولية قبل تقديم
الخطط التفصيلية بما في ذلك
Environmental Impact Study
(EIS).

منتصف عام ٢٠٢٠: سيتم تقديم
EIS إلى NSW Department
of Planning, Industry &
Environment.

أواخر عام ٢٠٢٠: يُتوقع عرض
الطلب لكي يطلع عليه الجمهور،
حيث يمكن لأبناء المجتمع تقديم
تعليقات رسمية على الخطط.

٢٠٢١: يُتوقع إعطاء قرار طلب
التخطيط، وستلي ذلك عملية
الإنشاء.



شارك أفكارك

يركز فريق المشروع على ضمان تكامل الخطط ضمن المجتمع المحلي.
ونحن نشجعك على معرفة المزيد عن الخطط، وطرح أسئلة، وتقديم
ملاحظاتك عبر الإنترنت، أو التواصل عبر البريد الإلكتروني أو الهاتف.
كما أننا سنقوم بالطرق على أبواب الجيران القريبين من الموقع لطلب
تعليقاتهم والتواصل مع المجموعات المحلية.

قم بزيارة موقعنا على الإنترنت لرؤية تفاصيل الخطط وإكمال استطلاع
قصير: www.11-13PercyStreetAuburn.com



للاتصال

لقد أوكلت Woolworths إلى Urbis Engagement مهمة جمع تعليقاتكم على الخطط.

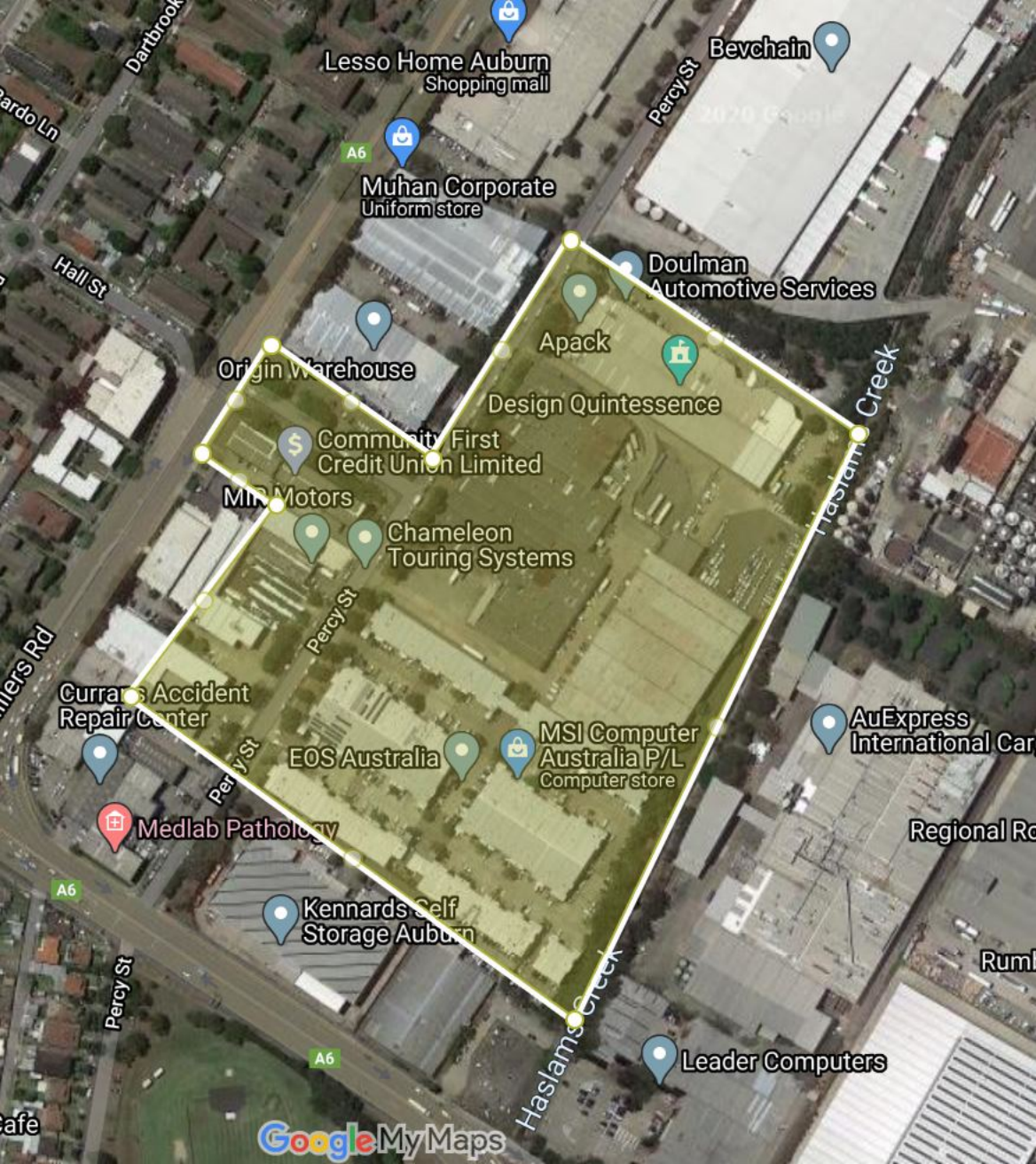
البريد الإلكتروني: engagement@urbis.com.au

الهاتف: 1800 244 863



APPENDIX B

DOORKNOCK CATCHMENT



Lesso Home Auburn Shopping mall

Bevchain

Muhan Corporate Uniform store

Doulman Automotive Services

Origin Warehouse

Apack

Design Quintessence

Community First Credit Union Limited

MIN Motors

Chameleon Touring Systems

Curran's Accident Repair Center

EOS Australia

MSI Computer Australia P/L Computer store

AuExpress International Car

Medlab Pathology

Regional R

Kennards Self Storage Auburn

Leader Computers

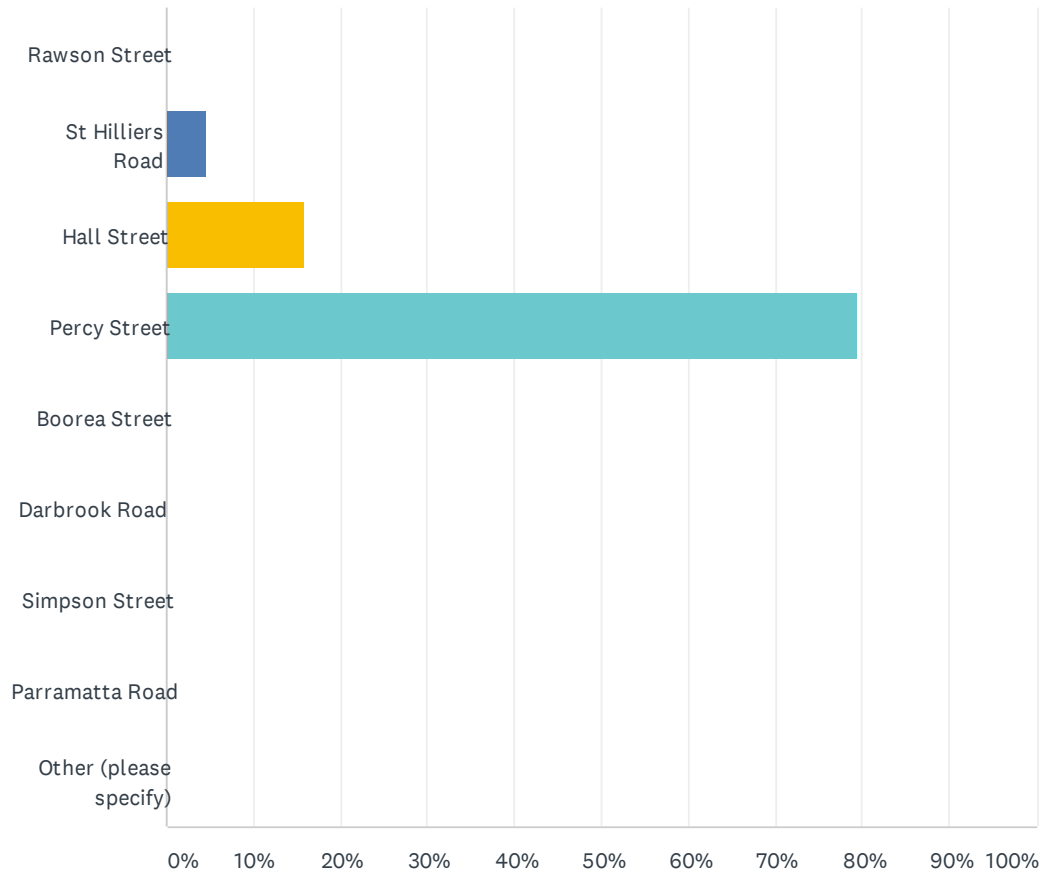
Google My Maps

APPENDIX C

DOORKNOCK SUMMARY

Q1 Street name

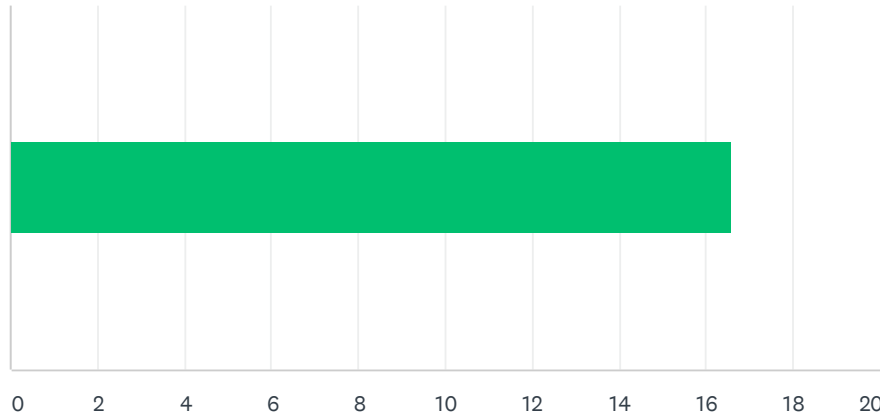
Answered: 44 Skipped: 0



ANSWER CHOICES	RESPONSES	
Rawson Street	0.00%	0
St Hilliers Road	4.55%	2
Hall Street	15.91%	7
Percy Street	79.55%	35
Boorea Street	0.00%	0
Darbrook Road	0.00%	0
Simpson Street	0.00%	0
Parramatta Road	0.00%	0
Other (please specify)	0.00%	0
TOTAL		44

Q2 Number

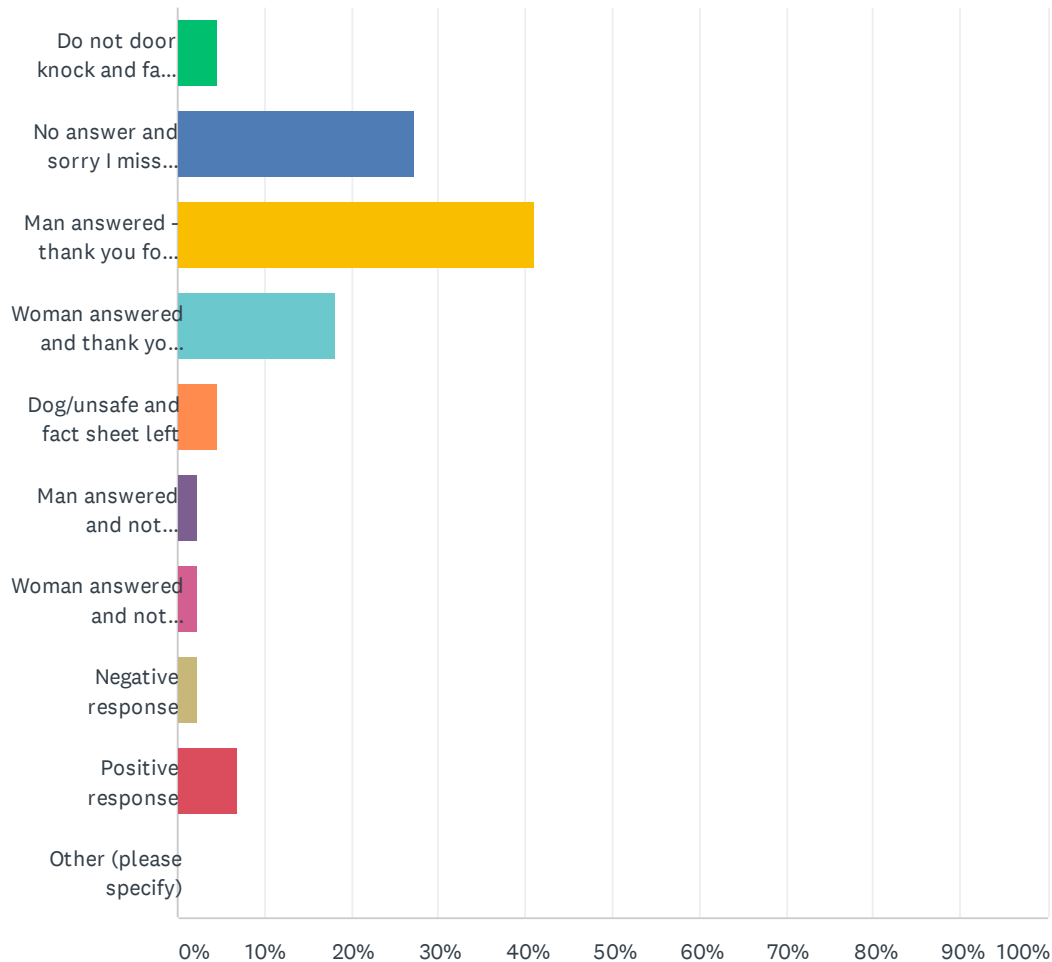
Answered: 34 Skipped: 10



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	17	563	34
Total Respondents: 34			

Q3 Action

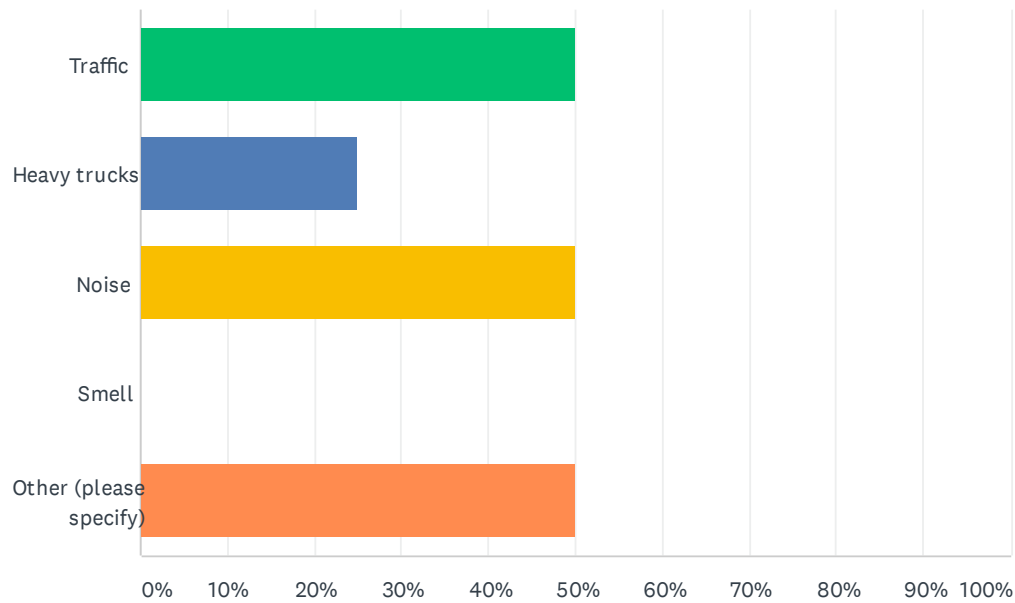
Answered: 44 Skipped: 0



ANSWER CHOICES	RESPONSES	
Do not door knock and fact sheet left	4.55%	2
No answer and sorry I missed you left	27.27%	12
Man answered - thank you for information	40.91%	18
Woman answered and thank you for information	18.18%	8
Dog/unsafe and fact sheet left	4.55%	2
Man answered and not interested	2.27%	1
Woman answered and not interested	2.27%	1
Negative response	2.27%	1
Positive response	6.82%	3
Other (please specify)	0.00%	0
Total Respondents: 44		

Q4 Concerns noted

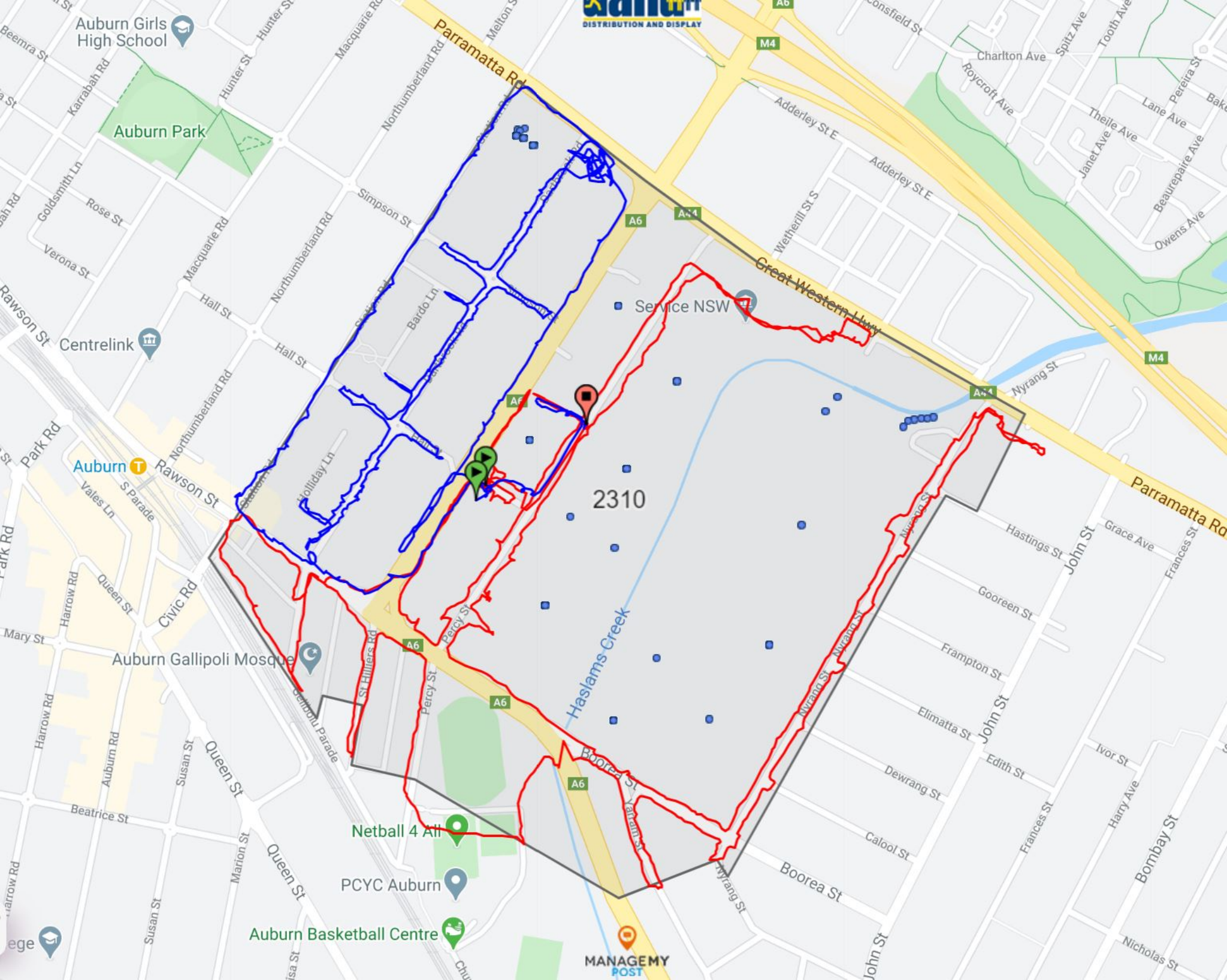
Answered: 4 Skipped: 40



ANSWER CHOICES	RESPONSES	
Traffic	50.00%	2
Heavy trucks	25.00%	1
Noise	50.00%	2
Smell	0.00%	0
Other (please specify)	50.00%	2
Total Respondents: 4		

APPENDIX D

LETTERBOX CATCHMENT



adun
DISTRIBUTION AND DISPLAY

MANAGEMY
POST

2310

Auburn Girls
High School

Auburn Park

Centrelink

Auburn

Auburn Gallipoli Mosque

Netball 4 All

PCYC Auburn

Auburn Basketball Centre

Service NSW

Haslams Creek

Great Western Hwy

Bombay St

Nicholas St

Parramatta Rd

Parramatta Rd

M4

M4

A6

A6

A44

A44

A6

A6

A6

Boorea St

Elimatta St

Dewrang St

Calool St

Frances St

Edith St

Frampton St

Gooreen St

Hastings St

Myrang St

Wetherill St S

Adderley St E

Charlton Ave

Spitz Ave

Tooth Ave

Lane Ave

Beaurepaire Ave

Owens Ave

Theille Ave

Janet Ave

Roycroft Ave

Consfield St

Adderley St E

Adderley St E

Adderley St E

Adderley St E

Adderley St E

Adderley St E

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APPENDIX E

INFORMATION WEBSITE



Artist impression of Auburn online customer fulfilment centre from Percy Street

AUBURN PROPOSED ONLINE CUSTOMER FULFILMENT CENTRE

Woolworths is planning a new online customer fulfilment centre in Auburn, to service growing demand for home delivery of groceries in Sydney's central west. This future infrastructure will help our delivery network keep pace with the changing needs of customers in the years ahead.

We have lodged preliminary plans with the Department of Planning, Industry and Environment for the proposal, which would be located in Auburn's industrial precinct at 11-13 Percy Street.

We are engaging with the community to inform our detailed plans, and welcome your input.

The site spans 33,600sqm (17,000sqm for the customer fulfilment centre) and create up to 250 ongoing jobs and a further 600 jobs during construction.



SUSTAINABILITY

Targeting a 5-Star Rating from the Green Building Council with measures including rainwater harvesting, solar panels and electric vehicle charging facilities.



OPERATING HOURS

State-of-the-art online customer fulfilment centre, warehouse and office space, proposed to operate 24 hours per day, 7 days per week.



CREATING JOBS

Creating over 250 ongoing jobs and around 600 jobs during the construction phase.

SHARE YOUR THOUGHTS

SURVEY



Share your thoughts on the proposal and complete a short survey.

[Take the survey](#)

INFORMATION STRAIGHT TO YOUR DOOR



The project team will be in your local neighbourhood in the coming weeks to provide you information about the proposal. If you are not home or unable to chat, you can contact the project team anytime using the channels on the Contact Us page.

MORE INFORMATION

[Fact sheet](#)

[پاور پوائنٹ](#)

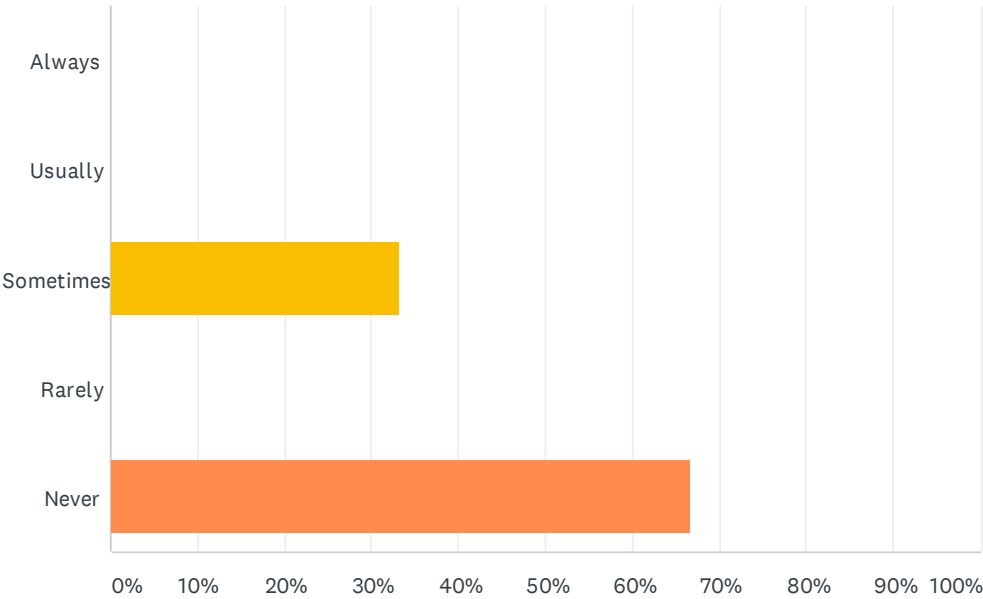
[情況說明書](#)

APPENDIX F

FEEDBACK SURVEY

Q1 Do you currently shop online for your groceries?

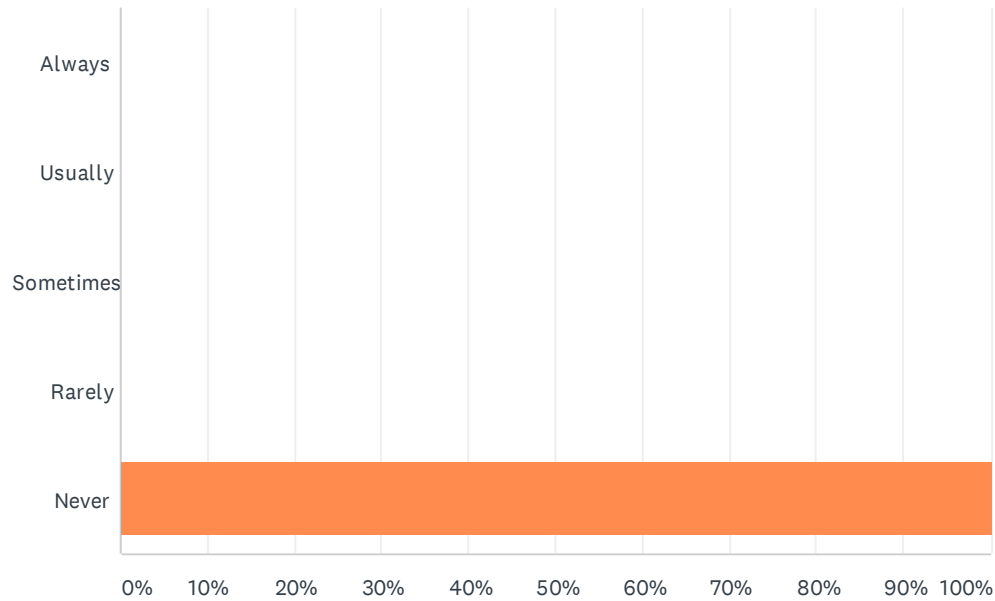
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Always	0.00%	0
Usually	0.00%	0
Sometimes	33.33%	1
Rarely	0.00%	0
Never	66.67%	2
TOTAL		3

Q2 Did you shop online for your groceries prior to COVID-19?

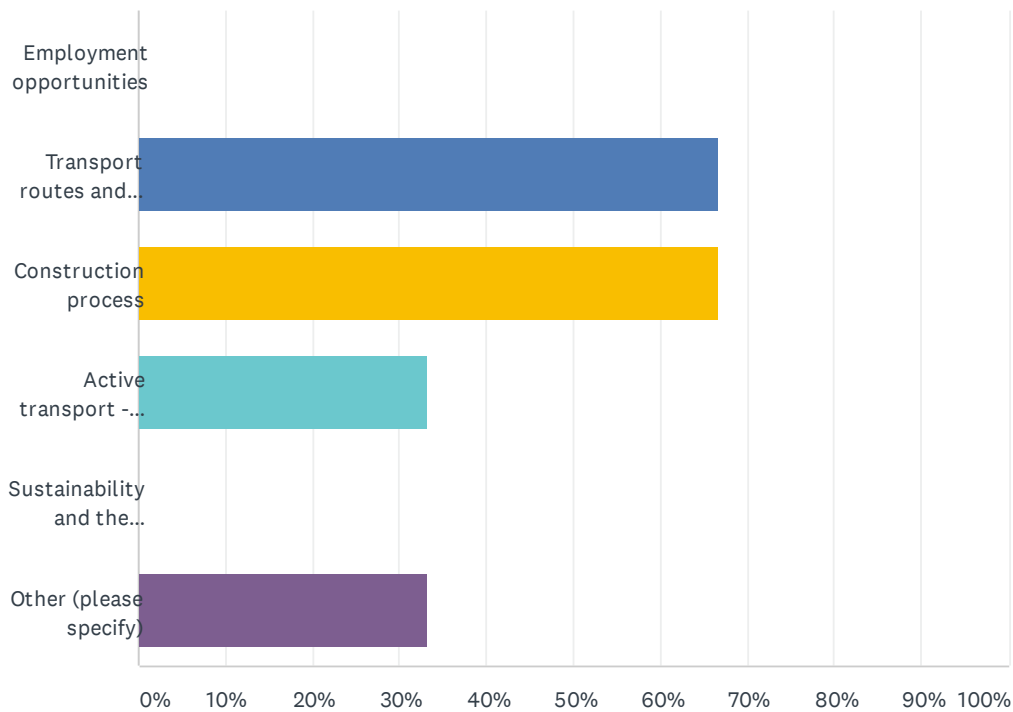
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Always	0.00%	0
Usually	0.00%	0
Sometimes	0.00%	0
Rarely	0.00%	0
Never	100.00%	3
TOTAL		3

Q3 Tick the following areas that may be of importance to you to understand about the proposal:

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Employment opportunities	0.00%	0
Transport routes and movements	66.67%	2
Construction process	66.67%	2
Active transport - pedestrian and cycling	33.33%	1
Sustainability and the environment	0.00%	0
Other (please specify)	33.33%	1
Total Respondents: 3		

Q4 What opportunities does this proposal provide to the Auburn area?

Answered: 2 Skipped: 1

Q5 What challenges, if any, might this proposal provide for the Auburn area?

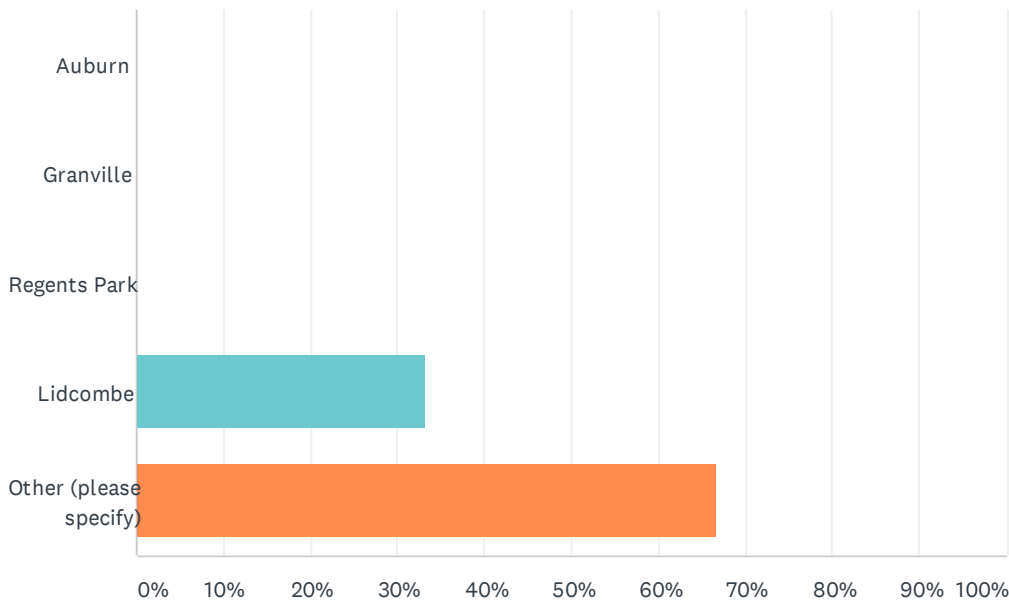
Answered: 3 Skipped: 0

Q6 Are there areas of this proposal which you think we need to consider further in future stages of the planning process?

Answered: 3 Skipped: 0

Q7 I live in:

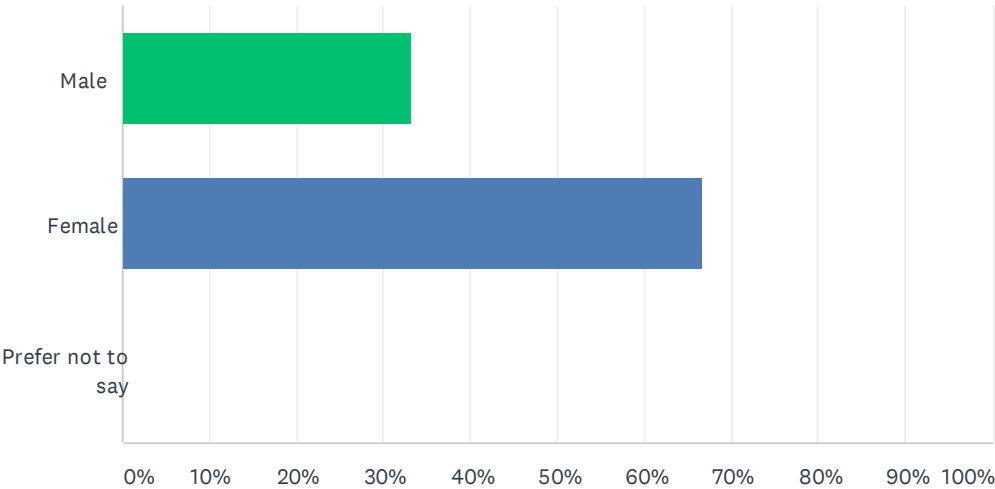
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Auburn	0.00%	0
Granville	0.00%	0
Regents Park	0.00%	0
Lidcombe	33.33%	1
Other (please specify)	66.67%	2
TOTAL		3

Q8 I am:

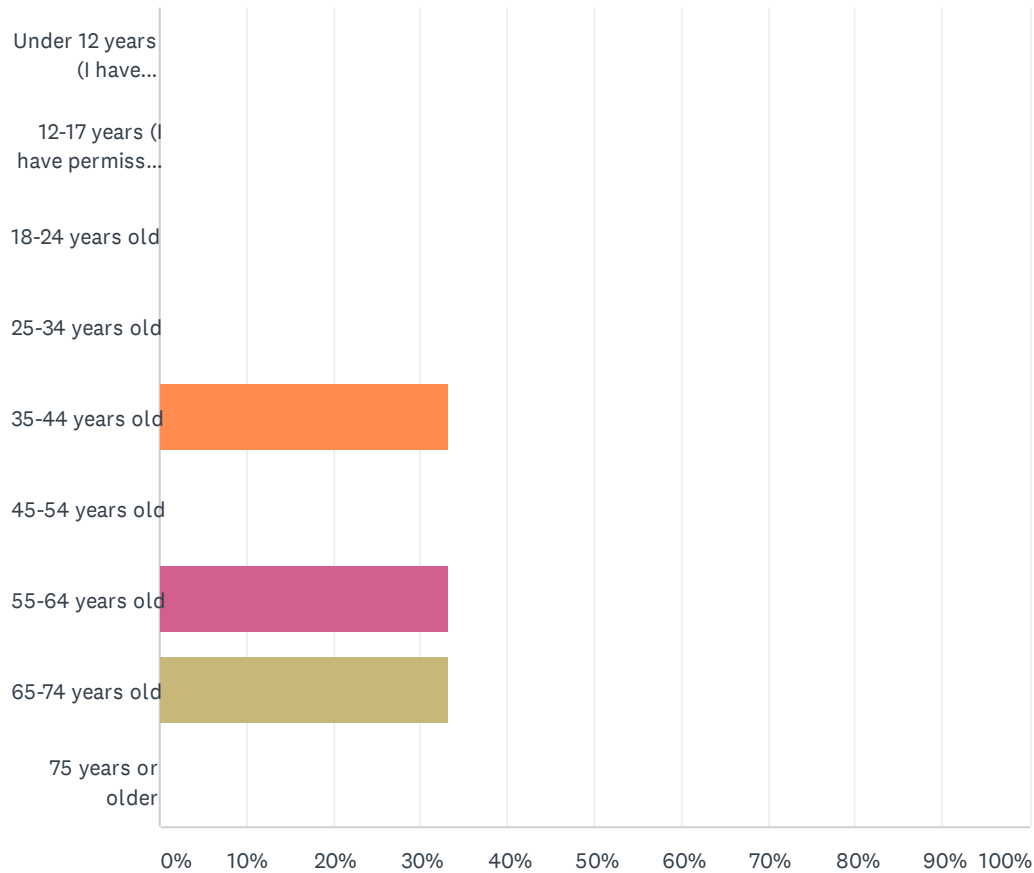
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	33.33%	1
Female	66.67%	2
Prefer not to say	0.00%	0
TOTAL		3

Q9 I am:

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 12 years (I have permission from my parent or guardian to complete this survey)	0.00%	0
12-17 years (I have permission from my parent or guardian to complete this survey)	0.00%	0
18-24 years old	0.00%	0
25-34 years old	0.00%	0
35-44 years old	33.33%	1
45-54 years old	0.00%	0
55-64 years old	33.33%	1
65-74 years old	33.33%	1
75 years or older	0.00%	0
TOTAL		3

Q10 If you would like to be kept informed please provide your email

Answered: 3 Skipped: 0

ANSWER CHOICES	RESPONSES	
Name	100.00%	3
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	3
Phone Number	0.00%	0

