



ENGAGEMENT OUTCOMES REPORT

Parramatta Eels Centre of
Excellence and Community
Facility, Kellyville

Prepared for
MOSTYN COPPER AND WAYPOINT
ON BEHALF OF PARRAMATTA EELS
29 March 2022



URBIS STAFF RESPONSIBLE FOR THIS REPORT WERE:

Director	Dianne Knott
Senior Consultant	Erin Riley
Project Code	P0024079
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We acknowledge, in each of our offices, the Traditional Owners on whose land we stand.

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1. INTRODUCTION

Urbis Pty Ltd (Urbis) has been engaged by Waypoint and Mostyn Copper, on behalf of the Parramatta Eels National Rugby League Club (the Parramatta Eels) to prepare and implement a Stakeholder and Community Engagement Plan (the Plan) to support the State Significant Development Application (SSDA) for Kellyville Park Centre of Excellence and Community Facility.

This Outcomes Report outlines how the Plan was implemented, feedback received from the community, and responses from the project.

1.1. OVERVIEW OF THE PROJECT

The proposed Centre of Excellence and Community Facility is located at 8 Memorial Avenue, Kellyville (Figure 1). The site is located within the Hills Shire Council Local Government Area (LGA) and located approximately 35 kilometres north-west of the Sydney CBD and 13 kilometres north of Parramatta CBD. The traditional custodians of the land on which Kellyville Park is located include the Darug and Deerubbin people.

The site currently accommodates recreational playing fields, car parking and changing rooms/facilities and used for community sport and public use, and provides cricket nets, basketball and netball courts, baseball field and several rectangular football fields.

In 2019, the Hills Shire Council exhibited Kellyville Park Landscape Master Plan. Council identified Kellyville Park as the premier sports facility in the Hills Shire for rugby league, including being the preferred rugby league venue in the Shire for a National Rugby League presence.

The Expression of Interest submission by Parramatta National Rugby League was accepted and a formal licence/ lease agreement is being finalised.

The proposed development will provide state of the art facilities which enable physical recreation opportunities in conjunction with improved facilities for staff, players and existing users of the site. The proposed development will be integrated with the existing recreational landscape of the site and complement the upgrades to the existing playing fields being undertaken by Council. The proposed development is defined as a Recreation facility (major), and includes the following components:

- Construction of high-performance Centre of Excellence in the north east of the site adjacent to Training Field 2:
 - Elite level gymnasium.
 - Medical and rehabilitation facilities.
 - Aquatic recovery and rehabilitation pools.
 - Lecture theatre and meeting rooms.
 - Player education and study areas.
 - Administration offices for the Parramatta Eels.
 - New female facilities including a dedicated female change room, cubicle toilets and showers.
 - Balcony and terrace area.
 - End of Trip Facilities and bicycle parking.
 - Refuse Area.
- Construction of a Community Facility, including a grandstand with approximately 1,500 seats in the centre of the site adjacent to the Main Playing Field 3:
 - Unisex changerooms and amenities.
 - Referee changeroom and amenities.
 - First Aid/Medical room.
 - Community gymnasium.

- Café/kiosk.
- Concourse terrace.
- Multipurpose community function room with kitchen and amenities.
- Refuse Area.
- Bicycle parking.
- Solar arrays will be included on the roof of both the Centre of Excellence and Community Facility.
- Additional 40 car parking spaces for the proposed facility to operate in conjunction with existing at grade carparking already constructed by Council.
- Additional landscaping throughout the development footprint.
- Removal of a small number of trees internal to the site, however noting perimeter trees will be retained where not affected by the proposed building footprints.
- Hours of operation for the Centre of Excellence and Community Facility are 5:00am to 12:00am, however the following key times are likely:
 - Centre of Excellence: 7.00am - 7.00pm
 - Community Facility: 7.00am - 10.00pm

1.2. RESPONSE TO SEARS

Table 1: Response to SEARs

SEARs item	Reference within this report
Key issues – Community and Stakeholder Engagement	
During the preparation of the EIS, you must consult with the relevant local, State or Commonwealth Government authorities, utility providers, community groups and affected landowners, as identified in any meeting with the Department before the DA is lodged.	Sections 3 and 4
The EIS must describe the consultation process.	Section 4
The EIS must describe the issues raised during consultation, and how the proposal addresses those issues.	Section 5

2. COMMUNITY AND STAKEHOLDER PARTICIPATION STRATEGY

Community and stakeholder participation throughout the development of the SSDA was achieved through the implementation of the engagement strategy outlines in this section.

2.1. ENGAGEMENT OBJECTIVE AND APPROACH

The engagement approach was adapted from the International Association of Public Participation's (IAP2) Public Participation spectrum. The spectrum (Figure 1) describes goals for public participation and the corresponding promise to the public. For this engagement strategy, the engagement objective aligned to the goal of informing or consulting with stakeholders and the community. This means our objective was to either:

- Provide balance and objective information to assist stakeholders in understanding the proposal
- Obtain public feedback on the proposal.

Figure 1: IAP2 Public Participation spectrum

	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

To achieve these objectives, the engagement approach involved:

- Providing consistent, relevant, jargon-free and up-to-date information on the proposal, impacts, benefits and the SSDA process through accessible, tailored open lines of communication
- Responding appropriately and in a timely manner to concerns or questions raised by the community and stakeholders
- Any similar

2.2. ENGAGEMENT DURING COVID-19

During the preparation of the EIS, COVID restrictions required that a significant portion of the engagement activity occur online. As a result, several activities outlined in the Communication and Engagement Plan were moved to online delivery.

3. STAKEHOLDERS

Stakeholders are individuals, groups of individuals or organisations that may be impacted (positively or negatively) by a project. To ensure a coordinated approach, Urbis Engagement collaborated with Mostyn Copper, Waypoint and Parramatta Eels to engage with various stakeholder groups for the proposal.

The Stakeholder matrix in Table 2 outlines the stakeholders, engagement objective and forms of engagement.

Table 2: Stakeholder identification

Category	Stakeholder	Areas of interest
Government authorities	Department of Planning, Industry and Environment Planning team	Planning legislation Design
Government authorities	Hills Shire Council Mayor and Councillors Mayor Dr Michelle Byrne Deputy Mayor Clr Samuel Uno West Ward Councillors Clr Mike Thomas Clr Reena Jethi Clr Jacob Jackson Other Ward Councillors Clr Dr Peter Gangemi Clr Elizabeth Russo Clr Brooke Collins OAM Clr Frank De Masi Clr Tony Hay OAM Clr Alan Haselden Clr Ryan Tracey	Planning and approvals process Operational and construction impacts on local neighbours Traffic management Economic and social benefits to the community
Government authorities	Hills Shire Council Group Manager – Shire Strategy, Transformation and Solutions Planning and Open Space staff	Lease and license agreement Kellyville Park Master Plan Plan of management Ground maintenance and upkeep Construction and operational matters Community consultation

Government authorities	Federal Government Department of Infrastructure, Transport, Regional Development and Communications	Funding compliance
Government authorities	Federal Government elected officials Federal Member for Mitchell, The Hon Alex Hawke Federal Member for Parramatta, The Hon Julie Owens	Funding compliance Community benefit
Government authorities	NSW Government – Office of Sport	Health and wellbeing benefits Participation outcomes Partnership and funding opportunities
Government authorities	NSW Government elected officials NSW Minister for Sport, Natalie Ward State Member for Baulkham Hills, The Hon David Elliott State Member for Castle Hill, Ray Williams State Member for Parramatta, The Hon Geoff Lee	Community benefits Economic benefits Partnership and funding
Internal	Parramatta National Rugby League PNRL Executive Parramatta Eels Foundation	Community benefits Economic benefits Access to facilities for leisure and recreation Spectator access, services and amenities Hours of operation
Government authorities	Government Architect of NSW	Design

Government authorities	Transport for NSW	Traffic management Car and bus parking Pedestrian and cycle access Connections to surrounding networks
Service Providers	Endeavour Energy / Ausgrid	Electricity supply and access
Service Providers	Jemena	Telecommunications provider
Service Providers	Sydney Water	Stormwater and wastewater management
Community	Parramatta Eels fans	Spectator viewing areas Fan areas and merchandise store
Community	Users and visitors to the site including: - Kellyville Bushrangers - Polecats Rugby League - Renegades Rugby Union - Kellyville Kolts Baseball	Access to playing fields Continuity of competitions and training Amenities Hours of operation Construction impacts
Community	Near neighbours immediately surrounding the facility (see Figure 4)	Pedestrian and cycle access to/from the venue Access to facilities for leisure and recreation Spectator access, services and amenities Hours of operation Funding sources Lease and license agreement - use of public land Traffic management, car and bus parking

		Cumulative impacts with upgrades to Memorial Drive Light spill and privacy Noise impacts from operations Construction impacts - traffic, noise and dust
Aboriginal stakeholders	Metropolitan Local Aboriginal Land Council	Archaeological information Places of spiritual, historic or social significance History and heritage of the site Vegetation and geology Water management
Aboriginal stakeholders	Darug Tribal Aboriginal Corporation Darug Custodian Aboriginal Corporation	
Aboriginal stakeholders	Deerubbin Local Aboriginal Land Council	
Aboriginal stakeholders	Traditional owners or knowledge holders with a connection to Kellyville Park and its surrounds	

4. FORMS OF ENGAGEMENT

4.1. ONLINE OPEN EVENING

Members of the public were invited to attend an online open evening on 8 September 2021. The project director gave a presentation that outlined the current proposal, then invited questions from the community. A total of 32 people attended the evening.

The major themes in the feedback were concern about traffic management and questions about the staging of construction.

4.2. ENGAGEMENT EMAIL AND PHONE LINE

Members of the public were invited to contact the project team through a dedicated phone number and email address. A total of three people phoned or emailed to provide feedback or seek further information during the period from 10 July 2021 to 30 September 2021.

A detailed summary of feedback has been outlined in Section 6.2 of this report.

4.3. FACT SHEET

A fact sheet was prepared and distributed that outlined key features of the proposal and invited feedback. It included details of the project email, phone number and website managed by Urbis Engagement to answer questions and collect feedback. The fact sheet was delivered on 10 July 2021.

It was distributed by letterbox drop to approximately 900 properties and emailed to identified owners of properties. The newsletter distribution footprint is outlined in Figure 2 below. The fact sheet is available in Appendix A.

Figure 2: Fact sheet distribution area



4.4. 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 on 3 September 2021.

The website <http://www.kellyvillepark.com> provides 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. It also included details of a project email and phone number managed by Urbis engagement, to enable people to provide feedback on the project.

The site received a total of 254 sessions, across 196 unique visitors.

The website was updated periodically throughout the project.

4.5. COMMUNITY USER GROUP BRIEFINGS

A total of four community user group briefings were held with members of the executive of local sports clubs who share use of the facility. These users were taken through the plans and given the opportunity to provide feedback and ask questions about the proposed project.

Briefings were held with:

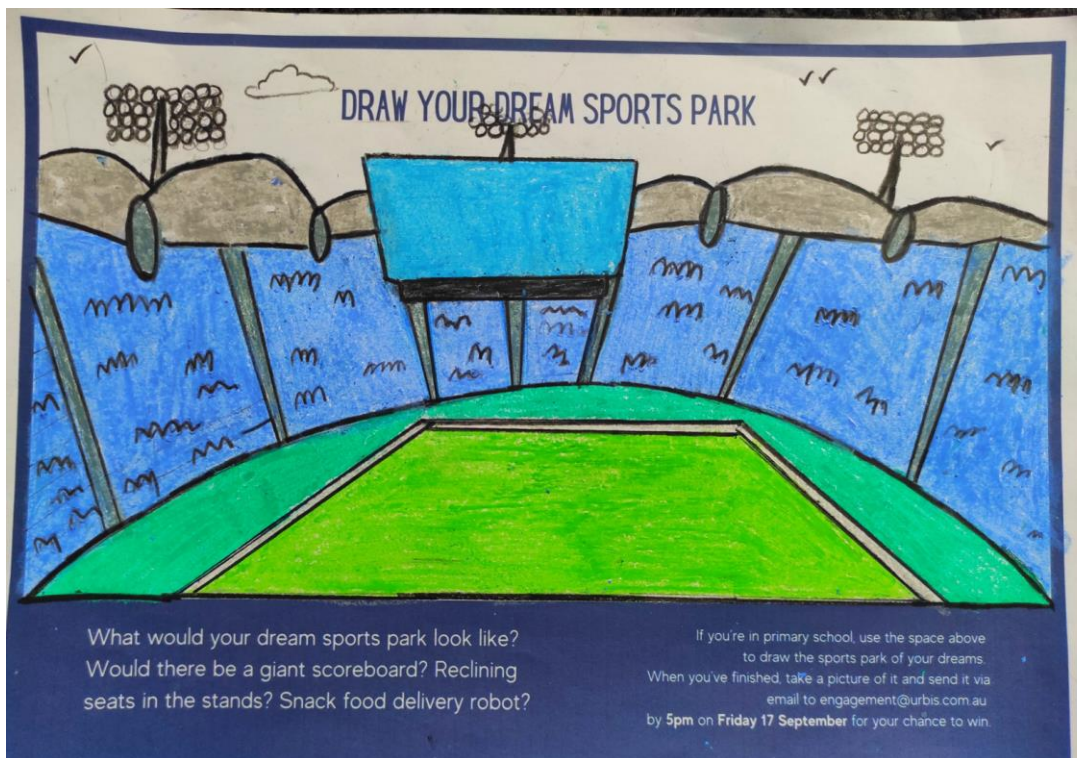
- Kellyville Bushrangers
- TAFE NSW Polecats Rugby League
- Renegades Rugby Union
- Hill Hornets

The major themes in the feedback were ensuring access to fields for training and games, balancing the access requirements of the different community user groups, and storage for sporting equipment.

Overall, there was strong positive feedback from the representatives of the user groups regarding the proposal, particularly regarding access to community spaces including the gym, kitchen spaces and event/meeting room.

4.6. DESIGN A PARK COMPETITION

Local Primary School students were invited to participate in a “design a park” competition, asking them to draw what their dream sports park looked like. Students were invited to participate through the Eels’ Facebook page. The winning entry (Figure 3 below) was submitted by a Year 5 student from Bella Vista Public School.



4.7. ONLINE SURVEY

A link was provided on the website inviting community members to provide their feedback on the proposal. To date, two responses have been received. One was supportive of the project, but raised concerns about traffic. One was neutral about the project, but requested family-friendly facilities including playgrounds.

5. ISSUES RAISED

The following table outlines the issues raised by the community and stakeholders, and the project response. Key themes that arose during the consultation period included:

Table 3: Issues raised and response

Stakeholder	Feedback	Project response
Community sport group	Storage facilities for community clubs	The proposed community facility includes four storage areas intended for use by community sport groups.
Community sport group	Use of canteen facilities during construction	Options for moving existing temporary canteen facilities during construction were identified.
Community sport group	Allocation of fields	Several groups expressed concern about access to fields for their competitions and sharing them with other community clubs. While that is outside the scope of this project, a plan for managing access was discussed and gained positive feedback.
Community sport group	Provision of warm up space	Project representatives said they would work with council to identify available grassed areas for warm-ups.
Local resident	The community member raised concerns about the volume of cars that might be present on match days, considering the grandstand capacity of 1,500.	Though the grandstand has a capacity of 1,500, match days with that size of attendance are unlikely to occur regularly. An operational traffic management plan will guide match day transportation.

6. FUTURE COMMUNITY AND STAKEHOLDER ENGAGEMENT

At the time of writing this report, community and stakeholder engagement activities have concluded.

DISCLAIMER

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APPENDIX A

FACT SHEET

PARRAMATTA EELS CENTRE OF EXCELLENCE AND COMMUNITY FACILITY

Kellyville Park
Memorial Avenue, Kellyville



Community update

July 2021

The Parramatta Eels National Rugby League Club (the Eels), with support from Hills Shire Council (Council) and the Federal Government, is leading the development of a new world-class Rugby League Centre of Excellence and community facility for Western Sydney.

As part of the Kellyville Park master plan, Council has completed a number of upgrades including two new sports fields, new car park and access from Stone Mason Drive, storage, amenities and drainage.

A new era for local sport

Kellyville Park will be the home for all ages and abilities – from grassroots to elite sport. The state-of-the-art facilities will enable junior, senior and elite sports men and women to take their game to the next level.

From across Sydney, teams will go head-to-head in touch footy, Tag League and all abilities Try Time Rugby League. Students can strive for their personal best at school sports Gala Days and face off their friendly-rivals at P.S.S.A.

The Eels are committed to fostering the talent of Western Sydney. Parramatta Junior Rugby League has the second largest catchment in New South Wales and is home to 5,500 aspiring players, 352 teams and 31 clubs.

**WE'RE MORE
THAN JUST
FOOTY.**

In 2019:



1,014
hours
volunteered



39,053
young people
participated in
development
programs



\$80,000
raised for local
charities

What's planned?

COMMUNITY FACILITY



Change room
and amenities for
local sport



Café



Grandstand for
spectator viewing



Community and
function room with
kitchen facilities



Three playing fields
dedicated to the
community

PARRAMATTA EELS CENTRE OF EXCELLENCE



Administration
offices and
meeting rooms



Fan area and Eels
merchandise shop



Gym and aquatic
rehabilitation
zone



Two training
fields dedicated
to elite teams

Thinking of our neighbours

We are early in the process and over the coming months will be refining the design and completing technical studies to inform the plans.

We understand Kellyville Park is surrounded by homes. We are focused on being a good neighbour from today – well before construction commences and the front gate opens. Therefore, our plans will include:

- Minimising any noise impacts on neighbours by using sound reduction materials to absorb crowd and game noise.
- Careful lighting design, to avoid light spill onto neighbouring homes.
- Effective traffic management, carparking and access during construction and operations.

The Parramatta Eels are working closely with a traffic planning expert, Transport for NSW and Hills Shire Council to coordinate traffic management to minimise impact on the local community and residents throughout construction and operations.

Planning and delivery

In 2019, the amended Kellyville Park draft Master Plan and Expression of Interest for the delivery of a premier rugby league facility was public exhibited. The amended plan outlined the proposal for a high performance sports facility and the intended location. In February 2021, the proposed licence agreement with Hills Shire Council and Parramatta Eels was on public notice and will soon be finalised.

Mid 2021	The Eels are informing the community before the planning process begins
Late 2021	Community consultation continues
	The Eels will be lodging a State Significant Development Application (SSDA) for the Centre of Excellence and Community facility with the NSW Department of Planning, Industry and Environment
Early 2022	A decision on the application is anticipated
Mid 2022	Subject to approval, construction is anticipated to commence
Mid 2023	Community facility open
Late 2024	Centre of Excellence open

We are here

Proposed site plan



Keeping you informed

More information about the project will be available in coming months and we will be keeping the community informed about next steps.

Parramatta National Rugby League Club has commissioned Urbis Engagement to collect your feedback and provide further information about the proposed development.

You can reach the team on:
e: engagement@urbis.com.au
t: 1800 244 863



The Eels have a long history within Aboriginal and Torres Strait Islander communities, and we acknowledge and respect the people of the Darug nation who are the traditional custodians of the lands

