



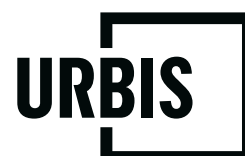
SOCIAL IMPACT ASSESSMENT

PROJECT PLUTO DATA CENTRE

132 MCCREDIE ROAD,
GUILDFORD WEST

Gandangara Land, Darug Country

Prepared for
GOODMAN
29 April 2025



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Project Code	P0052375
Report Number	Final Report V02



Acknowledgement of Country

Urbis acknowledges the Traditional Custodians of the lands we operate on.

We recognise that First Nations sovereignty was never ceded and respect First Nations peoples continuing connection to these lands, waterways and ecosystems for over 60,000 years.

The river is the symbol of the Dreaming and the journey of life. The circles and lines represent people meeting and connections across time and space. When we are working in different places, we can still be connected and work towards the same goal.

Title: Sacred River Dreaming
Artist Hayley Pigram
Darug Nation
Sydney, NSW

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EXECUTIVE SUMMARY

Urbis Ltd (Urbis) was engaged by Goodman Property Services Pty Ltd (the proponent) to prepare a Social Impact Assessment (SIA) for 132 McCredie Road, Guildford West (the site). The SIA is to inform a state significant development application (SSDA) on the site.

The proponent is seeking approval from the Department of Planning, Housing and Infrastructure to redevelop the site, to construct and operate a data centre. The data centre will include a 26-metre-tall building with three data hall floors, associated office space, car parking and will operate 24/7.

The 71,710sqm site is located within the Cumberland City Council Local Government Area, and data centres are permitted under light industry with development consent. The site's neighbours include a recently constructed warehouse and distribution centre to the north; other industrial warehouse buildings to the west; an electrical substation to the east; and public open space, including Prospect Creek, and low-density residential dwellings to the south.

REPORT PURPOSE AND SCOPE

A SIA is an independent and objective study which identifies and analyses the potential positive and negative social impacts associated with a proposed development. It involves a detailed study to scope potential positive and negative social impacts, identify appropriate mitigation and enhancement measures and provide recommendations aligned with professional standards and statutory obligations. It is the intention of that the SIA process will inform the proposal, not just reflect and report on impacts.

Social impacts can be understood as the consequences that people (individuals, households, groups, communities, or organisations) experience when a new project brings change. A SIA considers physical and intangible impacts, direct and indirect impacts, short term (construction) and long term (operational) impacts.

The NSW Department of Planning, Housing and Infrastructure's (DPHI) Social Impact Assessment Guideline (2023) states that a SIA should consider the likely changes to the following social elements of value to people: way of life, community, accessibility, culture, health and wellbeing, surroundings, livelihoods and decision-making systems.

METHODOLOGY

A SIA social baseline, field study, impact scoping and assessment was undertaken to complete this report. A detailed methodology is included in Section 0. The methodology was informed by the guidance contained within the SIA Guideline and Technical Supplement (DPHI 2023).

The potential social impacts of the proposal are assessed by comparing the magnitude of impact (minimal to transformational) against the likelihood of the impact occurring (very unlikely to almost certain). This risk assessment methodology has been applied from the DPHI SIA Guideline: Technical Supplement (2023) and is outlined in Section 6 of this report.

EXISTING ENVIRONMENT

The site is located within the Smithfield/Guildford industrial area in Western Sydney, which serves as a critical node in the region's industrial network. This precinct benefits from its strategic proximity to major transport arteries, including the M4 and M7 motorways, which enhance its logistical and distribution capabilities. The area hosts a diverse array of industries, encompassing manufacturing, warehousing, logistics, and service-oriented businesses. The area features modern industrial facilities, expansive warehouses, and robust infrastructure.

The site previously operated as a Castrol Lubricants facility. However, the majority of the site has now been cleared and subject to category 1 remediation works. The remediation works were approved via development application DA 2022/0085 and sought to remedy previously identified soil and groundwater contamination to ensure the site is suitable for redevelopment. An existing single storey office building is located on the northern portion of the site fronting McCredie Road. This building is vacant.

The neighbouring sites include:

- **Adjacent to the East:** The front part of the site adjoins the Guildford Transmission Substation, which is located immediately to the east and fronts onto McCredie Road. Other industrial and commercial sites

are located further east, with residential properties beyond those sites, approximately 300m east farther along McCredie Road.

- **Adjacent to the South-East/ South:** The Guildford West Sports Ground, which comprises several playing fields, is located to the south of the Guildford Transmission Substation. The playing fields bound the southern part of the site to the east. Prospect Creek is located to the south of the public recreation area and is zoned C2 Environmental Protection. The area to the south of Prospect Creek is predominately characterised by low density single storey residential housing.
- **Land use to the North and West surrounds:** Large format industrial buildings are located to the west and North of the site. The buildings form part of the Smithfield Industrial Area.

POTENTIAL POSITIVE AND NEGATIVE SOCIAL IMPACTS

A summary of the potential positive and negative social impacts identified are provided in the table below, presented by impact significance. The full assessment is provided in Section 0.

Table 1 Summary of impacts and impact ratings

Impact category	Impact description	Mitigated assessment	Recommendations provided
Way of life	Impacts on the functionality of Guildford West Sports Ground	Low negative for Guildford West Sports Ground users and nearby neighbours in the immediate social locality during construction (short term). Low negative for Guildford West Sports Ground users in the immediate social locality during operation (longer-term).	Yes. Refer to Section 0
Community	Contribution to local community character and sense of place	Medium negative for residents and Guildford West Sports Ground users in the immediate social locality during operation (longer-term).	Yes. Refer to Section 0
Accessibility	Access to an inclusive and healthy workplace	Low positive for operational workforce during operation (longer-term).	Yes. Refer to Section 0
Culture	Potential impact to Aboriginal culture and heritage	Low negative for Aboriginal and/or Torres Strait Islander community in the broader social locality during operation (longer-term).	Yes. Refer to Section 0
Health and wellbeing	Noise impacts during construction and operation	Medium negative for residents, workers and sports ground users in the immediate social locality, during construction (short-term). Low negative to nil for residents, workers and sports ground users in the immediate social locality operation (longer-term).	Yes. Refer to Section 0

Impact category	Impact description	Mitigated assessment	Recommendations provided
Health and wellbeing	Air quality impacts during construction and operation	Low negative for residents, workers and Guildford West Sports Ground users in the immediate social locality, including during construction (short-term). Low negative for residents, workers and Guildford West Sports Ground users in the immediate social locality, including during operation (longer-term).	Yes. Refer to Section 0
Surroundings	Impacts to visual amenity	Low negative for surrounding residents and Guildford West Sports Ground users in the immediate locality during construction (short-term) and operation (longer-term).	Yes. Refer to Section 0
Livelihoods	Provision of employment, training and education opportunities during construction and operation	Low positive for future workers in the surrounding and broader social locality during construction (short-term). Low positive for future workers in the surrounding and broader social locality during operation (longer-term).	Yes. Refer to Section 0
Decision-making systems	Opportunities for the local community to contribute to the decision making process	Low positive for residents, business owners, workers and users of the Guildford West Sports Ground in the immediate and surrounding social locality during construction (short-term) and operation (longer-term).	Yes. Refer to Section 0
Cumulative social impacts	A discussion on cumulative social impacts is outlined in Section 0. This includes the following cumulative social impacts: Contribution to the digital economy. Contribution to urban heat.		Yes. Refer to Section 0

PROPOSED MITIGATION, ENHANCEMENT AND MANAGEMENT MEASURES

A consolidated list of measures to enhance positive social impacts and mitigate negative social impacts identified throughout this report and summarised in the table above is provided in Section 7 of this report. Additional SIA recommendations to further enhance positive impacts and mitigate negative impacts are also provided in Section 0 of the report.

INTRODUCTION

Urbis Ltd (Urbis) was engaged by Goodman Property Services Pty Ltd (the proponent) to prepare a Social Impact Assessment (SIA) for 132 McCredie Road, Guildford West (the site). The SIA is to inform a state significant development application (SSDA) (SSD- 69223466) to redevelop the site for a data centre facility.

The site is located on Gandangara Land and is in the Smithfield Industrial Area within the Cumberland Local Government Area (LGA). It is bounded by McCredie Road to the north.

The northern boundary of the site adjoins the Guildford Transmission Substation, which is located immediately to the east and fronts onto McCredie Road. Other industrial uses are located further east, with residential properties beyond.

The Guildford West Sports Ground, which comprises several playing fields, is located to the south of the Guildford Transmission Substation. The playing fields bound the southern part of the site to the east. The playing fields / public recreation area also about the southern boundary of the site.

Prospect Creek is located to the south of the public recreation area and is zoned C2 Environmental Protection. The area to the south of Prospect Creek is predominately characterised by low density single storey residential housing.

The site is located in the south eastern corner of the Smithfield Industrial Estate and is within close proximity of the Cumberland Highway (A28) and M4 and M7 motorways, which provide access to Sydney CBD, western Sydney and the south. A range of large format industrial uses are located to the west and north west of the site. The Smithfield Industrial Estate extends across the A28 to Gipps Road (approximately 3km west of the site). It forms part of the broader Smithfield Wetherill Park industrial area, which is one of the largest of its kind in the Southern Hemisphere and makes a significant contribution to the New South Wales and Australian economies.

The site has a net developable area of 71,710 sqm and is currently vacant. It previously operated as a Castrol Lubricants facility. However, the majority of the site has now been cleared and subject to category 1 remediation works. A single storey office building is located on the northern portion of the site fronting McCredie Road.

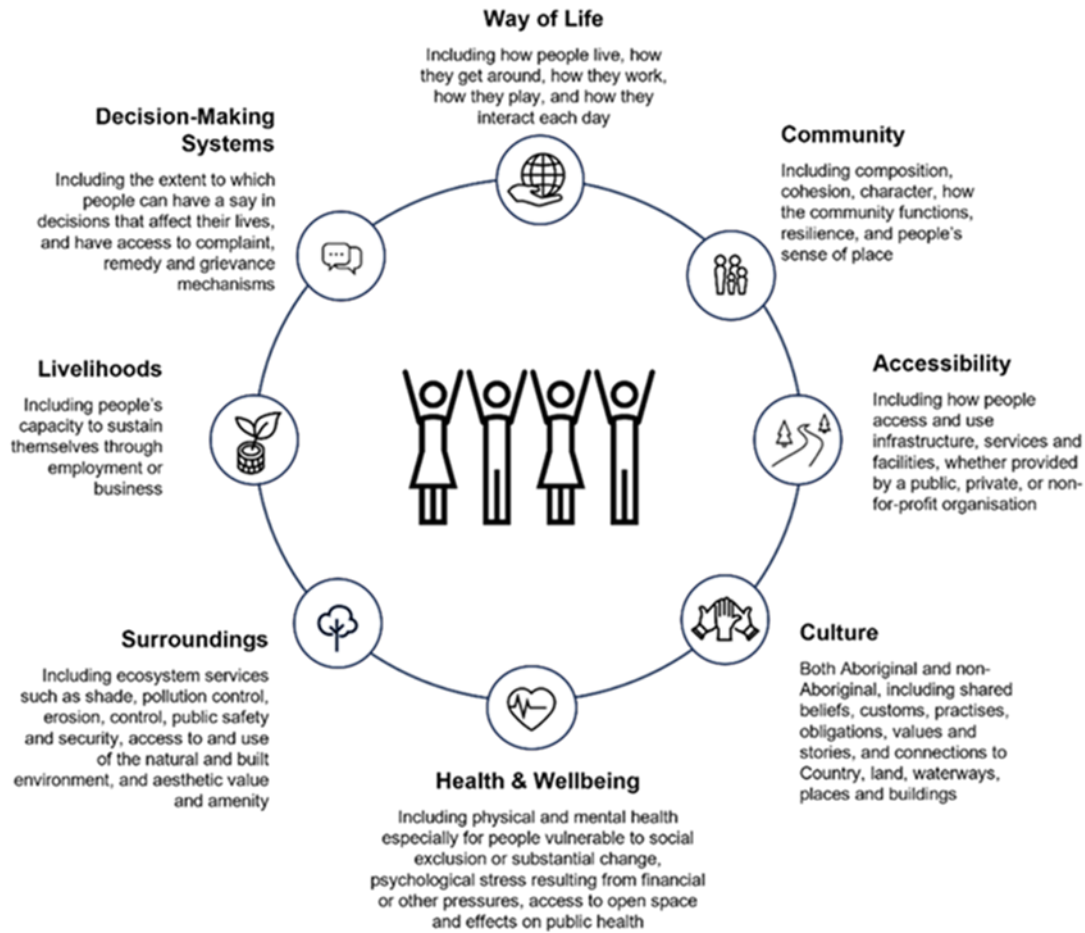
REPORT PURPOSE AND SCOPE

A SIA is an independent and objective study which identifies and analyses the potential positive and negative social impacts associated with a proposed development. It involves a detailed study to scope potential positive and negative social impacts, identify appropriate mitigation and enhancement measures and provide recommendations aligned with professional standards and statutory obligations. It is the intention of that the SIA process will inform the proposal, not just reflect and report on impacts.

Social impacts can be understood as the consequences that people (individuals, households, groups, communities, or organisations) experience when a new project brings change. A SIA considers physical and intangible impacts, direct and indirect impacts, short term (construction) and long term (operational) impacts.

The NSW Department of Planning, Housing and Infrastructure's (DPHI) Social Impact Assessment Guideline (2023) states that a SIA should consider the likely changes to the following social elements of value to people.

Figure 1 SIA categories



Source: SIA Guidelines (DPHI 2023, p. 19)

SIA GUIDELINES AND REQUIREMENTS

This SIA aligns with the best practice methods contained within the DPHI's SIA Guideline (2023). The DPHI SIA Guideline (2023) provides a framework to identify, predict and evaluate likely social impacts and helps to provide greater clarity and certainty for proponents and the community.

This SIA has been prepared to satisfy the Secretary's Environmental Assessment Requirements (SEARs) for the proposal issued on 4 April 2024. The individual SEARs item relevant to this SIA is outlined in Table 2 below.

Table 2 SEARs item

Item	SEARs requirement	Relevant section of report
21	Social Impact: Provide a Social Impact Assessment prepared in accordance with the Social Impact Assessment Guidelines for State Significant Projects.	This report (Sections 1-7)

Source: SEARs issued for the proposal, issued 4 April 2024 (DPHI 2024)

PROPOSAL OVERVIEW

A State Significant Development Application (SSDA) has been prepared for a proposed data centre at 132 McCredie Road, Guildford West NSW 2161.

The SSDA seeks consent for the following:

- Site preparation works including bulk excavation and removal of existing hard standing and structures on the site, tree and vegetation clearing, and bulk earthworks;
- Construction, fit out and operation of a data centre with a maximum building height of 25.77m (RL 45.269) (26.5m including exhaust plenum) and total gross floor area of 29,444m² comprising:
 - At-grade parking for 53 car parking spaces and 2 accessible car parking spaces
 - Two (2) loading dock spaces.
 - Two (2) levels of technical data hall floor space with incorporating a total of nine (9) data halls
 - Ancillary office space
- Provision of required utilities, including:
 - Fuel storage
 - Two (2) switch-rooms
 - Four (4) industrial water storage tanks
- Vehicle entry and egress driveways located along McCredie Road
- Internal access road
- Associated landscaping and site servicing
- Installation of services and drainage infrastructure and creation of associated easement
- Installation of signage

The proposed development will be constructed and operated in two stages. Stage 1 will involve the construction of the data centre building and the internal access road and the installation of site landscaping. The Stage 1 data centre building will contain five data halls (located at levels 1 and 2); associated electrical rooms, generators, storage and office rooms; and temporary switchgear. The proposed car park and two water tanks will also be constructed as part of Stage 1.

In Stage 2, the data centre building will be extended further south to incorporate an additional four data halls.

Power to the proposed data centre will initially be provided (during Stage 1) from the Guildford West Transmission Substation located immediately to the east of the site. The Stage 2 development will be powered via the Endeavour Energy network. To facilitate this, a substation will be constructed in the northern part of the site along the McCredie Road frontage. The substation will be designed in accordance with Endeavour Energy's requirements. Approval for the substation will be sought separately.

The intended outcomes of the project are to:

- Deliver a state-of-the-art development to meet the current market demand for data storage facilities
- Leverage the site's strategic location to support the provision of high technology industry in the Guildford West Industrial Area
- Deliver critically needed data storage space in a highly suitable and accessible location
- Achieve a high quality and sustainable development that responds to the site's context and positively contributes to the locality

The proposed development is located outside of the City of Sydney and has a total power consumption of greater than 15 megawatts. The project is therefore classified as a State Significant Development (**SSD**) under Schedule 1, Clause 25(1) of the State Environmental Planning Policy (Planning Systems) 2021.

This report has been prepared to address the Secretary's Environmental Assessment Requirements (SEARs) issued for the proposed development (SSD-69223466). This EIS concludes that the proposed development is both suitable and warrants approval subject to the implementation of planned mitigation and management measures identified throughout.

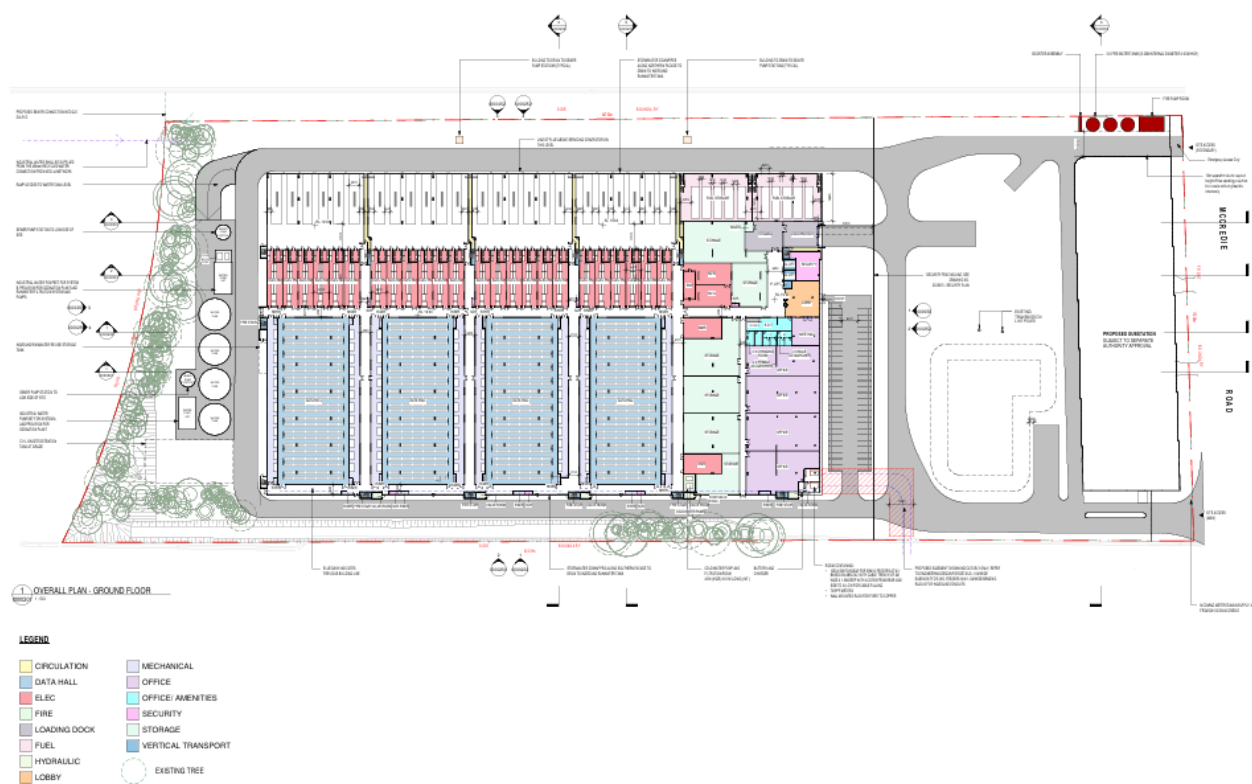
An aerial photograph of the site detailing the development footprint and surrounding sites, is provided at Figure 1Figure Figure 2 Aerial map of the proposed site and surrounds.

Figure 2 Aerial map of the proposed site and surrounds



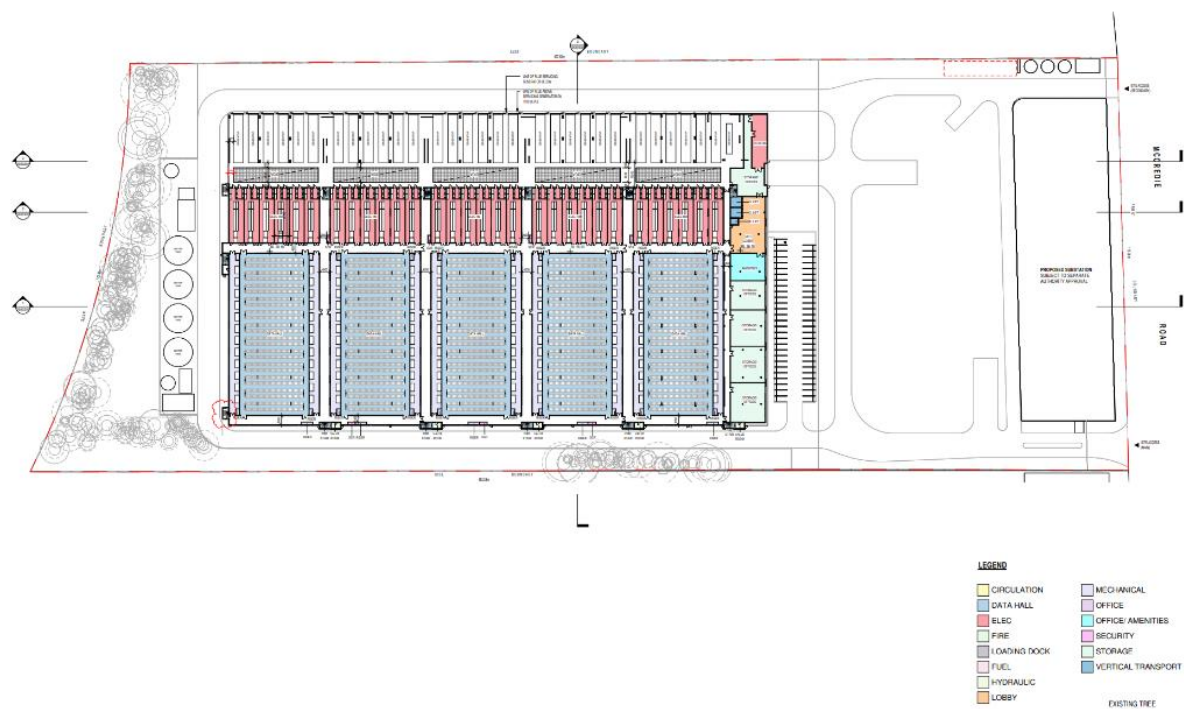
Source: Urbis 2024

Figure 3 Architectural plans – Ground Floor



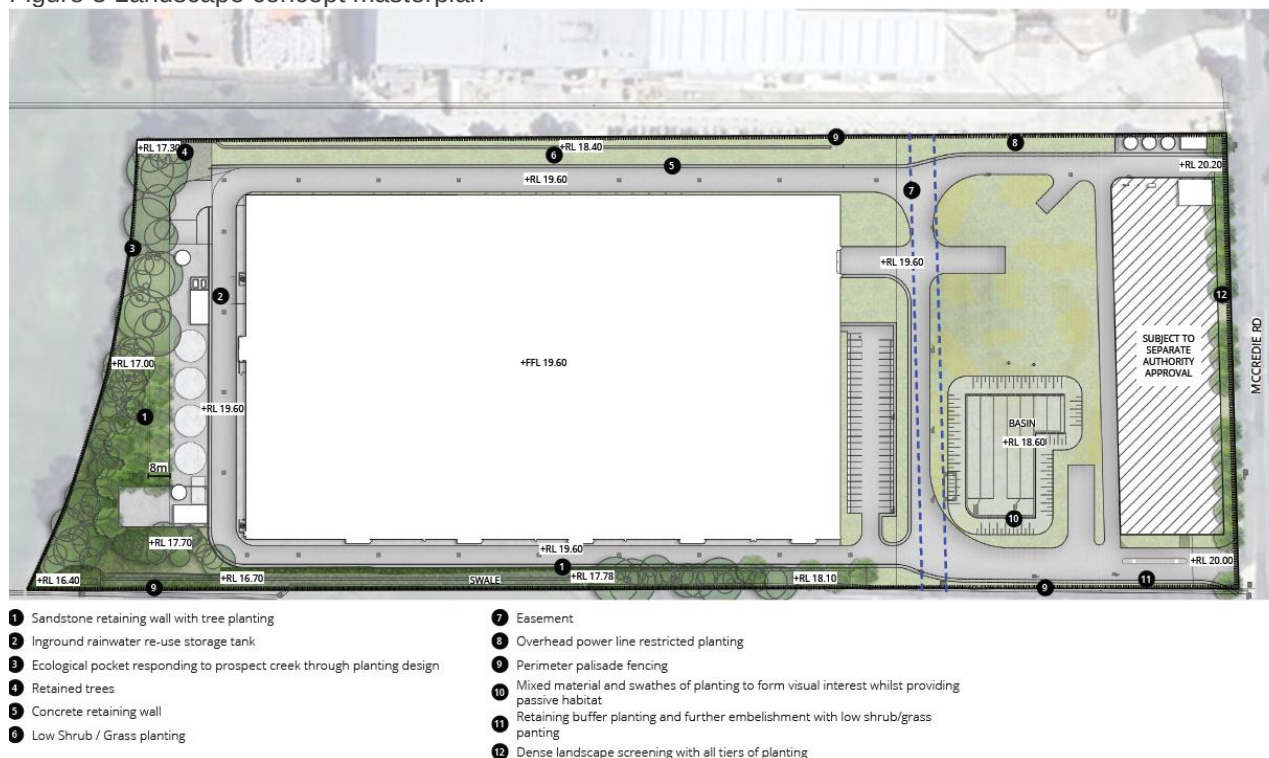
Source: Greenbox 2025

Figure 4 Architectural plans – First Floor



Source: Greenbox 2025

Figure 5 Landscape concept masterplan



Source: Arcadia 2025

AUTHORSHIP AND SIA DECLARATION

The authorship SIA Declarations for this report are provided in the following sections.

Authors

This report has been prepared by a suitably qualified and experienced lead author and reviewed and approved by a suitably qualified and experienced co-author, who hold appropriate qualifications and have relevant experience to carry out the SIA for this proposal. The following introduces each author:

Allison Heller	Quality and Assurance
Position	Director
Qualifications	Bachelor of Town Planning, University of NSW Post Grad Diploma History of Architecture & Art, University of London
Affiliations	Member of Planning Institute of Australia Member of Property Council of Australia – Social Sustainability Roundtable
Experience	Allison has deep expertise in the field of impact assessment. She has delivered social impact assessments, health and health equity impact for a range of state significant projects and precincts for government and private sector clients.
Sarah Braund	Strategic oversight, input and report review
Position	Associate Director
Qualifications	Master of Policy Studies, University of New South Wales Bachelor of Landscape Architecture, University of New South Wales

Experience	Experience in writing SIA reports for industrial and employment projects in the context of the SIA Guideline (DPHI 2023) and best practice social research, evaluation and impact assessment.
Alison Ora	Lead Author
Position	Senior Consultant
Qualifications	Bachelor of Arts (Psychology), Western Sydney University
Experience	Experience in writing SIA reports for mixed use, industrial and renewable projects in NSW, in the context of the SIA Guideline (DPHI 2023) and best practice social research, evaluation and impact assessment.
Rebekka McWhirter	Co-Author
Position	Consultant
Qualifications	Master of Planning, Macquarie University Bachelor of Arts (Archaeology), University of Sydney
Experience	Experience in writing SIA reports for industrial and employment projects in the context of the SIA Guideline (DPHI 2023) and best practice social research, evaluation and impact assessment.
Louise Popowitz	Co-Author
Position	Consultant
Qualifications	Master of Urban Planning and Environment, RMIT Bachelor of Science (Natural Resources – Nature Management), University of Copenhagen
Affiliations	Full Member, Planning Institute of Australia
Experience	Experience in writing SIA reports for build-to-rent residential, educational, datacentres and industrial warehouses in the context of the SIA Guideline (DPHI 2023) and best practice social research and impact assessment.

Declaration

The authors declare that this SIA report:

- Was completed on 29 April 2025
- Has been prepared in accordance with the EIA process under the EP&A Act
- Has been prepared in alignment with the DPHI's (2023) SIA Guideline
- Contains all reasonably available Proposal information relevant to the SIA
- As far as Urbis is aware, contains information that is neither false nor misleading



Alison Ora
Senior Consultant
29 April 2025



Allison Heller
Director
29 April 2025

SIA GUIDELINES REVIEW QUESTIONS AND RESPONSES

The review questions outlined by the SIA Guideline (2023) are designed to confirm that the requirements of the SIA Guideline have been fulfilled when considering the scale of social impacts associated with the proposed development. Table 3 below outlines these review questions and indicates how they have been addressed in this SIA.

Table 3 Guideline review questions and responses

SIA Review questions	Addressed by report (yes/no), relevant section
Does the lead author meet the qualification and experience requirements?	Yes See Section 0
Has the lead author provided a signed declaration?	Yes See Section 1.4
Would a reasonable person judge the SIA report to be impartial, transparent and suitably rigorous given the nature of the project?	Yes
Project's social locality and social baseline	
Does the SIA report identify and describe all the different social groups that may be affected by the project?	Yes See Section 3 and Section 5
Does the SIA report identify and describe all the built or natural features that have value or importance for people, and explain why people value those features?	Yes See Section 3
Does the SIA report identify and describe historical, current, and expected social trends or social changes for people in the locality,	Yes See Section 3 and Section 4

SIA Review questions	Addressed by report (yes/no), relevant section
including their experiences with this project and other major development projects?	
Does the social baseline study include appropriate justification for each element, and provide evidence that the elements reflect both relevant literature and the diversity of view and likely experiences?	Yes See Section 3
Does the social baseline study demonstrate social-science research methods and explain any significant methodological data or limitations?	Yes See Section 2
Identification and description of social impacts	
Does the SIA report adequately describe likely social impacts from the perspectives of how people may experience them, and explain the research used to identify them? When undertaken as a part of SIA scoping and initial assessment, has the plan for the SIA report been detailed?	Yes See Section 6 Report not undertaken for scoping
Does the SIA report apply the precautionary principle to identifying social impacts, and consider how they may be experienced differently by different people and groups?	Yes See Section 6
Does the SIA report describe how the preliminary analysis influenced project design and EIS engagement strategy?	Yes See Section 3 and Section 4
Community Engagement	
Were the extent and nature of engagement activities appropriate and sufficient or canvass all relevant views, including those of vulnerable or marginalised groups?	Yes See Section 4
How have the views, concerns and insights of affected and interested people influenced both the project design and each element of the SIA report?	Yes See Section 4
Predicting and analysing social impacts	
Does the SIA report impartially focus on the most important social impacts to people at all stages of the project, without any omissions or misrepresentations?	Yes See Section 6
Does the SIA report analyse the distribution of both positive and negative social impacts, and identify who will benefit and who will lose from the project?	Yes See Section 6
Does the SIA report identify its assumptions, and include sensitivity analysis and alternate scenarios? (including 'worst-case' and 'no project' scenarios where relevant?)	The methodology section of the report sets out the key assumptions underpinning the assessment (refer to Section 0). This includes the assumption that information

SIA Review questions	Addressed by report (yes/no), relevant section
	provided through other technical reports (e.g., traffic and noise) are accurate. The SIA considers alternative site scenarios from the perspective of the ‘worst case’ scenario (i.e., no technical mitigations), in alignment with the EIS. We note that consideration of alternative site options (e.g., no development, different types of development) have been considered separately as part of the business case process, which has informed the EIS, and upon which the SIA has drawn. It is the role of the SIA, however, to assess the chosen development scenario at hand – not other alternative scenarios considered at the business case stage. Therefore, our sensitivity analysis and assessment of ‘worst case’ scenarios relate to a ‘no mitigations’ scenario for the chosen development option. This evidence is clearly assessed as part of the SIA tables at Section 0.
Evaluation significance	
Do the evaluations of significance of social impacts impartially represent how people in each identified social group can expect to experience the project, including any cumulative effects?	Yes See Section 6
Are the evaluations of significance disaggregated to consider the likely different experiences for different people or groups, especially vulnerable groups?	Yes See Section 6 considers how different people or groups are likely to experience benefits and impacts.

SIA Review questions	Addressed by report (yes/no), relevant section
Responses, monitoring and management	
Does the SIA report propose responses that are tangible, deliverable, likely to be durably effective, directly related to the respective impact(s) and adequately delegated and resourced?	Yes See Section 7
Does the SIA report demonstrate how people can be confident that social impacts will be monitored and reported in ways that are reliable, effective and trustworthy?	Yes See Section 7
Does the SIA report demonstrated how the proponent will adaptively manage social impacts and respond to unanticipated events, breaches, grievances and non-compliance?	Yes See Section 7

STRUCTURE OF THIS REPORT

This SIA has seven chapters as summarised below:

- **Chapter 1** (this chapter) introduces the proposal, purpose and scope of this report.
- **Chapter 2** outlines the legislative requirements and methodology applied to complete this SIA.
- **Chapter 3** provides a social baseline of the study area including the site's context, social and demographic characteristics, and policy context.
- **Chapter 4** provides an overview of the field study undertaken to inform the SIA, including an overview of the key findings.
- **Chapter 5** identifies and provides details on the proposal's social locality.
- **Chapter 6** assesses the positive and negative social impacts of the proposal, including with and without mitigation and enhancement measures.
- **Chapter 7** outlines the mitigation, enhancement, and management measures of the assessed impacts.

METHODOLOGY

The methodology undertaken to prepare this SIA is outlined in Table 4. The methodology was informed by the guidance contained within the SIA Guideline and Technical Supplement (DPHI 2023).

Table 4 Methodology overview

Stage	Activities
Social baseline	Site visit and desktop review of surrounding land uses and site. Review of relevant state and local policies and strategies to understand potential social implications. Analysis of relevant data sets to understand the existing community profile and community values, strengths and vulnerabilities. Identification of likely impacted groups and communities. Early identification of potential social impacts (positive and negative) based on research tasks undertaken.
SIA field study	Engagement with stakeholder representatives from Fairfield City Council via online interview. Engagement with stakeholder representative from Holroyd Rangers Soccer Club via online interview. Engagement with stakeholder representative from Parramatta District Cricket Association via online interview. Engagement with the local community through an online community survey and community newsletter distribution. Analysis of field study data and identification of key themes.
Impact scoping	Review of social baseline and SIA field study outcomes. Review of proposal plans, proposal documentation and relevant technical assessments. Identification of the proposal's social locality and likely impacted groups. Identification and scoping of potential social impacts (positive and negative), mitigation and enhancement measures. Identification of potential opportunities for additional measures to be incorporated into the proposal.
Assessment and reporting	Assessment of social impacts (positive and negative) with and without mitigation and enhancement measures. Provision of recommendations to further reduce negative social impacts and enhance positive social impacts. Preparation of draft and final SIA reports.

APPROACH TO ASSESSING SOCIAL IMPACTS

The assessment of social impacts can be approached in several ways. The Technical Supplement of DPHI's SIA Guideline highlights a risk assessment methodology, whereby the significance of potential impacts is assessed by comparing the magnitude of an impact against the likelihood of the impact occurring.

The DPHI's risk assessment methodology has been applied in this SIA and is outlined in Section 0.

Assumptions

- This report is dated 29 April 2025 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date.
- In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.
- All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and forecasts set out in this report will depend, among other things, on the actions of others over which Urbis has no control.
- Information provided through other technical reports that have informed the identification and assessment of impacts is assumed to be accurate.
- This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

SOCIAL BASELINE

This chapter provides a social baseline of the site and surrounding area. This includes a review of the site location, policy context and demographic profile. The findings from the social baseline have been used to inform the approach to consultation, scoping of initial impacts and the formation of the site's social locality (as described in Section 0).

SITE LOCATION

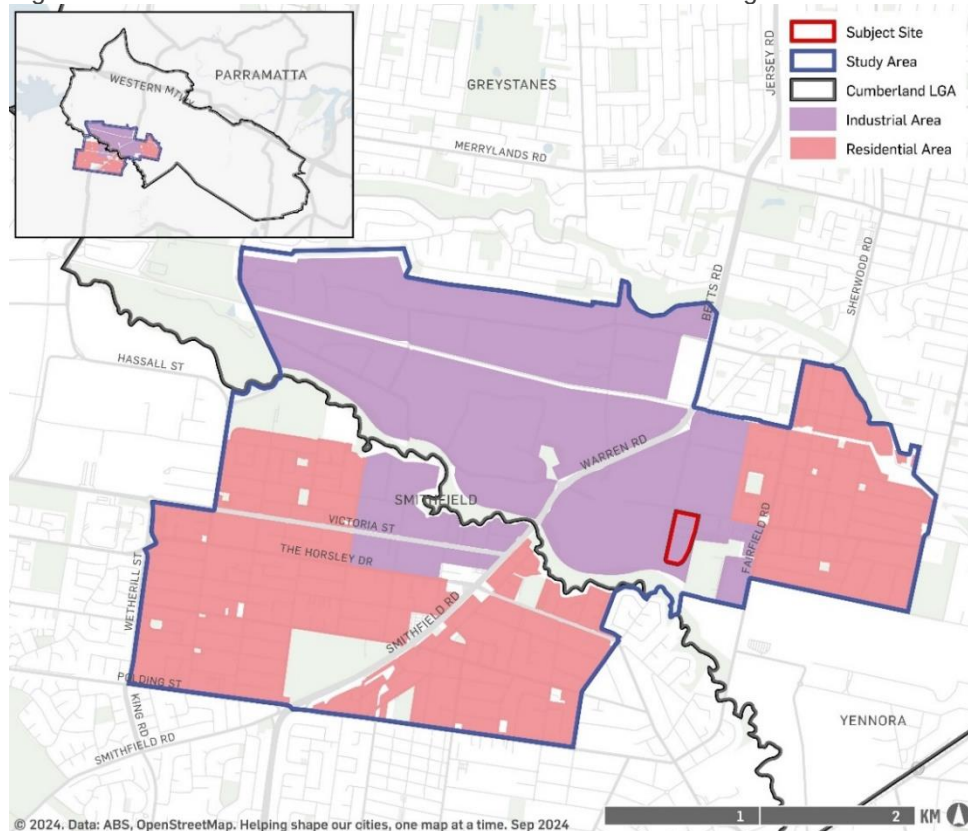
Local context

The site is located on Gandangara Land and is in the Smithfield Industrial Estate, within the Cumberland Local Government Area (LGA). The Smithfield Industrial Estate extends across the A28 to Gipps Road (approximately 3km west of the site). It forms part of the broader Smithfield Wetherill Park industrial area, which is one of the largest of its kind in the Southern Hemisphere and makes a significant contribution to the New South Wales and Australian economies.

Positioned in the southeastern corner of the estate, the site is within close proximity of the Cumberland Highway (A28) and M4 and M7 motorways, which provide access to Sydney CBD, South-west and Western Sydney. The northern end of the site adjoins the Guildford Transmission Substation, which is located immediately to the east and fronts onto McCredie Road. Other industrial uses are located further east, with residential properties beyond. A range of large format industrial uses are located to the west and northwest of the site.

The Guildford West Sports Ground which comprises several playing fields, is located to the south of the Guildford Transmission Substation. The sports fields bound the southern part of the site to the east. Prospect Creek is located to the south of the public recreation area and is zoned C2 Environmental Protection. The area to the south of Prospect Creek is predominately characterised by low density single storey residential housing. The site context is shown in Figure 6 below.

Figure 6 Industrial and residential areas within the local and regional context



Source: Urbis 2024

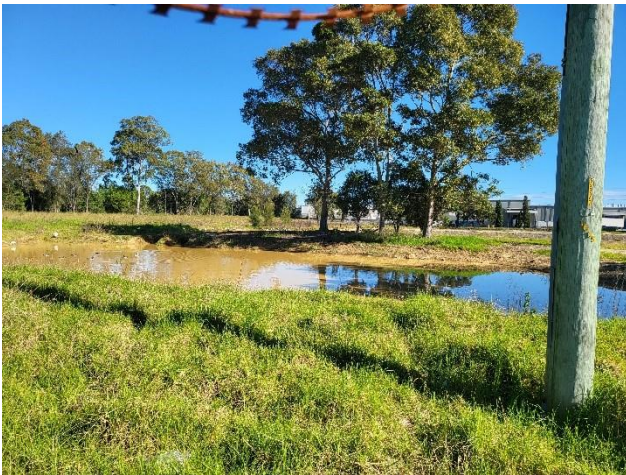
Figure 77 Site photos



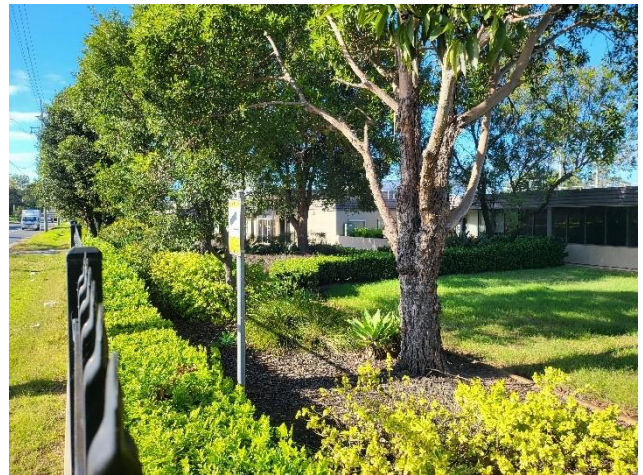
Picture 1 Site entry and eastern site boundary, neighbouring substation (north east) and sporting grounds (south east)



Picture 2 Eastern boundary and set back from site to sports field



Picture 3 Natural depression pond on the southern end of the site



Picture 4 Street (northern) interface, fencing and mature landscaping



Picture 5 Industrial properties positioned between the site and the residential area to the south



Picture 6 View of the site from the north-west looking south

Source: Urbis, 2024

Regional context

This site is located in the Smithfield-Wetherill Park Industrial Estate (Figure 6). The Smithfield-Wetherill Park Industrial Estate is home to nearly 3,000 businesses and 20,000 jobs. The sector shows great potential to increase its exporting capabilities and international trade opportunities.

The Industrial area is one of the largest in the Southern Hemisphere and makes a major contribution to the New South Wales and Australian economies. The area is strategically connected to national and international transport networks, including the M4 and M7 motorways, the new Western Sydney Airport and nearby intermodal terminal.

The Smithfield-Wetherill Park Industrial Estate as an extensive existing and well-established industry clusters and supply chains are optimally positioned to meet the needs of businesses in the Western Sydney Aerotropolis and beyond.

ABS community demographic data is limited due to the minimal residences in the area.

POLICY CONTEXT

A review of relevant state and local policies was undertaken to understand the strategic context of the proposed development and any potential impacts (positive and negative). This included:

State

- Greater Sydney Region Plan: A Metropolis of Three Cities (2018)
- State Infrastructure Strategy 2022-2042
- Australian Digital Economy Strategy 2030
- NSW Economic Blueprint (2019)
- Smart Western Sydney Program (2021)

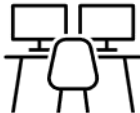
Local

- Cumberland Local Environmental Plan (2021)
- Cumberland Development Control Plan (2021)
- Cumberland 2030: Our Local Strategic Planning Statement (LSPS) (2020)
- Cumberland Employment and Innovation Lands Strategy (2019)
- Cumberland Sustainability Action Plan (2020)
- Cumberland Community Wellbeing Report (2021)

The key social themes from the policy review are summarised in Table 5 below.

Table 5 Key social themes from policy review

Theme	Summary of findings
Greater Sydney's Future Economy 	The State Infrastructure Strategy (SIS) and the Australian Digital Economy Strategy 2030 demonstrate the aspirations of the NSW Government to create stronger infrastructure foundations for Greater Sydney. Digital connectivity and high-speed data access is characterised as a critical asset to promoting Greater Sydney's future economy. However, the SIS identifies inconsistent access, affordability, quality, and reliability of access as varying throughout Greater Sydney and NSW. The A Metropolis of Three Cities Plans and the NSW Economic Blueprint 2040 recognise digital technologies as a major economic driver supporting economic and social growth, particularly in government services, health care and education. As

Theme	Summary of findings
	discussed in the A Metropolis of Three Cities plan, advanced manufacturing is expanding in Australia, characterised by significant investment in innovation, research, development and technology use. A Metropolis of Three Cities identifies the need to adapt to new technologies such as artificial intelligence, quantum computing and big data, robotics, autonomous vehicles, 3D printing and nanotechnology.
Creation of Job Opportunities 	Cumberland Employment and Innovation Lands Strategy 2019 provides a strategic and coordinated framework to support the future economic opportunities for Cumberland. Cumberland has a unique and competitive advantage in hosting advanced manufacturing due to its strategic location in Western Sydney and the valuable industrial land the area encompasses. The Cumberland Employment and Innovation Lands Strategy 2019 outline the key demographic groups that need to be engaged in the area to promote opportunities of employment and innovation. The strategy highlights the pathways for Cumberland to achieve success in raising employment through emerging demand. A Metropolis of Three Cities recognises that while digital advancement can reduce demand for certain types of job, it also enables innovation, new knowledge-intensive jobs and business opportunities. The NSW Digital Economy Strategy 2030 estimates that digitalisation of the economy could benefit Australia by as much as \$315 billion over the next decade, with the potential to create up to a quarter of a million new jobs by 2025. Cumberland Community Wellbeing Report 2021 outlines that Cumberland has a large young population and diverse community of migrants that can contribute heavily to the emerging trends in job creation for the area. Emerging industries such as digital technologies, media and advanced knowledge are identified to be area of potential growth that can benefit the variety of cohorts in Cumberland to provide growth in industries. Cumberland 2030: Our Local Strategic Planning Statement 2020 demonstrates how strategic and land use planning are important to boosting Cumberland's employment. The LSPS supports the retention of the industrial employment lands and outlines the need to provide locational opportunities from growth within the LGA. Economic and technological enhancements in Cumberland are key to growing Cumberland's local economy.
Promoting a clean, liveable and resilient place 	The Cumberland 2030: Our Local Strategic Planning Statement 2020 maintains the vision that Cumberland's development under the Three cities plan will create a vibrant and sustainable metropolis. The vision offers opportunity for ecological and biodiversity enhancement through achieving a progressive reduction in local energy and water consumption. Further, Cumberland 'sense of place' will be strengthened through benefits of community collaboration. Cumberland Community Wellbeing Report 2021 emphasizes promoting clean, liveable, and resilient places through several key initiatives. The report outlines the importance of community involvement and collaborative efforts in tackling antisocial behaviour and improving local environments. This includes organizing community events, such as Operation Respect, which combines fun activities with practical support services like financial advice, housing assistance, crime prevention, and

Theme	Summary of findings
	recycling education (Cumberland Council). Additionally, the report highlights a strategic approach to health and wellbeing, focusing on the wider determinants of health. This includes addressing factors such as education, housing, and employment, which significantly influence community health outcomes (Cumberland Council) (Cumberland Council). The strategy aims to foster integrated services that align local government and health sector efforts, ensuring a cohesive approach to improving living conditions and building community resilience.
Connection to, and celebration of Aboriginal cultural heritage and values 	The ongoing identification and protection of Aboriginal Cultural Heritage values, along with opportunities to celebrate these values, align with 'Planning Priority 8 - Celebrate our natural, built, and cultural heritage' as outlined in the Cumberland 2030: Our Local Strategic Planning Statement 2020.
Promoting safety and security 	The SIS identifies that future threats in cyber security are expected to be more automated, intelligent, disruptive, and destructive. The SIS, Australian Digital Economy Strategy 2030, A Metropolis of Three Cities calls for building stronger cyber resilience, which aligns with Cumberland's local strategies in enhancing data and connectivity. The Australian Digital Economy Strategy 2030 claims that businesses and people will only embrace digital opportunities to the maximum extent if they are confident in the technology they use. Community safety is identified as a key priority in the Cumberland Community Wellbeing Report 2021. Additional funding of provisions for CCTV and lighting throughout the community is highlighted as a priority as concerns over perceived crime in the community are apparent. The wellbeing report further identifies the aim to prioritise community safety through promoting reporting of crime.

DEMOGRAPHIC PROFILE

A demographic profile identifies the demographic and social characteristics of a proposal's likely social locality. This is an important tool in understanding how a community currently lives and that community's potential capacity to adapt to changes arising from a proposal.

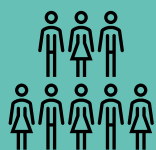
As per the Australian Bureau of Statistics (2021) Census of Population and Housing, the site is located within the Smithfield Industrial Area which has low demographic data. Smithfield Industrial Area is one of the largest industrial estates in the Southern Hemisphere with 3,000 businesses and 20,000 jobs in the area. The key industries of the industrial area include manufacturing, retail and production.

The site of this proposal is in close proximity to the Guildford West area and the Smithfield-Wetherill Park area which contain higher proportions of demographic data that relate to this proposal. A demographic profile comparing the three areas creates a greater understanding of social impacts that relate to this proposal. The demographic profile has been developed for Smithfield industrial area, Smithfield and Guildford West based on demographic data from the Australian Bureau of Statistics (2021) Census of Population and Housing and Profile.id. The demographic characteristics of Cumberland City LGA and NSW have been used, where relevant, to provide a comparison.

According to the 2021 Socio-Economic Indexes for Areas (SEIFA), there is some variation in terms of socio-economic advantage and disadvantage between communities within the local area and regional area.

Cumberland City LGA ranks low for socio-economic disadvantage within NSW (decile of 2) but ranks relatively high for education and occupation (decile of 8). This indicates that the area has more households with high incomes, higher levels of qualification, or more people in skilled occupations compared to other LGA's across NSW. Alternatively, it may reflect that it has fewer households with low incomes, more households with low qualifications, and more unskilled workers.

Population and age



In 2021, there were a total of ten permanent residents in Smithfield Industrial, representing a very **low proportion** of residents in **Cumberland LGA**

Smithfield-Wetherill Park has the highest percentage of residents in the 0-14 age group (22.0%) compared to Guildford West (20.0%) and Cumberland LGA (19.8%).

Cumberland LGA has a higher percentage of residents in the 25-34 age group (17.9%) compared to Smithfield-Wetherill Park (15.0%) and Guildford West (14.0%).

Guildford West has the highest percentage of residents aged 65 and over (14.0%) compared to Smithfield-Wetherill Park (12.5%) and Cumberland LGA (11.9%).

The median age is highest in Guildford West (36), followed by Smithfield-Wetherill Park (35) and Cumberland LGA (34)

According to Forecast.id, the population of Cumberland City Council is expected to increase by 35.70% to the year 2046.

Culture and diversity



The top country of ancestry for the Guildford West Area is Lebanese at (23%) of the population. Comparatively, Smithfield-Wetherill Park's top country of Ancestry was Australian (12.7%). The Cumberland City LGA differs slightly as the top country of ancestry for the LGA is Chinese (12.6%).

In 2021, Guildford West had a high proportion of residents who practiced Islam (31.5%). This is proportionally higher than Smithfield-Wetherill Park (9.4%) and Cumberland LGA (22.8%).

Comparatively, Smithfield-Wetherill Park had a higher proportion of residents who practiced Catholicism (38.4%).

According to Forecast.id, 0.6% of residents within Cumberland City Council identify as Aboriginal and/ or Torres Strait Islander people, compared to 1.7% within Greater Sydney.

Education and qualifications



Smithfield – Wetherill Park had a proportionally lower level of residents who have attained a bachelor's degree or above (12.8%) compared to Guildford West (14.5%) and Cumberland LGA (26.7%). The highest level of education attainment in Smithfield-Wetherill Park is Year 12 level (20.1%) which is similar to Guildford West (20.9%) and Cumberland LGA (19.2%).

Smithfield - Wetherill Park has a proportionally higher level of Year 9 and below educational attainment (15.2%) compared to Guildford West (9.6%) and Cumberland LGA (8.5%).

According to SEIFA data, Cumberland is ranked in the 78th percentile for the Index of Education and Occupation, with a decile of 8.

Workforce and employment



Overall, 64% of the population of Smithfield-Wetherill Park is in the labour force and 62% of Residents in Guildford West are in the labour force which is proportionally lower compared to Cumberland LGA (66%)

Smithfield-Wetherill Park has the lowest proportion of professionals (15.4%) compared to Guildford West (16.9%) and Cumberland LGA (23.7%).

Guildford West has the highest percentage of Administrative and Clerical workers (14.0%) compared to Smithfield-Wetherill Park (12.5%) and Cumberland LGA (11.9%).

Cumberland LGA has a lower percentage of technicians and trade workers (11.4%) compared to Smithfield-Wetherill Park (14.3%) and Guildford West (13.8%).

Smithfield-Wetherill Park has an unemployment rate of 6.5% and Guildford West has an unemployment rate of 7% which is proportionally higher than Cumberland LGA 6%.

The top industry of employment varies throughout the study area:

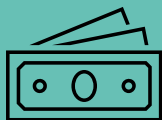
Guildford West: Banking (3.9%)

Smithfield-Wetherill Park: Supermarket and Grocery Store (3.3%)

Cumberland LGA: Hospitals (except Psychiatric hospitals) (4.2%)

According to SEIFA data, Cumberland LGA is ranked in the 17th percentile for the Index of Economic Resources with a decile of 2

Income



Smithfield-Wetherill Park (\$1,300/week) has a slightly lower median household income than Guildford West (\$1,388/week). In Smithfield, the median weekly household income is lower compared to Guildford West and Cumberland LGA (\$1,678/week).

According to Profile.id, Cumberland LGA has 4,497 low-income households of which 23.0% are working full time and 48.4% are part time.

Housing and homelessness



A similar proportion of residents own their home outright Guildford West (26.3%) Smithfield-Wetherill Park (32.1%) compared to Cumberland LGA (average of 23.4%). The Cumberland LGA has a below average level of home ownership (25.5%) compared to and NSW (31.5%).

There are significantly more households with mortgage repayments above 30% of their income in Guildford West (31.5%) Smithfield-Wetherill Park (50.3%).

Cumberland LGA (average of 63.4%) had a higher proportion of mortgage repayments less than 30% of their income.

Crime and safety



Crime data (December 2023) from the NSW Bureau of Crime Statistics and Research (BOCSAR) indicates that Cumberland LGA have general higher rates of crime (per 100,000 population). However, there were three specific crime types where the site had significantly higher rates of crime per 100,000 people than the Cumberland LGA and NSW averages, including:

Fraud: 834.3 (compared to 578.4 in NSW)

Motor vehicle theft: 454.7 (compared to 176.5 in NSW)

Steal from a motor vehicle: 628.1 (compared to 358.7 in NSW)

Smithfield is subject to general higher rates of crime, compared to NSW and LGA averages.

Specifically, Smithfield had significantly higher rate of crime in these three areas:

Steal from a motor vehicle: 470.1 (compared to 358.7 in NSW)

Break and enter non-dwelling: 128.9 (compared to 106.4 in NSW)

Motor Vehicle Theft: 348.8 (compared to 176.5 in NSW)

Guildford West is subject to generally lower rates of crime, compared to NSW and LGA averages.

Specifically, Guildford West had significantly lower rate of crime in these three areas:

Steal from a motor vehicle: 292.2 (compared to 358.7 in NSW)

Break and enter non-dwelling: 51.6 (compared to 106.4 in NSW)

Motor Vehicle Theft: 103.1 (compared to 176.5 in NSW)

As such, this crime profile indicates that the site may be more susceptible to opportunistic and theft crimes relating to motor vehicles, fraud and; break and enter related crime.

SIA FIELD STUDY

This section provides an overview of the community and stakeholder consultation undertaken as part of this SIA. Consultation is critical to understanding what is important to people and how they feel they may be impacted by the proposal.

In some cases, what people may expect to feel may not be what eventuates as part of the proposal. The consultation summary below does not distinguish between this and summarises the consultation as it was heard to provide an accurate sentiment of people’s thoughts, feelings and feedback. The assessment of social impacts (Section 0) considers the outcomes from consultation against the details of the proposal and other technical report findings.

APPROACH AND SUMMARY OF SIA FIELD STUDY AND ENGAGEMENT ACTIVITIES

Urbis’ Social Planning and Urbis’ Engagement team/proposal engagement team developed and undertook an integrated SIA field study and engagement program to accompany the proposal. The field study was informed by the outcomes of the social baseline (see Section 0) to identify the potentially impacted community and appropriate engagement methods. Activities were focused on individuals and groups within the immediate social locality (see Section 0), as well as key stakeholders.

The methods of engagement and consultation with community and key stakeholders are provided in Table 6. Additional communication and engagement activities were also undertaken by representatives from the Urbis engagement team/proposal engagement team and are detailed in full in the Engagement Outcomes report.

Key stakeholder consultations were conducted on an earlier iteration of the proposed scheme, after which time revisions were made to the proposal. The revised scheme features a reduced building height, effectively mitigating potential negative impacts such as the overshadowing of the nearby sports field, and articulation to the façade fronting the sports ground.

A copy of relevant engagement material is provided in Appendix A.

Table 6 Methods of engagement and consultation

Method	Administered	Timeframes	Invited	Participated
In-depth interview with Fairfield Council	Via Email	24 September 2024 2 October 2024 4 October 2024	Fairfield City Council Social Planning and Advocacy Manager Holroyd Rangers Soccer Club Parramatta District Cricket Association	Urbis Project Team Holroyd Rangers Soccer Club representative Parramatta District Cricket Association representative
SIA Survey	Via Newsletter	15 June 2024 9 September 2024 1 February 2025	Immediate social locality	Three respondents

IN-DEPTH INTERVIEWS SUMMARY OF FINDINGS

Fairfield City Council

The proposed site is positioned nearby and to the north of the Fairfield City Council (FCC) boundary, where the site's nearest residents are located. As such, FCC were invited to consult on the project and a meeting was held with a FCC representative on 24th September 2024. Key feedback from the FCC representative relevant to the assessment of social impacts (positive and negative) is summarised below:

Environmental impact

- Residential area proximity: Concerns about construction in the industrial area, near parks, affecting local residents' quality of life and the environment.
- Air quality: Need for thorough environmental and health assessments, particularly regarding air quality and noise during construction and operation, due to the neighbouring sports field. Concerns about dust and diesel smoke impacting the sporting grounds.
- Noise impact concerns: Concerns about potential noise from the new development, in the context of surrounding industrial sites (e.g. neighbouring recycling plant). Need for noise control measures, particularly regarding diesel generators.
- Environmental impact of diesel generators: Concerns about diesel generators' impact on air quality and the need for biodiversity assessments. Emphasis on aligning generator operations to minimize disruption to the sports field.

Cultural and heritage considerations

- Aboriginal heritage: Inquiry about the cultural significance of the Warali Wali track along the cycleway and the need to consider Aboriginal heritage in development plans.

Visual and overshadowing impact

- Aesthetic impact: Concerns about the visual impact of the smithfield on the nearby sporting field and suggestions for mitigating this with a mural.
- Shade impact on sports field: Inquiry about the potential shading of the soccer field by the building, suggesting it could provide beneficial shade during summer.

Community and social considerations

- Community engagement: Importance of giving residents a voice in the project and satisfaction with the engagement strategy by Urbis was expressed.
- Disability access: Concerns about the lack of focus on disability access in social impact assessments and the need for accessibility beyond minimum standards.
- Employment opportunities: Noting that local employment outcomes are often overpromised and suggesting strategies to benefit the local area, given Fairfield's high unemployment rate.
- Support for local sporting clubs: Proposal for developers to support local sporting clubs impacted by construction, such as providing jerseys.
- Partnerships for career opportunities: Suggestion to partner with organizations like Southwest Connect to create career opportunities for local high school students.
- Internet accessibility and local benefits: Uncertainty about whether the data centre would improve internet accessibility or provide local benefits.

Operational and logistical concerns

- Traffic and logistics: Inquiries about site logistics, particularly truck traffic, and concerns about the potential impact on the community during construction.
- Generator operation times: Concerns about the operation times of diesel generators and potential disturbances at inappropriate times, such as during the night.

Cumberland City Council

The proposed site is located within Cumberland City Council, who, on 12 June 2024 were invited via email to provide feedback on the proposal. On 27 June a Council representative responded that they had no in-house experts with experience in Social Impact Assessments and declined the invitation to be consulted.

Cumberland City Council representatives did, however, reach out to local sporting clubs who use the Guildford West Sports Ground, and connected Urbis with two representatives from two of the clubs who regularly use the grounds and were willing to be consulted.

On 4 February 2025, Goodman requested a meeting with Cumberland City Council to provide an overview of the project and seek feedback. Council requested a formal pre-lodgement meeting be held to obtain feedback on the proposal. Goodman has attempted by email on 11 February 2025 to arrange a pre-lodgement meeting, but no response received as of the date of finalising this report.

Holroyd Rangers Soccer Club

A meeting was held with a representative (official) of Holroyd Rangers Soccer Club on 4 October 2024. Key feedback from the meeting, relevant to the assessment of social impacts (positive and negative) is summarised below:

Impact on visual aesthetics

- The large-scale and imposing nature of the building raises concerns about its general appearance.
- The building will be an “eyesore” during live-streamed games, potentially deterring people from using the upgraded field, and conflated with the substation to the northern boundary they would feel “boxed in” on the field.
- The club's camera faces west, where there is a small seating area, making the building the backdrop to all games.

Field drainage and playability

- The field recently underwent a \$500,000 upgrade to improve drainage, however concerns were raised regarding the shadow and wind-blocking effects of the proposal and the potential negative affect on field drainage and waterlogging, especially given the winter sport season.
- These conditions could limit the usability of the field, particularly during the peak period from February to mid-September.

Impact on club operations

- The club is the largest in the district and uses the field as its home ground.
- The field is busy on weekends with game days scheduled from Friday through to Sunday, and training taking place throughout the week from 5–10 PM.
- Any negative impact on the field or its usability would significantly disrupt club activities.

Club's expectations

- Invited opportunities to support the club community (3000 members), for example, such as an improved or screened view of the building, or an upgrade to the sporting field's lighting system.

Health-related concerns

- Concerns raised about potential health risks during the construction phase, specifically dust and poor air quality during use of the fields. Similar issues arose during the demolition of the Castrol facility.
- The suggestion was made to limit construction to business hours and weekdays before 5pm, to minimize disruption during games and training sessions.

Parramatta District Cricket Association

A meeting was held with a representative (official) of the Parramatta District Cricket Association on 2 October 2024. Key feedback from the meeting, relevant to the assessment of social impacts (positive and negative) is summarised below:

Shadow impact

- The most significant concern raised by the representative was the potential shadow cast by the data centre, which could affect the ability to play on the fields. This is particularly concerning for soccer on the northern field and cricket on the southern field. The issue is especially pronounced early in the season, in the afternoon, when hard cricket balls coming towards players with a shadow across the middle of the ground could pose a safety risk.

Usage of sporting field

- The field is primarily used on weekends, from 8am to 6pm, especially during the summer months.

Construction concerns

- Additional concerns raised were related to noise, dust and traffic, during construction, on the weekend when the fields are most in use.

Request for shadow analysis

- The representative requested access to the shadow analysis, or information on the building height and east and southern setbacks. This information would enable him to provide informed input on the impact of the shadow on the safe use of the field, particularly during the shoulder of the season when light levels are already low, before daylight savings commences.

Other suggested mitigation measures

- The representative suggested planting a significant number of trees along the boundary to create a visual buffer and enhance the aesthetic appeal of the area facing the sporting fields.

COMMUNITY SURVEY SUMMARY OF FINDINGS

A community survey was developed to understand the potential social impacts of the proposal, and to identify potential mitigation measures (for negative impacts) and enhancement measures (for positive impacts). A quick-response (QR) code and online link for the survey were included in the community newsletter distributed to local residents. The survey was open between 15 June 2024 to 27 June 2024, and again 9 September 2024 to 30 September 2024. There were 3 responses to the survey, including 1 completed response. One respondent described themselves as a community member, and one identified themselves as 'other'.

The one respondent who completed the survey anticipated that the proposal would impact the community sporting groups using the adjacent Guildford West Sports Ground, in relation to overshadowing and noise, particularly affecting cricket players. Further noting, that only weekend construction noise would impact community sports.

KEY IMPLICATIONS OF SIA FIELD STUDY FINDINGS

This section outlines the key social impacts identified by participants throughout the SIA field study and/or engagement activities. All consultation sought to understand how participants viewed their community, and to identify how the proposal may impact their community. Participants identified both positive and negative impacts, as well as opportunities to mitigate or enhance these potential impacts, shown in Table 7.

Table 7 Community identified potential positive impacts, negative impacts, and opportunities

Positive impacts	Negative impacts	Opportunities
Partnerships for career opportunities Boosting local employment Internet accessibility and local benefits	Visual impact of built form and shadowing on local sports fields Interrupted usage of sports fields Construction impacts Impact on local club operation Field drainage and playability Health related concerns	Retaining a significant tree canopy to act as natural visual screening Sponsorship of local clubs and associations Reduction in building height Incorporating articulation and façade treatment, to compliment the built form with community sporting fields, along the eastern boundary. Overshadowing assessment undertaken of the proposal, confirming nominal overshadowing in the winter solstice

SOCIAL LOCALITY

A social locality helps to identify the scale and nature of the proposal's likely social impacts, as well as the likely impacted groups. This proposal's likely social locality was determined based on a review of the proposal, surrounding content and consultation outcomes. The following key stakeholders are included in the social locality:

- **Immediate social locality:** This area includes communities that may be directly impacted by the proposal, including future construction workers, data centre workers, neighbouring businesses, nearby residents, visitors and other land-uses surrounding the site (shown in Figure 8). These groups may experience localised impacts such as visual, noise, dust and changes to the traffic and pedestrian network during construction and operation including workers in commercial buildings, new public open space and retail users and potentially other workers and residents (dependent on future proposals). Key land-uses (and their users) of note include Guildford West Sports Grounds.
- **Surrounding social locality:** This area includes communities that may be either directly or indirectly impacted by the proposal, including in relation to access to new local employment opportunities and impacts to the activation and character of the local area. This area is defined as the nearest residents to the south, and the area identified as the Smithfield-Wetherill Park industrial area (shown in Figure 8). The area is characterised by a mix of manufacturing, warehousing, logistics, and distribution facilities, reflecting its strategic importance as a hub for industrial activities. The Smithfield-Wetherill Park industrial area is one of the largest industrial estates in the Southern Hemisphere, providing significant employment opportunities and contributing to the local economy.
- **Broader social locality:** The community in this area are more likely to experience indirect impacts from the proposal (e.g. economic stimulation of the area) but may also experience direct impacts (e.g. in relation to new employment opportunities). The Proposal site is situated within a prominent industrial precinct known for its diverse range of industrial land uses, and broader the Fairfield City Council and Cumberland Council areas. The broader locality refers to the surrounding areas to the site (Figure 8), where there are potential broad and strategic impacts, including on the industrial area, residents, students, workers and visitors. Key-land uses (and their users) include the broad industrial area, and residents in Fairfield City Council and Cumberland Council areas, positioned to the south and east of the site.

Figure 889 Immediate and surrounding social locality



Source: Urbis 2025

SOCIAL IMPACT ASSESSMENT

This chapter provides a ranking of the identified social impacts of the proposal. It is structured by the social impact categories outlined in the SIA Guideline (DPHI 2023) – as shown in Table 8 below.

ASSESSMENT APPROACH

Each impact is assessed in accordance with the risk assessment methodology applied in the SIA Guideline Technical Supplement, whereby the significance of each potential social impact is assessed by comparing the magnitude of the impact against the likelihood of the impact occurring.

This methodology and associated assessment parameters are outlined in the tables below.

Table 8 Social impact category definitions

Social impact category	Definition
Way of life	Including how people live, how they get around, how they work, how they play, and how they interact each day
Community	Including composition, cohesion, character, how the community functions and people's sense of place
Accessibility	Including how people access and use infrastructure, services and facilities, whether provided by a public, private or not-for-profit organisation
Culture	Both Aboriginal and non-Aboriginal, including shared beliefs, customs, values and stories, and connections to Country, land, waterways, places and buildings
Health and wellbeing	Including physical and mental health especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, and changes to public health overall
Surroundings	Including ecosystem services such as shade, pollution control, and erosion control, public safety and security, access to and use of the natural and built environment, and aesthetic value and amenity
Livelihoods	Including people's capacity to sustain themselves through employment or business, whether they experience personal breach or disadvantage, and the distributive equity of impacts and benefits
Decision-making systems	Particularly whether people experience procedural fairness, can make informed decisions, can meaningfully influence decisions, and can access complaint, remedy and grievance mechanisms.

Source: SIA Guideline (DPHI 2023, p.19)

Table 9 Significance matrix

		Magnitude level				
		1	2	3	4	5
Likelihood level		Minimal	Minor	Moderate	Major	Transformational
A	Almost certain	Low	Medium	High	Very high	Very high
B	Likely	Low	Medium	High	High	Very high
C	Possible	Low	Medium	Medium	High	High
D	Unlikely	Low	Low	Medium	Medium	High
E	Very unlikely	Low	Low	Low	Medium	Medium

Source: DPHI, 2023, SIA Guideline: Technical Supplement, p. 13

Table 10 Likelihood levels

Level	Definition
Almost certain	Definite or almost definitely expected (e.g. has happened on similar projects)
Likely	High probability
Possible	Medium probability
Unlikely	Low probability
Very unlikely	Improbable or remote probability

Source: SIA Guideline: Technical Supplement (DPHI 2023, p. 12)

Table 11 Magnitude levels

Magnitude level	Meaning
Transformational	Substantial change experienced in community wellbeing, livelihood, infrastructure, services, health, and/or heritage values; permanent displacement or addition of at least 20% of a community.
Major	Substantial deterioration/improvement to something that people value highly, either lasting for an indefinite time, or affecting many people in a widespread area.
Moderate	Noticeable deterioration/improvement to something that people value highly, either lasting for an extensive time, or affecting a group of people.
Minor	Mild deterioration/improvement, for a reasonably short time, for a small number of people who are generally adaptable and not vulnerable.
Minimal	Little noticeable change experienced by people in the locality.

Source: SIA Guideline: Technical Supplement (DPHI 2023, p. 13)

Table 12 Dimensions of social impact magnitude

Dimension	Explanation
Extent	Who specifically is expected to be affected (directly, indirectly, and/or cumulatively), including any vulnerable people? Which location(s) and people are affected? (e.g., near neighbours, local, regional, future generations).
Duration	When is the social impact expected to occur? Will it be time-limited (e.g., over particular project phases) or permanent?
Intensity or scale	What is the likely scale or degree of change? (e.g., mild, moderate, severe)
Sensitivity or importance	How sensitive/vulnerable (or how adaptable/resilient) are affected people to the impact, or (for positive impacts) how important is it to them? This might depend on the value they attach to the matter; whether it is rare/unique or replaceable; the extent to which it is tied to their identity; and their capacity to cope with or adapt to change.
Level of concern / interest	How concerned/interested are people? Sometimes, concerns may be disproportionate to findings from technical assessments of likelihood, duration and/or intensity.

Source: SIA Guideline: Technical Supplement (DPHI 2023, p. 12)

Mitigation and enhancement measures

Social impacts are assessed before and after the implementation of mitigation measures (for negative social impacts) and enhancement measures (for positive social impacts). These measures can take different forms and may be incorporated in the design, planning, construction, or operational stage of the proposed development. Mitigation measures, enhancement measures, and SIA recommendations are summarised in Section 0.

SIA recommendations

SIA recommendations are proposed throughout the impact assessment to further enhance positive social impacts and mitigate negative social impacts. These measures have not been included in the assessment of mitigated or enhanced impacts but have been recommended as additional measures for consideration by the proponent to enhance the social outcomes of the proposal. Mitigation and enhancement measures which are committed to and have informed the assessment of mitigated and enhanced social impacts are detailed in the 'mitigated' and 'enhanced' sections of each social impact throughout this section and summarised in Section 0. SIA recommendations are identified separately from the mitigated and enhanced assessment for each impact and are summarised in Section 0.

ASSESSMENT OF IMPACTS ACROSS CATEGORIES

This section provides an assessment of the key impacts of the projects, as per the categories set out in the SIA Guideline.

Way of life

Guideline definition: *Way of life, including how people live, how they get around, how they work, how they play, and how they interact each day.*

Impacts on functionality of Guildford West Sports Ground

Affected stakeholders	Duration of impact
Immediate social locality (Guildford West Sports Ground users)	Construction and operation
Assessment – without mitigation: Medium negative (construction). Low negative (operation)	
The proposal site is located adjacent to a well-utilised sports ground (Guildford West Sports Ground) that accommodates various recreational activities, including tennis, cricket, and soccer. The Guildford West Sports Ground plays a key role in the local community's way of life, serving as a space for physical activity, social interaction, and organised sporting events, both during the day and evening training sessions. During the SIA field study, Fairfield City Council's (FCC) representative expressed the need for thorough environmental and health assessments, particularly regarding air quality and noise during construction and operation, to investigate potential impacts to the neighbouring Guildford West Sports Ground. Construction Stakeholders raised issues regarding potential noise interference from construction activities during peak construction periods. It was anticipated that high levels of construction noise could disrupt sporting events and training sessions, particularly during peak periods of use, when the field is heavily used. The Holroyd Rangers Soccer Club (HRSC) representative reported that game days are scheduled from Friday through to Sunday during the day, with training sessions taking place throughout the week from 5pm to 10pm. Thus, they suggested that construction hours on weekdays were scheduled before 5pm. The preliminary Construction Traffic Management Plan (CTMP) prepared as part of the Traffic and Accessibility Impact Assessment (TAIA) by Ason Group (2025) indicate that the proposed work hours are as follows: Weekdays: 7:00am to 6:00pm Saturdays: 8:00am to 4:00pm Sundays and public holidays: no work. Therefore, there is potential for any construction noise to impact Guildford West Sports Ground users between 5-6 weekdays and on Saturdays. Refer to Section 0 for further discussion on Noise impacts. Operation Urbis consulted two Guildford West Sports Ground user group representatives, and at the time of community consultation, the project design indicated that the scale of the data centre could result in significant shadowing over a large proportion of the soccer field during the afternoon. This was identified as a concern for local sporting groups and residents, due to the possible impact on visibility, drainage and user safety, during matches and training sessions.	

The HRSC representative advised that the field recently underwent a \$500,000 upgrade to improve drainage and expressed concerns that the shadow and wind-blocking effects of the proposal may create a potential issue with the field drainage and waterlogging, especially given the peak use during the winter sport season, therefore limiting the usability of the field, during the peak period from February to mid-September.

Community consultation revealed that local sports clubs, recreational users, and nearby residents were particularly concerned about potential disruptions to scheduled sporting activities due to altered light conditions. Conversely, the FCC representative suggested appropriate coverage might be useful for relief from heat during peak summer periods.

The HRSC and Parramatta District Cricket Association (PDCA) representatives expressed concerns that prolonged shading might lead to interrupted visibility and uneven turf conditions due to changes in sunlight exposure, potentially affecting the quality of the grounds and safety during play. The impact of construction activity on the Guildford West Sports Ground users was also raised, with concerns about noise interference and potential dust, affecting the user experience on the Guildford West Sports Ground. Furthermore, the use of diesel generators on site, during operation could similarly impact the user experience on the Guildford West Sports Ground.

Following these consultations, design revisions on the scale of the proposed building were made, which have reduced the scale and height of the proposed building by 6.1 meters, with a maximum building height of 25.77 (26.5m including exhaust plenum). Thus, the potential impacts on the Guildford West Sports Ground have been reduced. A shadow analysis was completed by Greenbox (see Appendix B), which indicates that a shadow cast from the eastern site boundary of 37.55m at peak period; 3pm in June; predominately overcasting the swale, with minimal shadowing on the Guildford West Sports Ground.

A Noise and Vibration Impact Assessment (SLR 2025) conducted for the proposal, concluded that minor to moderate exceedances of construction noise levels is predicted for the nearest sensitive receivers, during peak periods of construction noise, such as when rock-breakers are in use, while residents are not expected to be highly impacted by construction noise.

Due to the possible likelihood and moderate magnitude of the potential impacts on the usability of the Guildford West Sports Ground **during construction**, this impact is rated medium negative.

Due to the unlikely likelihood and minor magnitude of the potential impacts on the usability of the Guildford West Sports Ground **during operation**, this impact is rated low negative.

Assessment – with mitigation: Low negative (construction). Low negative (operation).

Construction

The project team has committed to implementing measures to manage construction noise, such as limiting construction activities to specific hours predominately outside of Guildford West Sports Ground use, utilising sound barriers, and providing advance notice to the community about key construction timelines. These efforts aim to minimise disruption to the Guildford West Sports Ground's use during peak construction periods.

A Construction Noise and Vibration Management Plan (CNVMP) will be prepared prior to construction commencement to identify impacted receivers, assess potential impacts, and detail mitigation measures, complaint handling procedures, and compliance monitoring requirements. The Noise and Vibration Impact Assessment (SLR 2025) proposes mitigation measures including design considerations, traffic management, and production of an Operational Noise Management Plan, which if implemented will effectively mitigate noise disturbance to comply with trigger levels for nearest receivers.

The preliminary CTMP (Ason Group, 2025) outlines the measures to mitigate impacts on pedestrian activity and existing traffic along the surrounding road network, this includes truck routes to/from the site, traffic control measures and worker parking.

Appendix C of the Air Quality Impact Assessment (AQIA) prepared by Northstar (2025) outlines industry-standard mitigation measures for managing construction-phase air quality risks, which can be implemented through a Construction Environmental Management Plan (CEMP) and a Dust Management Plan (DMP), these measures include soil screens or barriers around dusty activities. Air quality impacts and mitigation measures are further discussed in Section 0.

Operation

The AQIA (Northstar, 2025) predicts no exceedances of relevant impact criteria during the operation of diesel-fuelled generators for routine and planned maintenance testing, so no further mitigation is deemed necessary. Air quality impacts and pollution scenarios are further discussed in Section 0.

The Post-Development Scenario TUFLOW model was used to simulate the 5% AEP, 1% AEP, 1% AEP with Climate Change and PMF events. The modelling shows that, amongst other on-site outcomes (see Urbis, EIS 2025) the proposed development will increase peak flood velocities off-site along the eastern boundary and downstream in the 1% AEP event. Localised increases of up to 1m/s are predicted.

Off-site flood level and velocity impacts will occur primarily as a result of the re-distribution of flows associated with the proposed earthworks. The flood level changes are commensurate with those previously accepted as part of the approved warehouse DA (reference DA2022/0759) and will not result in a material increase in flood risk either on or off-site.

The revised design ensures that the field receives adequate natural light during peak usage times, addressing community concerns while maintaining the functionality of the space, with the reduced build scale, resolving any imposing shadow cast on the Guildford West Sports Ground.

As a result, the potential impacts on the Guildford West Sports Ground have been reduced and construction mitigations implemented, ensuring that it remains a functional and valued space for the community. As a result, the impact rating during construction and operation is assessed as low negative, with an unlikely likelihood and minor magnitude, both during *construction and operation*.

SIA recommendations – additional social mitigations

Continued engagement with Guildford West Sports Ground users, via a key contact point is recommended, for ongoing monitoring and assessment of any residual or unanticipated impacts during construction as a part of the Construction Environmental Management Plan, and during operation as a part of the Plan of Management.

Community

Guideline definition: *Community, including composition, cohesion, character, how the community functions, resilience, and people’s sense of place.*

Contribution to local community character and sense of place

Affected stakeholders	Duration of impact
Immediate social locality (residents and Guildford West Sports Ground users)	Operation

Affected stakeholders	Duration of impact
Assessment – without mitigation: Medium negative	
The current site has been vacant for an extended period of time, therefore is inactive. It is also fenced and not publicly accessible. While the site is within a designated industrial precinct, it is located on the edge of this precinct, directly adjoining community uses (the sports ground) and in close proximity to residential dwellings. Development of the site provides an opportunity for reactivation of the site and contribution to activation of the local area. It also provides the opportunity for a better visual and land-use transition between community and residential uses and the industrial precinct, with building articulation introduced into the design process to create a stronger point of visual interest. The proposal will introduce 24 hours per day and seven days per week operations on the site and a permanent worker presence. However, as noted in the Estimated Development Cost (EDC) report by Linesight (2025), as is common for a data centre, there will be limited numbers of workers on-site, therefore limiting opportunities for activation. The site will also be fenced along its perimeter and incorporate high levels of security and surveillance, limiting opportunities to physically and visually integrate the proposal with the local area. The early proposed design scheme that included a concrete façade, prominent from the sports ground, and minimal landscaping treatments (refer also Section 0), with limited opportunities for the site to contribute to local character and sense of place. With consideration of the limited contribution of the proposal to activation and character of the local area, the unmitigated impact is assessed as medium negative, given the possible likelihood and minor magnitude.	
Assessment – with mitigation/ enhancement: Medium negative	
Building articulation was introduced into the design, to enhance the visual interest of the building. However, given the fenced site and limited activation, integration and connection to the local area, the impact remains assessed as medium negative. Recommended measures to reduce this impact and potentially create a positive impact in the local community are provided below.	
SIA recommendations – additional social mitigations	
Investigate additional façade treatments to create a more engaging eastern façade (fronting the sports ground). This could include interpretive materials, elements, or motifs that reflect the history, heritage, or character of the local area. Explore opportunities for contribution to initiatives that enhance local community life (e.g. local sports club sponsorship).	

Accessibility

Guideline definition: *Accessibility, including how people access and use infrastructure, services and facilities, whether provided by a public, private, or not-for-profit organisation*

Access to an inclusive and healthy workplace

Affected stakeholders	Duration of impact
Immediate social locality (future operational site workers)	Operation
Assessment – without mitigation: Low negative	
As outlined in section 3.2, Cumberland City Council's 'Cumberland 2030: Our Local Strategic Planning Statement 2020' envisions a vibrant and sustainable metropolis under the Three Cities Plan. This vision prioritises access to services and amenities, ecological and biodiversity enhancement, and a reduction in local energy and water consumption. Further, the LSPS also aims to strengthen Cumberland's sense of place through community collaboration. While the data centre will have a limited workforce when operational workforce according, the design and delivery of the facility will nevertheless need to service a workforce ongoing. Its external design, including visual amenity achieved through architecture and landscape design, will also impact the wellbeing of workers on surrounding sites in the precinct. Delivering a healthy workplace has direct positive impacts on the physical, mental and social wellbeing of workers. Healthy workplaces include a welcoming, safe and comfortable environment (e.g. through provision of adequate aesthetics, natural light, ventilation and amenities) in addition to development and implementation of Workplace Health and Safety (WHS) and wellbeing policies, procedures and initiatives. Community stakeholder consultation with the FCC representative identified the desire for considered and above minimum-requirement disability access throughout the entire data centre, to ensure a comfortable and inclusive workplace which is not limited to foyer and ground level access. Healthy and inclusive workplaces can also encourage social connection and support employees to make healthier choices such as exercising and prioritising active transport. As explained by the Australian authority for work health and safety and workers' compensation (Comcare), supporting employee wellbeing and safety contributes to creating a more engaged, motivated and efficient workforce. The Architectural Plans by Greenbox (2025) outline the provision of amenities for workers on site. While the specific details of these amenities (such as an onsite lunchroom or end-of-trip facilities) are not yet defined, the plans do indicate two dedicated amenity spaces located on both the ground floor and level one. As noted in the Social Baseline (Section 3, Figure 5) the site benefits from positioning on a bus route and nearby arterial road networks. This proximity to public transport in addition to major motorways and on-site parking, will support the varied future worker transit needs, providing ease of access to their place of employment. With consideration to transport access, and the undefined extent of worker amenity this impact is assessed as low negative, given the unlikely likelihood and moderate magnitude.	
Assessment – with mitigation: Low positive	
End of trip facilities have been included, to the extent of: Four showers (two male and two female) Two change rooms (one male and one female) Twelve bicycle parking spaces.	

With the addition of end of trip facilities considered, the mitigated rating is **low positive**, given the likely likelihood and minimal magnitude.

SIA recommendations – additional social mitigations

Through the detailed design of worker amenities, ensure all spaces and facilities for workers are well-embellished, welcoming and accessible for people with disability.

Incorporate an outdoor seating area/breakout space for workers in the landscape design.

Culture

Guideline definition: *Culture, both Aboriginal and non-Aboriginal, including shared beliefs, customs, practices, obligations, values and stories, and connections to Country, land, waterways, places and buildings*

Potential impact to Aboriginal culture and heritage

Affected stakeholders	Duration of impact
Broader social locality (Aboriginal and/or Torres Strait Islander community)	Operation
Assessment – without mitigation: Low negative	
The Social baseline (Section 0) identified that 0.6% of residents within Cumberland City Council identify as Aboriginal and /or Torres Strait Islander, significantly less than Greater Sydney at 1.7%. A potential disturbance of sites of Aboriginal significance, caused by the proposed project during construction, has the potential to impact the local Aboriginal and /or Torres Strait Islander communities, and their connection to the area. The Aboriginal and Cultural Heritage Assessment Report (ACHAR) (Artefact, 2024) notes that there are no sites of Aboriginal objects or places registered within the subject area. Historical land use of the proposed site has experienced significant levels of disturbance from development, services installation, land clearing and remediation works. As such, the ACHAR notes that the environmental context of the subject area is not indicative of Aboriginal archaeological sensitivity. The ACHAR identifies several mitigation measures, including continued consultation with key stakeholders until finalisation, the preparation of an unexpected finds protocol and the preparation of a human remains procedure. Recognising the low but not nil potential for disruption to sites of Aboriginal significance assuming mitigation measures proposed in the ACHAR are implemented, this impact is assessed as low negative, given the very unlikely likelihood and moderate magnitude.	
Assessment – with mitigation: Low negative	
New developments also provide opportunities to positively acknowledge and reflect Aboriginal culture and heritage. This was further highlighted during the interview with the FCC representative as part of the SIA field study (Section 0), with the representative emphasising the need to consider Aboriginal heritage in the development of plans.	

As discussed in the Policy Context (Section 0), the LSPS recognises the importance of protecting and celebrating the Aboriginal Cultural Heritage of the LGA, which the proposal supports through native landscaping on site.

With consideration to the significant historical disruption of heritage on site, as determined in the ACHAR, and the native planning on site, the impact rating remains assessed as low negative, given a likely likelihood and minimal magnitude.

SIA recommendations – additional social mitigations

During the detailed design phase explore and incorporate Connecting with Country initiatives, in consultation with the local Aboriginal community.

Health and wellbeing

Guideline definition: *Health and wellbeing, including physical and mental health especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health*

Noise impacts during construction and operation

Affected stakeholders	Duration of impact
Immediate social locality (surrounding residents, workers and sports ground users)	Construction and operation
Assessment – without mitigation: High negative (construction). Low negative (operation).	
Development of the site presents the potential for noise generation that impacts on daily activities of surrounding residents, workers (including Visy Packaging and Bakers Extra to the west), as well as users of Guildford West Sports Ground to the east. The SIA field study (Section 0) identified community concerns related to noise impacts on the surrounding communities, especially the users of the adjoining Guildford West Sports Ground. As noted, the Guildford West Sports Ground is especially busy on weekends, with games scheduled from Friday to Sunday, and training sessions held throughout the week from 5-10pm. Therefore, it is anticipated that the fields will be in use during some of the construction working hours as well as during the 24 hr operation of the proposal. Construction As noted above there is the potential for construction noise to impact Guildford West Sports Ground uses between 5-6 pm on weekdays and on Saturdays. The Noise and Vibration Impact Assessment (NVIA), prepared by SLR (2025), predicts that minor to moderate exceedances of noise and vibration levels are expected at the nearest sensitive receivers during particularly noisy activities, such as when rock breakers are in use. However, no residential receivers are predicted to be highly affected by noise during construction. Generally, construction noise levels are expected to comply with management standards when noisy equipment is not in use. Sensitive receivers expected to be affected by exceedances include residents in Guildford West, north-east of the site, the users of Guildford West Sports Ground adjoining the site to the south-east and residents of Fairfield, south-west of the site. Other affected receivers would largely be surrounding industrial building users.	

With consideration of the findings of the NVIA the unmitigated noise impact is assessed as **high negative** during construction (in particular to nearby sensitive receivers including the Guildford West Sports Ground) given the likely likelihood and moderate magnitude.

Operation

The proposal does not have tenants committed, however due to the nature of the proposal, being for a data centre, it is anticipated that the operation will be 24 hours, 7 days per week.

In relation to impacts during operation, the NVIA (SLR, 2025) anticipates that noise is expected to remain within the permissible noise criteria. Noise is anticipated to be generated by the maintenance testing of the back-up power system and operational equipment within the data centre, which would occur quarterly for up to two generators per testing. Further, due to the low likelihood of an emergency (power failure) and likely short duration if one was to occur, compliance with the noise criteria is not considered to be applicable.

In addition, the proposed development is expected to cause a negligible increase in traffic and road noise along the access route, with no residential receivers affected and no mitigation required.

The unmitigated impact during operation is assessed as **low negative**, given the unlikely likelihood and minor magnitude.

Assessment – with mitigation: Medium negative (construction). Low negative to nil (operation).

Construction

The NVIA (SLR, 2025) notes that construction impacts are expected to be consistent with major construction work near sensitive receivers, but standard mitigation measures, as outlined in the Transport for NSW Construction Noise and Vibration Guideline, are considered sufficient to control most impacts.

A Construction Noise and Vibration Management Plan (CNVMP) will be prepared prior to construction commencement to identify impacted receivers, assess potential impacts, and detail mitigation measures, complaint handling procedures, and compliance monitoring requirements.

With consideration of the adopted mitigation measures but the conclusion of the NVIA that there will be residual impacts for some sensitive receivers (in particular users of the adjoining Guildford West Sports Ground) the mitigated noise impact is during construction is assessed as **medium negative** given the likely likelihood and minor magnitude.

Operation

The NVIA (SLR, 2025) proposes the following mitigation measure recommendations:

Optimisation of site layout to minimise noise emission from the site.

Use broadband and/or ambient sensing alarms on heavy vehicles where they are required to reverse during the night-time.

Appropriate specification and location of mechanical plant during detailed design.

Roller doors kept closed when loading/unloading is not occurring.

Appropriate design of site layout to minimise the need for trucks to stop or brake outside of loading docks with line of sight to residential receivers.

Production of an Operational Noise Management Plan.

Acoustic screening.

Assuming the mitigation measures proposed in the NVIA are implemented, the mitigated impact during operation has the potential to be further reduced to **low negative to nil**.

SIA recommendations – additional social mitigations

Construction

Develop and implement a communication and engagement strategy with Cumberland Council as part of the future Construction Environmental Management Plan (CEMP) to ensure effective and ongoing communication with the surrounding community, provide an opportunity for the community to express queries and concerns (including in relation to noise impacts during peak sporting ground use), and enable the proponent to address any issues.

Operation

Work with the future operator to develop an operational Plan of Management that outlines an approach to monitoring and managing amenity impacts. This should include channel and mechanism for queries and concerns.

Air quality impacts during construction and operation

Affected stakeholders	Duration of impact
Immediate social locality (residents, workers and Guildford West Sports Ground users)	Construction and operation
Assessment – without mitigation: Low negative (construction). Low negative (operation).	
The proposal has the potential to impact air quality in the immediate area, and therefore the health and wellbeing of nearby land-users. The SIA field study (Section 0) identified community concerns relating to air impacts on surrounding communities, especially the users of the adjoining Guildford West Sports Ground, particularly during the construction phase. As noted previously, the Guildford West Sports Ground is regularly used on weekends and evenings, so it is expected to be used during construction hours and during the 24-hour operation of the proposal. Air quality impacts are likely during the construction phase and operational phase when the diesel fuelled generators are being tested or used as backup power. If not managed effectively, emissions due to use of heavy equipment, and particulate matter from motor vehicles or generators may have adverse health and wellbeing impacts on individuals and the community. The AQIA (Northstar, 2025) identifies 34 sensitive receivers in the immediate surrounds of the site, comprised of residential and industrial properties as well as the Guildford West Sports Ground (recreational area) and a childcare facility (located on Palmer Street approximately 1km north-east of the site).	
Construction	
The AQIA found that the predicted scale of dust emission during construction were negligible and low risk respectively. With consideration of the findings of the AQIA, but consideration that the immediate neighbouring land-use hosts activities more sensitive to even low levels of air quality changes, the unmitigated air quality	

impact is assessed as **medium negative** during construction, given the possible likelihood and moderate magnitude.

Operation

The report assessed three modelled pollution scenarios for the operational phase:

Scenario 1: A highly unlikely worst-case scenario where all 68 generators are in operation to provide back-up power generation.

Scenario 2: Realistic operations during regular or routine maintenance testing where testing is undertaken with two operating generators.

The modelling results showed Scenario 1 to exceed the short-term air quality criteria for PM₁₀, PM_{2.5} and NO₂ across all receptors.

Predicted incremental concentrations for Scenario 2 show that no exceedances are expected to occur at any surrounding receptors for all assessed pollutants. Accordingly, it is anticipated that under operation of the testing schedule as detailed in the AQIA, performed over a 24-hour period, no significant air quality impacts are predicted to be experienced at sensitive receptors.

With considerations of the findings of the AQIA and the assumptions operation will almost certainly reflect the predicted realistic scenario modelled, the is assessed as **low negative** during operation, given the unlikely likelihood and minor magnitude.

Assessment – with mitigation: Low negative (construction). Low negative (operation).

Construction

Appendix C of the AQIA identifies a range of industry-standard mitigation measures to manage construction-phase air quality risks, which can be implemented through a Construction Environmental Management Plan (CEMP), including:

Ongoing stakeholder communication plan, including community consultation prior to work commences.

Develop and implement a Dust Management Plan (DMP).

Clear display of details of contact person responsible for air quality and dust issues.

Erection of soil screens or barriers around dusty activities.

With consideration of the findings of the AQIA, the mitigated air quality impact remains assessed as **low negative** during construction phase.

Operation

The AQIA assessment predicts no exceedances of the relevant air quality impact assessment criteria during routine and planned maintenance testing of the diesel-fuelled generators, therefore the AQIA concludes that no further mitigation is deemed necessary.

With consideration of the findings of the AQIA, the mitigated air quality impact remains assessed as **low negative** during operational phase.

SIA recommendations – additional social mitigations

Construction

Develop and implement a communication and engagement strategy for the construction period as part of the future Construction Environmental Management Plan (CEMP) to ensure effective and ongoing

communication with the surrounding community, provide an opportunity for the community to express queries and concerns, including in relation to impacts to air quality during peak sporting ground use, and enable the proponent to address any issues.

Operation

Work with the future operator to develop an operational Plan of Management that outlines an approach to monitoring and managing amenity impacts and generator testing, to mitigate impact to sporting ground users during peak usage periods. This should include channel/ mechanism for queries and concerns to be placed and addressed by community members.

Surroundings

Guideline definition: *Surroundings, including ecosystem services such as shade, pollution control, and erosion control, public safety and security, access to and use of the natural and built environment, and aesthetic value and amenity.*

Impacts to visual amenity

Affected stakeholders	Duration of impact
Immediate social locality (surrounding residents and Guildford West Sports Ground users)	Operation
Assessment – without mitigation: Medium negative	
As outlined in the Architectural Design Report (Greenbox, 2025), the site is located within an industrial precinct, reducing the potential for incompatibility between the proposed land use and surrounding developments. The proposal includes a two-storey building with a maximum height of 25.77 (26.5m including exhaust plenum), occupying approximately 29,444 square metres of the 71,600 square metre lot. The scale and form of the building align with the surrounding industrial context. The visual environment plays a significant role in shaping people's sense of place, outlook, and perceptions of safety and privacy. Changes to this environment can have both positive and negative impacts on the community. The Architectural Design Report (Greenbox, 2025) proposes a northern entry featuring an awning above the main entry and administration areas. This design element emphasises pedestrian access and incorporates practical and welcoming features, including ample daylight in office and meeting spaces, enhancing the building's visual aesthetic while maintaining consistency with the industrial setting. During the Social Impact Assessment (SIA) field study, concerns were raised regarding the visual impact of the development on the adjacent Guildford West Sports Ground. A representative from Fairfield City Council noted that the proposed building's appearance from the sports ground required mitigation measures, such as a mural or aesthetic treatment on the eastern façade. Similarly, the Holroyd Soccer Club (HRSC) representative expressed concerns regarding the building's large-scale and imposing nature of the building, describing it as an uninviting backdrop to the community on game days. The HRSC representative also noted that the building, combined with the existing substation wall, could create a feeling of enclosure for sports ground users. Additionally, concerns were raised about the visual impact on live-streamed games, potentially deterring use of the upgraded field. It is noted however that the HRSC representative was consulted on a previous scheme involving a building of greater height than the revised proposal (see Section 0).	

A representative from the Parramatta District Cricket Association (PDCA) suggested planting a significant number of trees along the boundary to create a visual buffer and enhance the aesthetic appeal of the area facing Guildford West Sports Ground. Further details on shadow cast impacts are provided in Section 6.2.1.1.

A representative from the PDCA suggested planting a significant number of mature trees along the boundary to create a visual buffer and enhance the aesthetic appeal of the area facing Guildford West Sports Ground. Further details on shadow cast impacts are provided in Section 6.2.1.1.

The Visual Impact Assessment prepared by Urbis (2025) found the proposal creates medium visual impact to the Guildford West Sports Ground due to the high sensitivity of the public domain. The overall visual effect of the proposed development relating to the sportsground’s visual character is rated as medium high, as the sports grounds are the primary sensitive receiver. The VIA assessed the overall proposal as having a high level of visual compatibility with the surrounding context, which is comprised of predominately industrial (large warehousing) and distribution development-built form, and dominated by large warehouses with a rectangular floorplate. Currently, the south- east boundary of the proposal site (where the sportsgrounds boarder) incorporates low shrubs and bushes.

The Architectural Design Report (Greenbox, 2025) identifies four sensitive receivers in the area, including Guildford West Sports Ground. It highlights that primary viewpoints from the sports ground are particularly prominent. A secondary viewpoint exists from the neighbouring industrial building to the northwest. To mitigate visual impacts, strategies such as landscaping, screening, and architectural treatments will be employed. Additionally, the proposal will incorporate façade treatments and vegetation buffers to reduce visual intrusion from the sports ground to the east and the nature reserve to the south.

Considering the proposed changes to the visual character, along with feedback from the sports clubs and FCC representative, the unmitigated impact is assessed as **medium negative**, given the possible likelihood and moderate magnitude.

Assessment – with mitigation/ enhancement: Low negative

While the Visual Impact Assessment (VIA) determined that visual impacts would not be significant, community and Council concerns regarding the area’s character, particularly in relation to the adjacent sports ground, underscore the importance of mitigation measures to enhance integration with the surrounding environment.

The Architectural Design Report and Architectural Plans emphasise a considered approach to data centre design, in order to counteract the building’s scale and low levels of activity. Key design features, such as articulated façades with shadow lines, glazed panels, and recesses, have been incorporated to provide visual interest and depth, with the data centre’s primary operational services located to the west, facing adjacent industrial buildings. This strategic placement minimises visual impact on sensitive receiver points and effectively separates public-facing areas from operational elements, including moving functional elements from view of the neighbouring sporting grounds.

The Landscape Design Report by Arcadia (2025) outlines landscaping elements along the eastern boundary facing the Guildford West Sports Ground. These include a sandstone retaining wall with tree planting and perimeter palisade fencing, alongside a concrete-built façade (Architectural Design Report, Greenbox) designed to ensure security for the data storage function while drawing inspiration from traditional archival buildings and modern data centres.

Additionally, the Landscape Plans by Arcadia (2024) proposes integrating existing vegetation with new landscape zones, focusing on the preservation of perimeter trees, particularly along the eastern boundary and southeast corner. Low-level planting and grasses within the transmission line easement north of the

property will soften the site's frontage while adhering to construction constraints. This planting extends through the on-site detention basin to create seamless landscape integration.

The architectural and landscape design measures will create some visual interest and screening to the northern interface and eastern façade. However, the landscaping outlined is predominately not considerable enough to buffer or reduce the visual scale of the building.

Overall, the design provides a high quality response to the context, albeit some residual negative impacts may remain from the perspectives of affected stakeholders.

The residual visual impact is therefore assessed as **low negative**, given the possible likelihood and minimal magnitude of potential effects.

SIA recommendations – additional social mitigations

Investigate additional façade treatments to create a more engaging façade fronting the sports ground.

Livelihoods

Guideline definition: Livelihoods, including people's capacity to sustain themselves through employment or business, whether they experience personal breach or disadvantage, and the distributive equity of impacts and benefits.

Provision of employment, training and education opportunities during construction and operation

Affected stakeholders	Duration of impact
Surrounding social locality, broader social locality and beyond (including future workers associated with the proposal's construction and operation)	Construction and operation
Assessment – without mitigation: Construction: Low positive (construction). Low positive (operation).	
The site is currently unutilised, due to the closure of the previous Castrol site. Therefore, it does not support employment and contributes very little in terms of direct jobs. Development of the site presents the opportunity to increase employment opportunities on the site through the construction phase and also during operation, with various employment. As noted in Section 3.2, Cumberland 2030: Our Local Strategic Planning Statement 2020 aims to diversify strategic and land use planning to boost employment in the LGA. The LSPS supports the retention of the industrial employment lands and outlines the need to provide locational opportunities from growth within the LGA. The Cumberland Employment and Innovation Lands Strategy 2019 provides the framework for enhancing employment opportunities throughout the LGA, with specific focus on the Smithfield Wetherill Park industrial area. Employment opportunities, specifically for key demographic groups that need to be engaged in the area is key to this strategy. The strategy further highlights the pathways for Cumberland to achieve success in raising employment through emerging demand. Based on the Estimated Development Cost (EDC) report by Linesight (2025), the proposal is expected to support approximately 487 full time equivalent (FTE) positions over the lifetime of the construction period.	

For its operational phase the proposal will provide a facility operating 24-hour, 7 days per week basis. The EDC Report (Linesight, 2025) estimates the proposal will generate approximately 60 direct operational jobs, primarily in the information and technology field. There is the potential for operational employment opportunities generated by the proposal to are likely to directly benefit the local community, due to the higher levels of unemployment (7%) and the key strategic policy drivers identifying low levels of engagement with key demographic groups in the LGA.

Due to the proposal's contribution of construction related employment opportunities, the unenhanced impact is assessed as **low positive** given a likely likelihood and minimal magnitude (for a temporary/short term period, during the construction phase).

With consideration that the proposal will result in an increase in local employment opportunities aligned with local needs during operation, but as is common to data centres these are opportunities are limited, the unenhanced impact is assessed as **low positive** given a likely likelihood and minor magnitude.

Assessment – with mitigation/ enhancement: Low positive (construction). Low positive (operation).

No enhancement measures are proposed at this stage. The impact therefore remains assessed as **low positive** (for a temporary/short term period, during the construction phase) and **low positive** (for a long-term period, during the operational phase).

SIA recommendations – additional social mitigations

Consider and factor in company employment and procurement policies or targets during the tender process for the construction works and selection of the future operator (e.g. in relation to local businesses or workforce, diversity and inclusion, Aboriginal economic participation, opportunities for vulnerable groups).

Develop and implement requirements for the construction contractor and future site operator that seek to enhance the benefits of employment opportunities and introduce training opportunities. Options include requirements in relation to:

- Establishing employment and procurement targets (focused on local employment, diversity and inclusion)
- Establishing ongoing partnerships with Western Sydney tertiary providers (e.g. Western Sydney University and TAFE NSW) to connect local apprentices and trainees with placements during construction and operation.

Consider engaging with local high schools/ TAFE institutions to create opportunities for STEM students to tour the site and engage in educational projects which contribute to local learning and work readiness.

Decision-making systems

Guideline definition: *Decision-making systems, including the extent to which people can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms.*

Opportunities for the local community to contribute to the decision making process

Affected stakeholders	Duration of impact
Immediate and surrounding social locality (including residents, business owners, workers and users of the Guildford West Sports Ground)	Construction and operation

Assessment – without mitigation: High negative

Important decisions around the built environment can have adverse effects on how people interact and live within communities. The ability to contribute feedback in the decision-making process is a key social impact consideration. Specifically, the ability to identify or raise concerns about particular social impacts and to contribute to or influence the decision-making process, including through the planning and design phases of a proposal.

Ensuring people are effectively informed about new development is critical to reducing feelings of uncertainty and fear. Providing avenues for people to provide input, and further providing a platform for face-to-face consultation is critical.

Feedback from the SIA stakeholder consultations (Section 0) highlights community concerns, notably in relation to the impact of the proposal on the adjoining Guildford West Sports Ground, with many stakeholders expressing concern the proposal would have negative impacts relating to noise and overshadowing. However, broader community consultation efforts saw no feedback provided by residents to the south of the site, who were engaged via door knock and newsletter (Engagement Outcomes Report, Urbis).

Given the community's current concerns related to the proposal the unmitigated impact is assessed as **high negative**, given the likely likelihood and major magnitude.

Assessment – with enhancement: Low positive

As demonstrated in Section 4, community and stakeholder engagement has occurred as part of an alongside the SIA and the broader EIS. The proponent engaged Urbis to conduct community consultation and engagement through a variety of methods and platforms. This allowed community members and other key stakeholders to voice their concerns or opinions regarding the proposal, which ultimately contributes to informing the decision-making process.

Stakeholder and community engagement undertaken for the SIA specifically, included targeted consultation process during which the Urbis Social Planning team reached out to the following stakeholders:

In-depth interview with Fairfield City Council representative.

In-depth interview with Holroyd Rangers Soccer Club representative.

In-depth interview with Parramatta District Cricket Association representative.

Broader community engagement activities were also carried out by the Urbis Engagement team, including, but not limited to:

Three community newsletters were distributed to the surrounding community informing them of the project, including revisions, with two newsletters providing a link to an online survey prepared by the Urbis Social Planning team, seeking input into any positive or negative social impacts associated with the proposal.

The Engagement Outcomes Report prepared by Urbis Engagement (2025) further demonstrates the stakeholder and community consultation and engagement activities undertaken. The report also notes that the proponent will continue to keep stakeholders and the community informed of the proposal's planning and approval process through the exhibition and determination phases by:

Continuing to engage with the community about the project, its potential impacts, and the approval process.

Enabling the community to seek clarification about the project through two-way communication channels.

Responding to Fairfield City Council's high levels of ESL resident needs, via translated community newsletters.

Given the process undertaken to provide opportunities for the community to input into the process and assuming a commitment to ongoing engagement throughout the planning process, and with consideration of the in-depth interviews with targeted community representatives, but the low levels of broader community participation, the mitigated impact is assessed as low positive given the possible likelihood and minimal magnitude.

SIA recommendations – additional social mitigations

Develop and implement a communication and engagement strategy for the construction period (as part of the Construction Environmental Management Plan) to ensure effective and ongoing communication with the surrounding community, provide an opportunity for the community to express queries and concerns, and enable the proponent to address any issues.

Development of an Operational Plan of Management which should include a channel and mechanism for queries and concerns and procedures for addressing issues.

CUMULATIVE IMPACTS

Cumulative impacts are the result of incremental, sustained and combined effects of human action and natural variations over time, and can be both positive and negative (DPHI 2022, p.4). They can be caused by compounding effects of a single project or multiple projects in an area, and by the accumulation of effects from past, current, and future activities as they arise (ibid, p.4).

There are several state significant and local projects operating or intended to operate in and around the social locality which may contribute to cumulative impacts to the proposal. These are summarised in Table 13 below.

Table 13 Concurrent development projects

Site	Development Application Reference No.	Development Description	Decision	Decision Date
Smithfield Recycling Centre – 132 - 144 Warren Road, Smithfield	SSD-19425495	Use of an existing warehouse (operating 24 hours 7 days a week) to receive up to 150,000 tonnes per annum of domestic and commercial recyclable materials and sort these materials into categories for transportation to dedicated reprocessing facilities	Approved	20/12/24
Smithfield Battery Energy Storage System – 6 Herbert Place, Smithfield	DA94/165-Mod-3	Removal of disused combined cycle gas turbine infrastructure including the steam turbine generator and four cell cooling towers. Installation and operation of new replacement of cooling system.	Approved	09/04/2024
250 Victoria Street, Wetherill Park (Woolworths WDC Wetherill Park)	SSD-15221509	Construction and operation of a warehouse and distribution facility in Wetherill Park for handling chilled and fresh products	Awaiting determination (response to submissions stage)	NA

Site	Development Application Reference No.	Development Description	Decision	Decision Date
Cobra Waste Solutions Resource Recovery Facility	SSD-9320662	Operation of a Resource Recovery Facility to process up to 150,000 tonnes per annum of general solid waste (non-putrescible) consisting of construction and demolition waste and commercial and Industrial waste.	Approved	17/11/2023
68 Victoria Street, Smithfield	PPSSWC-390	Waste or resource transfer station	Under Assessment	NA
81 Byron Road, Yennora	SSD-59076719	The project seeks approval to facilitate the future transformation of the current facility into a modern multistorey warehouse and distribution facility. It is currently at the EIS preparation stage. Through this application, the applicant seeks to amend the existing consent under DA 264-09-01.	Preparation of EIS.	NA
15-21 Britton Street & Amp; 28-54 Percival Road, Smithfield	SSD-67368956	Demolition of on-site structures, construction and 24/7 operation of a multi-level warehouse and distribution centre, comprised of 3 buildings connected by hardstand, 2-3 storeys in height, gross floor area of 108,896 m2, and ancillary offices.	Awaiting Determination (response to submissions stage)	NA
7 Long Street, Smithfield	SSD-72775222	Upgrade to an existing Sludge Dewatering Plant to increase the processing capacity from 46,720 tpa of drill mud to 300,000 tpa of sludge, groundwater, GSW soils, virgin excavated natural material (VENM) and excavated natural material (ENM).	Preparation of EIS	NA

Source: Major Projects (DPHI 2025)

Potential cumulative impacts

Contribution to the digital economy

The proposal, with other data centre developments, has the potential to deliver indirect benefits to businesses, workers and residents in the social locality and across Greater Sydney by supporting digital connectivity and the digital economy.

As discussed in Section 0, the State Infrastructure Strategy (SIS) and the Australian Digital Economy Strategy 2030 aim to position NSW as a frontrunner in digital technology. Both the Greater Sydney Region Plan (GRSP) and the NSW Economic Blueprint 2040 acknowledge the pivotal role of digital technologies in driving economic and social growth, particularly in sectors such as government services, healthcare, and education. The SIS notes the necessity of establishing robust digital connectivity as the foundation for Greater Sydney's future economy. However, the report identifies challenges in terms of inconsistent access, affordability, and the quality and reliability of connectivity across NSW.

Council's Employment and Innovation Lands Strategy 2019 also aims to support the development of digital infrastructure to ensure the Cumberland LGA becomes a desired location for small to medium enterprises and advanced knowledge service sectors.

Data centres are important digital infrastructure. They contain hardware that enable cloud computing services, web hosting and data storage that businesses, governments, organisations, and individuals rely on for their operations. They are essential for various sectors including education, health, agriculture, defence, entertainment and business. Data centres facilitate innovation and economic development through supporting the storing, processing, and analysis of extensive datasets, to enable organisations to improve practices and make informed decisions (Faist 2023, Mandala 2023). Data centres also support more flexible living and access to services including remote work, e-learning and telemedicine.

The presence of advanced data centres that offer secure, reliable, and efficient data storage and processing capabilities, can play a key role in attracting investment. Geographical distances contribute significantly to network latency (i.e., the amount of time it takes data to arrive at its destination). It can be beneficial for data centres to be close to their users, to reduce the risk of connection issues and to improve the speed and responsiveness of online services, particularly for applications requiring real-time interactions. However, as the future operators and data centre users are yet to be determined, it is not certain the proposal will offer these locally related benefits.

The proposed data centre has the potential to make a contribution to digital connectivity and the digital economy across Greater Sydney.

Contribution to urban heat

The proposal will likely contribute to cumulative urban heat effect in the area due to its extensive pavement areas and large building footprint, which are typical of industrial developments. Effective urban heat mitigation measures such as landscaping have been introduced. However, it is noted that the extent of tree canopy is limited, particularly around hard pavement areas, which it is understood is due to concerns trees near the site boundary may compromise site security.

It is also noted that data centres have additional environmental impacts in relation to energy and water consumption. These impacts and associated mitigation measures are addressed through other technical reports.

MITIGATION, ENHANCEMENT AND MANAGEMENT

This section provides a summary of:

- Identified positive and negative social impacts,
- Corresponding unmitigated and mitigated risk rankings, and
- Proposed mitigation, enhancement and management measures.

To inform the implementation of the proposed mitigation and enhancement strategies, key potential stakeholder and/or partners have been identified. The involvement and participation of these key stakeholders and/or partners in the monitoring and management of social impacts and social benefits will improve the outcomes of the proposed mitigation and management strategies.

Not all potential impacts will be the responsibility of the proponent to mitigate or manage. In some cases, their role may be to cooperate or inform the mitigation, provide data and information to future tenants. In other cases, they may have direct responsibility for mitigation and management of the identified potential social impacts and the opportunity for partnerships.

SUMMARY OF PROPOSED MITIGATION, ENHANCEMENT AND MANAGEMENT OF SOCIAL IMPACTS

A summary of the identified social impacts and benefits, risk ratings and proposed mitigation, enhancement, and management strategies is provided in Table 14 below.

Table 14 Summary of proposed mitigation, enhancement and management strategies of social impacts

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
Way of life	Impacts on the functionality of Guildford West Sports Ground	Medium negative for Guildford West Sports Ground users and nearby neighbours in the immediate social locality during construction (short term). Low negative for Guildford West Sports Ground users in the immediate social locality during operation (longer-term).	Low negative for Guildford West Sports Ground users and nearby neighbours in the immediate social locality during construction (short term). Low negative for Guildford West Sports Ground users in the immediate social locality during operation (longer-term).	Continued engagement with Guildford West Sports Ground users, via a key contact point is recommended, for ongoing monitoring and assessment of any residual or unanticipated impacts during construction as a part of the Construction Environmental Management Plan, and during operation as a part of the Plan of Management.	Goodman Construction contractor	Cumberland Council Transport consultant

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
Community	Contribution to local community character and sense of place	Medium negative for residents and Guildford West Sports Ground users in the immediate social locality during operation (longer-term).	Medium negative for residents and Guildford West Sports Ground users in the immediate social locality during operation (longer-term).	Investigate additional façade treatments to create a more engaging façade, specifically on the eastern facade (fronting the sports ground). This could include interpretive materials, elements or motifs that reflect the history, heritage or character of the local area. Explore opportunities for contribution to initiatives that enhance local community life (e.g. local sports club sponsorship).		Guildford Sports Ground users Cumberland Council Fairfield City Council
Accessibility	Access to an inclusive and healthy workplace	Low negative for operational workforce during operation (longer-term).	Low positive for operational workforce during operation (longer-term).	Through the detailed design of worker amenities, ensure all spaces and facilities for workers are well-embellished, welcoming and accessible for people with disability. Incorporate an outdoor seating area/breakout space for workers in the landscape design.	Goodman Data centre operator	Architect Landscape architect
Culture	Potential impact to Aboriginal culture and heritage	Low negative for Aboriginal and/or Torres Strait Islander community in the broader social locality during	Low negative for Aboriginal and/or Torres Strait Islander community in the broader social locality	During the detailed design phase explore Connecting with Country initiatives in consultation with the local Aboriginal community.	Goodman	Landscape architect Connection with Country consultant

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
		operation (longer-term).	during operation (longer-term).			
Health and wellbeing	Noise impacts during construction and operation	High negative for residents, workers and sports ground users in the immediate social locality, during construction (short-term). Low negative for residents, workers and sports ground users in the immediate social locality operation (longer-term).	Medium negative for residents, workers and sports ground users in the immediate social locality, during construction (short-term). Low negative to nil for residents, workers and sports ground users in the immediate social locality operation (longer-term).	During the design phase explore and incorporate Connecting with Country initiatives throughout the landscape, signage, and architectural design. This should be undertaken in consultation with the local Aboriginal community. Work with the future operator to develop an operational Plan of Management that outlines an approach to monitoring and managing amenity impacts. This should include channel and mechanism for queries and concerns.	Goodman Construction contractor Data centre operator	Noise impact consultant

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
Health and wellbeing	Air quality impacts during construction and operation	Low negative for residents, workers and Guildford West Sports Ground users in the immediate social locality, including during construction (short-term). Low negative for residents, workers and Guildford West Sports Ground users in the immediate social locality, including during operation (longer-term).	Low negative for residents, workers and Guildford West Sports Ground users in the immediate social locality, including during construction (short-term). Low negative for residents, workers and Guildford West Sports Ground users in the immediate social locality, including during operation (longer-term).	Develop and implement a communication and engagement strategy for the construction period as part of the future Construction Environmental Management Plan (CEMP) to ensure effective and ongoing communication with the surrounding community, provide an opportunity for the community to express queries and concerns, including in relation to impacts to air quality during peak sporting ground use, and enable the proponent to address any issues. Work with the future operator to develop an operational Plan of Management that outlines an approach to monitoring and managing amenity impacts and generator testing, to mitigate impact to sporting ground users during peak usage periods. This should include channel/ mechanism for queries and concerns to be placed and addressed by community members.	Goodman Construction contractor Data centre operator	Air quality consultant

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
Surroundings	Impacts to visual amenity	Medium negative for surrounding residents and Guildford West Sports Ground users in the immediate locality during construction (short-term) and operation (longer-term).	Low negative for surrounding residents and Guildford West Sports Ground users in the immediate locality during construction (short-term) and operation (longer-term).	Investigate further façade treatments to create a more engaging façade fronting the sports ground.	Goodman	Architect Landscape architect
Livelihood	Provision of employment, training and education opportunities during construction and operation	Low positive for future workers in the surrounding and broader social locality during construction (short-term). Low positive for future	Low positive for future workers in the surrounding and broader social locality during construction (short-term).	Consider and factor in company employment and procurement policies or targets during the tender process for the construction works and selection of the future operator (e.g. in relation to local businesses or workforce, diversity and inclusion, Aboriginal economic participation, opportunities for vulnerable groups). Develop and implement requirements for the construction contractor and future site operator that seek to enhance the benefits	Goodman Construction contractor Data centre operator	NSW TAFE Local High Schools

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
		workers in the surrounding and broader social locality during operation (longer-term).	Low positive for future workers in the surrounding and broader social locality during operation (longer-term).	of employment opportunities and introduce training opportunities. Options include requirements in relation to: – Establishing employment and procurement targets (focused on local employment, diversity and inclusion) – Establishing ongoing partnerships with Western Sydney tertiary providers (e.g. Western Sydney University and TAFE NSW) to connect local apprentices and trainees with placements during construction and operation. Consider engaging with local high schools/ TAFE institutions to create opportunities for STEM students to tour the site and engage in educational projects which contribute to local learning and work readiness.		
Decision making systems	Opportunities for the local community to contribute to the decision making process	High negative for residents, business owners, workers and users of the Guildford West Sports Ground in the immediate and	Low positive for residents, business owners, workers and users of the Guildford West Sports Ground in the immediate and	Develop and implement a communication and engagement strategy for the construction period (as part of the Construction Environmental Management Plan) to ensure effective and ongoing communication with the surrounding community, provide an opportunity for the community to express queries and concerns, and enable the proponent to address any issues.	Goodman Construction contractor Data centre operator	Urbis

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
		surrounding social locality during construction (short-term) and operation (longer-term).	surrounding social locality during construction (short-term) and operation (longer-term).	Development of an Operational Plan of Management which should include a channel and mechanism for queries and concerns and procedures for addressing issues.		
Cumulative impacts	There are several state and local projects operating or intended to operate in and around the social locality which may contribute to cumulative impacts to the proposal. Potential cumulative social impacts relevant to the proposal include: Contribution to the digital economy Contribution to Urban Heat.					

FURTHER SIA RECOMMENDATIONS

The following provides a summary of the recommendations are proposed to further enhance positive impacts and mitigate negative impacts as previously identified in Section 0. These measures have not been included in the assessment of mitigated or enhanced impacts but have been identified as additional measures for consideration by the proponent to enhance the social outcomes of the proposal. Mitigation and enhancement measures which are committed to and have informed the assessment of mitigated and enhanced social impacts are summarised in Section 0 above.

Communication

- Continued engagement with Guildford West Sports Ground users for ongoing monitoring and assessment of impacts during construction as part of the Construction Environmental Management Plan.
- Consultation with local workforce including workers with a disability to inform the scope of accessibility, and provision of worker amenities.

Design

- Explore and incorporate Connecting with Country initiatives during the detailed design phase
- Maintain landscaping barrier on Eastern and Southern boundaries.
- Set back building and roof plan to reduce visual presence.

Construction management

- Develop and implement a communication and engagement strategy for the construction period to ensure effective and ongoing communication with the surrounding community and to address queries and concerns.
- Consider company employment and procurement policies or targets during the tender process for the construction works and selection of the future operator (e.g. in relation to local businesses or workforce, diversity and inclusion, Aboriginal economic participation and opportunities for vulnerable groups).

Operation management

Work with the future operator to develop an Operational Plan of Management that outlines an approach to monitoring and managing amenity impacts including a channel for queries and concerns, including generator testing.

Minimise back-to-back quarterly maintenance and testing of generators to minimise noise impacts.

Implement contractual requirements for the construction contractor and future site operator to enhance employment opportunities including establishing employment and procurement targets (focused on local employment, diversity and inclusion) and establishing ongoing partnerships with Western Sydney tertiary providers.

Consider engaging with local high schools/TAFE institutions to provide opportunities for STEM students to tour the site and engage in local learning.

ACRONYMS

Acronyms	Term
ABS	Australian Bureau of Statistics
ACHA	Aboriginal Cultural Heritage Assessment
AQIA	Air Quality Impact Assessment
BOCSAR	NSW Bureau of Crime Statistics and Research
CEMP	Construction Environmental Management Plan
CNVMP	Construction Noise and Vibration Management Plan
CSP	Community Strategic Plan
CTMP	Construction Traffic Management Plan
DA	Development Application
DMP	Dust Management Plan
DPHI	NSW Department of Planning, Housing and Infrastructure
EDC	Estimated Development Cost
EIS	Environmental Impact Assessment
FCC	Fairfield City Council
FTE	Full Time Equivalent
GCCSA	Greater Capital City Statistical Area
GSRP	Greater Sydney Region Plan
HANML	Highly Affected Noise Management Levels
HRSC	Holroyd Rangers Soccer Club
LALC	Local Aboriginal Land Council
LGA	Local Government Area
LSPS	Local Strategic Planning Statement
NCA	Noise Catchment Area
NML	Noise Management Levels
NVIA	Noise and Vibration Impact Assessment
PDCA	Paramatta District Cricket Association

Acronyms	Term
RAP	Registered Aboriginal Parties
SAL	Suburbs and Localities
SEARs	Secretary's Environmental Assessment Requirements
SEIFA	Socio-Economic Indexes for Areas
SEPP	State Environmental Planning Policy
SIA	Social Impact Assessment
SIS	State Infrastructure Strategy
SSDA	State Significant Development Application
TAIA	Traffic and Accessibility Impact Assessment
VIA	Visual Impact Assessment
WHS	Workplace Health and Safety

REFERENCES

This SIA has been informed by a range of data sources, information and technical studies. The following data sources have been used:

Demographic, crime and health data

Australian Bureau of Statistics, Census of Population and Housing, 2021, Greater Sydney, Cumberland LGA, Guildford West (Suburbs and Localities) and Smithfield-Wetherill Park (SA2)

Australian Bureau of Statistics, Socio-Economic Indexes for Areas (SEIFA), 2021, Guildford West, Smithfield-Wetherill Park

NSW Bureau of Crime Statistics and Research, 2023, Guildford West, Cumberland LGA and NSW hotspot maps and crime rates.

NSW Department of Planning, Housing and Infrastructure, 2022, NSW population projections

Profile id. Cumberland City Council, Population Forecasts

Policy documents

Australian Government, 2021, Australian Digital Economy Strategy 2030

Cumberland City Council, 2019, Cumberland Employment and Innovation Lands Strategy

Cumberland City Council, 2020, Cumberland 2030: Our Local Strategic Planning Statement

Cumberland City Council, 2020, Cumberland Sustainability Action Plan

Cumberland City Council, 2021, Cumberland Community Wellbeing Report

Cumberland City Council, 2021, Cumberland Development Control Plan 2021

Greater Sydney Commission, 2018, Greater Sydney Region Plan: A Metropolis of Three Cities

Infrastructure NSW, 2022, State Infrastructure Strategy 2022-2042

NSW Government, 2021, Cumberland Local Environmental Plan 2021

NSW Treasury, 2019, NSW Economic Blueprint

Transport for NSW, 2021, Smart Western Sydney Program

Technical studies prepared for this proposal

Arcadia, 2024, Landscape Plans

Arcadia, 2025, Landscape Design Report

Artefact, 2024, Aboriginal and Cultural Heritage Assessment

Ason Group, 2025, Preliminary Construction Traffic Management Plan (within Traffic and Accessibility Impact Assessment)

Ason Group, 2025, Traffic and Accessibility Impact Assessment

Greenbox, 2025, Architectural Design Report

Greenbox, 2025, Architectural Plans

Linesight, 2025, Estimated Development Cost

Northstar, 2025, Air Quality Impact Assessment

SRL, 2025, Noise and Vibration Impact Assessment

Urbis, 2025, Visual Impact Assessment

Other

Australian Government (2010), Effective Health and Wellbeing Programs

Faist (2023), Why are data centres so Important?, Retrieved from: <https://www.faistgroup.com/news/data-centres/>

Mandala (2023), Hyperscale Cloud and its benefits to the Australian Economy

NSW Department of Planning, Housing and Infrastructure, 2022, Cumulative Impact Assessment Guidelines for State Significant Projects.

NSW Department of Planning, Housing and Infrastructure, 2023, Social Impact Assessment Guideline and Technical Supplement.

DISCLAIMER

This report is dated 29 April 2025 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 Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Goodman (**Instructing Party**) for the purpose of SIA 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).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

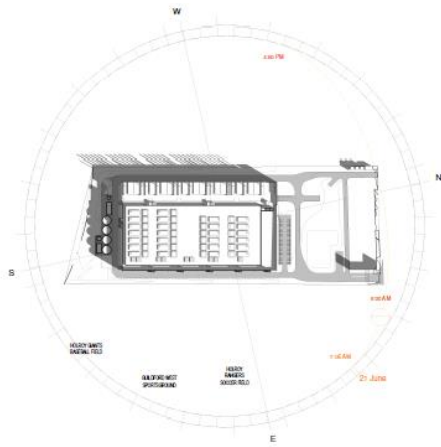
All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

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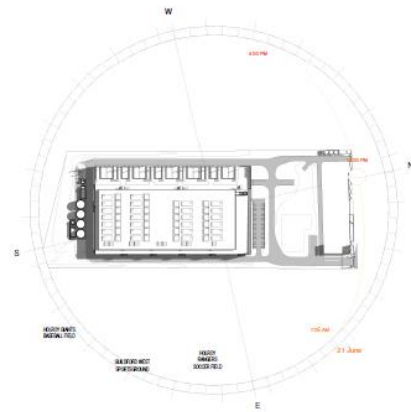
Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

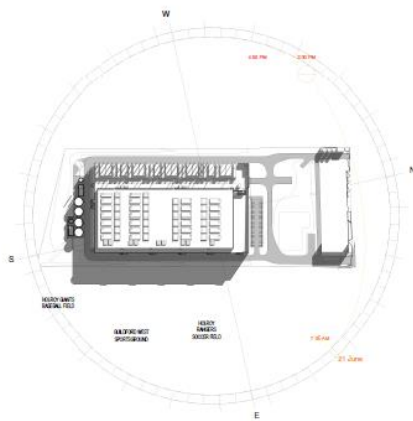
SHADOW ANALYSIS



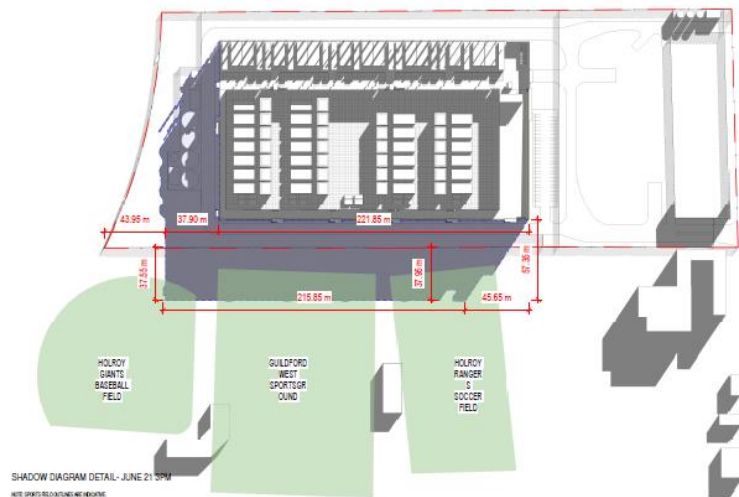
01 SUN SHADOW STUDY - 9am JUNE 21



02 SUN SHADOW STUDY - 12pm JUNE 21



03 SUN SHADOW STUDY - 3pm JUNE 21



Source: Greenbox 2025

URBIS

PROJECT OVERVIEW

- A Social Impact Assessment (SIA) in line with DPHI's Social Impact Assessment Guideline

1. The site is within the Smithfield Industrial area which is one of the largest in the Southern Hemisphere. The industrial area is home to nearly 3,000 businesses and 20,000 jobs.
 - Is there anything specific about the site context, local area or local community that we should be aware of?
 - From the perspective of xx in what ways does the proposal align with:
 - Cumberland Employment and Innovation Lands Strategy
 - Cumberland Sustainability Action Plan 2020
2. From your experience, what are the key existing social and safety challenges (e.g. risk areas) with the proposed site/sites and the surrounding area? Are there any identified social and/or safety opportunities?
3. Are there any issues with local services and/or infrastructure that should be considered as part of the assessment?
4. Are there any environmental challenges that need to be considered within this proposal?
5. Are there any vulnerable people or groups that you think may be impacted by the proposal site/sites?

132 McCredie Road Discussion Guide

2. How could these impacts be further enhanced?

2. How could these impacts be mitigated (reduced)?

3. Do you anticipate there will be any negative impacts generated by the construction of the proposal?

These could include impacts to nearby residents, businesses, workers, community members and other stakeholders, including short or long term impacts.

4. How could these impacts be mitigated (reduced)?

Do you have any other comments on the proposed development(s) and its potential crime related impacts?

CONSULTATION MATERIALS – SIA SURVEY



Goodman Guildford West Data Centre Social Impact Survey

This survey has been developed to inform a Social Impact Assessment (SIA) for a State Significant Development Application (SSDA) by Goodman Property Services Pty Ltd for a data centre development in Guildford West. The SIA and this survey are being undertaken by Urbis, a specialist consultancy firm.

About the proposed development

Goodman Property Services Pty Ltd (Goodman) is seeking approval from the Department of Planning, Housing and Infrastructure to construct and operate a data centre at 132 McCredie Road, Guildford West (the site). If approved, the data will include a 26-metre-tall building with three data hall floors, associated office space, car parking and will operate 24/7.

The 71,710sqm site is located within the Cumberland City Council Local Government Area, and data centres are permitted under light industry with development consent. The site's neighbours include a recently constructed warehouse and distribution centre to the north; other industrial warehouse buildings to the west; an electrical substation to the east; and public open space, including Prospect Creek, and low-density residential dwellings to the south.

What is a Social Impact Assessment (SIA)?

A SIA is an objective independent study undertaken to identify and analyse potential positive and negative social impacts associated with a proposed development. Social impacts can be understood as the consequences that people (individuals, households, groups, communities and organisations) experience when a new project brings change. A SIA considers social impacts in relation to: Way of Life; Community; Accessibility; Culture; Health and Wellbeing; Surroundings; Livelihoods; and Decision-making Systems.

The SIA process is being guided by the NSW Department of Planning and Environment's Social Impact Assessment Guideline (2023). The SIA will be available for public viewing during the SSDA exhibition period, during which it will be open to receive public submissions via the NSW Major Projects website: <https://www.planningportal.nsw.gov.au/major-projects>.

About this survey

This survey aims to gather insights from key stakeholders (such as residents, visitors and workers) about how this project may impact them in positive and negative ways. Survey responses will also help to identify mitigation or enhancement measures that could be

implemented during the design, construction and/or operation of the proposed development to reduce negative impacts and enhance positive impacts.

To complete the survey:

Use your smart phone camera to scan the QR code below:

The online survey will close at 5pm on Monday 5 February 2024.



