

APPENDIX Y SOCIAL AND ECONOMIC IMPACT ASSESSMENT

Ethos Urban





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Executive Summary

A Powerhouse for Parramatta

The Powerhouse is Australia's contemporary museum for excellence and innovation in applied arts and sciences. Initially established in 1879 in the Garden Palace, the museum currently encompasses Powerhouse Ultimo, Sydney Observatory, Millers Point and Powerhouse, Castle Hill.

In 2015 the NSW Government announced that the Powerhouse Museum would be relocated to Parramatta, the geographical heart of Sydney, providing social and cultural infrastructure to support the significant and rapid growth of Greater Sydney. The existing infrastructure at Ultimo was identified as no longer fit for purpose and had reached the end of its useful life. In August 2019 the NSW Government endorsed the vision, design and operational principles for the new Powerhouse Parramatta. Following an international design competition, the architectural team of Moreau Kusunoki and Genton were selected in December 2019.

The Powerhouse Parramatta will be the first NSW cultural institution located in Western Sydney. A world class museum that will be a national and international destination, renowned for distinctive programming, driven by original research and inspired by its expansive collection of over 500,000 objects.

Purpose and scope of this Social and Economic Impact Assessment

The purpose of this Social and Economic Impact Assessment is to assess the social and economic impacts of the Powerhouse Parramatta development, and has been prepared in accordance with the Secretary's Environmental Assessment Requirements (SEARs), issued on 10 February 2020, requiring the preparation of an SIA, which:

- Identifies, analyses, and proposes responses to any likely social impacts, including concerns or aspirations that people may have about how the proposal might affect their surroundings, way of life, health and wellbeing, community, culture, or their access to and use of infrastructure, services, and facilities.
- Considers social impacts (positive and negative) from the points of view of community stakeholders and how they expect to experience the proposal (i.e. using primary research and outcomes of engagement).
- Investigates whether any group in the community may disproportionately benefit or experience negative impacts and proposes commensurate responses consistent with socially equitable outcomes.
- Considers social impacts for all stages of the project lifecycle, i.e. site preparation, demolition, construction, operation, and how different people and groups may be affected differently at each phase.
- Considers all remaining feasible alternatives and comparatively analyses their respective social impacts and benefits.
- Investigates the cumulative impact of the loss of heritage within the Parramatta area from the point of view of local communities.

The assessment has been prepared to support the Environmental Impact Statement (EIS) for the Project. The comprehensive assessment of social impacts provides an assessment and identifies the significance of the potential impacts, both positive and negative, during construction and upon operation of the Powerhouse Parramatta. Matters for consideration have included:

- Way of life
- Culture
- Community
- Environment
- Health and wellbeing
- Fears and aspirations.

Mitigation options for the potential social impacts and enhancement measures for the positive social benefits have been discussed, along with the identification of proposed methods for monitoring the social impacts over time.

Project overview

This application will deliver a new cultural institution for Parramatta in the heart of Sydney's Central City. The SSD DA seeks consent for the delivery of the Powerhouse Parramatta as a single stage, comprising:

- Site preparation works, including the termination or relocation of site services and infrastructure, tree removal and the erection of site protection hoardings and fencing.
- Demolition of existing buildings including the existing Riverbank Car Park, 'Willow Grove', 'St George's Terrace' and all other existing structures located on the site;
- Construction of the Powerhouse Parramatta, including:
 - seven major public presentation spaces for the exhibition of Powerhouse Collection;
 - front and back-of-house spaces;
 - studio, co-working and collaboration spaces comprising the 'Powerlab', supported by 40 residences (serviced apartments) for scientists, researchers, students and artists, and 60 dormitory beds for school students;
 - education and community spaces for staff, researchers and the Powerlab residents, the community, and education and commercial hirers;
 - commercial kitchen comprising the 'Powerlab Kitchen' used for cultural food programs, research, education and events;
 - film, photography, and postproduction studios that will connect communities with industry and content that will interpret the Powerhouse Collection;
 - public facing research library and archive for community, industry, students and researchers to access materials, and
 - a mix of retail spaces including food and drink tenancies with outdoor dining.
- Operation and use of the Powerhouse Parramatta including use of the public domain provided on the site to support programs and functions.
- Maintenance of the existing vehicular access easement via Dirrabarri Lane, the removal of Oyster Lane and termination of George Khattar Lane, and the provision of a new vehicular access point to Wilde Avenue for loading.
- Public domain within the site including new public open space areas, landscaping and tree planting across the site.
- Building identification signage.

The project does not seek consent for the carrying out of works outside of the site boundary, and in particular does not involve any alterations to the existing edge of the formed concrete edge of the Parramatta River or to the waterway itself.

Social and Economic Impact Assessment methodology

The assessment of social impacts has been based on the NSW DPE *Social Impact Assessment Guideline for state significant mining, petroleum production and extractive industry development*, September 2017. It also draws on guidelines published by the International Association for Impact Assessment (IAIA) *International principles for social impact assessment* (Vanclay 2003), which defines Social Impact Assessment as:

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

As outlined in the IAIA Social Impact Assessment Guideline (2015), social impacts vary in their nature and can be positive or negative, tangible or intangible, quantifiable, partly quantifiable or qualitative. Social impacts can also be experienced or perceived differently by different people and groups within a community.

Key steps in undertaking the assessment have included the analysis of the existing socio-economic environment, scoping of issues, identifying and assessing potential impacts, determining the significance of the impacts and identifying measures to manage or mitigate the Project's potential negative impacts and enhance the potential benefits.

The methodology for the economic assessment was developed with consideration of the Secretary's Environmental Assessment Requirements and socio-economic assessment practices. Key steps in undertaking the economic assessment have included the analysis of the existing locality, socio-economic environment, economic profile, identifying and assessing potential impacts (both direct and indirect) as a result of the proposed development.

Study area – area of social influence

Given the proposal relates to a development of regional significance, with the institution likely to attract and provide significant cultural infrastructure for Western Sydney communities, the baseline analysis provides an assessment of the characteristics of the following catchments:

- The Primary Study Area (PSA), representing the local community within the immediate area (defined using ABS Statistical Areas at the SA1 level).
- The Secondary Study Area (SSA), representing Sydney's Central and Western City districts.
- Greater Sydney.

Specific benefits for all NSW communities are also noted throughout this report, including education programs and increased access to the Powerhouse Collection.

This baseline analysis of the relevant areas for consideration has identified that Powerhouse Parramatta:

- Will support NSW as a leading cultural capital in the Asia Pacific region, as well as providing a rebalancing of the social infrastructure within the Greater Sydney Area, providing enhanced education and social infrastructure opportunities for the Central Sydney District.
- Will support a national and international community but will also need to cater for the needs of the local population, living within the Primary and broader study areas. The current local population is described as being culturally and linguistically diverse, with many young professionals and students. However, noting the area is likely to experience significant population growth, as the Sydney population shifts further West. Over the next 20 years Powerhouse Parramatta will provide significant social and cultural infrastructure for an area likely to see an increased demand for jobs, services education and recreation facilities.
- Sits within the Parramatta CBD, noted to have a series of green spaces and sporting facilities, but lacking in local, accessible community facilities, arts and cultural centres, to support the needs of residents, workers and to sustain the visitor and night time economies.
- Will have opportunities to connect with regional social infrastructure in the broader area, supporting education arts and cultural facilities and institutions.
- Aligns with the transformation underway for the Parramatta CBD, providing a pivotal focal point for the development of the City of Parramatta's Civic Link. The Powerhouse Parramatta will assist in meeting the needs of cultural and community infrastructure in the Central River City, supporting the needs of residents and visitors. The creation of the third space, such as Powerhouse Parramatta, will support changes to the area in relation to high density living, and high rise schools, providing a hub for connection, participation and social interaction.
- Will need to address the impact on community attitudes towards heritage, with local community concerns raised regarding the loss of Willow Grove and St George's Terrace. Sensitivity in the design and programs offered at the Powerhouse Parramatta will need to be mindful of City of Parramatta Council's Cultural Plan – Culture and Our City.

Stakeholder and community engagement

Powerhouse Parramatta forms one of a series of projects, currently being delivered by the NSW Government to renew the Museum of Applied Arts and Sciences (MAAS). It is understood that the delivery of the new flagship Parramatta Powerhouse will rely on the effective coordination and successful delivery of the expansion of Powerhouse Castle Hill, transformation of the Ultimo site and the success of the Collection, Relocation and Digitisation project.

To inform a strategic approach to communications and engagement across the Powerhouse Program of projects in 2020 an overall Communications and Stakeholder Engagement Strategy has been prepared, providing a tailored approach to engaging communities with the Powerhouse Program.

The comprehensive suite of engagement activities for Powerhouse Parramatta includes the establishment of a Community Reference Group (CRG). The CRG is a consultative body, consisting of 16 core members from the Parramatta community to assist in guiding decisions that are made in relation to construction and delivery of the project.

The group includes representatives from cultural, arts, heritage, planning, Indigenous, ethnic, youth, schools, residents, business and community. The members will work together on an ongoing basis, to guide the vision and bring aspirations of Parramatta and Western Sydney's diverse communities to the design, delivery and operations of the new Powerhouse Parramatta.

Consistent with the community consultation objectives of DPIE's SIA Guideline (**Section 3.1**), consultation to inform the development application has been undertaken by Aurecon on behalf of Infrastructure NSW, ensuring that people can participate in the planning outcomes for the project and have a say on decisions that may affect their lives. It is understood that community and key stakeholder views and responses to the project have been positive, with support for the development of a new, world class museum in Western Sydney.

Matters that are important to stakeholders in the planning and development of Powerhouse Parramatta relate to ensuring Powerhouse Parramatta is well integrated within Parramatta and Western Sydney more broadly. It is important that the redeveloped site supports and encourages clear connections between the Parramatta CBD and the Parramatta River, supporting the revitalisation of the Parramatta CBD.

The existing heritage on the site is valued by members of the community and it is important that local heritage is incorporated into the messaging and storytelling of Powerhouse Parramatta, during both construction and operation. A heritage interpretation plan is to be developed as part of the detailed design phase of the project, which considers the social and cultural connections between people and place through physical and programmatic interpretive elements. This will incorporate recognition of Aboriginal and Torres Strait Islander and European Colonial social and cultural heritage items and issues. It will – in consultation with stakeholders – consider a range of initiatives to connect contemporary communities with these social and cultural histories and with the ongoing Indigenous and experience and significance of the site.

Further, in relation to Aboriginal cultural heritage and living cultures, Statements of Understanding have been developed in collaboration with Local Aboriginal Traditional Owners and Custodians of the Land. These Statements will guide the development of Powerhouse Parramatta and future programming. Engagement has highlighted a need to ensure Powerhouse Parramatta spaces are accessible and include intimate, safe and quiet spaces to support education and use by diverse members of the community.

Working with key interest groups and the community is recognised by the Powerhouse as essential in ensuring the new Powerhouse Parramatta makes a positive contribution to science, research and creative industries in Western Sydney. The Powerhouse is committed to ensuring the development and operation of Powerhouse Parramatta is well integrated with the existing and future residents of Western Sydney. Life-long learning and skills development opportunities will be encouraged, supporting cross generational and cross-cultural linkages for the Western Sydney communities.

As the engagement program is ongoing, it is understood the recommendations and strategies identified as part of the social and economic impact assessment report may be updated to reflect additional issues that may arise as a result of the ongoing engagement. This may also include the incorporation of recommendations of the CRG.

Summary of key socio-economic benefits and challenges

An assessment of the social impact categories, as defined within the *Social Impact Assessment Guideline (DPIE, 2017)* has been undertaken with consideration to the issues identified through the baseline analysis. Cumulative issues have been considered, particularly the timing and proximity of other major infrastructure projects within Sydney.

Each category of impact is appraised with a significance of the impact based on the likelihood, consequence and social risk rating. Overall, the level of impacts range from being low to moderate, with no major significant negative impacts identified in relation to the proposal.

Key challenges identified with the proposal relate to:

- Construction may impact the way of life, culture customs and values of residents, workers and visitors to the Parramatta CBD area, particularly if cumulative construction impacts are felt with simultaneous development project construction phases, such as the Civic Link project and Light Rail construction, that may be occurring concurrently in the local area.
- The removal of items of heritage and archaeological significance as the site is developed. The community has particular attachment to the existing Willow Grove villa as well as the St George's Terraces and the loss of these items at the site may have some impact on the local community way of life, and attachment the communities' sense of place.
- The attraction of up to 2 million visitors per year may have some impact on neighbouring properties unless effectively managed. Careful consideration needs to be given to the management and operations of Powerhouse Parramatta. Key to the delivery of positive benefits are ensuring that programs take into consideration the local setting, cultural values and population needs of the local area.

The most significant social benefits of the proposal relate to:

- The establishment of a world class museum that will provide significant access to Powerhouse Collections and present international exhibitions alongside engaging communities with local histories.
- The enhancement and potential benefits to the local and broader community lifestyles, with the creation of a series of life-long learning programs, opportunities for culturally diverse festivals and events, specialist education and innovative learning opportunities.
- The creation of an active working precinct, that provides world class education, research and community facilities. Innovative education programs will be established, with high tech digital spaces for research and education programs, providing opportunities to collaborate with schools, universities and industry, assisting in improvements of life-long education outcomes for students, supporting long term social and economic wellbeing.
- New cultural and entertainment opportunities during both day and night, providing a significant positive contribution to the diversification of the local night time economy.
- Provision of improved way of life for users of the Parramatta CBD area, with local access and amenity improvements, enhancing active travel connections between the Parramatta CBD and the Parramatta River foreshore.
- Significant investment in construction employment opportunities as well as increased job opportunities for those employed in the science, education, innovation, creative and retail industries.
- The establishment of a world class cultural institution for science, research and creative industries, providing significant positive public benefits to not only the local community but the Western Sydney region and Greater Sydney area.

The most significant economic benefits of the proposal relate to:

- The development cost of \$645 million, which will consist of construction spending and ancillary development costs. It is estimated that the construction cost will be \$420 million. This level of economic activity is estimated to support close to 1,098 construction jobs over the development period. In addition, around 2,429 indirect jobs are expected to be created over the construction phase. Approximately 300 to 400 direct jobs (full-time, part-time and casual) are expected to be created as a result of the ongoing operation of Powerhouse Parramatta.

- The frequency and scale of exhibitions and programs to be presented at Powerhouse Parramatta is expected to greatly improve the level of visitation and tourism expenditure within the local and regional area and, in turn, will increase demand for entertainment, food and accommodation from visitors and will generate increased employment for residents in the locality. In addition, Powerhouse Parramatta will provide a best in class facility that will help to secure future exhibitions and events.
- Powerhouse Parramatta is expected to provide significant reputational benefits for Parramatta, Greater Sydney and NSW. Furthermore, the new facility will assist in the transformation of the Greater Parramatta area.

Mitigation and enhancement measures

Measures developed to mitigate potential negative social and economic impacts and enhance benefits have been discussed with Infrastructure NSW as well as the Powerhouse and are presented in this report. Impacts are recommended to be monitored and managed through collaboration with key stakeholders, to affectively address them if/or when they arise.

Specifically, the measures proposed, and understood to be adopted include:

- Continual engagement and collaboration with key stakeholders and the local community to ensure the local community is kept well informed of the construction phases for the establishment of Powerhouse Parramatta.
- A construction management plan, incorporating an effective communications strategy to support the transition of the site, including through visual storytelling strategies, such as innovative hoardings that showcase the story from past to present. It is recommended that interactive displays are created to support a sense of place during the construction phase, as part of this plan.

Communications and engagement programs to be delivered during the construction phase are to communicate progress and staging with local residents and workers. It is recommended that local businesses will be supported to advertise products and services to construction workers. The development of a green transport plan is recommended for the construction phase, to encourage use of public transport for workers, as well as incorporating secure spaces on site for personal belongings of staff. It is important to ensure the communication strategy identifies other major construction projects in the region, particularly that of the Civic Link and Light Rail projects, to coordinate works where possible, minimising any cumulative impact, through coordinated programming of construction projects in the local area.

- Ongoing relationship-building by the Powerhouse Parramatta events programming team with institutions across Western Sydney to develop dynamic cultural programs, events and education activities through collaborative partnerships, supporting connectedness. It will be important to consider the inclusion and visibility of socially marginalised and culturally diverse population groups through unique programming related to the broader and local communities.
- Delivery of a heritage interpretation plan and historical documentation of the Powerhouse Parramatta project to recognise the social and cultural histories of Parramatta and the site. This plan will consider the social and cultural connections between people and place through a suite of physical and programmatic interpretive elements. It is recommended that opportunities are explored with stakeholders to showcase and celebrate, through this plan, the social and cultural heritage and practice of the diverse and growing communities of Western Sydney, for whom the new Powerhouse will deliver regional cultural infrastructure. The plan will reflect the site's cultural heritage and histories in the context of the ongoing evolving experience and connections to the site of Indigenous and non-indigenous communities.
- Given the cumulative number of construction projects planned to transform the Parramatta CBD area over the next 20 years, there is an opportunity for the heritage interpretation plan to recognise the history of the site and Parramatta locality within a national narrative, and to link with broader heritage interpretation across Parramatta. Also, to show how the new Powerhouse will align with the regional demand for infrastructure in Western Sydney from its diverse and growing communities.
- Ongoing engagement programs maintained through the life of the project, focused through the Community Reference Group and other established stakeholder networks, and guided by the Statements of Understanding with Local Aboriginal Land Councils. It is also recommended that a Powerhouse Parramatta Statement of Intent strategy is prepared to identify how the operation and programming will be a dynamic and effective museum, with programs that reflect the aspirations and diversity of communities of Sydney as well as ensuring the program holds First Nations at its core.

- Appropriate management of the safety and wellbeing of the local community and visitors to the Powerhouse Parramatta. It is recommended that user experience surveys and monitoring plans are used to identify the direct and indirect impacts and positive benefits of Powerhouse Parramatta on the long-term health and wellbeing of the community. It is recommended the findings are reported annually through the Museum of Applied Arts and Sciences Annual Reports.
- Delivery of opportunities for local community and cultural groups to use associated facilities of Powerhouse Parramatta for education and training purposes. Programs should be developed and tailored to local demographic needs, highlighting provision of education programs for all cultural groups as well as for a diverse age demographic. It is understood that the Museum currently operates an extensive volunteer program with over 300 members, and it is recommended that this program be expanded to include Powerhouse Parramatta. The opportunity to foster cross-generational knowledge sharing is strongly supported, and there is opportunity for Powerhouse Parramatta to develop a unique volunteer program that would strengthen and support cross generational and cultural knowledge sharing.
- Undertaking of a programmed review at an appropriate future time, to identify how the innovation precinct created for Western Sydney provides social and economic benefits in relation to the education, economic and wellbeing outcomes for the local and broader populations. The review is to consider how the programs and spaces are effectively meeting the needs of relevant communities, with findings used to inform the long term strategic programming of Powerhouse Parramatta.

Overall, it is considered that with a range of mitigation measures to manage any risks as well as enhance the positive benefits, the project is anticipated to bring significant public benefits to the local and broader communities.

1.0 Introduction

1.1 Purpose of this report

This report supports a State Significant Development (SSD) Development Application (DA) for the development of Powerhouse Parramatta at 34-54 & 30B Phillip Street and 338 Church Street, Parramatta. Powerhouse Parramatta is a museum (information and education facility) that has a capital investment value in excess of \$30 million and as such the DA is submitted to the Minister for Planning pursuant to Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Infrastructure NSW is the proponent for the DA.

This report assesses the social and economic impacts of the proposed works to be undertaken as part of the development. It has been prepared by Ethos Urban on behalf of Infrastructure NSW to accompany the Environmental Impact Statement.

1.2 Assessment scope specification – SEARs

The assessment has been prepared in accordance with the Secretary's Environmental Assessment Requirements (SEARs), issued on 10 February 2020, requiring the preparation of an SIA, which:

- Identifies, analyses, and proposes responses to any likely social impacts, including concerns or aspirations that people may have about how the proposal might affect their surroundings, way of life, health and wellbeing, community, culture, or their access to and use of infrastructure, services, and facilities.
- Considers social impacts (positive and negative) from the points of view of community stakeholders and how they expect to experience the proposal (i.e. using primary research and outcomes of engagement).
- Investigates whether any group in the community may disproportionately benefit or experience negative impacts, and proposes commensurate responses consistent with socially equitable outcomes.
- Considers social impacts for all stages of the project lifecycle, i.e. site preparation, demolition, construction, operation, and how different people and groups may be affected differently at each phase.
- Considers all remaining feasible alternatives and comparatively analyses their respective social impacts and benefits.
- Investigates the cumulative impact of the loss of heritage within the Parramatta area from the point of view of local communities.

Ethos Urban has incorporated an Economic Impact Assessment as part of this report, in the interests of also appropriately reflecting the important economic aspects of the proposal.

1.3 Structure of this report

This report is structured as follows:

- Chapter 1: Introduction
- Chapter 2: The Proposed Development: Powerhouse Parramatta
- Chapter 3: Purpose, Objectives and Scope of this Assessment
- Chapter 4: Site Context
- Chapter 5: Description of the Proposed Development
- Chapter 6: Strategic Policy Context
- Chapter 7: Baseline Analysis: Current Social and Economic Context
- Chapter 8: Stakeholder and Community Engagement
- Chapter 9: Social Impact Assessment
- Chapter 10: High-level Economic Impact Assessment

2.0 Powerhouse Parramatta

2.1 Vision and overview

The establishment of Powerhouse Parramatta is the most important transformation in the history of the institution. It signifies a major shift in how Sydney thinks about itself, its culture and its communities. Now, for the first time, a NSW cultural institution will be located in Western Sydney – in Parramatta, the geographical heart of Sydney.

The existing infrastructure at Ultimo was identified as no longer fit for purpose and had reached the end of its useful life. In August 2019 the NSW Government endorsed the vision, design and operational principles for the new Powerhouse Parramatta. Following an international design competition, the architectural team of Moreau Kusunoki and Genton were selected in December 2019.

Powerhouse Parramatta will be the largest museum in NSW at 30,000sqm with 18,000sqm of public and exhibition space.

- It will include seven (7) large scale, flexible presentation spaces to exhibit Powerhouse Collections including Presentation Space 1 which will be the largest exhibition space in Australia of unprecedented scale, 3,000sqm, column free 20m clear height.
- It will embed world-class education, research and community facilities into the museum. For the first time in Australia, 40 creative residential studios will be established that support researchers, scientists, artists and students to live, work and learn on site.
- In a world first, Powerhouse Parramatta will include accommodation for 60 students at one time to stay at the Museum. This will give new and unprecedented access to NSW regional students allowing them to immerse themselves in Powerhouse's education programs.
- An unprecedented 360-degree immersive screen space will be created that will set a new benchmark for immersive technology creating incredible learning experiences for young people.
- Powerhouse Parramatta will develop and present a dynamic and changing program that showcases the Museum's extraordinary Collection of 500,000 objects.
- Powerhouse Parramatta will present an annual program of large-scale cultural and community events for up to 10,000 people that reflects the aspirations of its communities and expand the cultural calendar of Sydney and NSW.

Powerhouse Parramatta will:

- Be the first time a NSW cultural institution will be located in Western Sydney, the fourth-largest economy, the fastest growing and most culturally diverse region in Australia.
- Have an international reputation as an innovation and creative industries precinct that drives significant economic and socio-cultural outcomes for the communities of NSW.
- Deliver world-class opportunities for education and research.
- Boost economic growth for the region, creating new jobs and partnership opportunities.



Figure 1 Indicative image of Powerhouse Parramatta

Source: Moreau Kusunoki + Genton

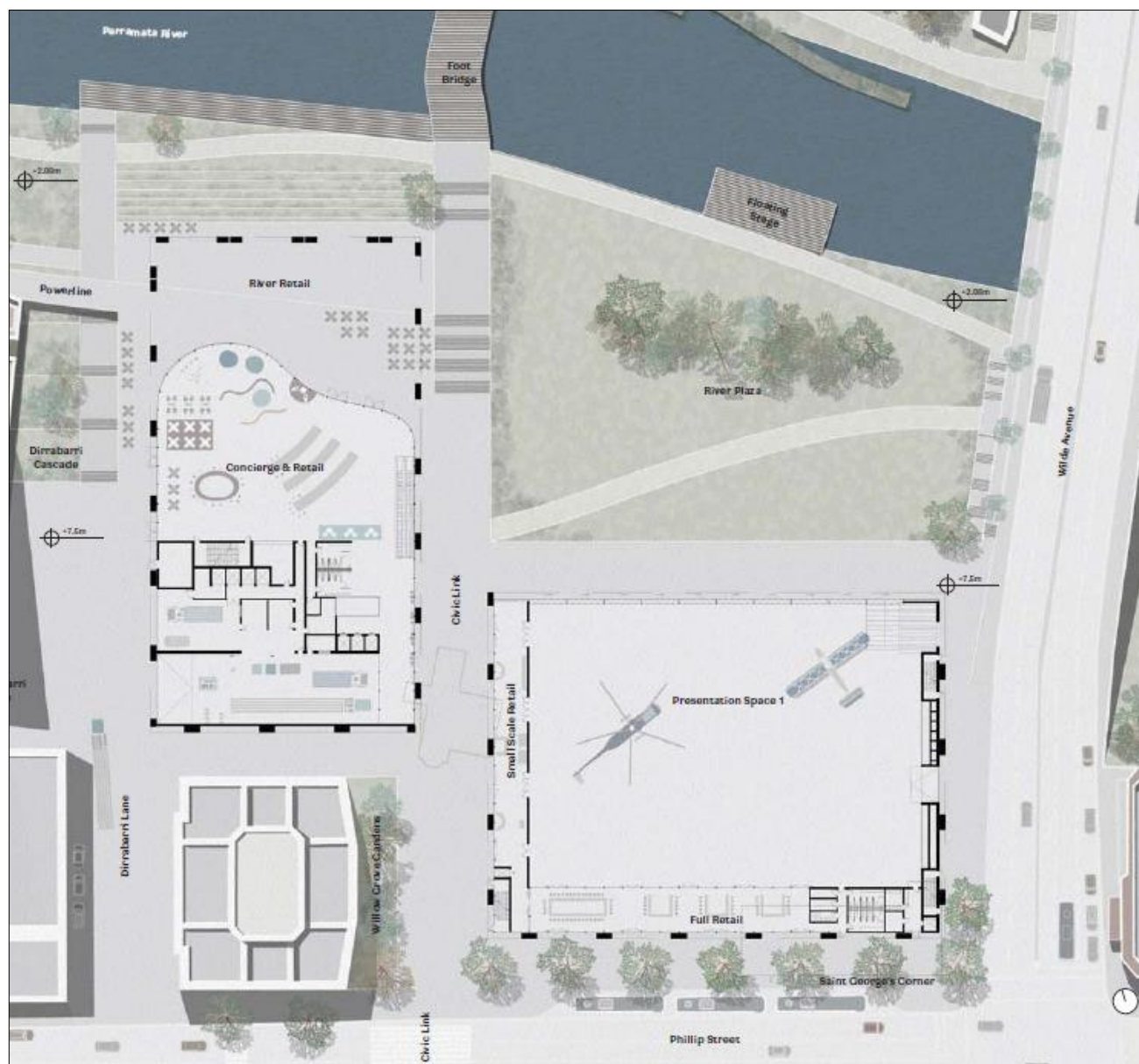


Figure 2 Site layout plan
Source: Moreau Kusunoki + Genton

2.2 Development description

The Powerhouse was established in 1879, and Powerhouse Parramatta will radically return to its origins through the creation of seven presentation spaces of extraordinary scale that will enable the delivery of an ambitious, dynamic constantly changing program that provides new levels of access to Powerhouse Collection. Powerhouse Parramatta will set a new international benchmark in experiential learning through the creation of an immensely scaled 360-degree digital space, unique to Australia.

Powerhouse Parramatta will reflect the communities and cultures of one of Australia's fastest growing regions. It will hold First Nations culture at its core and set a new national benchmark in culturally diverse programming. Powerhouse Parramatta will be highly connected through multiple transport links, and integrate into the fine grain of the city.

Powerhouse Parramatta will be an active working precinct and include the Powerlab, which will enable researchers, scientists, artists and students from across regional NSW, Australia and around the world to collaborate and participate in Powerhouse programs. The Powerlab will feature digital studios to support music and screen

industries alongside co-working spaces, life-long learning and community spaces. Integrated into the Powerlab will be a research kitchen and library that will support a NSW industry development program including archives and oral histories.

This application will deliver a new cultural institution for Parramatta in the heart of Sydney's Central City. The SSD DA seeks consent for the delivery of the Powerhouse Parramatta as a single stage, comprising:

- Site preparation works, including the termination or relocation of site services and infrastructure, tree removal and the erection of site protection hoardings and fencing.
- Demolition of existing buildings including the existing Riverbank Car Park, 'Willow Grove', 'St George's Terrace' and all other existing structures located on the site.
- Construction of the Powerhouse Parramatta, including:
 - seven major public presentation spaces for the exhibition of Powerhouse Collection;
 - front and back-of-house spaces;
 - studio, co-working and collaboration spaces comprising the 'Powerlab', supported by 40 residences (serviced apartments) for scientists, researchers, students and artists, and 60 dormitory beds for school students;
 - education and community spaces for staff, researchers and the Powerlab residents, the community, and education and commercial hirers;
 - commercial kitchen comprising the 'Powerlab Kitchen' used for cultural food programs, research, education and events;
 - film, photography, and postproduction studios that will connect communities with industry and content that will interpret the Powerhouse Collection;
 - public facing research library and archive for community, industry, students and researchers to access materials;
 - a mix of retail spaces including food and drink tenancies with outdoor dining, and
 - operation and use of the Powerhouse Parramatta including use of the public domain provided on the site to support programs and functions.
- Maintenance of the existing vehicular access easement via Dirrabarri Lane, the removal of Oyster Lane and termination of George Khattar Lane, and the provision of a new vehicular access point to Wilde Avenue for loading.
- Public domain within the site including new public open space areas, landscaping and tree planting across the site.
- Building identification signage.

The project does not seek consent for the carrying out of works outside of the site boundary, and in particular does not involve any alterations to the existing edge of the formed concrete edge of the Parramatta River or to the waterway itself.

2.3 Background and strategic context

The Powerhouse is Australia's contemporary museum for excellence and innovation in applied arts and sciences. The museum was established in 1879 in the Garden Palace which emerged from a history of 19th Century grand exhibition halls, including the Grand Palais. It currently encompasses the Powerhouse in Ultimo, Sydney Observatory in The Rocks and the Museums Discovery Centre in Castle Hill. The Powerhouse has occupied the Ultimo site since 1988.

Parramatta, in the heart of Western Sydney, is entering a period of rapid growth. It was identified in 2014's *A Plan for Growing Sydney* as the metropolis' emerging second Central Business District, with the provision of supporting social and cultural infrastructure regarded as integral to its success. The strategic importance of Parramatta as an economic and social capital for Sydney has been subsequently reinforced and further emphasised through its designation as the metropolitan centre of the Central City under the *Greater Sydney Region Plan*.

Powerhouse Parramatta will be the first State cultural institution to be located in Western Sydney – the geographical heart of Sydney. In December 2019, the Government announced the winning design, by Moreau Kusunoki and Genton, for Powerhouse Parramatta from an international design competition.

Powerhouse Parramatta will establish a new paradigm for museums through the creation of an institution that is innately flexible. It will become a national and international destination renowned for its distinctive programs driven by original research and inspired by its expansive collections. It will be a place of collaboration, a mirror of its communities forever embedded in the contemporary identity of Greater Sydney and NSW.

Powerhouse history and legacies

The Powerhouse is internationally renowned as Australia's only contemporary museum for excellence and innovation in the applied arts and sciences. Hosting a significant collection of over 500,000 items spanning history, science, technology, design, industry, decorative arts, music, transport and space exploration, the Powerhouse is home to the material heritage and stories of Australian culture, history and lifestyle.

The establishment of the Powerhouse in Sydney began in the late 1800's during a period of investment in industrial and cultural innovation. The Technological, Industrial and Sanitary Museum of NSW was established after the success of the Sydney International Exhibition, which opened in the Garden Palace in September 1897.

In 1881 the newly constituted museum moved into the Garden Palace, preparing to open to the public in late 1882. But fire destroyed the Garden Palace and most of the collection before the launch. A new collection was assembled, and the museum opened in 1893 in the Agricultural Pavilion in the outer Domain in Sydney. Ten years later, this then moved to a more suitable site on Harris Street in Ultimo and was renamed the Technological Museum.

The Museum, with the name later changing to the Museum of Applied Arts and Sciences, remained here until 1988. During the 1980s, the decommissioned and derelict Ultimo Power Station building underwent a process of adaptive reuse to be able to house the significantly larger collection of the Museum of Applied Arts and Sciences. In 1988, the museum collection was moved and renamed Powerhouse Museum.

3.0 Purpose, objectives and scope of this assessment

The purpose of this Social and Economic Impact Assessment (SEIA) is to assess the impacts of the development, both positive and negative, for all stages of the project lifecycle for the community and stakeholders.

Social Impact Assessment involves the analysis of social changes and impacts on communities that are likely to occur as a result of a particular development, planning scheme, or government policy decision. Economic Impact Assessment is a tool for understanding changes to income, employment opportunities and wider effects in purchasing and spending in the region. Applied together, an SEIA can provide a comprehensive, co-ordinated picture of these overlapping issues, providing information on potential economic impacts as well as important social values held by the community which inform likely attitudes and responses to the proposed change.

3.1 Methodology and assessment framework

Social Impact Assessment

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

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

The assessment of social impacts has been based on the NSW DPIE *Social Impact Assessment Guideline for state significant mining, petroleum production and extractive industry development*, September 2017.

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

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

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

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

As outlined in the IAIA Social Impact Assessment Guideline (2015), the assessment recognises that social impacts vary in their nature and can be: positive or negative; tangible or intangible (perception based); direct (caused by planned development itself), indirect (occurring as a result of a direct impact) interdependent (affecting each other) and/or cumulative (as a result of the incremental and combined impacts of one or more projects, including the current and foreseeable future projects); experienced differently by different individuals or groups within a community, and experienced differently at the local, regional, state or national level.

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

- Baseline analysis of the existing socio-economic environment, involving:
 - Study area definition, including primary and secondary geographic areas likely to be impacted;
 - Review of relevant background studies and technical reports, along with relevant local and state policy frameworks;
 - Demographic analysis, including current and forecast communities.
- Stakeholder and community engagement: A comprehensive engagement program is being undertaken by INSW and the Powerhouse, involving briefings and meetings with a wide range of stakeholders, community representatives and broader communities, along with a Community Reference Group and Parramatta Precinct Stakeholders. Further detail on stakeholder and community engagement activities and outcomes is provided at Section 8.0.
- Scoping of issues: Analysis of potential impacts during and post-construction, with each of the directly affected communities and other stakeholders identified in relation to the way they may be affected. Both positive and negative potential issues are identified.
- Identification of impacts as per DPIE Guideline parameters. The social impact assessment ultimately appraises the significance of each identified impact based on its duration, extent and sensitivity of impact 'receivers'. This results in a social risk rating for impacts, as per the social risk matrix shown in **Figure 3** below.

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

Figure 3 Social risk matrix

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

Economic Impact Assessment

In the absence of formal guidelines available from the NSW DPIE for economic impact analysis, the methodology for this economic assessment has been developed with consideration of typical Secretary's Environmental Assessment Requirements (SEARs) and socio-economic assessment practices.

Key steps in undertaking the economic assessment have included: analysis of the existing locality and the community, including its economic profile; identification and assessment of potential impacts (both direct and indirect) as a result of the proposed development, and recommendations for mitigation or enhancement measures.

The baseline profile for current businesses and the economy within the defined study area was developed using published data sources, including the Australian Bureau of Statistics (ABS), with this data supplemented by additional information where available.

Economic impacts were then evaluated in terms of direct impacts and indirect impacts:

- Direct impacts relate to both construction activity and the scale of additional expenditure related to the development.
- Indirect impacts are linked to expenditure by additional patrons outside of the Powerhouse Parramatta precinct and flow-on industry impacts.

In the case of both direct and indirect effects, the key metric for the analysis is an estimate of jobs.

3.2 Information sources and assumptions

Following are the key information sources used to prepare this SEIA:

Data sources

- ABS Average Weekly Earnings, Australia Nov 2018
- ABS Census of Population and Housing 2016
- ABS Counts of Australian Business, June 2013 to June 2017
- ABS Australian National Accounts: Input-Output Tables, 2014-15
- ABS Building Approvals, 2018
- ABS Counts of Australian Businesses, including Entries and Exits, 2018
- Department of Employment, Skills, Small and Family Business – Small Area Labour Markets March 2019
- Department of Employment, Skills, Small and Family Business – Regional Projections to May 2023
- Other ABS publications as referenced
- Destination NSW
- Community.id
- Economy.id
- Forecast.id
- NSW Budget Papers 2018/19
- Museum of Applied Arts and Science

Policy documents

- Greater Sydney Regional Plan – Metropolis of Three Cities (Greater Sydney Commission)
- Central City District Plan (Greater Sydney Commission)
- Greater Parramatta to Olympic Peninsula Vision (Greater Sydney Commission)
- Community Strategic Plan 2018-2038 (City of Parramatta)
- Economic Development Plan 2017-2021 (City of Parramatta)

- Socially Sustainable Parramatta Framework (City of Parramatta)
- Draft Social Infrastructure Strategy (City of Parramatta)
- A Cultural Plan for Parramatta's CBD (City of Parramatta)
- Civic Link Framework (City of Parramatta)
- NSW Premiers Priorities (NSW Government)
- NSW 2040 Economic Blueprint (Department of Treasury)
- Create in NSW – NSW Arts and Cultural Policy Framework (NSW Department of Trade & Investment)
- Rebuilding NSW – State Infrastructure Strategy (Infrastructure NSW)
- NSW Aboriginal Arts and Cultural Plan 2015-2018 (Create NSW)
- OCHRE Plan – NSW Government Aboriginal Affairs Strategy (NSW Aboriginal Affairs)
- NSW 2021: A plan to make NSW number one (NSW Department of Premier and Cabinet)
- Greater Sydney Services and Infrastructure Plan – Future Transport 2056 (Transport for NSW)
- Better Placed (Government Architect)
- Cultural Infrastructure Plan 2025+ (Create NSW)
- Western Sydney Visitor Economy Strategy (Destination NSW)
- Draft Western Sydney Aerotropolis Plan (NSW Department of Planning, Industry and Environment)
- Parramatta City Night Framework 2020 – 2024 (City of Parramatta)

Assumptions applied to complete this SEIA include:

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

4.0 Development context

4.1 Site description

4.1.1 Overview

site is located at the northern edge of the Parramatta CBD on the southern bank of the Parramatta River. It occupies an area of approximately 2.5 hectares and has extensive frontages to Phillip Street, Wilde Avenue and the Parramatta River. A small portion of the site extends along the foreshore of the Parramatta River to the west, close to the Lennox Street Bridge on Church Street. The site boundary is identified in **Figures 4 and 5**. The site excludes the GE Office Building at 32 Phillip Street.

The site is currently occupied by a number of buildings and structures, including:

- Riverbank Car Park – a four-level public car park
- Willow Grove – a two-storey villa of Victorian Italianate style constructed in the 1870s
- St George's Terrace – a two-storey terrace of seven houses fronting Phillip Street constructed in the 1880s
- 36 Phillip Street – a two-storey building comprising retail and business premises
- 40 Phillip Street – a two-storey building comprising retail and business premises
- 42 Philip Street – a substation building set back from the street.

The immediate context of the site comprises a range of land uses including office premises, retail premises, hotel, serviced apartments and residential apartments. To the north is the Parramatta River and open space corridor, beyond which are predominately residential uses. Riverside Theatres is located to the north-west across the Parramatta River.



Figure 4 Aerial photograph of the site and its context

Source: Mark Merton Photography



Figure 5 Site boundary, key existing features, and immediate local context

Source: Ethos Urban

4.1.2 Legal description and ownership

The site comprises a number of allotments under the ownership of the Planning Ministerial Corporation. These encompass the following:

Table 1 List of properties comprising the site

Address	Lot	DP	Description of existing use
42 Phillip Street	1	128474	Substation
30B, 34, 40, and 44-54 Phillip Street	2	1247122	Main site
338 Church Street	1	1247122	Riverfront lot

4.1.3 Existing development on the site

Powerhouse Parramatta site currently comprises a number of different buildings, spaces and land uses. These include:

- Riverbank Car Park – a four-level public car park.
- Willow Grove – a two-storey villa of Victorian Italianate style constructed in the 1870s, which is a locally-listed heritage item (I737) (discussed further in **Section 4.2.4** below).
- St George's Terrace – a two-storey terrace of seven houses fronting Phillip Street constructed in the 1880s, which is a locally listed heritage items (I1738) (discussed further in **Section 4.2.4** below).
- 36 Philip Street – a two-storey building comprising retail and business premises.
- 40 Philip Street – a two-storey building comprising retail and business premises.
- 42 Philips Street – a two-storey substation building setback from the street.

There are also a number of existing laneways on the site including George Khattar Lane, Oyster Lane and Dirrabarri Lane, which provide vehicular access to these buildings and adjacent properties.

The site excludes the GE Office Building located at 32 Phillip Street, Parramatta.

Images of the existing buildings and site conditions are included at **Figures 6 to 15** below.

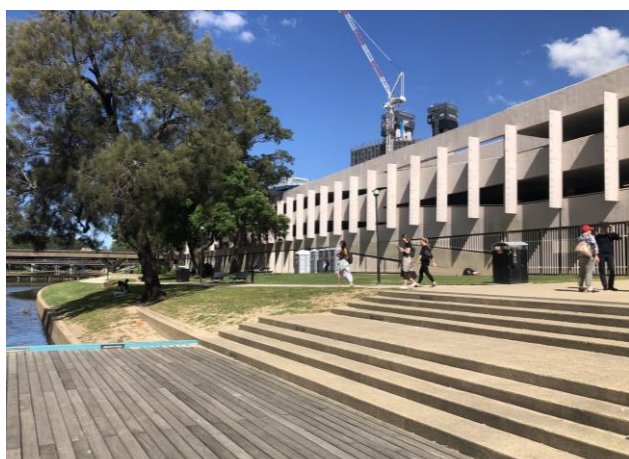


Figure 6 Riverfront carpark building (riverfront side)

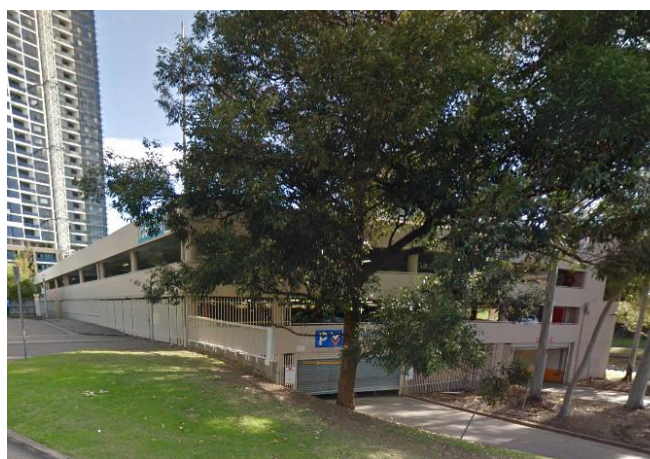


Figure 7 Riverfront carpark building (George Khattar Lane)



Figure 8 Willow Grove

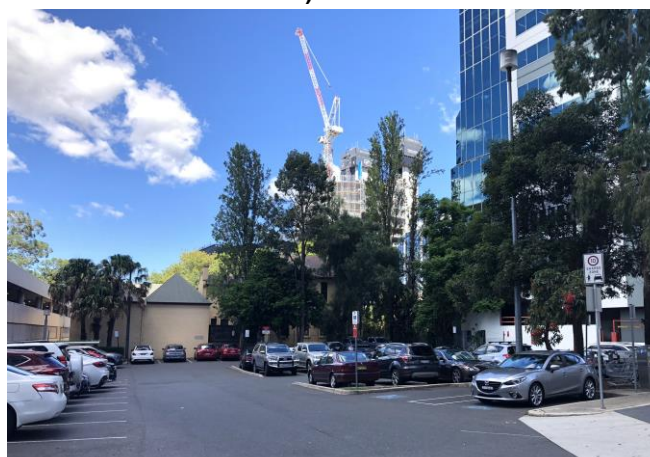


Figure 9 At-grade carparking in the centre of the site



Figure 10 St Georges Terrace



Figure 11 Substation building (42 Phillip St)

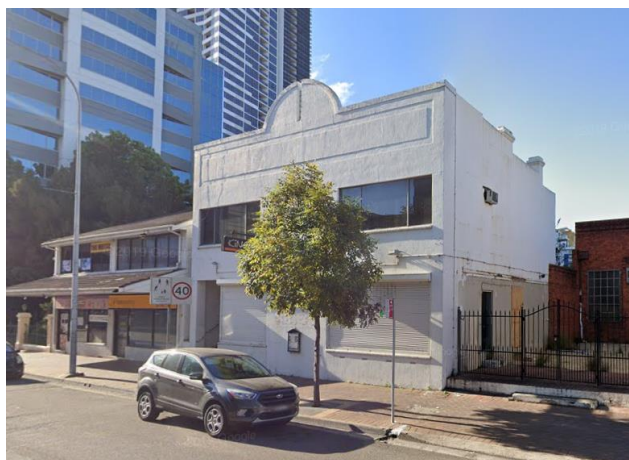


Figure 12 Retail building at 40 Phillip Street



Figure 13 Retail building at 36 Phillip Street

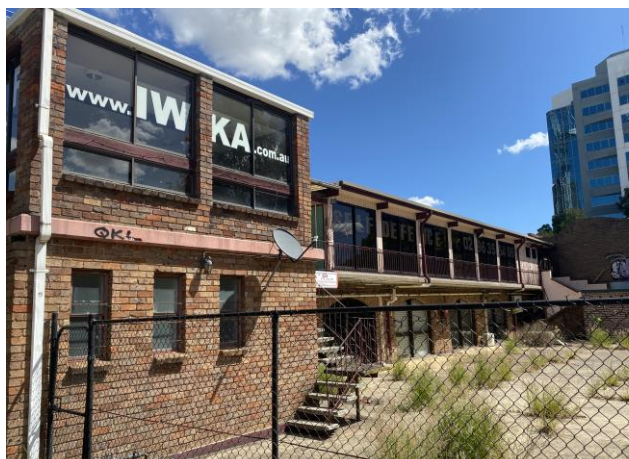


Figure 14 Rear of St Georges Terrace and other retail buildings



Figure 15 Riverfront portion of the site extending to Church Street

4.2 Development context

4.2.1 Locational context

Powerhouse Parramatta will be located at 54-34 and 30B Phillip Street and 338 Church Street, Parramatta within the City of Parramatta Local Government Area (LGA).

The site is located within the Parramatta CBD, which performs key economic, social and cultural roles that are expected to increase as Western Sydney's population grows and regional transport infrastructure improves connections to the CBD. The CBD is in the process of undergoing urban renewal and change and is characterised by a range of uses and a range of style, age and scale of development.

The site is located at the northern edge of the Parramatta CBD on the southern bank of the Parramatta River. It occupies an area of approximately 2.5 hectares and has extensive frontages to Phillip Street, Wilde Avenue and the Parramatta River. A small portion of the site extends along the foreshore of the Parramatta River to the west, close to the Lennox Street Bridge on Church Street.

The site's locational context is shown at **Figure 16** below and discussed further in the following sections.

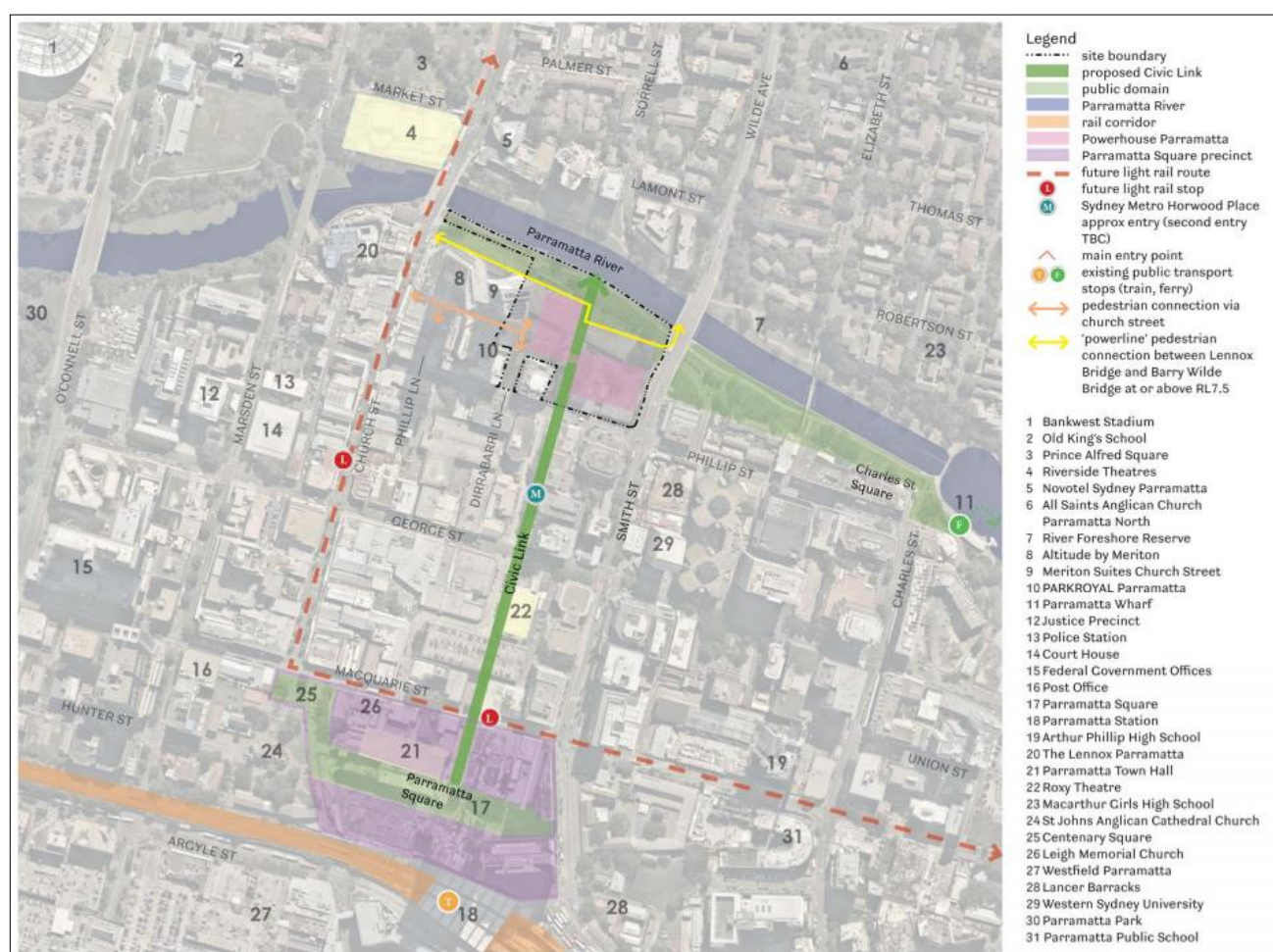


Figure 16 Locational context

Source: Moreau Kusunoki + Genton

4.2.2 Immediately surrounding development

A range of development types and land uses characterise the immediate surrounds of the site. West of the site is a mixed-use precinct which includes a 53-storey residential tower, 36-storey serviced apartments (Meriton Suites) and a food and beverage entertainment quarter. The Park Royal Hotel is located adjacent to the site, to the south west. An access easement is located between these two apartments and the Powerhouse Parramatta site.

The northern boundary of the site runs adjacent to the Parramatta River, with a portion of the Parramatta River Foreshore green link and open space crossing the site. Phillip Street runs along the site's southern fringe. The site is bordered by major roads. To the east is Wilde Avenue which continues to Barry Wilde Bridge. To the west, Church Street, a bustling retail and dining strip which leads to the state heritage listed Lennox Bridge. Located directly opposite the site, to the north of the river, the built form consists typically of medium scale residential apartment blocks.

4.2.3 Broader precinct character

The broader precinct to which the development will relate – including its key infrastructure, developments and characteristics – are described below.

Parramatta CBD – a growing social and economic hub: Sydney's Central River City

The Parramatta CBD, in which the site is located, is an important regional economic centre attracting workers, visitors and students from across Greater Sydney. Parramatta CBD is home to a mix of businesses, government services, education facilities, arts and cultural facilities and retail shops, bars and restaurants. Increasingly, the area is also home to a large number of residents living in high density apartments with easy access to the inner-city lifestyle within the Parramatta CBD. Visitors and residents of the Parramatta CBD are also able to access large open space assets, including Parramatta Park and the Parramatta River, and heritage assets interwoven within the fabric of the growing city.

According to the City of Parramatta's Community Strategic Plan 2018-2038:

"Our CBD is changing as Council's vision to create a vibrant business and cultural hub for Western Sydney comes to life. It is now buzzing with activity due to increased commercial and residential development, including new shops, restaurants, and a year-round program of events offering entertainment for locals and visitors. In the medium term, Parramatta Square, the Civic Link project, Parramatta Quay, Western Sydney Stadium redevelopment and Parramatta Light Rail will completely transform the look and feel of the City. The centrepiece of Parramatta's river foreshore will be a new cultural precinct, including the new, state-of-the-art Museum of Applied Arts and Sciences, and the redevelopment of the Riverside Theatres."

The CBD will grow significantly over the next decade, with widespread construction activity in the short term.

Parramatta River

The Parramatta River is directly to the north of Powerhouse Parramatta development site. The Parramatta River is one of Australia's most iconic waterways extending from Blacktown Creek in the west to the Lane Cove River in the east. The Parramatta River Catchment Group developed the Parramatta River Masterplan in 2018. The Masterplan, titled *Ten Steps to a Living River*, outlines methods to increase the health and useability of the Parramatta River. The aim of the plan is to make the River swimmable. It is envisaged that the improved Parramatta River will be an attraction that increases the liveability of Parramatta.

Parramatta Square

The site is located in approximately 500m north of the \$2.4 billion Parramatta Square precinct. Parramatta Square is directly adjacent to Parramatta Station. According to the City of Parramatta's Community Strategic Plan 2018-2038:

"Spread over three hectares of prime real estate, [Parramatta Square] will showcase design excellence from internationally acclaimed architects, as well as provide a major injection of public and private sector jobs into the Parramatta CBD. It includes the construction of at least five major commercial, educational and civic buildings that will border a public domain thoroughfare in the core of Parramatta's CBD."

Parramatta Square represents the start of the future Civic Link being developed by the City of Parramatta that will connect the Parramatta CBD with Powerhouse Parramatta and the Parramatta River.

Riverside Theatres

Riverside Theatres is located across the Parramatta River approximately 300m north-west of the Powerhouse Parramatta site. Riverside Theatres is a performing arts venue in Parramatta CBD which opened in 1988. It includes three primary venues: the 761-seat Riverside Theatre, the 213-seat Lennox Theatre and the 88-seat Raffertys Theatre.

With over 1,200 performances and events per year, Riverside Theatres is Western Sydney's premier performing arts centre and has one of the highest utilisation rates in NSW. Productions range from drama, comedy, ballet, opera, contemporary dance and musicals.

Arthur Phillip High School and Parramatta Public School

Arthur Phillip High School and Parramatta Public School are co-located schools on Macquarie Street, Parramatta. Both schools were redeveloped and are examples of new high-rise school developments. The redeveloped schools opened in 2020 and together accommodate 6,000 students. The multi-storey developments are the first schools to be redeveloped in this way to respond to increased residential density and population growth leading to increased demand for schools.

5 Parramatta Square

5 Parramatta Square is the City of Parramatta's new civic, cultural and community building. The development was given approval in 2019 and will be the final addition to the new Parramatta Square Precinct. The building will include dedicated community space, housing a new public library, co-working spaces, and publicly available meeting rooms. The building will also house an information service which will provide information about Council's services and products, and information about Parramatta Square and surrounding development. The Parramatta Town Hall building will be integrated and accessible from the new 5 Parramatta Square building.

Heritage

As outlined within the Statement of Heritage Impact, prepared by Advisan, the site does not contain any items identified on the World Heritage List, National Heritage List, State Heritage Register or Commonwealth Heritage List. However, the locality contains sites of Aboriginal cultural heritage significance, as well as sites and items of European heritage significance on and in the vicinity of the site associated with the area's early settlement history.

Aboriginal heritage

The Dharug people, as the traditional landowners of the Parramatta area, have lived in the area for approximately 40,000 years. The Parramatta River is noted to be of great significance to local Indigenous people, providing a source of food and freshwater. There are strong Dharug communities living in the Greater Western Sydney.

European heritage

The area has undergone development since 1792, resulting in changes to the landscape and the way the area has been used and occupied. It is noted that site currently contains items of local heritage significance, including Willow Grove and St George's Terrace, described below.

Willow Grove

Willow Grove is an item of local significance for historical, aesthetic and representative reasons. It was built in the 1870s as a private villa and later became a maternity hospital called Estella. Willow Grove is one of four remaining buildings of its type in the Parramatta Council area. It is a good example of a Victorian Italianate two-storey villa, readily identifiable as part of historic building stock and strongly contributing to the streetscape in spite of its large setback, partly through its notable fence. Mature trees on the Willow Grove site are also considered to have heritage significance.

St George's Terraces

The St George's Terraces comprise of a row of seven two-storey terrace houses built from 1881. They are recognised as significant at a local level for historical and aesthetic reasons and are the only remaining two-storey terrace group in Parramatta. The terraces have a relatively high degree of integrity when viewed from the street and strongly contribute to the Phillip Street streetscape and the character of the Parramatta townscape.

Lennox Street Bridge

Lennox Bridge is located within close vicinity of the site and is an item of State heritage significance. It is used to cross the Parramatta River at Church Street and is one of the earliest bridges in NSW and Australia. It is considered an example of early Colonial engineering works.

Archaeological Management Units (AMU)

There are three AMU which are located across the site and hold historic heritage significance to the development of Parramatta, dating back to convict and colonial periods.

Old Government House

Old Government House is a convict-built Georgian house (constructed between 1799 and 1816) which served as the country residence for the first ten Governors of NSW. It is the oldest surviving public building in Australia and stands in 200 acres of parkland overlooking Parramatta. The building and its setting were designated a World Heritage Site in 2010, and today it houses the nation's premier colonial furniture collection¹.

Elizabeth Farm

Built in 1793, Elizabeth Farm is one of the oldest homes in Australia, built for John and Elizabeth Macarthur, a young military couple. The building is an excellent example of an early colonial bungalow, with deep shady verandas and elegant symmetry.

4.2.4 Transport and access context

Being located within the Parramatta CBD, the site benefits from a range of existing and planned transport options as discussed below.

Pedestrian access and Civic Link (planned)

The main thoroughfares in the Parramatta CBD include Church Street, George Street, Argyle Street and Phillip Street. This pedestrian network connects the site with surrounding localities including Parramatta Park, Westfield Parramatta, Bankwest Stadium, Riverside Theatres and the local eateries along Church Street. See **Figure 17** over page.

Further, pedestrian connection to the site and the surrounding localities will be aided through the future Civic Link. The Civic Link to be delivered by the City of Parramatta comprises converting Horwood Place to a landscaped pedestrian and cycle only link, which will ultimately connect through to Parramatta Square and Parramatta Railway Station. The link is approximately 490m long and will directly connect Parramatta CBD's civic and commercial district with riverfront spaces and the Parramatta River foreshore, terminating at the Riverbank site.

Light Rail (planned)

Whilst there is no existing connection to the site via light rail, the site will benefit from the Parramatta Light Rail project. Stage 1 of the project will connect the Parramatta CBD through to Westmead, North Parramatta, Camelia, Rydalmere, Dundas, Telopea and Carlingford via a 12km track that is currently under construction. The nearest stops are located on Church Street and Macquarie Street outside Parramatta Square, which are both within a short walking distance of the site. This will operate on a turn-up-and-go service of every 7.5 minutes during peak periods.

Stage 2 of the Light Rail project is in the planning phase and is expected to extend the network to Sydney Olympic Park, Wentworth Point, Ermington and Melrose Park via a 9km route.

¹ National Trust NSW.

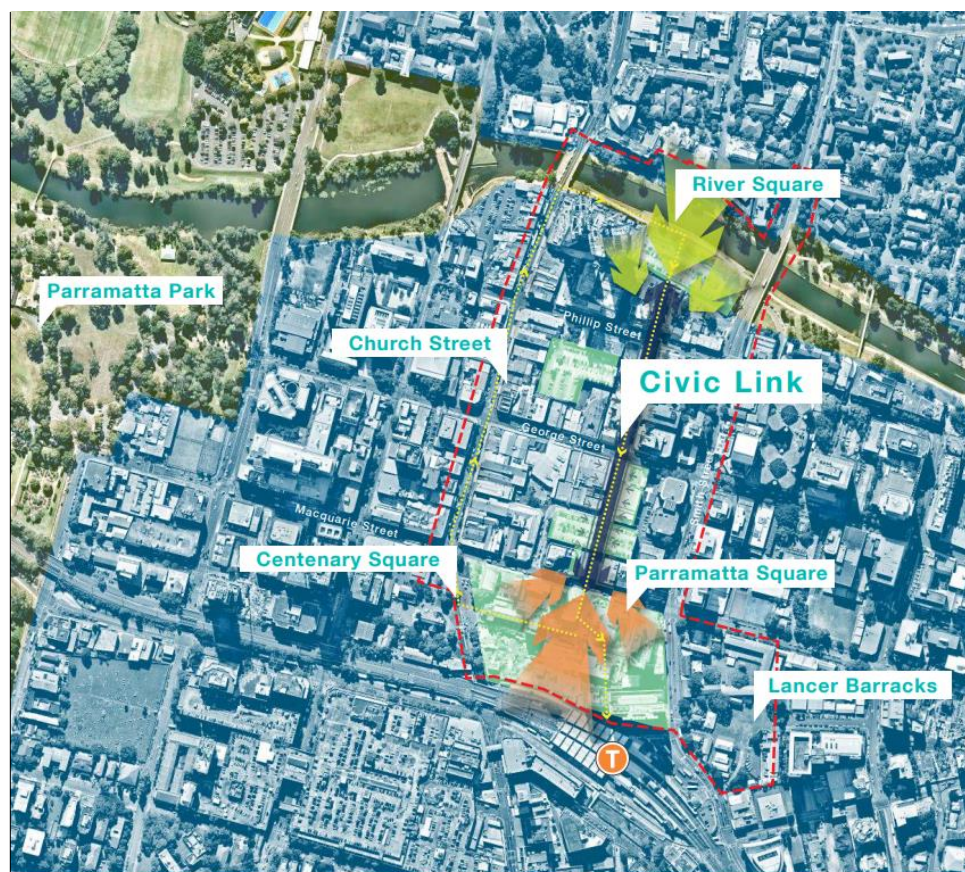


Figure 17 Future Parramatta Civic Link through the CBD

Source: Civic Link Framework Plan 2017

Sydney Metro West (planned)

There is the potential for the site to benefit from a new metro station being delivered as part of the Sydney Metro West project. This new metro connection was announced in November 2016 to service key precincts within the Metropolitan Area including Greater Parramatta, Sydney Olympic Park, The Bays Precinct and the Sydney CBD. This project is currently in the planning phase, however, it has been indicated that a new station will be located in the Parramatta CBD. This new transport connection is planned to be operational in 2028. See **Figure 18** over page.

Heavy Rail

Parramatta Railway Station is located approximately 600m south of the site and accessible via major walking routes along Church Street and Smith Street. This station is connected to a number of intercity lines as well as the Blue Mountains Line. Trains run between Parramatta Station and Central Station roughly every five minutes during peak times and every ten minutes out of peak periods.

Buses

The site is serviced by regular bus services along Phillip Street that connect to the surrounding area. Parramatta Railway Station is also a major bus interchange, connecting to various suburbs throughout Sydney including Bankstown, Fairfield, Liverpool, Epping, Blacktown, Rouse Hill and the Sydney CBD.

Further, Parramatta City Council offers a free shuttle bus that provides connections to the major hubs in the Parramatta CBD. It runs every ten minutes and has a stop on Phillips Street, adjacent to the site.

Ferry

The Parramatta Ferry Wharf is located approximately 470m east of the site. It connects to Circular Quay and Milsons Point via the F3 service. Both this wharf and Charles Street Square are subject to redevelopment plans.

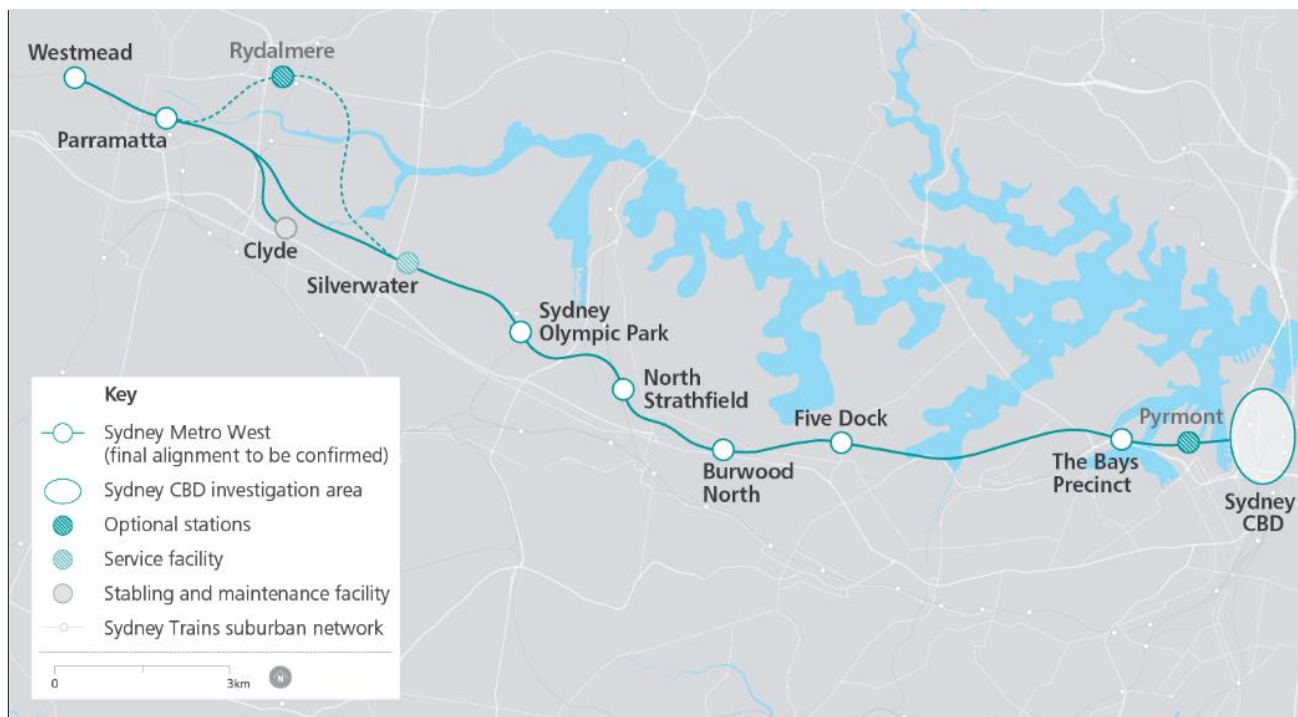


Figure 18 Indicative alignment of the Sydney Metro West project

Source: Sydney Metro

Bicycle Access and Parking

The site is accessible by bicycle via the existing road network and river foreshore. There is no bicycle parking on site, however, secure bicycle parking is available at Parramatta Wharf and Parramatta Station, as well as Erby Car Park and Horwood Car Park, which are both within a 5-minute walk from the site.

More broadly, Parramatta has an extensive bicycle network which connects the Parramatta CBD to nearby localities and to an outer ring of suburbs. These include:

- the Parramatta Valley Cycleway that connects Parramatta Park to Ryde and Sydney Olympic Park;
- the North-West and the Liverpool T-Way which both include shared pedestrian and cycle paths;
- M4 Motorway Viaduct Route that links Auburn, Granville, Holroyd and the Parramatta CBD, and
- the Parramatta to Liverpool Rail Trail that runs parallel to the railway line through Merrylands, Yennora and Fairfield to Liverpool.

Vehicular Access and Parking

Broadly, the Parramatta CBD accommodates a number of existing multi-level car parks that are under the control of City of Parramatta Council in close proximity to the site, which provide nearly 4,000 parking spaces for public use. The site is occupied by the Riverbank Carpark that accommodates 504 of these spaces, as well as at-grade parking areas associated with the operation of the retail and commercial buildings. There is free 15-minute parking along Phillip Street and along other CBD streets. Free motorcycle parking is at Erby Place, the corner of Horwood Place and Macquarie Lane, Erby Lane off Horwood Place, and Fire Horse Lane.

The site is accessed via Dirrabarri Lane, with exits onto Dirrabarri Lane or George Khattar and Oyster Lane.

Taxi and Rideshare Services

There is an existing taxi rank on Phillip Street and set down and drop off areas on George Khattar Lane, George Street and Phillip Street. Taxi and rideshare drop off and pick-ups also usually occur informally in the surrounding road network.

5.0 Strategic policy context

The following section identifies the key social drivers for this site, based on a comprehensive policy review.

Key policy drivers

- Powerhouse Parramatta is pivotal in cementing greater Sydney's Global competitiveness.
- The project aligns with other strategic infrastructure projects supporting the Central City District's transformation
- The project supports NSW as a leading cultural capital in the Asia Pacific as well as supporting opportunities for communities to be engaged in exhibition and education programs, increasing knowledge sharing for local and broader populations.
- Major infrastructure investment in Parramatta aligns with the Metropolis of Three Cities plan to rebalance the social infrastructure of the Greater Sydney area.
- Powerhouse Parramatta will significantly enhance education and social infrastructure opportunities for the Central City District.

5.1 Key themes and drivers

The following section summarises the key social drivers for this site, based on a review of key state and local policies and strategies. The comprehensive analysis is provided at **Appendix A**.

Table 2 Policy drivers and implications for the development

Policy driver	Key implications for social impact assessment	Relevant documents
Parramatta as a world class destination	<ul style="list-style-type: none"> • A multifaceted approach to tourism and visitation to the Central River City includes investment in the Western Sydney Stadium, Stadium Australia and Powerhouse Parramatta. A museum and cultural precinct on the Parramatta River are key aspects of the drive to expand the Parramatta CBD. This expansion will ensure Parramatta becomes a social and economic driver of social and economic outcomes for Greater Sydney. • The Cultural Infrastructure Plan 2025+ (2019) outlines the role that cultural infrastructure plays in ensuring Greater Sydney's three cities become a leading cultural capital in the Asia-Pacific. • In increasing Global Sydney's competitiveness there has been 30 recommendations for infrastructure investment totalling \$18.9 billion. This includes the investment in a Parramatta Cultural precinct. • Creative and cultural expression are seen as hallmarks of innovation, and innovation is critical to the productivity of a 21st century city. Creating opportunities for more collaboration between cultural institutions and health and education can facilitate local innovation. Creative and cultural infrastructure like Powerhouse Parramatta has an increasingly important role in the Central City as an international destination. • NSW should be recognised as a world class destination attractive for both business and tourism. This involves being able to showcase global content ranging from screen production to major cultural events. • With significant growth to both worker, residents and visitors to Parramatta, investment is required to support the Parramatta night-time economy, ensuring growth in the area meets the needs of a diverse community. Investment in diverse night-time offerings helps to support Parramatta's evolution as a leading night city. • Powerhouse Parramatta will deliver world-class exhibitions alongside opportunities for education and research and space for social and digital interaction and exchange. This development will significantly increase Parramatta's attractiveness to workers, students, residents and visitors from outside the region. 	<ul style="list-style-type: none"> • Central City District Plan (GSC 2018) • GPOP Vision (GSC 2016) • Community Strategic Plan (CoP 2018) • Cultural Infrastructure Plan 2025+ (2019) • NSW 2040 Economic Blueprint (2019) • Western Sydney Visitor Economy Strategy (2017) • Rebuilding NSW – State Infrastructure Strategy (2014) • Parramatta Night City Framework 2020 – 2024 (2020)

Policy driver	Key implications for social impact assessment	Relevant documents
Fast growing and changing population	<ul style="list-style-type: none"> It is anticipated that the Central River City will continue to see a higher population growth rate than the Greater Sydney Region. In the short term it is expected that the Central City District will grow by approximately 2.3% per annum and by 2036 will have increased to a growth rate of 2.8% per annum. It is predicted that the population will grow from 989,380 (2016) to 1,617,960 (2036). It is indicated that this will be made up of a considerable number of school aged children and families (NSW DPIE 2019). This projected population growth within the Central City District also shows significant growth estimated for the Parramatta Local Government Area. It is predicted that the population of the subject site study area will grow from 18,930 in 2016 to 50,370 in 2036. Integrated and targeted delivery of services and infrastructure is needed to support this growth. Parramatta LGA is undergoing significant change and growth due to increased population, private and public investment and new, city-shaping infrastructure, such as the Parramatta Light Rail, Sydney Metro, transformation of the Parramatta CBD through the Parramatta Square project as well as urban renewal precincts such as Camellia. 	<ul style="list-style-type: none"> GPOP Vision (GSC 2016) Community Strategic Plan (CoP 2018) Socially Sustainable Parramatta Framework (CoP 2017)
Improving liveability and social sustainability	<ul style="list-style-type: none"> Future developments in Parramatta should lead to 'great places,' that reflect community needs and aspirations, are responsive to community participation and enhance the qualities of the neighbourhoods that make them unique and which communities strongly identify with. A review of Council documents indicates that City of Parramatta defines liveability as: <ul style="list-style-type: none"> improved infrastructure and access to public transport; improved access to high quality jobs close to home; protection, enhancement and increase of green spaces; managing congestion, and preventing 'overdevelopment.' The development of the Powerhouse Parramatta on the river foreshore will assist in the rejuvenation of the river. It is envisaged that the river will become a place of walking, exercising and gathering and will improve quality of life in the Central City District. In following guidelines provided by the Government Architect to develop 'better' places will ensure that cities and centres provide more liveable spaces for people. The connection between the city centre to the river will be facilitated through the delivery of the Civic Link. The Civic Link will enhance a sense of place in Parramatta. The Link will be green, pedestrian and cycle-friendly link between the central transport interchange and the river foreshore enhancing the liveability of the area. The integrated development of Parramatta Square and Powerhouse Parramatta connected via the Civic Link will assist the development of building liveable cities that enhance cultural, creative and recreation opportunities. 	<ul style="list-style-type: none"> Central River City Plan (GSC 2018) Community Strategic Plan (CoP 2018) Civic Link Framework Plan (CoP 2017) NSW 2021: A Plan to Make NSW Number One (2011) Better Placed (2016)
Development of innovation and creative industries precinct	<ul style="list-style-type: none"> Both the City of Parramatta Council and the NSW Government posit that there is a number of co-benefits to the development of a mixed arts and technology creative precinct. Establishment of mixed arts and technology creative precincts government incentives to encourage investment in research and development, investment in incubation infrastructure and government acting as a facilitator for collaboration between industry, universities, government and the community. Development of a distinct precinct is beneficial for the economy and efforts should be made to continue to grow this economy in NSW. Powerhouse Parramatta will be one of the most significant investments into cultural infrastructure in NSW since the development of the Sydney Opera House. NSW is Australia's 	<ul style="list-style-type: none"> NSW 2040 Economic Blueprint (2019) Create in NSW – NSW Arts and Cultural Policy Framework (2015) Community Strategic Plan 2018 – 2038 (2018) Civic Link Framework Plan (2017) Rebuilding NSW – State Infrastructure Strategy (2014)

Policy driver	Key implications for social impact assessment	Relevant documents
	<p>leading state for creative industries, and they are a growing piece of the NSW economy. Many thousands of creative businesses employ around 42 per cent of the sector's workers and have exports worth \$2,963 million – 70 per cent of Australia's total creative services exports.</p> <ul style="list-style-type: none"> The Parramatta Cultural Precinct will be developed through a partnership with City of Parramatta Council, private sector partners, Western Sydney arts and cultural organisations and local artists. A focused arts and cultural precinct will ensure the City's heritage is showcased, to drive urban renewal and attract visitors. A cultural precinct will be connected to the Parramatta CBD via the planned pedestrianised, green Civic Link. The NSW government has committed \$600 million for a Cultural Infrastructure Program. This Program includes the creation of a Parramatta Cultural Precinct. 	
Creating the 30-minute city	<ul style="list-style-type: none"> The Metropolis of Three Cities Plan outlines the desire to develop three integrated and connected cities that rebalance Greater Sydney. This rebalancing will aim for a more even distribution of housing, jobs, infrastructure and services across the Greater Sydney Region. One aspect of this is the creation of 30-minute cities through integrated land use and transport. The creation of a 30-minute city involves connecting people in each of the three cities with their nearest metropolitan centre. These metropolitan centres must meet all the needs of a changing community, including providing adequate social infrastructure. Powerhouse Parramatta will be a museum and innovation and creative industries precinct that will enable residents in the Central City and Western City to have access to world-class cultural and creative infrastructure. The Central City Plan highlights the need to invest in infrastructure in the GPO Economic corridor to provide access to health, education, social, cultural and community facilities along this corridor. 	<ul style="list-style-type: none"> Greater Sydney Regional Plan – Metropolis of Three Cities Greater Sydney Services and Infrastructure Plan – Future Transport 2056 (2016) Central City District Plan
Strengthening social infrastructure networks	<ul style="list-style-type: none"> Population growth increased high density urban renewal and an increasingly diverse resident and worker community are placing pressure on existing social infrastructure across the Parramatta LGA, and many facilities are at or nearing capacity. City of Parramatta Council has undertaken detailed social infrastructure planning for Parramatta LGA, Parramatta CBD and Catchment 4 (including Parramatta, Granville, Camellia, North Parramatta, Oatlands, Harris Park, Mays Hill, Rosehill and Clyde). Council's Draft Social Infrastructure Strategy notes that in Parramatta CBD there is a shortfall in almost all types of social infrastructure, including open space and recreation facilities. This is due to increased residential population growth, as well as increased students, visitors, workers accessing the CBD. Increased provision of social infrastructure is needed across Parramatta CBD to service the diverse communities that visit the area, including students, residents and workers from across Western Sydney, and to deliver on the vision of Parramatta as Sydney's Central City. Future social infrastructure planning in the area should adopt a networked approach, be multi-functional, safe and secure and welcoming to all members of the community. 	<ul style="list-style-type: none"> Central City District Plan (GSC, 2018) Draft Social Infrastructure Strategy (CoP, 2017) Sharing the opportunities of growth for all: Socially Sustainable Parramatta Framework (COP, 2017)
Creating opportunities for learning	<ul style="list-style-type: none"> It is a City of Parramatta Council priority to ensure all people have opportunities to learn, share and grow. This involves the need to retain both formal and informal learning opportunities for people of all ages. This helps people in the area improve their circumstances, reach their full potential and share their knowledge, creativity and culture. 	<ul style="list-style-type: none"> Community Strategic Plan (CoP 2018) Socially Sustainable Parramatta Framework (CoP 2017) Economic Development Plan (CoP 2017)

Policy driver	Key implications for social impact assessment	Relevant documents
	<ul style="list-style-type: none">• Across NSW there has been an emphasis on increasing attendance and access to creative and cultural venues. Not only does this position Sydney as a global city but increasing the attendance at arts and cultural venues and events by at least 15% will have flow-on benefits for job creation, the visitor economy and education.• Powerhouse Parramatta has an opportunity to be engaged in and enhance the lifelong learning opportunities for students in NSW, including remote and regional communities.	<ul style="list-style-type: none">• Create in NSW – NSW Arts and Cultural Policy Framework (2015)

6.0 Baseline analysis: current social and economic context

6.1 Introduction

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

The baseline assessment takes into consideration the demographic and economic trends within the relevant areas, with consideration given to the local social infrastructure as well as the trends and issues stemming from relevant policies and views expressed by the community through engagement programs.

Given the proposal relates to a development of regional significance, with the institution likely to attract and provide significant cultural infrastructure for the developing Western Sydney communities, the analysis provides an assessment of the demographic characteristics of the following catchments:

- The Primary Study Area represents the local community within the immediate area. This area has been defined using ABS Statistical Areas (SA level 1) located within a 1km radius of the proposed site. The 1km radius has been selected as it reflects an easy 10-15 minute walking distance from the site.
- For the purposes of this analysis, a Secondary Study Area has been established using the Central City areas, as defined by the Greater Sydney Commission. The Central City District is made up 4 LGA's including Blacktown, The Hills, Parramatta and Cumberland Councils.
- Greater Sydney.
- Specific benefits for all NSW communities are also noted throughout this report, including education programs and increased access to the Powerhouse Collection.

The demographic data has been drawn from the Australian Bureau of Statistics (ABS) 2016 Census of Population and Housing with forecast data extracted using forecast.id. A map showing the designated Study Areas for this assessment is provided at **Figure 19**.

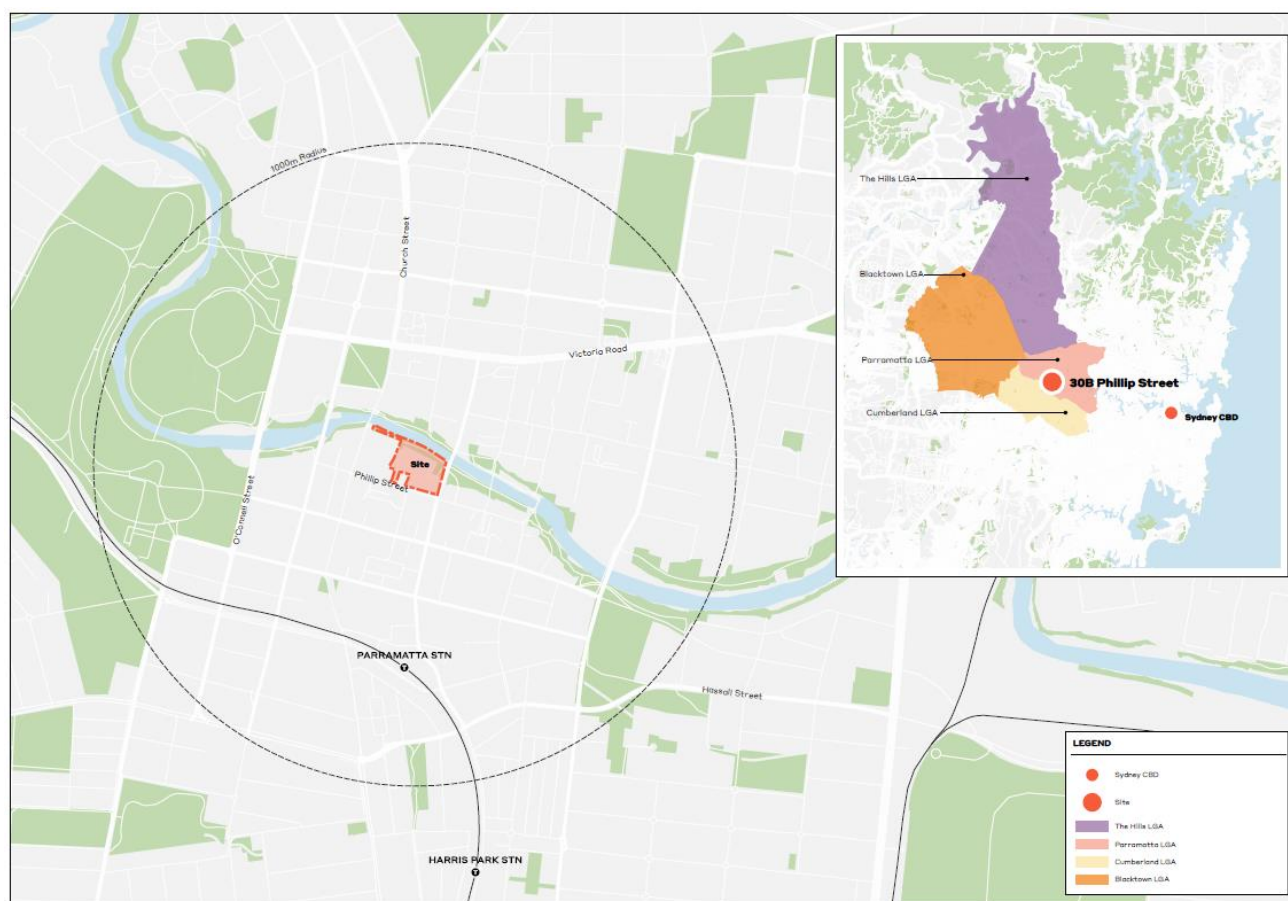


Figure 19 Study Area

Source: Ethos Urban, 2020

Reflecting the regional appeal of Powerhouse Parramatta, consideration has also been given to the influence the museum will have on the Western City District which collectively represents a large portion of Sydney and encompasses the following LGA's:

- Blue Mountains
- Camden
- Campbelltown
- Fairfield
- Hawkesbury
- Liverpool
- Penrith
- Wollondilly.

The purpose of considering the Central and Western City Districts within this analysis is to help demonstrate the unique population characteristics within the local area as well as identify the social and economic impacts on a regional level.

6.2 Social baseline study: current social context

6.2.1 Community profile: demographic characteristics

Key current community characteristics – social

- The Estimated Resident Population of the Primary Study Area (1km radius) was 21,346 as at 2018.
- Residents within the Primary Study Area and Central and Western City Districts are typically young professionals and students who primarily reside in high density housing. The area includes a large proportion of household comprising couples with children.
- The Primary Study area is culturally and linguistically diverse, where 32.5% of residents have Indian ancestry and 35.6% speak a Southern Asian language at home, which is higher than the Greater Sydney benchmark. A high portion of residents in the Central and Western City Districts speak a Northern European language at home.
- The Primary Study Area has relatively lower levels of disadvantage compared to other areas within Greater Sydney.
- A small proportion of residents within the Primary Study Area identified as being of Aboriginal and/or Torres Strait Islander descent.
- Residents in the Primary Study Area and Central River City District were employed in white collar occupations with a majority travelling to work by train or car as a driver. The Western City District has greater occupational diversity with a greater number of blue-collar workers.
- 20.3% of residents within the Primary Study Area are currently attending formal education and of these persons, 36.6% are studying at a tertiary institution.
- The Primary Study Area is highly qualified, with 47.2% of residents holding a bachelor's degree.
- Educational attainment levels in the Western and River City Districts are lower than the Greater Sydney average and Central City District.

The following sub-sections outline more detail commentary regarding the demographic characteristics of the Study Area as well as the Central and Western City Districts. A table comparing the areas to Greater Sydney is presented in **Appendix B**.

Population and age structure

The Estimated Resident Population of the Primary Study Area as at 2018 was 21,346. The population of the Primary Study Area significantly increased by residents 8,996 or 72.8% between 2006 and 2018. This represents an average annual growth rate of 4.7%.

Within the Central City District, the 2018 ERP was 1,047,644, and has increased by 32.9% since 2006 representing a total increase of 259,583 persons. The Primary Study Area makes up approximately 2.0% of residents within the Central City District. As of 2018, The Western City District had an ERP of 1,103,930, growing by 196,290 persons since 2006. The Western City District is anticipated to be one of the fastest growing regions in NSW over the next 15 years.

Residents within the Primary Study Area are typically younger when compared to the Greater Sydney Average, where the area has a median age of 31 compared to 36. Of this, persons aged 25-34 years represent 36.4% of Primary Study Areas total population, partially driven by the large number of students and young professional living within the Primary Study Area. Persons aged over 65 have a small representation of only 6.6%, whilst persons aged below 15 years account for 16.5% of total persons within the Primary Study Area. This indicates that the Primary Study Area is an attractive place to live for young professionals and families but is however not desirable for elderly persons.

Similarly, both the Central and Western City Districts prove to be popular places to reside for young professionals and families. Within the Western City District, persons aged 5-14 and 25-34 each account for 14.0% of the population respectively. There is also a significant representation of persons aged 35-54 years (26.9%). The Central

City Districts population largely consists of persons aged 25-34 (17.1%), 35-44 (15.2%) and 5-14 years (13.4%). Persons aged 85 years and over in the Central and Western City Districts make up a small portion of the population at 1.3% and 1.4% respectively.

Household and dwelling characteristics

In the Primary Study Area, family households account for the largest household type, making up 66.9% of total household's types in the study area. Of this, 31.9% of households are couple families with children, while 25.7% are couples without children. Lone person households represent a lower proportion of household types at 23.7%.

Dwelling types within the Primary Study Area are predominately made up of flats, units or apartments which together account for 89.9% of total dwellings. Separate houses and semi-detached, row or terrace houses represent 4.5% and 3.5% total dwellings within the area respectively. Notably, residents within the Primary Study Area typically live in medium to high density housing types which together account for 95.5% of occupied private dwellings. Occupancy rates across the Primary Study area are 92.7%.

In contrast to the Primary Study Area, the Central and Western City Districts typically consist of low-density dwelling types where separate houses account for 64.4% and 81.5% of dwelling types across the districts. The Western City District has a very small provision of flats, units or apartments at 7.2%.

Income, tenure and housing costs

Within the Primary Study Area, the median annual household income was \$92,720, which is relative to the Greater Sydney average of \$92,000. The Central City District has a similar median annual household income at \$91,510, however the Western City District has significantly lower income levels at \$81,350.

Of occupied private dwellings within the Primary Study Area, 73.4% are rented while 17.8% are owned with a mortgage. Dwellings owned outright only represent a small portion of tenures where only 8.5% of residents living within the Primary Study Area own their home outright. This significantly differs from the Central and Western City Districts where only 35.7% and 29.8% of residents in these areas rent. Residents within the Western City District mostly own a dwelling with a mortgage (40.7%) while only 28.9% own a dwelling outright. This is similar for the Central City District where 37.5% of residents own a dwelling with a mortgage and only 26.1% own their dwelling outright.

Rental payments within the Primary Study Area are typically high, where the median weekly rent is \$430. This is only slightly lower than the Greater Sydney average of \$450. The median monthly mortgage is \$1,920, which is less than the Greater Sydney monthly mortgage repayment average of \$2,240.

Median weekly rent in the Central City District is similar to the Primary Study Area at \$420 per week, while mortgage repayments are slightly higher at \$2,200 per month. The Western City District has median monthly mortgage repayments of \$2,020, however median weekly rental costs at \$370 are considerably lower than the Central City District and Greater Sydney average.

The lower mortgage repayment within the Primary Study Area in contrast to Greater Sydney and the Central and Western City Districts is largely attributed to the lack of diversity in dwelling types where majority of dwellings are flats, units or apartments.

Relative socio-economic advantage and disadvantage

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

The Primary Study area is considered to be relatively more advantaged and less disadvantaged than the broader Parramatta area. A review of the Index of Economic Resources indicates there is a slightly lower share of

households with low income or low rent and relatively fewer household with high income or fewer owned homes within the Primary Study Area. **Figure 20** below shows the Primary Study Areas IRSAD quintiles.

The relative socio-economic index of advantage and disadvantage for Greater Sydney is shown below in **Figure 21**. The figure demonstrates that areas within Western Sydney experience greater amount of disadvantage in comparison to the Eastern City. The Primary Study Area had a relatively high index of Education and Occupation, indicating that the area has a large portion of people with higher education and occupation status in contrast to other areas in Greater Sydney.

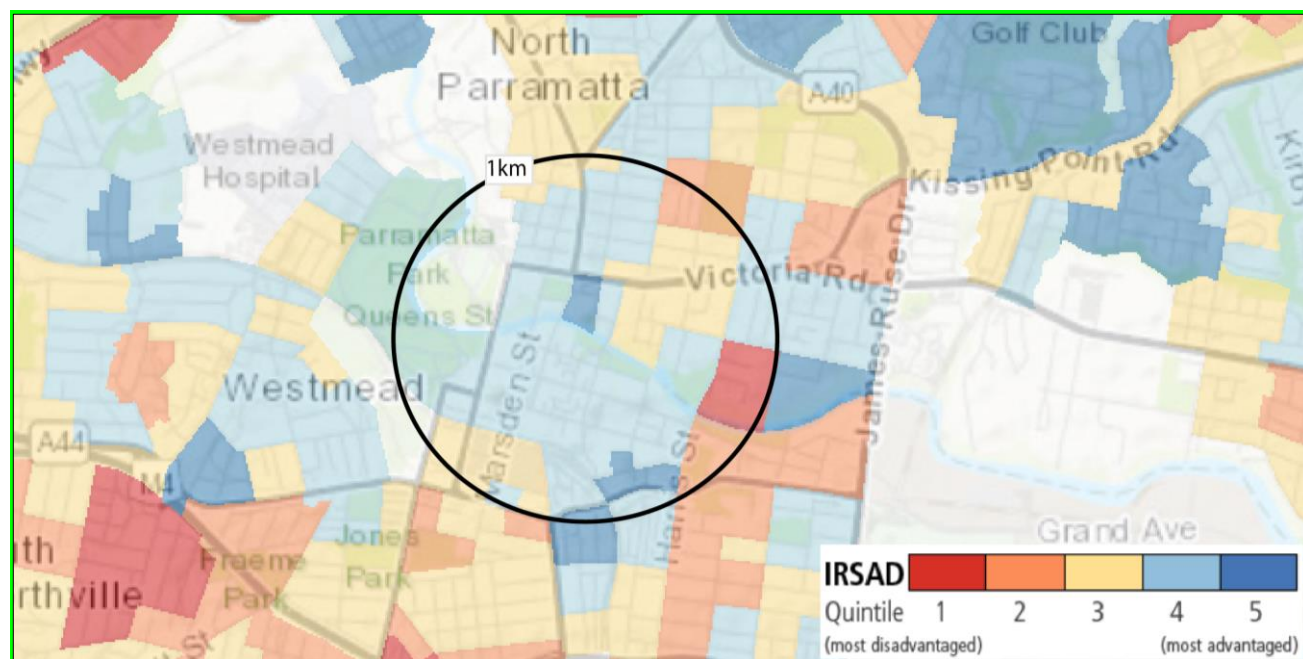


Figure 20 SEIFA IRSAD – Primary Study Area

Source: ABS

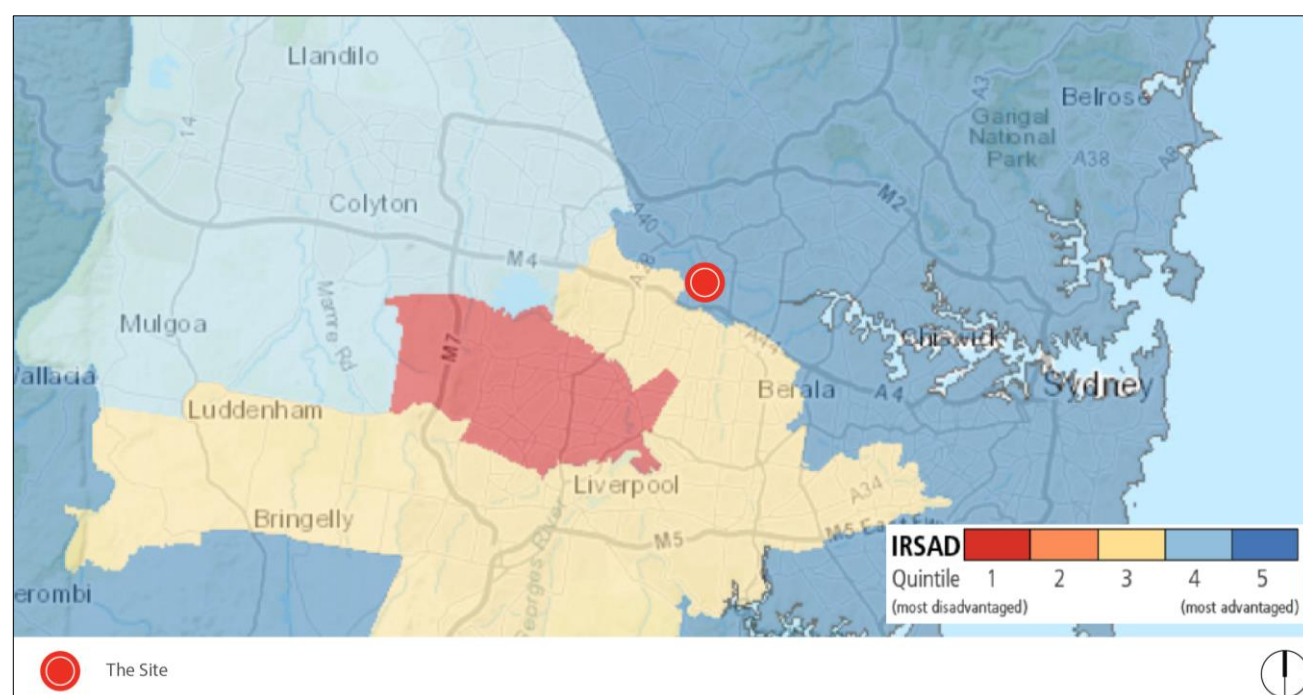


Figure 21 SEIFA IRSAD – Greater Sydney

Source: ABS

Cultural and linguistic diversity

The Primary Study Area is culturally and linguistically diverse. Of residents within the Primary Study Area, 32.5% identified as having Indian ancestry, followed by Chinese (16.4%) and English (8.6%). When compared to Greater Sydney, the Primary Study Area has a smaller resident population of Australian and English ancestry, however a far greater population of Indian and Chinese residents than the Greater Sydney average. This indicates that the Primary Study Area has significant cultural diversity.

Language spoken at home within the Primary Study Area is diverse, where 35.6% of residents recorded that they speak an Asian Language at home, while 23.9% speak a Northern European language at home. The amount of people speaking a Southern Asian Language at home within the Primary Study Area is significantly higher than Greater Sydney where a total of 5.8% of persons speak a Southern Asian Language at home. In contrast to Greater Sydney, 59.1% of people speak a Northern European language at home, which is more than double the average for the Primary Study Area.

Residents living in the Central and Western City Districts are also culturally and linguistically diverse. Both districts primarily consist of residents that identify as having Australian or English ancestry. The Central City District has a significant proportion of residents of Chinese and Indian ancestry at 11.4% and 10.0%, while the Western City District has a large proportion of residents identifying as having Vietnamese ancestry (5.2%). Both the Central and Western City Districts record a significant proportion of residents as having Irish ancestry at 5.6% and 7.4% respectively.

Within the Central and Western City Districts, a large portion of residents speak Northern European languages at home where it is spoken by 47.5% of residents in the Central City District, and an even high portion in the Western City District at 60.7%. The Central City District also recorded a large portion of residents speaking Southern Asian (14.0%) and Eastern Asian (11.9%) languages at home.

Aboriginal and Torres Strait Islander residents

Within the Primary Study Area, 0.3% of residents reported being of Aboriginal and/or Torres Strait Islander descent. By comparison, the share of residents in Greater Sydney of Aboriginal and/or Torres Strait Islander descent was higher at 1.5%.

The Central and Western City Districts had residents of Aboriginal and/or Torres Strait Islander descent of 1.4% and 2.4% respectively.

Educational attainment

An estimated 20.3% of residents within the Primary Study Area were attending formal education, slightly lower than the Greater Sydney average at 25.2%. Of those attending education, 36.6% were attending university or another tertiary institution while 24.8% are infants or primary and 23.3% attend secondary school. The portion of residents attending university within the Primary Study Area in contrast to the Greater Sydney average (24.2%) is higher. This indicates that the area is attractive for younger students and professionals seeking tertiary education.

Of residents within the Primary Study Area aged 15 years and above, 47.2% of residents hold a bachelor degree and 27.6% had completed post graduate studies. Of the residents having completed non-school qualifications, a large portion of studies were completed in fields relating to management and commerce (30.7%), information technology (18.4%) and engineering and related technologies (16.8%). Notably, 9.1% of residents have non-school qualifications in society and culture which suggests that there is demand for cultural facilities within the Primary Study Area.

Within the Central City District, 26.1% of residents are currently attending formal education. Of those attending formal education, 59.8% are enrolled in infant/primary or secondary school, while 22.0% are studying at a tertiary institution. Educational attainment levels within the Western City District are typically lower than the Central City District and Greater Sydney average. While it is evident that a large portion of the population are currently attending formal education (25.1%), only 53.3% of residents have completed Year 12 (or equivalent) and only 16.5% are currently enrolled at a tertiary institution. This is significantly lower than the Greater Sydney average where 76.6% of the population have completed Year 12 (or equivalent) and 28.2% are studying at a tertiary institution.

Workforce status of residents

Residents working within the Primary Study Area predominately are in white collar occupations. Of this, clerical and administrative workers represent the largest occupation group at 32.4%, followed by professionals at 26.4% and managers at 11.8%. Similarly, the Central City District also attracts white collar occupations where 24.4% of residents are working in professional occupations and 15.6% are clerical and administrative workers. This data suggests that Primary Study Area is an attractive place to live for persons working in white collar occupations.

The Western City District has a more evenly distributed occupational mix of both white and blue-collar workers. The largest employing industries are white collar jobs where 16.5% of residents are professionals and 15.8% work as clerical and administrative workers. Notwithstanding, the Western City District has a larger portion of blue-collar occupations in contrast to the Greater Sydney average, where 15.0% of residents work as technicians and trades workers, 10.5% are employed as labourers, and 10.1% are machinery operators and drivers.

Method of travel to work

Method of travel to work within the Primary Study Area differs, particularly due to the area's location adjacent to Parramatta CBD and various types of transport services. Travel by train to work is the most common method of travel where some 15.8% of residents within the Primary Study Area travel to work by train. This is closely followed by Car as a Driver (14.5%) and walking only (5.7%). An estimated 2.9% of residents use a combination of train and bus services to travel to work.

Persons travelling to work within the Central and Western Districts are highly car dependent where 64.4% and 71.3% of those working in Central and Western District travel by car as a driver. Within the Central City District, 8.4% of persons travelling to work will travel by train, whereas only 3.1% of persons travelling to work in the Western District travel by train.

6.3 Economic baseline study: current economic context

The following section provides an overview of the local economic and social context of the selected study areas for Powerhouse Parramatta. This analysis includes demographic characteristics benchmarked against Greater Sydney, as well as the surrounding economic profile. The below analysis will assess the current social and economic issues and trends within the study area, and the outcomes of the community consultation to date.

Key current community characteristics – economic

- The Primary Study Area has a median household income of \$92,720 which is relative to the Greater Sydney average of \$92,000.
- Medium to high density living is common across the Primary Study Area where flats, units or apartments make up 89.9% of occupied dwelling types.
- The public administration and safety industry accounts for 27.6% of jobs within the Primary Study Area, making it the most prominent industry of employment.
- Construction and rental, hiring and real estate account for 15.9% and 11.6% of business within the Primary Study Area, largely driven by the development presence in Parramatta.
- International visitor nights account for 80.8% of overnight stays in Parramatta while domestic day trips make up 60.0% of total visits.
- 36.6% of residents attending formal education within the Primary Study Area are currently studying at a tertiary institution and 47.2% of total residents hold a bachelor's degree.

6.3.1 Employment profile

Industry of employment

Employment within the Primary Study Area is concentrated in the tertiary sector which accounts for 95.0% of total employment within the area. Within the tertiary sector, consumer services make up 66.6% of employment while producer services contribute to 28.4% of total employment. Notably the top industries of employment within the tertiary sector include public administration and safety (27.6%), financial and insurance services (19.60%), and professional scientific and technical services (9.60%).

Arts and Recreation services have the smallest contribution to employment within the tertiary sector where the industry only makes up 0.6% of total employment within the Primary Study Area. It can be argued that this low figure is largely attributed to the minimal cultural, art and recreational facilities within the Central City District and more specifically the Primary Study Area.

Secondary sector jobs including manufacturing and construction together account for 5.0% of jobs within the Primary Study Area, largely driven by the ongoing development presence in Parramatta. Primary sector jobs represent a minor proportion of employment at 0.1% respectively.

A breakdown of Employment by Industry within the Primary Study Area is shown below in **Table 3**.

Table 3 Industry of Employment, 2016

Source: Australian Bureau of Statistics – Census of Population and Housing 2016

Industry	Primary Study Area		Greater Sydney	
	No.	% Share	No.	%Share
Primary Sector				
Agriculture, Forestry and Fishing	5	0.0%	9,082	0.4%
Mining	38	0.1%	5,000	0.2%
Sub-total	43	0.1%	14,082	0.6%
Secondary Sector				
Manufacturing	418	0.9%	131,076	5.9%
Construction	1,799	4.0%	152,243	6.9%
Sub-total	2,217	5.0%	283,319	12.8%
Tertiary Sector				
Producer Services				
Electricity, Gas, Water and Waste Services	1,301	2.9%	17,686	0.8%
Transport, Postal and Warehousing	471	1.1%	110,271	5.0%
Information Media and Telecommunications	665	1.5%	62,824	2.8%
Financial and Insurance Services	8,895	19.9%	145,783	6.6%
Rental, Hiring and Real Estate Services	1,039	2.3%	44,013	2.0%
Wholesale Trade	346	0.8%	81,964	3.7%
Sub-total	12,717	28.4%	462,541	20.9%
Consumer Services				
Retail Trade	2,794	6.2%	210,614	9.5%
Accommodation and Food Services	2,367	5.3%	150,464	6.8%
Arts and Recreation Services	283	0.6%	36,736	1.7%
Administrative and Support Services	2,146	4.8%	72,938	3.3%
Professional, Scientific and Technical Services	4,217	9.4%	222,973	10.1%
Public Administration and Safety	12,361	27.6%	125,602	5.7%
Education and Training	2,085	4.7%	181,227	8.2%
Health Care and Social Assistance	3,554	7.9%	258,810	11.7%
Sub-total	29,807	66.6%	1,259,364	57.0%
Sub-total Tertiary	42,524	95.0%	1,721,905	77.9%
Total	44,784	100.0%	2,019,306	91.4%

Occupational structure

The occupation structure of workers within the Primary Study Area mostly consists of clerical and administrative workers which account for 33.2% of jobs. This is followed by professionals and managers each at 27.1% and 12.2% respectively. Breakdown of the occupational structure within the Primary Study Area is shown in **Table 4**.

Table 4 Occupational structure, 2016

Occupation	No.	% Share
Managers	5,610	12.2%
Professionals	12,530	27.1%
Technicians and trades workers	2,580	5.6%
Community and personal service workers	4,330	9.4%
Clerical and administrative workers	15,350	33.2%
Sales workers	3,540	7.7%
Machinery operators and drivers	590	1.3%
Labourers	1,650	3.6%
Total	46,180	100.0%

Source: Australian Bureau of Statistics – Census of Population and Housing 2016

Business structure

The development sector is strongly represented in the City of Parramatta, with the Construction, and Rental, Hiring and Real Estate Services industries representing 15.9% and 11.6% of all businesses in the City. Professional, Scientific and Technical Services and Transport, Postal and Warehousing Businesses were also strongly represented at 14.5% and 12.2% of all businesses, compared to the New South Wales average of 13.1% and 10.9%. Industries with below average representation in the City of Parramatta include education and training and arts and recreational services which represent 1.7% and 0.8% of businesses within the LGA respectively.

The overall business structure of the City of Parramatta is shown at **Table 5** over page.

6.3.2 Visitation

Visitation to the Parramatta LGA is driven by a mix of both international and domestic visitors and is the most popular region in Western Sydney accounting for some 29% of total visits. Visitation data for the Parramatta LGA has been sourced from the City of Parramatta Economic Profile.²

There are approximately 1,610,252 visits to Parramatta LGA annually, and day trips make up 60.0% of these visits. Of total visitor trips, domestic visitors contribute to 29.97% of total visits, with majority arriving for business purposes or visiting friends and relatives.

Within Parramatta, there are approximately 161,473 international visits annually, who contribute to some 4,523,674 visitor nights. International visitor nights account for 80.8% of overnight stays in Parramatta, and the average length of stay is an estimated 27.5 days, however this is attributed to the 5.7% visiting for education, who typically stay for an average of 112.6 days at a time. International visitation is largely driven by visitors on holiday (37.4%) or visiting friends and relatives (31.2%).

Within the Parramatta LGA, tourism supports an estimated \$1,070.061 million in output per annum. On average international visitors spend an average of \$2,302 per trip or \$105 per night while domestic visitors will spend on average an estimated \$273 per night.

Table 5 City of Parramatta number of businesses by industry, 2019

Industry	Businesses (#)	Businesses (%)	NSW (%) ³
Construction	4,430	15.9%	16.0%
Professional, Scientific and Technical Services	4,030	14.5%	13.1%
Transport, Postal and Warehousing	3,376	12.2%	10.9%
Rental, Hiring and Real Estate Services	3,228	11.6%	7.6%
Financial and Insurance Services	2,189	7.9%	9.1%
Health Care and Social Assistance	1,804	6.5%	5.9%
Retail Trade	1,629	5.9%	5.7%
Administrative and Support Services	1,522	5.5%	4.1%
Wholesale Trade	1,425	5.1%	3.6%
Accommodation and Food Services	1,079	3.9%	4.0%
Other Services	920	3.3%	4.0%
Manufacturing	823	3.0%	3.4%
Education and Training	483	1.7%	1.4%
Information Media and Telecommunications	271	1.0%	1.2%
Arts and Recreation Services	220	0.8%	0.9%
Public Administration and Safety	125	0.4%	1.3%
Agriculture, Forestry and Fishing	95	0.3%	0.4%
Currently Unknown	61	0.2%	6.8%
Electricity, Gas, Water and Waste Services	58	0.2%	0.3%
Mining	8	0.0%	0.2%
Total	27,779	100%	100%

Source: Australian Bureau of Statistics – Counts of Australian Businesses, including Entries and Exits, 2019

² economy.id.com.au

³ NSW Business Structure statistics represents the latest available data as at 2018, sourced from the ABS.

6.4 Forecast future community social and economic profile of the Study Area

Key forecast community characteristics

- Forecasts indicate that the Primary Study Area will maintain strong population growth rates until 2036 where the population will more than double in size.
- The Primary Study Area and Central City District will consistently maintain higher average annual growth rates than the Greater Sydney Average, demonstrating that Greater Sydney's population is shifting further West.
- The projections indicate that there will be a significant increase in persons aged 75-84 and 85 years or over, which will see an average annual growth rate of 10.0% and 11.8% (between 2016 and 2036). This age group will however still account for the lowest proportion of the population by 2036 (at 4.2%).
- There will be consistent population increases of younger cohorts aged between 5 and 19 years at an average annual growth rate of 6.3-6.4% between 2016 and 2036.
- Residents aged 25-34 will continually make up the largest age cohort within the Primary Study Area where in 2026 it will account for 36.2% of the population, and 30.5% in 2036.

6.4.1 Forecast social profile

The following section describes the forecast community profile for the area. For the purposes of this analysis, the Primary Study Area is defined using the forecast.id area of Parramatta CBD, which closely matches the previously defined Primary Study Area. Historical population growth rates and forecast building approvals within the Primary Study Area have also been considered within our analysis to derive an accurate growth rate.

Population projections

As of 2019, the Primary Study Area had a population of 22,630 and is projected to grow by an average annual 5.0%, from 22,630 in 2019 to 50,370 in 2036, more than doubling in size. Over this period, a large portion of growth is expected to occur over the short to medium term where the population is forecast to grow from 22,630 in 2019 to 33,230 in 2026. The average annual change between 2021 and 2026 within the Primary Study Area is forecast as 1560 persons, increasing to 1836 persons in 2031. Accordingly, the Primary Study Area is forecast to maintain significant population growth between 2019 and 2036, particularly as high-density living becomes increasingly apparent in the area.

The Primary Study Area and Central City District are forecast to maintain higher average annual population growth rates than that of Greater Sydney until 2036. The Western City District will see an increase in population growth in the short term of up to 2.3% per annum. This will ease between 2021 and 2026 but is forecast to increase to 2.8% by 2036, where it will be growing at an average annual rate greater than the Central City District. Evidently, these findings demonstrate that Sydney's population is shifting further West, and as a result, it is expected that there will be an increase in demand for jobs, services, infrastructure and cultural and recreational facilities in these districts.

Table 6 Population projections, 2016 – 2036

Population Forecast #						
	2016	2019	2021	2026	2031	2036
Primary Study Area	18,930	22,630	25,420	33,230	42,410	50,370
Central City District	989,380	1,088,580	1,175,320	1,366,260	1,504,790	1,617,960
Western City District	1,056,310	1,132,340	1,191,370	1,302,180	1,457,780	1,669,880
Greater Sydney	5,024,920	5,350,590	5,599,480	6,126,320	6,622,190	7,101,640
Average Annual Growth #						
	2016-19	2019-21	2021-26	2026-31	2031-36	
Primary Study Area	1,230	1,400	1560	1,840	1,590	
Central City District	33,070	43,370	38190	2,7710	22,630	
Western City District	25,340	29,510	22160	31,120	42,420	
Greater Sydney	108,560	124,440	105,370	99,170	95,890	
Average Annual Growth %						
	2016-19	2019-21	2021-26	2026-31	2031-36	
Primary Study Area	6.0%	6.0%	5.5%	5.0%	3.5%	
Central City District	3.9%	3.9%	3.1%	2.0%	1.5%	
Western City District	2.6%	2.6%	1.8%	2.3%	2.8%	
Greater Sydney	2.3%	2.3%	1.8%	1.6%	1.4%	

Source: Forecast.id, Ethos Urban

Population age projections

Population projections by age cohort between the period of 2016 and 2036 indicate an increase in elderly (75 and over) and young persons (5-19 years) within the Primary Study Area. Notably, persons aged 85 years and over will increase at an average annual growth rate of 11.8%, increasing from 60 persons in 2016 to 510 in 2036. It should be noted however that while growth rates of older populations are high, this is formed off a low base number.

A large proportion of the Primary Study Area population growth will accrue from persons aged 25 to 34 and 34 to 44 years (at over 40%) where each age bracket will grow at an average annual rate of 247 and 248 persons, respectively. Cohorts between the age of 4 to 15 will increase from 1,670 in 2016 to 5,730 by 2036. This data indicates that there will be a strong population of school aged children and families living within the Primary Study Area.

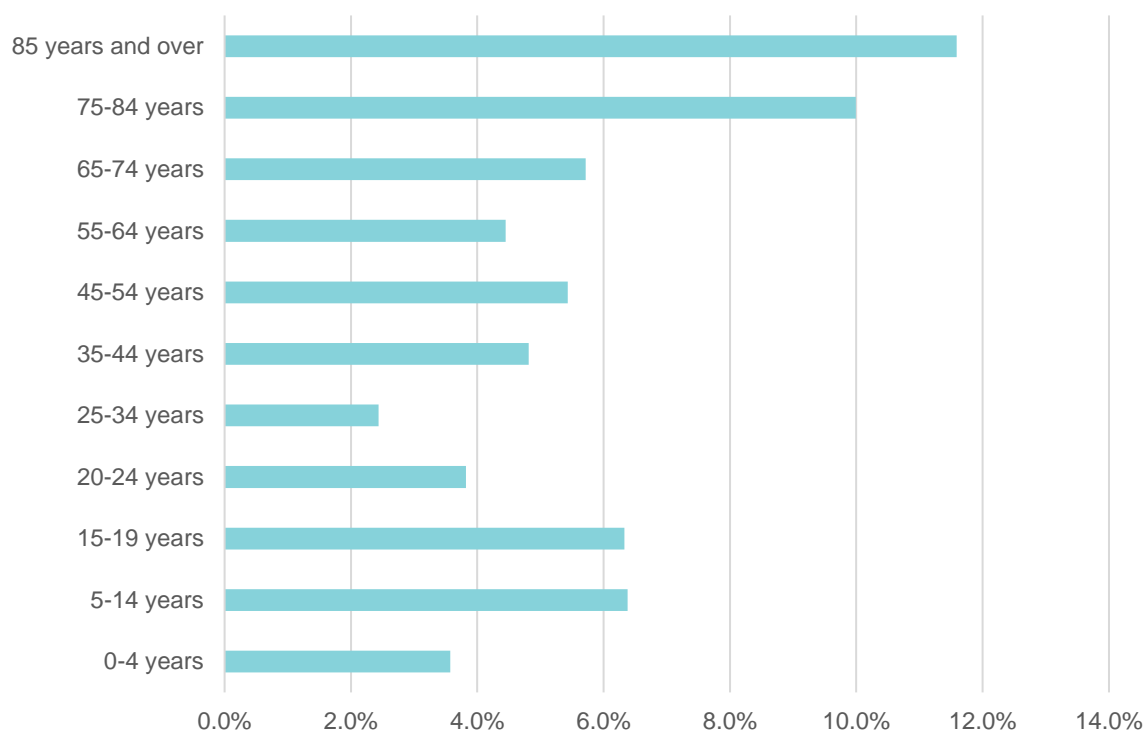


Figure 22 Change in age profile 2016-2036 (average annual %)

Source: Forecast.id, Ethos Urban

Table 7 Change in age profile 2016-2036

	2016	2021	2026	2031	2036	Average Annual Growth #	Average Annual Growth %
0-4 years	1,910	2,150	2,360	3,160	3,860	97	3.6%
5-14 years	1,270	1,830	2,140	3,220	4,370	155	6.4%
15-19 years	400	630	760	1,000	1,360	48	6.3%
20-24 years	1,380	1,950	2,140	2,430	2,930	77	3.8%
25-34 years	7,990	8,300	9,180	10,830	12,930	247	2.4%
35-44 years	3,180	4,190	4,580	6,380	8,140	248	4.8%
45-54 years	1,190	1,330	1,630	2,430	3,440	112	5.4%
55-64 years	850	950	1,070	1,460	2,040	59	4.5%
65-74 years	530	680	810	1,200	1,610	54	5.7%
75-84 years	190	360	510	860	1,270	54	10.0%
85 years and over	60	160	200	330	510	23	11.6%
Study Area	18,950	22,540	25,370	33,290	42,450	1,175	4.1%

Source: Forecast.id, Ethos Urban

6.5 Local social infrastructure context

6.5.1 Introduction

Strategic location of the site for cultural infrastructure provision

The site that has been selected for Powerhouse Parramatta is strategically well positioned in relation to a range of existing and planned public transport, social and cultural infrastructure, and pedestrian networks. It will form a key component part of a precinct that links the Parramatta CBD and Station with the river frontage – a link which will be fully realised through the development of the planned Civic Link.

The development of cultural infrastructure of scale on this site will create a catalyst and linkage for surrounding social and cultural infrastructure to form a cohesive network, which – from an operational perspective – will contribute to all components of the network having greater social and economic potential to realise.

To provide a picture of this context, this section provides a systematic analysis of the local and broader district and regional social infrastructure to which Powerhouse Parramatta will relate.

Refer also to **Section 4.2.3** for a deeper exploration of the broader precinct character – including current and planned infrastructure.

Overview of local cultural and social infrastructure

The following section provides an overview of social infrastructure in the within walking distance of the site. Walking distance has been set at 1km from the primary subject site. An overview of the local social infrastructure context is provided in order to assess any potential impact on the access and availability of social infrastructure as a result of the proposed development. The following social infrastructure types have been reviewed:

- Cultural and creative facilities
- Community facilities
- Libraries
- Education facilities
- Public open space
- Emergency services
- Sport and recreation facilities
- Aquatic and leisure facilities
- Childcare centres
- Aged care facilities
- Health facilities.

The following section provides a brief overview of the regional and district social infrastructure context for the site.

The local social infrastructure context is shown in **Figure 24** over page.

Figure 25 on page 51 identifies regional social infrastructure within 5-10km of the site.



Figure 23 Local social infrastructure context

Source: Ethos Urban 2020

Cultural and creative facilities

There are cultural and creative facilities within 5-10km of the site. These include Elizabeth Farm, Fairfield City Museum and Gallery in Fairfield and Powerhouse Castle Hill. Within this range is also the Sydney Showground and Qudos Bank Area in Sydney Olympic park. Both facilities are used for performance and cultural events and attract large crowds throughout the year.

The Powerhouse Castle Hill (Museums Discovery Centre) is a collaboration between the Powerhouse, Australian Museum (AM) and Sydney Living Museums. Powerhouse Castle Hill presents Powerhouse, Australian Museum and Australian Living Museum Collections and delivers education and community programs.

Powerhouse Parramatta is located within walking distance of a number of cultural and creative facilities. These include:

- Riverside Theatres – three large performing spaces.
- Parramatta Heritage and Visitor Centre
- Lancer Barracks – museum with showing colonial heritage items open to the public on Sundays
- Parramatta Artist Studios - featuring studios and small exhibition spaces
- Burlington Medical and Nursing Museum
- Parramatta North Heritage Core
- Information and Cultural Exchange
- Form Dance
- National Theatre of Parramatta

Community facilities

The site is located within walking distance from some community facilities, including Parramatta Town Hall and Parramatta PCYC.

Additionally, a new landmark civic facility and library is being developed at 5 Parramatta Square, shown below.



Figure 24 5 Parramatta Square – the City of Parramatta’s new planned cultural and community hub

Source: City of Parramatta

Libraries

The City of Parramatta Library is located within the walking distance of the site. The Library has a number of facilities available for public hire and use. The current Parramatta Library is a temporary library located across three floors of a commercial building. The library will be moved upon completion of 5 Parramatta Square.

Education facilities

There are a range of education facilities within 5-10km of the site, including Western Sydney University campuses at Parramatta CBD, Bankstown and Parramatta South (Rydalmere), University of New England offices and the University of Sydney’s Cumberland campus at Lidcombe.

Cultural and creative facilities for students at the following campuses:

- Western Sydney University, Parramatta South campus – Margaret Whitlam Gallery, Australia-China Institute for Arts and Culture Gallery

There are a number of TAFEs within 5-10km of the site, including at Lidcombe, Granville and Bankstown.

The site is located within walking distance of a number of other education facilities. These include:

- Arthur Phillip High School
- Macarthur Girls High School
- Parramatta north Public School
- St Patrick’s Primary Parramatta
- Our Lady of Mercy College Parramatta

- Western Sydney University Parramatta
- University of New England satellite campus
- Raffles Design College

Sports and recreation facilities

The site is located within walking distance of a number of sport and recreation facilities. These include:

- Doyle Ground
- Old Kings Oval
- Bankwest Stadium (also known as Western Sydney Stadium)
- Bowling Green at Parramatta Park
- Parramatta Skate Park

Bankwest Stadium is a new multipurpose stadium that was opened in 2019. The stadium hosts regular NRL, soccer and rugby union matches, as well as hosting concerts and special events. The City of Parramatta is currently developing plans for a future aquatic and leisure centre, with detailed design work underway for the redevelopment of a site at Mays Hill Precinct, within Parramatta Park, on the eastern part of the former golf course near Pitt Street.

Childcare centre, aged care facilities, hospitals and health facilities

The following facilities are within approximately 1km of the site:

- Parramatta Nursing Home
- Brentwood Aged Care
- Integricare Parramatta Early Learning Centre
- Angel Babies Childcare Centre
- Council Run childcare centre at Jubilee Park
- Parramatta Community Health Centre
- Parramatta Eye Hospital

There are 19 public and private hospitals within 5-10km of the site, including Concord Hospital, Auburn Hospital, Westmead Hospital and Ryde Hospital.

Public open space – local

There are seven public open spaces within 1km walking distance of the site:

- Prince Alfred Square
- Stewart Street Reserve
- Robin Thomas Reserve
- James Ruse Reserve
- Rumsey Rose Garden
- Jubilee Park
- Part of Parramatta Park
- Parramatta North Heritage Core
- Parramatta Square
- Parramatta Riverbank

Parramatta Park is 85 hectares of green open spaces, sporting facilities and heritage buildings along both sides of the Parramatta River. Within walking distance from the site are open areas including Old Kings Parade Ground and Pavilion Flat. Parramatta Park is currently used to host a number of events including heritage tours and food and cultural festivals.

District/ regional open space

There are three district/ regional open spaces within 5-10km of the site, including:

- Millennium Parklands –large park on a former industrial site. The parklands contain several heritage buildings, landscapes and artefacts associated with Newington Armory, as well as playgrounds, walking and cycling trails. There is also a nature reserve within the parklands that is home to protected wildlife and flora.
- Bicentennial Parklands –40-hectare park includes wetlands, sculptures, space for birdwatching, a playground and café, walking and cycling trails and a conference venue.
- Parramatta Park – park within the Parramatta CBD that includes walking and cycling paths, playgrounds, heritage assets and landscapes (including Old Government House and the Dairy Cottage, significant historic colonial buildings). Parramatta Park also increasingly hosts major events, including the Crescent Summer Series, Symphony Under the Stars and New Year's Eve.

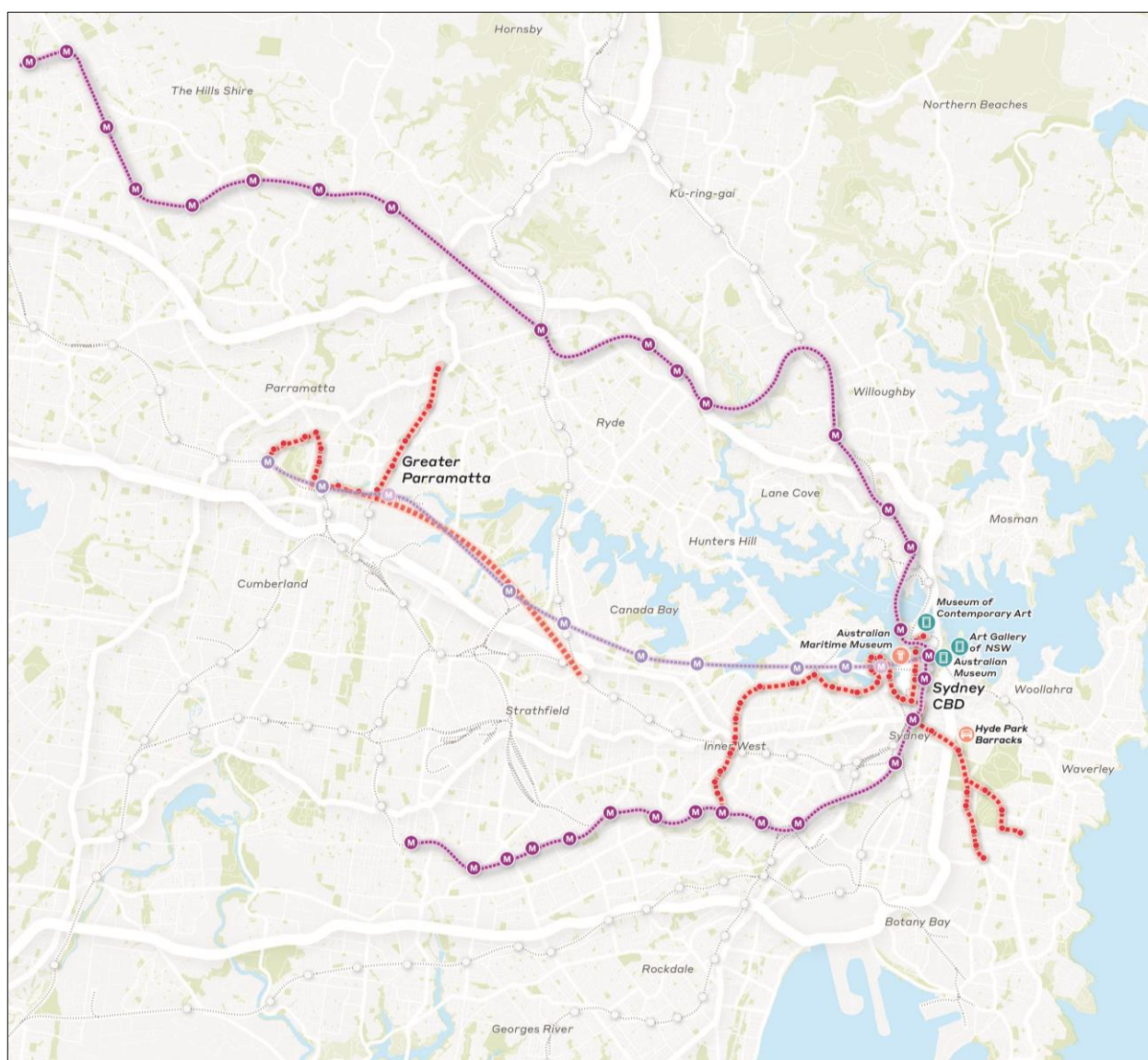


Figure 25 Regional and district social infrastructure context

Source: Ethos Urban 2019

6.6 Local social issues and trends

The following section provides a brief overview of the key social issues and trends that may impact the scheme:

- Transformation of the Parramatta CBD
- Lack of cultural and creative infrastructure in Central City
- Concern for loss of heritage
- Cultural and linguistic diversity in the city
- Increasing the night-time economy in the CBD

6.6.1 Transformation of the Parramatta CBD

Parramatta CBD is continuing to evolve as Sydney's Central City, attracting new investment, infrastructure, commercial and residential development. Many spaces in the CBD are currently undergoing construction activity to enable the delivery of Parramatta Square, Parramatta Light Rail and new commercial buildings.

Parramatta CBD has a vibrant centre that reflects the cultural and socio-economic diversity of its community. The area is home to a high proportion of non-English speaking residents, including many residents recently arrived in Australia, as well as a broad range of age groups, including many children and young people. This diversity is reflected in the variety of restaurants, cafes and shops in the area.

Parramatta CBD also hosts a wide range of events, including Parramatta Laneways Festival, Parramasala, Australia Day, Lunar New Year, Sydney Festival, and others, many of which attract tens of thousands of attendees. The area also hosts a range of cultural activities and spaces that contribute to the vibrancy of the area, including Riverside Theatre, Parramatta Artist Studios and Information and Cultural Exchange.

There is some community perception that the Parramatta CBD area is unsafe, due to high profile crime events (including the murder of Curtis Cheng outside NSW Police Headquarters in 2015). Population growth, diversified land uses, and increased activation will improve perceptions of safety in the area.

6.6.2 Lack of cultural and community infrastructure in the Central River City

There is a need to diversify and increase provision for cultural and community infrastructure in the Central River City. Community infrastructure refers to the civil infrastructure, public domain and physical facilities that support the built environment and benefit the wider community. Examples of cultural and community infrastructure in the Parramatta CBD includes Riverside Theatres, Parramatta Artists' Studios and the Parramatta Town Hall. While these are great examples of cultural and community infrastructure, as Parramatta continues to grow and develop into the Central City these facilities are insufficient to support the needs of residents and visitors.

The Parramatta Cultural Plan (2017 – 2022) highlights the City's commitment to laying the foundations for a global cultural and creative city. This involves ensuring that there are adequate facilities to service the community and also that these facilities gain attention on a national and international scale. As the Parramatta CBD changes with high density living and high-rise schools, third spaces, like open spaces and community and cultural facilities become increasingly important. These places become hubs for connection, participation and social interaction.

6.6.3 Community concern for loss of heritage

The City of Parramatta is home to a number of historic sites of both national and international significance. As the city grows and new development occurs there is a community desire to ensure heritage is a cornerstone of the city. Parramatta has a unique Aboriginal and colonial heritage. The Parramatta River is a key piece of Aboriginal heritage.

The Burramatta People, the local Aboriginal people, lived on the banks of the Parramatta River for at least 40,000 years. The River provided a rich source of food and transport and was also a central location for many significant cultural and social practices. There are a number of other Aboriginal heritage sites around Parramatta including the area around St John's Cathedral and Parramatta Park. Examples of Colonial heritage in Parramatta include the Parramatta Female Factory, Old Government House, Parramatta Town Hall, St John's and St Patrick's cathedrals

and Willow Grove. Parramatta is the location of Australia's second settlement site and as such the area has several areas of heritage significance.

The community has identified that the loss of heritage is a significant concern. Community sentiment has been identified in The Stretch Reconciliation Action Plan (2017-2020) that recognises the significant role Parramatta plays in telling the stories of Aboriginal history.

The Cultural Plan (2017-2022) recognises the need for heritage to act as a cornerstone for development as the city grows. The Cultural Plan aims to ensure heritage buildings and natural environment are developed to be accessible and activated.

Sections of the local community have been vocal about their concern for the loss of Willow Grove and St George's Terrace. Community actions groups including North Parramatta Residents Action group have been vocal on Willow Grove.

6.6.4 Changing cultural and linguistic diversity

The Parramatta CBD, and more widely the Parramatta LGA, is home to a community with rich cultural diversity. The Parramatta CBD has a significantly higher proportion of people who speak a language other than English at home than the Greater Sydney Region;

- 68.1% of residents in the Parramatta CBD speak a language other than English at home.
- 35.8% of residents in Greater Sydney region speak a language other than English at home.

The portion of residents who speak a language other than English at home has changed considerably in the five-year period to 2016. For example, in the Parramatta CBD there was a 4% increase in people who spoke only Hindi at home to 9.7%.

Parramatta CBD is also home to a large number of people born overseas. In 2016, 67.2% of people in Parramatta were born overseas. This compares with 49.5% of people in the greater City of Parramatta. Of these people 48% arrived in Australia within the 5-years prior to 2016.

This community profile has created a community that celebrates in its diversity. An important aspect of this is the wealth of cultural festivals held in Parramatta each year including Parramasala, Lunar New Year and Loi Krathong. These festivals are examples of the cultural celebrations held in the area.

The unique cultural diversity of Parramatta is integral in understanding the social infrastructure needs of the community. The changes in the community profile may influence the role and function or cultural identity of Parramatta CBD's community infrastructure and influence the types of facilities in demand. Any addition of new community infrastructure needs to meet the needs of the diverse communities in the Parramatta CBD, the Parramatta LGA and across Greater Sydney.

6.6.5 Growing night-time economy in Parramatta

As Parramatta grows into a global city there is a move towards enabling the creation of a true 24-hour city. On 10 February 2020, Parramatta Council endorsed a 5-year night time economy strategy that would enable Parramatta to be a leading night city with a focus on planning for a 24 hour CBD and late trading centres, create a centre of late-business, leisure and culture with infrastructure support that would ensure the city is a safe and engaging place to be, at all hours of the day.

Considered to be the second largest night time economy for Greater Sydney, Parramatta Council is committed to an investment in strategies to ensure the night time offer is diverse and engaging. As highlighted within the *Parramatta Night City Framework 2020 -2024*, young people are the future of the LGA, and so planning needs to take into consideration *a sense of playfulness and curiosity about the city at night*. Child friendly night time activities are important and are delivered through art, sport and entertainment offerings.⁴

Spaces are needed for families to connect and socialise, as well as ensuring places and spaces are diverse to cater for participation of a community that is culturally and linguistically diverse. Recognition of this has informed the delivery of the Parramatta Laneway Festivals, with the activation of 14 laneways in Parramatta in October, with the provision of food stalls, pop-up bars, live music and art installations throughout the evening hours.

⁴ Parramatta Council. 2020 *Parramatta Night City Framework 2020 – 20204*. P.16.

Safety is an essential component to ensure that participation levels are equal between both men and women, as well as those who may be less socio-economically advantaged.

Engagement to inform the new framework revealed that the Parramatta community like to:

- dine out and drink with friends at night;
- seek entertainment;
- participate in late night shopping activities, and
- participate in sport and recreation.

The Parramatta CBD was considered to be the most frequented centre with Harris Park and Sydney Olympic Park being the other centres that people chose to go to in the evening for entertainment and social activities.

The barriers to participation, as commented by the community, in night time activities include a lack of appealing offers and activities, lack of parking availability along with a lack of public transport options, as well as the consideration that the CBD feels unsafe.

Key considerations in the establishment of Powerhouse Parramatta is the reflection of services and activities that the community have identified as wanting to see now and into the future, such as:

- night markets;
- small bars;
- live music programming;
- better lighting and public domain improvements, and
- greater diversity in live events and festivals in more places.

Consideration should be given to the Powerhouse Parramatta programs and events scheduled into early evening and late into the night (between 5pm – 1am).

It will be important that management and delivery of programs to be facilitated by the Powerhouse are done so in coordination with City of Parramatta Council to ensure coordination of activities with the local community events, places and spaces. As an advocate for the community, City of Parramatta Council has a role to work with industry and the NSW Government to ensure opportunities to collaborate with businesses and agencies are realised, providing support through the maintenance of a safe and vibrant local environment for large scale events and festivals.

Noted in the strategy are some key actions that City of Parramatta Council will be implementing. It is important that the programming and planning of events at Powerhouse Parramatta are done so with the following in mind:

- late trading of retailers past 6pm;
- night markets to be run in the Parramatta CBD;
- encouragement of people to remain in the Parramatta CBD following major events at Bankwest Stadium;
- activation of the Parramatta CBD for live music events;
- promotion of a cultural night time economy, particularly around the Parramatta North redevelopment, and
- promotion of events to NSW, national and international visitors to drive the visitor economy.

7.0 Stakeholder and community engagement

A number of engagement programs have been undertaken to inform the delivery of Powerhouse Parramatta as well as the other projects that form the renewal of the Museum of Applied Arts and Sciences. As outlined below it is understood that community and key stakeholder views and responses to the project are positive, with support for the development of a new, state of the art Powerhouse in Western Sydney. However, there are some concerns expressed within the community about the site location, the impact on heritage items as well as how the project relates to the broader Powerhouse Program of projects currently underway.

It is clear that there is significant interest in the project from a wide variety of stakeholders, and the local Parramatta community values liveability and quality of life currently experienced in the area. As the population of Western Sydney grows the community is keen to see the protection of green and open spaces, improved connectivity of the LGA to support the needs of residents, visitors and workers. People within Parramatta are supportive of the project in relation to the significant investment in arts and culture for Western Sydney, and recognise the benefits the Powerhouse Parramatta will bring.

7.1 Broad engagement to inform the Powerhouse Program of projects in 2020

Powerhouse Parramatta forms one of a series of projects, currently being delivered by the NSW Government in partnership with the Museum of Applied Arts and Sciences to renew the institution. The delivery of the new flagship Parramatta Powerhouse will rely on the effective coordination and successful delivery of the expansion of Castle Hill, transformation of the Ultimo site and the success of the Collection Relocation and Digitisation project. To inform a strategic approach to communications and engagement across the Powerhouse Program of projects in 2020 an overall Communications and Stakeholder Engagement Strategy has been prepared.

The NSW Government is working with a range of stakeholders to ensure that stakeholder feedback is incorporated across the entire Powerhouse Program with a comprehensive engagement plan delivered in response to the Powerhouse Parramatta development to ensure:

- Impacts and disruption that may occur to users of the site and nearby residents are considered and managed appropriately to minimise disruption.
- Communication of construction phases occur well in advance prior to major works taking place.
- Visitors to the Museum have access to information online, that will include progress updates for the development of Powerhouse Parramatta.

7.1.1 Powerhouse Parramatta Community Reference Group

To inform the development of Powerhouse Parramatta, the Powerhouse has established a Community Reference Group (CRG). The CRG provides a platform for Parramatta and Western Sydney's diverse communities to contribute to the design, delivery and operations of Powerhouse Parramatta.

With 16 core members the CRG includes representatives from a range of stakeholder organisations including cultural, arts, heritage, planning, Indigenous, ethnic, youth, schools, residents, business and community and other representative bodies. Appointment to the group is for a period of 12 months, with membership renewal options at the end of this term.

The CRG does not have decision-making capacity, but instead provides an important consultative body for the project to help guide decisions made in relation to the construction and delivery of the project.

The objectives of the CRG provide a forum in which:

- The goals and interests of the diverse communities of Parramatta and Western Sydney can be represented and understood through project planning and delivery.
- Community members are kept informed about the project as it progresses, in a consistent and timely manner.
- Community members have access to opportunities to influence the design, operational and programming aspects of the new Powerhouse at Parramatta.

- Community representatives have opportunities to input into the ongoing evolution of the project including heritage interpretation on the site.
- Community representatives have opportunities to share knowledge and expertise about their locality or industry, its citizens and businesses with the project team and each other.
- Community concerns can be raised and constructively discussed to identify potential solutions or improvements for consideration.
- Regular updates on the development are provided and questions asked of experts related to the project delivery.
- Recommendations can be made to the project team, regarding potential initiatives to mitigate impacts on communities through the construction phases of the project.
- Members can identify opportunities for collaboration and partnerships with the project team to deliver mutual and shared outcomes.

The inaugural meeting of the CRG was on 7 April 2020. In addition to discussion of the Terms of Reference of the group as well as key dates and deliverables, an overview was given of the status of the planning process and engagement underway to inform the development application. Preliminary issues in relation to the building form and heritage impacts were discussed, and it was noted that technical studies were underway that would take into consideration issues and concerns by the wider community and that the CRG would be able to provide comment through the engagement process.

It is understood that the CRG is to continue to meet on a quarterly basis with meetings to be scheduled in alignment with key phases of the development of the Powerhouse Parramatta. The second meeting is proposed to be held during the public exhibition period of the development application.

7.2 Engagement approach to inform the Development Application

Consistent with the community consultation objectives of DPIE's SIA Guideline (**Section 3.1**), consultation has been undertaken by Aurecon on behalf of Infrastructure NSW, ensuring that people can participate in the planning outcomes for the project, having a say on decisions that may affect their lives.

This engagement program is currently underway and is scheduled to continue following the completion of this socio-economic assessment however, a full engagement outcomes report is to be included as a separate component of the EIS documentation. It is anticipated that following the completion of the general engagement program, the recommendations and strategies identified as part of the social and economic impact assessment report may be updated to reflect additional issues that may arise as a result of the ongoing consultation.

Feedback during the design and planning of Powerhouse Parramatta has been sought, to ensure the project delivers benefits and enhances the local community. In addition, the program of engagement has raised awareness and understanding of the development, seeking input on issues of concern that can guide lead to refinement of the project parameters to inform the impact assessment.

It is noted that at the time of engagement public meetings and some face to face engagement activities were not able to be held, given the circumstances of COVID-19. As such, the program of engagement was adjusted to reflect a series of online engagement opportunities.

To date, extensive engagement has been undertaken via a series of webinars, one on one meetings, email updates, a print advertising campaign, online survey and a letter box drop. Key stakeholders have included representatives of:

- Aboriginal and First Nations groups;
- local and regional arts groups and leaders;
- business groups;
- education groups;
- cultural groups, and

- other specialist community representatives, including the Dharug Strategic Management Group, Derrubin Local Aboriginal Land Council, National Trust, Greater Sydney Commission, Heritage Office of NSW, Transport for NSW, CSIRO, Western Sydney ATSI Inter Agency Network, North Parramatta Residents Action Group, Western Sydney University, Save the Powerhouse, Committee for Sydney, Sydney Water, NSW Chief Scientist, NSW Aboriginal Land Council, and the Department of Education.

A dedicated contact for the project team has been established for community and stakeholder inquiries to be managed throughout the development application process.

7.2.1 Engagement objectives and principles

Powerhouse engagement activities are guided by the following objectives and principles:

- promotion of the Powerhouse Museum's existing activities, programs and events;
- promotion of the Powerhouse Collection including online resources;
- promotion of Powerhouse Parramatta;
- community input into Powerhouse programs;
- feedback on opportunities for Powerhouse Parramatta, and
- broad reaching engagement across Parramatta and beyond.

In order to develop trust with the community and stakeholders the project team has been mindful of ensuring a genuine and proactive approach to engagement has been undertaken. With the program of activities altered to meet the government requirements for physical distancing during the COVID-19 pandemic the objectives have remained to ensure engagement was timely, genuine and constructive, accessible, productive and engaging.

7.2.2 Engagement outcomes

A detailed engagement outcomes report has been prepared by Aurecon and forms part of the EIS documentation. The following matters have been raised during consultation to date and are relevant for the assessment of social and economic impacts.

- Emphasis on ensuring the Powerhouse Parramatta is integrated within Western Sydney.
- Support and encouragement for clear connections between the Parramatta CBD and the Parramatta River, to support revitalisation of the Parramatta CBD.
- Heritage concerns identified as one of the more important issues of interest by the community, with impact concerns relating to both Indigenous and non-indigenous social heritage value to the local community. In recognition of this, there is to be incorporation of storytelling and local Indigenous histories into the new museum, with an interpretation plan to be developed as part of the detailed design phase of the project for implementation during both construction and operation of the Powerhouse Parramatta.
- Establishment of Statements of Understanding with Local Aboriginal Groups to guide the development of the site and future programming of the Powerhouse.
- Ensuring that Powerhouse Parramatta is accessible and that diverse and intimate spaces are provided to ensure diverse communities feel safe and welcome.
- Working with key interest groups and the community is recognised by the Powerhouse as essential in ensuring the new Powerhouse Parramatta makes a positive contribution to science, research and creative industries across Greater Sydney.

The Powerhouse has confirmed that it is committed to ensuring the development and operation of Powerhouse Parramatta is responsive and relevant to the cultural and social demographic of Western Sydney. Life-long learning and skills development opportunities will be encouraged, supporting cross generational as well as cross-cultural linkages for communities.

7.3 Media issues analysis in relation to Powerhouse Parramatta

To help inform the understanding of key issues and concerns related to Powerhouse Parramatta a review of relevant media coverage has been undertaken. The relocation announcement of the Powerhouse Museum was made in early 2015 and initial media coverage saw positive sentiment towards a win for Western Sydney's cultural facilities. Proceeding this announcement, the media had reported on a broad range of plans for the renewal of the Museum of Applied Arts and Sciences.

The announcement of the winning design scheme for Powerhouse Parramatta in December 2019 has brought a narrower focus on the Powerhouse Parramatta project towards analysis of the impacts on the local community. There has been support for the concept of an arts and cultural museum in Western Sydney, with an understanding that the development would benefit Western Sydney. However, concern has been raised in relation to local heritage, location, public expenditure, and design.

Powerhouse Parramatta has received significant levels of media interest to date, and has been reported on across key media outlets such as the *Sydney Morning Herald*, *The Australian*, the *Daily Telegraph* and ABC. Key issues are:

- The appropriateness of NSW Government expenditure on investing in the program of works given the current environment and health climate.
- The design of the Parramatta Powerhouse.
- The loss of local heritage items on site – Willow Grove and St George's Terrace.
- Concern regarding the future use of Ultimo site and the retention of the museum on the site.
- Appropriateness of the site selection given the risks in relation to flooding of the Parramatta site, with the Parramatta River foreshore known to flood during peak weather events.

7.4 City of Parramatta Council engagement to inform community priorities

Since its proclamation as a new Council with changed boundaries in 2016, City of Parramatta has undertaken extensive community and stakeholder engagement to understand community priorities for the area. A desktop review of the outcomes of these community engagement activities has identified key social drivers for the site and scheme.

The following documents were reviewed:

- *Consultation report – Community Strategic Plan, Delivery Program and Operation Plan, Asset Management Strategy* (City of Parramatta, June 2018)
- *Our Vision and Priorities* (City of Parramatta, 2016)
- *City of Parramatta Community Strategic Plan, Stakeholder Workshop* (KJA for City of Parramatta, Nov 2017)
- *Greater Parramatta and Olympic Peninsula Community Engagement report* (Greater Sydney Commission, October 2016).

The key priorities identified through community and stakeholder consultation include:

- Ensuring that growth is well supported by timely provision of infrastructure, and that the benefits of growth are shared with all people. There is a perceived tension between growth and liveability and residents are concerned that increased development in the area is not improving quality of life or meeting existing community needs.
- Enhancing and protecting green and open spaces, which are deeply valued by the community and should be improved and expanded to support population growth.
- Improving the connectivity of the Parramatta LGA to meet the needs of residents, visitors and workers, and ensure they are connected to jobs and the rest of the region was identified as a priority. Improved walking and cycling options and public transport options are required to address traffic congestion, and improved parking and roads are also a priority for residents.
- Increasing the number of jobs close to home for Parramatta residents, and improving job diversity.
- Creating 'great places,' with vibrant neighbourhoods and precincts, that enhance the local identity of centres across the LGA, while driving renewal in key precincts to increase, jobs, housing and transport options.

- Building a sense of community that is friendly and welcoming and ensuring Parramatta LGA is inclusive and accessible for all people. Supporting local businesses, investing in jobs growth across the LGA and celebrating Parramatta's cultural diversity are some ways to enhance community cohesion.
- Increasing opportunities for recreation and leisure and maintaining high quality facilities to promote health and active lifestyles.
- Supporting arts and culture and provide a variety of cultural destinations to make Parramatta a destination of choice for residents across Greater Sydney.

8.0 Social Impact Assessment

8.1 Assessment framework and scope

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

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

The purpose of this social impact analysis is to:

- Assess the significance of the identified potential social impacts generated by the proposed development based on the potential frequency and severity of the impact, should it occur.
- Develop social impact mitigation and enhancement options for any identified significant social impacts.
- Advise Infrastructure NSW of potential social impact mitigation and enhancement options to help finalise the EIS.

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

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

8.2 Impact assessment matters and responses

The following section sets out the assessment of social impacts arising from the proposed development and recommended responses, including measures to enhance social benefits and mitigate potentially negative impacts, across the suite of factors set out in the DPIE SIA Guideline, shown at **Section 3.1**.

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

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

8.2.1 Way of life

Potential impacts

Existing studies and engagement programs reveal that the local Parramatta community values the unique cultural identity, history and vibrancy of Parramatta. The ability to enjoy the emerging food and cultural scene and green, open spaces like the Parramatta River is a key value expressed in consultation. Representatives of the community identified a key aspect of Parramatta and Western Sydney is its role as one of Australia's fastest growing regions. Whilst the project is not expected to directly negatively impact on the way of life of the Western Sydney population, there are opportunities to strengthen and enhance the key aspects of the area most valued to people who live and work in the area.

The proposed development may have some direct and immediate impacts on the day to day functioning of local and broader residents, workers and visitors within the local study area, which are expected to differ during construction and operation. The development of Powerhouse Parramatta will not impact on the ability for Sydney residents to access adequate housing, or social infrastructure however, may impact on how people interact, and connect to aspects of the Parramatta CBD on a daily basis. Negative impacts to way of life for residents, workers and visitors accessing the Parramatta CBD via the southern bank of the Parramatta River are expected during the construction phase however significant positive benefits are likely during operation of the Powerhouse Parramatta.

Construction stage impacts

The construction works are scheduled to take approximately 24-36 months, with the maximum personnel involved at any one time estimated to be around 200 workers.

- It is noted that during construction there may be impacts to residents, workers and visitors to the Parramatta CBD and the local study area. However, short term impacts are to be appropriately managed through the delivery of works in accordance with the Construction Management Plan (CMP) which forms part of the Construction Management Plan. Noted within this plan is the management of general public protection from activities occurring on site, with the site being kept neat and tidy to maintain public safety and local amenity. Areas of the site will be securely fenced off in order to protect the public this includes site hoarding, fencing and barriers. It is also noted that signs will be displayed on and around the site relating to pedestrian traffic, vehicular traffic and safety information for the public. Noise and vibration measures will be adopted in accordance with those specified within the CMP.
- The existing site is noted to comprise of a number of different buildings, spaces and land uses. There will be impact to the current way of life of people who use these existing spaces, in particular the loss of the public car park which may impact on the way people get to and move around the existing Parramatta CBD as well as the existing retail and business premises. In addition, the immediate surrounding development is noted to include a 53-storey residential tower and 36 storey service apartments. The way of life for residents and visitors of the surrounding properties may be impacted, particularly during the construction phase and it is important that effective measures are in place to control and manage potential impacts, particularly in relation to local amenity impacts.
- It is noted that there are several items of heritage and archaeological significance on the site and in the surrounding areas that will be impacted as the site is developed. Of particular note is the existing Willow Grove villa as well as the St George's Terraces. Whilst a detailed assessment has been undertaken as part of the Heritage Assessment report it is considered the loss of these items will have some impact on the local community way of life, with an adjustment to the attachment to local heritage on the site.
- For the construction delivery phase it is noted that a Community Liaison Officer will ensure the community is advised on expected activities and works will be coordinated to ensure noisy works or user events are managed to minimise impact to the local community. Face to face meetings with nearby receivers and other communication methods will be adopted to liaise with neighbours. An appropriate record of complaints will be maintained to identify issues and actions taken to manage ongoing works.
- Construction activity may be considered annoying to some local residents, particularly for those who may have children, or be early risers or have sleep patterns disturbed by construction operations. For those particularly impacted, they may not have the resources to relocate during this period and so noise attenuation works will be required to be put in place to minimise any negative impact to their way of life. Out of hours works are required to be appropriately planned for, and scheduled in close communication with local residents and other stakeholders. As identified within the CMP efforts will be made to reduce the impact on the local community way of life, particularly in relation to local amenity, traffic and public transport access. It is also important to ensure that the CMP acknowledged the timing of construction of other significant infrastructure projects, including the Civic Link, Light Rail and Sydney Metro West to minimise disruption to the way of life of residents, from the cumulative impact of workers and visitors of the Parramatta CBD.

Potential impacts

The site itself is expected to contain a contractor's office, tea rooms, toilet facilities, vehicle access and establishment of on-site work areas. Permanent cranes are to be utilised on site with some mobile cranes used intermittently throughout construction. A site-specific work occupational health and safety management plan will be in place to ensure all WHS hazards and issues are addressed appropriately.

Operational impacts

The proposed development may have the following potential social impacts with relation to way of life in the PSA and broader locality:

- How people work, with access to increased job opportunities for those employed in the arts, science, research, innovation, creative, retail and hospitality industries. It is anticipated that as a result of the proposed development there will be approximately 300 to 400 jobs created for people employed with the day to day operations of Parramatta Powerhouse. It is important to ensure the significant employment opportunities created are available for local residents seeking employment opportunities in the creative arts and culture industry.
- The project is anticipated to positively contribute to an enhancement and potential alteration of the local community lifestyle as the new Parramatta Powerhouse will bring a range of new programs, events and spaces to the local community. These may include, and are not limited to:
 - annual program of international, national and local museum exhibitions featuring Powerhouse Collections;
 - community festivals and events;
 - a large scale and immersive and digital screen spaces with smaller digital studios for film, photography and content production;
 - education spaces, that will incorporate lecture theatre spaces and community meeting rooms to support culturally specific events, organisations and start-up groups; programs will support long term educational needs for a diverse range of user groups;
 - curated restaurants and bars that will complement and connect to the night time economy and commercial centre of the Parramatta CBD, and
 - a new Powerlab space with library, research kitchen and accommodation to house up to 100 short-stay residents involved in research, education and artistic residencies.
- Powerhouse Parramatta will be a new major cultural institution that will attract up to 2 million visitors per year which may have some impact on neighbouring properties unless effectively managed. Due to the sufficient transport infrastructure that will connect the site, there is sufficient access with capacity of the area to cater for large scale events.
- As a world class cultural institution for science, research and creative industries Powerhouse Parramatta will provide significant positive public benefits to not only the local community but the Western Sydney region and Greater Sydney area. A series of life-long learning programs will be established offering opportunities for culturally diverse festivals and events, specialist education and innovative learning opportunities.
- There will be a positive shift in the cultural tourism sector of Western Sydney as education programs, science and festival activities are altered and expanded for the Sydney, intrastate, national and international visitor markets.
- The establishment of Powerhouse Parramatta will contribute to an increase in the Parramatta night time economy, providing new cultural and entertainment opportunities during both day and night. Given the new space will support a dynamic changing program of exhibition spaces, and events the design, management and operation of the public domain, particularly at the ground level will be essential to support the positive social interaction and shift in the way of life for the late night offering in Parramatta. Noting that there are residents in nearby residential towers it is important that the operational plans Powerhouse Parramatta take into account the minimisation of impact of activities to nearby residents so that there is minimal negative disruption to their way of life, including access to their properties, local amenity and cohesion amongst existing residents.
- It is noted that a future Civic Link has been proposed for the Parramatta CBD which will allow for clear pedestrian connection to the site and surrounds upon completion. As a result of the completion of both projects the way of life for users of the Parramatta CBD area will be significantly improved, with local access and amenity improvements to significantly enhance the experience of people who utilise the Parramatta CBD area. It will be important that programs and activities also allow for the enhancement of active travel connections between the Parramatta CBD area and the Parramatta River foreshore, increasing opportunities for healthy active lifestyles, recognised to be an important value to the local Parramatta community.

Potential impacts	
Responses / mitigation measures	
<ul style="list-style-type: none"> It will be important to ensure that the local community surrounding the site, including businesses within the Parramatta CBD as well as Parramatta Council are kept well informed of the construction phases for the establishment of Powerhouse Parramatta. Construction timing and management needs to take into consideration the cumulative impact of other major infrastructure projects occurring within the Parramatta CBD, including the development of the Parramatta Light Rail, the Sydney Metro West and the Civic Link project. It is recommended that construction management teams, particularly community and communications teams liaise with other construction project teams to ensure a consistent approach is adopted to minimise construction impacts on the local community. It is recommended that local businesses are supported during the construction phase with opportunity to advertise services, to construction workers. Construction impacts are to be appropriately managed through a construction management plan to minimise disruption to local neighbours and residents as well as pedestrian and traffic movement throughout the local area. With regard to operational impacts, it is recommended that the development of programs and activities for the new Parramatta Powerhouse is undertaken in collaboration with existing local social infrastructure providers, particularly Parramatta Council, to ensure cumulative positive benefit is generated for the broader Parramatta area, with potential to collaborate and coordinate significant and major events for the region each year. It is also important that the programs offered at the Powerhouse Parramatta are linked appropriately with the Western Sydney community, enhancing a sense of connection to the local Parramatta community, ensuring the programs and facilities are accessible to the local residents as well as regional and international visitors Further, it is recommended that cultural programs and education activities are discussed with institutions within the Western Sydney region, with relationships established and developed throughout construction to ensure the dynamic programs and events are delivered from the opening of the Powerhouse through collaborative partnerships, supporting connectedness, participation and amenity for those within the education, arts and cultural sectors of Western Sydney. It is recommended that partnership opportunities are explored with key groups, that may include and are not limited to the following: Deerubbin Local Aboriginal Land Council; Dharug Strategic Management Group; Multicultural NSW; NSW Education; Parramatta Council; Information and Cultural Exchange; Blacktown Migrant Resource Centre; Parramatta Riverside Theatres; NSW Pacific Communities Council; Mardi Gras; Vietnamese New Moon Festival. 	
Summary	
Overall Social Risk Rating and social benefit	<p>The social risk rating ranges between high (construction) – low with the overall rating of risk considered to be:</p> <ul style="list-style-type: none"> Construction: C3 (moderate possible) Operation: D2 (minor unlikely)
Likelihood level	There may be possible impacts to residents and local business in the area in relation to their way of life, particularly in relation to construction. However, the negative impact to the local community during operation is considered unlikely, if the operation of the site is well managed, particularly in relation to effective noise and anti-social behaviour impacts associated with night time activities. The broader impact to the Parramatta LGA, Western Sydney and Greater Sydney community is likely to be significantly positive with rare negative impact to way of life.
Consequence level	The consequence of change to way of life as a result of construction is minor. The consequence of change to way of life as a result of operation is minimal (with significant positive benefits noted).
Duration	The negative impacts identified are likely to be mostly temporary: occurring only during the construction phase.
Extent	The impact is likely to be experienced differently by individuals and groups. Local residents, workers and visitors to the local Parramatta CBD area may be impacted by construction, altering their path and experience near or around the site.

Potential impacts	
	Local business is likely to benefit significantly as a result of operation and event and activation of the area with increased visitors to the Parramatta CBD as a result of the operation of the Powerhouse Parramatta.
Severity/ sensitivity	The impacts to the local community as a result of construction is considered to be minor and dependent upon the construction management plans that are put in place to address construction amenity impacts to the surrounding site. The influx of a large construction workforce for the duration of construction will likely bring significant positive benefits to local business. It is also anticipated that the long term operational impacts will be minor, again dependent on a management and operational plan that may be put in place to minimise disruption to surrounding neighbours in the management of large scale and night time events.
Potential to mitigate/ enhance	The potential to mitigate is high with opportunities to develop cohesive networks with construction teams and existing business owners in local area. It is also considered that a communication and engagement program for the local and broader community is likely to benefit and reduce uncertainty as to the timing and impact on nearby residents, workers and visitors as well as for the broader arts and culture and education sectors.

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

Potential impacts
<p>The proposed development is anticipated to have some social impacts in terms of community composition, cohesion, character and sense of place in the primary study area (PSA). However, there are rare or unlikely negative impacts anticipated for the broader community.</p> <p>Construction stage impacts</p> <ul style="list-style-type: none"> Potential changes to sense of place in the PSA during the construction phase associated with: <ul style="list-style-type: none"> Demolition and closure of the site, resulting in altered pedestrian and travel patterns around the site and connection points to the Parramatta River and Parramatta CBD. Increased construction workforce, resulting in unfamiliar visitors to the area. It is anticipated there will be up to 1,098 construction workers employed directly on site over the life of the project, anticipated to run for approximately three (3) years. Cumulative impacts due to other construction projects in the area, including Sydney Metro West, Parramatta Light Rail and the future Parramatta Civic Link (it is expected that these projects could occur in tandem). This may impact sense of place including through changes to wayfinding and the visual environment of the area. The demolition of existing structures and buildings on site may have a negative impact on the local community sense of place, particularly in relation to the loss of the local heritage items. The community has identified that the loss of heritage on the site is of concern. It is also noted that the Parramatta River is of Aboriginal cultural heritage significance, with Parramatta the location of Australia's second European settlement site. Care should be given to ensure the transition of the site to Powerhouse Parramatta is considerate of the community attachment to the local landscape and items of heritage significance and managed accordingly. Potential changes to how the community functions in the Primary Study Area during the construction phase associated with: <ul style="list-style-type: none"> Changes to wayfinding, pedestrian and vehicular access within the primary study area due to the erection of hoarding, and other construction activity associated with the site, which may affect access to other social infrastructure in the area. Potential impacts to perceptions of safety associated with the volume of construction workers in the PSA. <p>Operational impacts</p> <ul style="list-style-type: none"> There is likely to be a shift in the character and sense of place as the result of the development and operation of the Powerhouse Parramatta. Whilst change is expected, the project has the potential to significantly enhance the sense of

Potential impacts

place and character of the Parramatta CBD as a major centre within Greater Sydney, providing for significant enhancements to the public domain in creating a pivotal end point to the new Civic Link project.

- As the site is located close to a residential community the establishment of the Powerhouse Parramatta needs to be mindful of the existing and future community in which it sits. Identified within the baseline analysis the community within the primary study area is seen to be younger, living in flats or apartments and as a family. The community is culturally and linguistically diverse, predominantly working in jobs categorised as white-collar occupations, often travelling to work by train. It is important that the establishment of the Powerhouse Parramatta is sensitive to the local community in which it sits, ensuring the development and operation supports the existing community whilst being an attractor for the residents of the wider Greater Sydney catchment.
- Potential changes to community cohesion, character and sense of place following construction and during the operational phase may include:
 - Increased opportunities for community interactions and strengthened community cohesion in association with improved experiences for the Greater Sydney community in the creation of a world class museum that contributes to the productivity and liveability of Western Sydney.
 - Powerhouse Parramatta will provide a world-class cultural institution for Sydney, providing a museum exhibition program, science, research, creative industries in a new precinct that redefines the existing character and sense of place for the local area and broader Western Sydney region.
 - Significant increase in opportunities for cultural participation in Western Sydney, noting that historically Eastern Sydney is home to all of NSW cultural institutions. The identity of Sydney is likely to positively shift, with the expansion of large scale exhibitions, events and programs that will be presented at Powerhouse Parramatta, expanding the intrastate, national and international visitor market.
 - The opportunity to partner with existing festivals is significant with major festival partnerships to be adopted with Sydney Festival, Vivid Sydney, Sydney Writers Festival and the Biennale of Sydney. In addition to community festivals including Diwali, Lunar New Year and Eid. The Powerhouse will continue to lead the delivery of Sydney Science Festival, Sydney Design Week and local community festivals that will increase the cultural profile of Western Sydney, cementing the character of Parramatta as a contemporary, multi-cultural, active and vibrant place that provides opportunities for the community to connect and feel a sense of belonging through engaging with cultural experiences.
 - The establishment of the Powerhouse Parramatta will encourage increased participation in arts, science and technology programs, with significant diversification and opportunities for arts, science and education programs.
- The project aligns with the Parramatta Council priorities in providing opportunities to strengthen jobs growth within close proximity to the Parramatta CBD. It will be important that the management and operation of the Powerhouse Parramatta is done with consideration of the local Parramatta community needs and values, ensuring opportunities for education, cultural celebration take into account the local demographic. The project will contribute to making the area a destination choice for the people of Greater Sydney.

Responses / mitigation measures

- Changes to sense of place associated with the proposed development could be mitigated via the establishment of a historical documentation project that collects the multiple Indigenous and post-contact histories of the site. This living archive will be a community resource to access and preserve the site's cultural history.
- Engagement with stakeholders to identify opportunities to strengthen links between construction workers and local community in creating and enhancing local relations and connections during the construction phase.
- Seek to harness the benefits of Powerhouse Parramatta through:
 - Inclusion and visibility of marginalised and culturally and socially diverse communities through developing programs that increase the profile of these communities within the broader communities of Western Sydney;
 - It is particularly important that the development of programs and access to facilities is targeted to local Western Sydney residents. In particular, the opportunity for school students to access programs and overnight stays should be accessible to all, with consideration for public education and institutions that may have limited resources and funds to still access services and programs offered by Parramatta Powerhouse;
 - High levels of safety and security to ensure a welcoming and safe environment, and
 - Connections to local community groups and cultural institutions.

Potential impacts	
Summary	
Overall Social Risk Rating and social benefit	<p>There is overall positive social benefit to the local and broader community, which could be further enhanced through a comprehensive cultural and community development strategy. Some construction impact may be experienced.</p> <p>The social risk rating is considered low with the overall rating of risk is:</p> <ul style="list-style-type: none"> • Construction: C1 (possible minimal) • Operation: E1 (rare minimal)
Likelihood	Very likely positive benefit. Possible impact during construction.
Consequence	Minimal for both construction and operation.
Duration	Construction impacts are short term, operational benefits are longer term.
Severity/ sensitivity	Impacts are likely to be experienced differently by different groups and individuals. The existing residential community in the immediate area may feel more acute impacts on their cohesion, sense of place and character with the shift in the landscape and presence of a construction workforce on site and in the surrounds for the length of the construction period.
Extent	The impact during construction is likely to be experienced by the community within the local Parramatta CBD precinct, with change to place felt most significantly by the nearby local residents. Positive benefit to be experienced upon completion by both local and broader communities, with the enhanced opportunities for major cultural events held within the Parramatta CBD. Also, potential for significant positive benefits with the opening of Powerhouse Parramatta in alignment with the Civic Link.
Potential to mitigate/enhance	There is a high potential to enhance the positive social impacts of the proposed development through taking account of social issues raised above in its delivery and ongoing operational management.

8.2.3 Culture: shared beliefs, customs, values and stories, and connections to land, places, buildings

Potential impacts
<p>The proposed development may have the following potential social impacts with relation to culture, including shared beliefs, customs, values and stories, and connections to land, places, and buildings (including Aboriginal culture and connection to country):</p> <ul style="list-style-type: none"> • Changes to the community's connection to place and heritage associated with redevelopment of the site, resulting in the removal of local heritage items. This has the potential to alter the connection to the land, places and buildings on the site – though this impact may be mitigated (see below). • It is acknowledged that the Parramatta CBD is undergoing significant transformation as it evolves to fully transform into Sydney's Central City, attracting new investment, infrastructure, commercial and residential development. Many spaces in the CBD are currently undergoing construction activity to enable the delivery of Parramatta Square, Parramatta Light Rail and new commercial buildings. It is also noted that a recent proposal has been put forward to develop a new Parramatta metro station within the Parramatta CBD, which may have impacts on Aboriginal cultural heritage and archaeology. The cumulative impact of these construction projects on the character of Parramatta is acknowledged, and whilst these major projects are necessary to transform the Parramatta CBD into a major city centre, the cumulative effect may see a shift in the appreciation and value of social heritage, culture, customs and connections to the land, places and buildings. A sensitive response must be given to local community groups that place high value on their social history, stories and connections to places as they adjust to the significant transformation of their local area. • Changes to this site via the redevelopment may disrupt the community's connection to the site – perhaps only temporarily. • Positive social impacts associated with improved access to significant national social infrastructure due to the development and the ability to host a large and diverse range of exhibitions, cultural, education, arts science and music programs and

Potential impacts

activities. It is important that the programs and facilities offered as part of the new Parramatta Powerhouse align with the customs, beliefs and values of Western Sydney communities, noted to be culturally diverse with many people from a non-English speaking background. It is important that the flexibility of the Powerhouse is also flexible in the programs and exhibitions offered, catering for the cultural sensitivities of not only the broader regional population but the local Western Sydney residents as they change and grow.

Responses / mitigation measures

- Changes to sense of place associated with the proposed development could be mitigated via a historical documentation of the construction phase and the alteration to the area as a result of the redevelopment of the site.
- Opportunities to celebrate the social and cultural histories of Parramatta during the construction phase may be explored, for example, by showcasing the history of the site, and highlighting the social and cultural heritage and practice of the diverse and growing communities of Western Sydney, to demonstrate how the project aligns with the regional demand for new social infrastructure. Historical and contemporary interpretation of these social and cultural histories could be showcased through opportunities such as construction hoardings around the site, linking with broader heritage interpretation across Parramatta.
- Powerhouse Parramatta is uniquely placed to undertake a range of interpretation strategies for the site and its histories, and will develop an interpretation plan that considers the social and cultural connections between people and place through both physical and programmatic interpretive elements. Consultation on the themes to be explored and the physical and programmatic outcomes for heritage interpretation will be undertaken with a range of stakeholders, including Indigenous stakeholders. As an integral part of this process, Powerhouse will consult with local Aboriginal and Torres Strait Islander community groups to engage First Nations elders, historians, artists and scientists to lead the development of interpretation of pre-colonial and ongoing Indigenous experience and significance of the site.
- To address the cumulative impact on social heritage value and community connections to historical places across the Parramatta CBD area, it is recommended that the interpretation plan considers a range of initiatives to connect community with pre and post-Contact histories, which may include physical installations, visual and oral history archives, and development and presentation of Museum exhibition programs that tell and interpret local Parramatta histories within a broader national historical narrative.
- Continuing engagement with Indigenous and non-Indigenous stakeholders will be central to exploring and interpreting the social and cultural heritage and practices of the growing and diverse communities connected to the site and to Parramatta and Western Sydney more broadly. This engagement will be undertaken through a range of avenues, including through the Community Reference Group, and through other stakeholder networks and specific partnerships, such as the Statements of Understanding with Local Aboriginal Land Councils.

Summary

Overall Social Risk Rating and social benefit	<p>It is considered the overall social risk rating of the proposal is minor/possible. With the proposed mitigation measures it is considered the social benefit of the redevelopment of the site can be enhanced.</p> <p>The social risk rating is considered low – moderate with the overall rating of risk is:</p> <ul style="list-style-type: none"> • Construction: C1 (possible minimal) or C2 (possible minor) • Operation: D1 (unlikely minimal)
Likelihood	The likelihood of social impact occurring is unlikely/possible.
Consequence	Minimal to minor during construction, minimal during operation.
Duration	Short term impacts with the alteration of the site and loss of existing uses of the use during construction phases may impact the shared connection to the site. Long term impact may arise if the Powerhouse Parramatta does not incorporate references to the site's cultural history. However, with mitigation this impact is to be effectively eradicated.
Severity/ sensitivity	Given the significant value of the local heritage items to the local community the sensitivity to the local community is high. With appropriate mitigation and enhancement measures this is considered to be of low-level severity.

Potential impacts	
Extent	Impacts are most likely to be experienced by users from the local Parramatta area.
Potential to mitigate/enhance	There is potential to mitigate the negative impacts and enhance the positive benefits of the proposed development by ensuring measures are employed to maintain cultural connection, values and stories to the site, place and building.

8.2.4 Health and wellbeing

Potential impacts

Greater Sydney faces many cultural challenges. Rising property prices and the expansion of urban redevelopment for new housing has impacted on the space available for cultural production and economic viability of small cultural venues. As identified by the Urban Institute's Arts and Culture Indicators Project (ACIP) arts and culture provides a significant positive contribution to the liveability of a place, creating a healthy place to live where individuals and communities are provided opportunities to creatively express ideas and activities.⁵

The availability of significant cultural infrastructure and its direct link to health and wellbeing of communities is yet to be clearly defined however, it is recognised that there will be overall positive benefits for individuals and community health outcomes, both physical and mental health through opportunities to collaborate, share knowledge and express cultural identities.

It is considered the creation of Powerhouse Parramatta may have indirect flow on effects, contributing to positive social health and wellbeing outcomes of the broader population. These relate to:

- The creation of an active working precinct, providing world-class education, research and community facilities. Life-long learning and community spaces with digital studios that will support the music and screen industries alongside co-working spaces.
- Opportunities for innovative education programs, using high tech digital spaces for research and education programs, including intensive learning experiences through overnight stay programs for students. The facility has the potential to collaborate with schools, universities and industry, to assist in improvements to life-long education outcomes of individuals and students, supporting long term social and economic wellbeing opportunities for cultural wellbeing through the reflection of cultural programming that reflects the diverse communities of Western Sydney and the importance of holding First Nations programming at the core.
- Whilst it is noted that the redevelopment of the site will lead to an increased level of activation of the site and surrounds it is important to recognise the importance of incorporating quiet spaces into the design and operation of the Powerhouse Parramatta site, allowing places for relaxation and respite. Redevelopment should allow for both a place of culture, education, celebration and entertainment as well as spaces for quiet reflection and creative thought.

As assessed within the baseline analysis future developments in Parramatta should lead to 'great places,' that reflect community needs and aspirations, are responsive to community participation and enhance the qualities of the neighbourhoods that make them unique and which communities strongly identify with. The development of Powerhouse Parramatta on the river foreshore will assist in the rejuvenation of the river. It is envisaged that the river will become a place of walking, exercising and gathering and will improve quality of life in the Central City District. It is important that the Powerhouse Parramatta programs and activities enhance the quality of life within the Central City District, providing an environment that fosters a place of walking, exercise and social gathering to improve the quality of life of not only regional visitors but also the existing worker and resident population.

As discussed in the EIS in support of the development application and outlined in the Crime Prevention Through Environmental Assessment, the establishment of Powerhouse Parramatta will result in the attraction of large crowds on a consistent basis from within Parramatta and surrounding areas and appropriate crime preventions strategies have been recommended. It is noted that the project aligns with the development of City of Parramatta's proposed new Civic Link which will assist in the encouragement of more active travel opportunities by visitors and staff of the Powerhouse as well through the provision an improved amenity that supports active travel modes by linking the pedestrian network throughout the Parramatta CBD. It is important that the programs and activities offered by the Powerhouse Parramatta enhance these active travel connections throughout the Parramatta CBD area, creating pedestrian and cycle links to major activity centres in the local area.

⁵ The Urban Institute. 2006. *Cultural Vitality in Communities: Interpretation and Indicators*.

Potential impacts

The proposal is unlikely to impact on nearby community and health services. However, at the time of writing it is noted that the world faces unprecedented global impact in relation to the current COVID-19 pandemic. The challenges facing populations, businesses and governments around the world are extreme and places new emphasis on the consideration of how to manage health issues within our built environments.

The proposal identifies opportunities for large scale events to be held on site. Whilst this is a significant positive public benefit to the Parramatta CBD and Regional Sydney it is important that flexibility is considered in the management of spaces and gatherings of people to ensure quick adaptations can be in the management of large groups, events and activities where unexpected circumstances arise.

Responses / mitigation measures

- Consideration of safety issues through the development and implementation of an Events Management Plan to ensure the health and wellbeing of users of the Powerhouse (visitors, short term residents, management and staff) is appropriately managed, as well as the safety and wellbeing of communities in the primary locality.
- User experience surveys and monitoring plans may be used to identify the direct and indirect impacts of the Powerhouse Parramatta, to enhance long term health and wellbeing.
- It is recommended that through the continuation of the community engagement and consultation plan the Powerhouse identifies ways in which the Powerhouse Parramatta project can establish and increase links to diverse population groups within the local study area and the broader catchment, to encourage greater participation in programs.

Summary

Overall Social Risk Rating and social benefit	The overall social risk rating is considered low, with social benefit considered to be high in the contribution to indirect improvements in health and wellbeing of the local and broader community. The social risk rating is considered low with the overall rating of risk is: <ul style="list-style-type: none"> • Construction: D1 (unlikely minimal) • Operation: E1 (rare minimal)
Likelihood	The likelihood level of negative health and wellbeing impact occurring is unlikely during construction and rare during operation.
Consequence	Minimal during construction and operation.
Duration	Limited impact during construction, however, care should be given to ensure that construction impacts do not deteriorate the health and wellbeing of those in the immediate vicinity of the site. The social benefits are realised long term with positive flow on effects to health and wellbeing of the broad population.
Severity/ sensitivity	Not considered to be of significant consequence or severity
Extent	Likely to positively contribute to an increased awareness of culture, arts, science and creative industries for the wider community and may contribute to an enhancement in participation for the greater Sydney and NSW communities.
Potential to mitigate/ enhance	Ability to enhance positive benefit is high, through an effective engagement and participation strategy that connects the operation of the Powerhouse Parramatta to the local and broader community.

8.2.5 Surroundings – amenity

Potential impacts

Amenity impacts in relation to the development of Powerhouse Parramatta relate to factors that affect the ability of a resident or visitor to enjoy their home, daily activities, or use of the site and surrounds. Changes to amenity may relate to environmental factors such as noise, vibration, views and air quality. Changes in amenity may also impact on community values, sense of place and identity.

Potential impacts

It is anticipated that the project design will enhance the character of the local area, providing an international focal point for design excellence. The design responds to the natural features of the Parramatta CBD, particularly enhancing connectivity to the Parramatta river foreshore. The design and operation will require careful consideration in the integration with surrounding precincts' arts and cultural offerings, with consideration of partnerships to develop and deliver culturally appropriate programs and activities at Powerhouse Parramatta, supporting an integrated approach to delivery of arts and cultural activities in the local area.

Detailed assessments have been provided with the EIS in relation to noise and vibration, air quality, and visual impact. The reports conclude as follows:

Noise and vibration

- There may be some noise impacts on surrounding residents and occupants of the occupants of nearby buildings during construction periods. As a result, detailed recommendations have been provided which include appropriate scheduling of works and ongoing consultation with relevant neighbours.
- There could be disturbance to the community in relation to activity noise from within Powerhouse Parramatta when operational. However, a number of mitigation measures have been provided to minimise the community disturbance from these activities. It is recommended an Operational Noise Management Plan be prepared, incorporating details of mitigation measures, including a management framework and a trial period of night time activities, to ensure activity noise is appropriately managed and minimised.

Transport

- Assessment of transport impacts has been undertaken to inform the EIS. The site is considered to have a good network of footpaths, and is within close proximity to the Parramatta train and bus interchange. The pedestrian strategy notes the site will facilitate the completion of a section of the City of Parramatta's proposed Civic Link, with the public domain designed to align with this future vision, increasing pedestrian movement between the site through the CBD to Parramatta train station.
- Powerhouse Parramatta provides opportunity to promote sustainable modes of transport, reducing the reliance of private vehicles and promoting the use of public transport, cycling and walking for staff, residents and visitors. Ultimately, the new travel plan will ensure the site is connected well to the surrounding community through the promotion of walking and cycling, leading to improvements in health and wellbeing for the visitors as well as the local community users.
- It is understood that no on-site car parking will be provided for construction staff, with public transport to be promoted as the primary form of access to the site. As such it is necessary for appropriate arrangements to be made for secure areas for the storage of materials, tools and equipment that will allow the reduction of vehicle activity to the site. It will also be important to ensure there is personal space provided for workers to change and/or shower at the end of a shift and it is recommended that a green travel plan be prepared for the construction phase, with incentives provided for public transport use by workers.
- It will be necessary for the staff of Powerhouse Parramatta to promote the travel plan, provided as part of the Transport Assessment by JMT Consulting, to staff, visitors and residents, liaison with other venues and agencies to collaborate travel plan initiatives, and evaluate the effectiveness of the Plan.

Flooding and stormwater

- Assessment and management of flooding impacts has been a major consideration in the preparation of the development application, noting that the site is subject to mainstream flooding from the Parramatta River. The design of the new buildings has taken flooding risk into consideration, with floor levels and access points above identified flood levels, reducing risk to public safety for people within the building in the event of flooding.
- Early flood warning systems are to be developed and adopted by Powerhouse Parramatta to ensure the safety of staff and patrons in the event of a flood. It is considered the redevelopment of the site, with the design ensuring floor levels for the Powerhouse Parramatta are located above the identified flood levels, means there is no increased risk to public safety.
- As outlined within the technical Flooding and Stormwater Management Report prepared to inform the EIS, appropriate management measures can be adopted for the use of the undercroft area, to minimise and manage any risk to the public and staff, which will allow the activation of the space adjacent to Parramatta River.

Views

- Assessment of the visual impacts identifies that the strategic intent for the Parramatta CBD is to facilitate its evolution as the main metropolitan centre for the Central City. The redevelopment of the site with Powerhouse Parramatta will strengthen the role and importance of the CBD, elevating the role of Parramatta as a cultural hub.

Potential impacts

- Whilst some of the visual impacts of the proposal are significant, from a number of viewpoints the assessment identifies that significance is not a determinant of appropriateness. The proposal is considered to provide improved visual amenity, and is supported on visual impact grounds.

Identity and cultural value

- The proposed development may have the potential social impacts with relation to the identity and cultural value of the surroundings. It is noted that the proposal to build Powerhouse Parramatta will result in significant improvements to the Parramatta CBD in relation to arts, education and cultural spaces, catering to the needs of the growing Western Sydney population, in particular the activation of the CBD and the night time economy. The redevelopment of the site has the opportunity provide significant tourism attractor and identity of Paramatta as a focal point for Greater Sydney.
- There is some risk that Powerhouse Parramatta will not meet the expectations of the local community, and the redesign of the site will impact on the cultural value and the local cultural aesthetic connection to the history and heritage of the local Parramatta area. The cultural value of the site may be impacted as the site is redesigned and reconfigured.

Responses / mitigation measures

- Mitigation measures set out in the Construction Management Plan will be implemented to reduce the impacts associated with noise and vibration (identified in the Noise and Vibration Assessment) and visual amenity during the construction phase. It is also recommended that effective transport plans are prepared to assist the construction workforce to effectively travel via public transport for the majority of construction shifts. Secure areas are to be provided for equipment storage as well as personal locker and change room spaces for staff to change after each shift.
- It is recommended that a comprehensive operational management plan be put in place that effectively addresses the management of events in the case of flooding as well as covering measures to be put in place to control for activity noise to surrounding occupants, particularly with use of Powerhouse Parramatta during large events or during the evening hours. A communications strategy is recommended to be developed, ensuring all relevant stakeholders are aware about the measures to be put in place to reduce amenity impacts, as well as ensuring a primary point of contact is made available to stakeholders, particularly nearby occupants, in the event that issues arise. The communications strategy is to be developed in association with the operational management plan, complementing the procedures that will be put in place.
- Consideration should be given to the local cultural value of the site and recognise that Powerhouse Parramatta will likely be identified in the medium term future as an icon of Western Sydney, however, it is important to retain acknowledgement of the cultural significance and attachment to the site by the local community. The new design may necessitate recognition of the history of the local area.

Summary: Amenity

Overall Social Risk Rating and social benefit	Low Social Risk Rating, and positive social benefit anticipated in the redevelopment of the site. This will have a flow on effect of improving overall amenity for the local area with increased activation of an area that will be well connected to the Parramatta CBD. The social risk rating is considered low with the overall rating of risk is: <ul style="list-style-type: none"> Construction: C2 (possible minor) Operation: E1 (rare minimal)
Likelihood	Possible impacts
Duration	Short to Medium term, during construction
Consequence	Minor during construction and minimal during operation
Severity/ sensitivity	Minimal to Minor
Extent	Impacts are predicted to be felt by users of local area during construction phase
Potential to mitigate/enhance	High potential to mitigate any negative social impacts and enhance positive contributions, through Construction Management Plans, Operational Management Plans and Communications Strategies.

8.2.6 Access to and use of infrastructure, services and facilities

Potential impacts

The proposed development may have the following potential social impacts with relation to access to and use of infrastructure, services and facilities within the surrounding locality. The Museum's programs will be focused on Australian First Nations and cultural diversity. The Museum will offer audiences a dynamic, changing program that includes exhibitions, education programs, small scale and large events, festivals and public programs that are culturally and socially relevant to Greater Sydney audiences.

As identified within the NSW Premier's State Priorities and the Create NSW: *NSW Arts and Culture Policy Framework 2015*, social infrastructure and cultural participation plays an important role in society, encouraging economic revitalisation, education and literacy, social growth and community sustainability through the arts. Powerhouse Parramatta will significantly enhance the opportunities for the NSW population to access arts, education and cultural programs through the development of the new state significant social infrastructure facility.

It is envisaged that multi-year partnerships will be established with local organisations to ensure the programs are delivered and driven by local relevance. These include potential partners such as Ethnic Communities Council of NSW, Multicultural NSW, Information and Cultural Exchange, Deerubbin Local Aboriginal Land Council, Dharug Strategic Management Group, Blacktown Migrant Resource Centre, Parramatta Riverside Theatres, NSW Pacific Communities Council, Mardi Gras and Vietnamese New Moon Festival.

It is anticipated that Powerhouse Parramatta will expect up to two million visitors each year upon opening, with the development noted to be the first significant new investment in cultural infrastructure, improving access to cultural and the creative industries, science and technology innovation in Western Sydney. The project has been developed to address critical gaps in social infrastructure in NSW, providing investment in theatres, galleries, touring exhibition spaces, live music venues and film facilities, helping to contribute the lifting of domestic and international participation in NSW cultural infrastructure.

The Powerhouse has confirmed that it will deliver an annual program of free, ticketed and commercial events. The Museum's program will identify how Powerhouse Parramatta will strategically align with the NSW policy and direction for the Arts, Culture and the Visitor Economy.

Engagement undertaken to inform the development of the project identifies there is demand for more cultural events, particularly large scale and multi-cultural events in Western Sydney. The provision of a new facility that can cater for a variety of events and programs will align with the increased demand. It is recommended that monitoring and reporting is undertaken to identify how Powerhouse Parramatta programs meet the established benchmarks used to inform the design of the new buildings. It is also important to report on how the events and spaces have been used by the Western Sydney community and identify how the new program meets the identified needs of the Greater Sydney's growing communities.

Reports should identify the greatest demand for spaces to evaluate if the spaces are meeting the needs of the community in the first 5 to 10 years of operation. It is recommended the reporting will be used to inform the strategic decision making and programming of Powerhouse Parramatta.

It is important that programs, exhibitions and events are equally accessible with the ability for people from lower socio-economic backgrounds to access education and cultural programs, supporting education and employment opportunities for all. It is important for the Museum's program to target a range of population groups, noting a significant growth is expected in the older and student populations within Western Sydney. Powerhouse Parramatta should consider accessible programs that cater to a range of population age groups and considers appropriate skills in understanding and utilising studio and digital spaces.

Physical access to the site and consideration of local development programs is an important consideration in understanding potential impacts to access and opportunities of the development. It is noted that a number of State and Local Government, as well as private projects are underway that will potentially increase accessibility and create opportunities to enhance programs and activities between the site and the local Parramatta area.

These include:

- Westconnex Stage 1a and 1b, providing increased connectivity from the Sydney CBD to Parramatta;
- Parramatta Light Rail – stage 1, in progress, enhancing access to the site for local residents of the Central River City. The light rail stop is proposed within 5 minutes walk of the site;
- Sydney Metro West, providing additional connectivity and access to the site from across Regional Sydney;

Potential impacts

- Parramatta Quay, providing enhanced ferry travel experiences to Parramatta CBD;
- Parramatta North Heritage Core, as part of the Parramatta Cultural Precinct has the potential to provide a program of activities that achieve Heritage visitation for Parramatta North precinct, potentially increasing the Central River City's creative economy;
- The proposed Riverside Theatres redevelopment, with consideration of the addition of theatre and multi-use performance facilities, increasing the Parramatta Cultural Precinct footprint;
- Bankwest Stadium – a newly opened stadium providing significant sporting and entertainment events in Parramatta;
- Private residential and mixed-use developments in Parramatta, intensifying the worker and resident populations in the local area, and
- Proposed Civic Link pedestrian works, enhancing connectivity between Parramatta Train Station and Parramatta River, allowing direct and enhanced pedestrian access to the site.

Construction stage impacts

- Some negative social impacts during the construction phase due to reduced access on or around the site, potentially impacting on the connection between the Parramatta CBD area and the Parramatta River.
- Some potential impacts as a result of the loss of heritage items and connection to the local cultural infrastructure.
- Loss of availability of car parking in the Parramatta CBD and the project does not intend to provide car parking as a part of Powerhouse Parramatta.

Operational impacts

- It is anticipated that Powerhouse Parramatta will contribute significant positive public benefits to the local and regional community. Providing enhanced education programs that can be developed through coordination with schools, local businesses, cultural organisations and industry. The Powerlab and accommodation facilities will provide opportunity for regional NSW students and teachers to stay onsite and have improved access to state of the art physical learning opportunities. It is important that the costs for accessing these programs are not prohibitive for regional NSW students and teachers.
- It is understood that First Nations scientists, artists and educators will be involved in the design innovative programming for First Nations young people, through a range of education and vocational training opportunities. It is anticipated that access through the Powerhouse program will enhance career opportunities for First Nations students in the field of applied arts and sciences.
- The project aligns with the NSW Government prioritisation in the investment in STEM learning opportunities. Enhancing skills for students through programs delivered by Powerhouse Parramatta will allow for improved social and economic outcomes, including lifetime earnings, productivity and wellbeing of individuals in the State.

It is anticipated that up to 10,000 places each year will be created for regional, Indigenous and disadvantaged students to stay at the Academy to participate in on site learning experiences. It is recommended that these programs become part of a lifelong learning experience and follow up programs are coordinated with students given the opportunity to stay and learn at the Powerhouse Parramatta. Ongoing monitoring and research is a worthwhile investment to identify how the new programs offered by the Powerhouse Parramatta have enhanced the education, economic and wellbeing outcomes for students who participate in the programs.

- It is important that the Powerlab will be used to enhance research and development programs in a broader sense, with continued partnership and collaboration opportunities explored, and research outputs and knowledge generated through programs at the Powerlab shared to the local and broader communities and networks. There is significant positive benefit to be realised through the sharing of knowledge generated through the Powerlab programs which may enhance opportunities to attract increased investment in Powerhouse Parramatta innovation programs, from local, regional and international networks.

Responses / mitigation measures

- Engagement with stakeholders during the construction phase will need to take account of disruption to the surrounding area and connection to the local Parramatta CBD to collaboratively develop solutions to meet the needs of a range of stakeholders. It is important that the programming of works is communicated and managed effectively with other major

Potential impacts

construction projects, particularly the development of the Civic Link. The cumulative impacts associated with simultaneous development of other infrastructure projects should be considered and managed appropriately by delivery teams.

- During the operation phase, the positive social impacts associated with improved access to regionally significant social infrastructure at this location could be enhanced through:
 - Exploring opportunities for cultural and community life associated with Powerhouse Parramatta.
 - Giving consideration to the benefits to staff and industry partners who may be participating and working at Powerhouse Parramatta, it is recommended that staff and workers also have the ability to use the collaboration spaces in the Powerlab, to enhance skills and opportunities to expand employment capabilities.
 - Identifying opportunities for surrounding local community and cultural groups to use Powerhouse Parramatta and associated facilities for education and training purposes. It is important that programs can be developed and tailored to local demographic needs, highlighting education for older persons as well as youth.
 - Harnessing the potential of the proposed Powerlab to contribute to economic benefits associated with knowledge creation, innovation and creativity in the STEM industries. As one of the first innovation precincts created for Western Sydney, it is important that a study is undertaken to report on the social benefits of investment in such a new scheme. It is also important that this benefit is understood and reported to identify not only the economic contribution but the social contribution the Powerlab makes to improved community education, economic and wellbeing outcomes.
 - Seeking to ensure programs become part of lifelong learning experiences: that education and research opportunities are not provided as one-off only events, and follow-up programs are offered, in particular to more disadvantaged groups and individuals who will be able to stay at the Academy and participate in on-site learning experiences. It is important that programs and services are offered regularly to all schools and institutions, regardless of financial capabilities to participate.
 - It is recommended that the outcome of enhanced learning opportunities is monitored and managed through a long term social research and evaluation program, identifying the positive impact the learning programs have had in enhancing education, economic and wellbeing of participants. It is recommended that the participation rates and programs offered are reported through Powerhouse Parramatta Annual Reports. It is recommended that a social sustainability framework is developed for the Powerhouse Parramatta program, in order to track and report on social impacts and outcomes over time.

Summary

Overall Social Risk rating and social benefit	<p>Upon completion of the proposed works the impact is considered to provide significant social benefit with as a result of a newly upgraded, state of the art cultural facility. It is important to ensure regular communication and engagement with stakeholders to manage impacts during construction.</p> <p>The social risk rating is considered low with the overall rating of risk is:</p> <ul style="list-style-type: none"> • Construction: C2 (possible minor) • Operation: E1 (rare minimal)
Likelihood	Likely short-term impacts with the temporary redevelopment of the site. However, also likely significant positive benefit upon completion.
Consequence	The redevelopment is considered the consequence is minimal with significant social benefit resulting from the establishment of Powerhouse Parramatta.
Duration	Most potential negative impacts will occur during the construction phase. Most potential positive social benefits will occur during the operational phase.
Severity/ sensitivity	Severity and sensitivity is considered to be moderate in relation to the Project.
Extent	The extent of the impact will be felt by different user groups. Significant positive benefit to be experienced by local, regional and national and international users.
Potential to mitigate/ enhance	It is important to ensure regular communication and engagement with stakeholders to manage the community awareness and understanding of the Project during both the construction and operational phase. Regular reporting against a social sustainability framework will allow for enhancements and modifications to any learning programs and cultural events that are provided each year.

9.0 Economic Impact Assessment

9.1 Approach, scope and assumptions

This section provides a high-level assessment of potential economic implications associated with the proposed development of the Powerhouse Parramatta at 30B Phillip Street, Parramatta. The Economic Impact Assessment (EIA) has been prepared to accompany the State Significant Development Application for the proposed scheme.

This economic assessment considers two main economic implications:

- Demand for Powerhouse Parramatta; and
- Economic benefits from the proposed development including:
 - Construction and ongoing employment generation (direct and multiplier)
 - Expenditure generated during the construction and operational phases
 - Increased Gross State Product and Value-Added Output; and
 - Improved reputational benefits to Parramatta, Sydney and NSW.

Assumptions

It is understood that Powerhouse Parramatta is the subject of a thorough and detailed Business Case. Accordingly, this EIA has been prepared as a high-level assessment of the demand and benefits only. While the EIA follows recommended practices, it does not constitute a full economic assessment.

This assessment considers the economic benefits specific to the Parramatta LGA and Western City as a result of the development of Powerhouse Parramatta, as well as broader reputational benefits. The Final Business Case 2020 is an investigation of the costs and benefits to NSW and as such is not comparable to this local assessment.

9.2 Impact assessment matters

9.2.1 Demand for Powerhouse Parramatta

Taking into account the growth in Western Sydney and the Parramatta LGA, there is a strong opportunity for cultural facilities such as Powerhouse Parramatta in this part of Sydney. The provision of a major cultural institution and innovation and creative industries precinct in Parramatta and Western Sydney will help to support further growth and investment in this region.

The existing Powerhouse Museum, Ultimo is a major cultural destination, attracting visitors both domestically and internationally. Visitation numbers sourced from the Powerhouse indicates that annual visits to the existing Powerhouse Museum, Ultimo site have almost doubled over the last five years and now account for more than 700,000 visits (based on 2018/19 figures).

While plans for the existing Ultimo site are subject to a separate Final Business Case, estimates of visitation to Powerhouse Parramatta, indicate that the new facility will attract two million visits per year– representing an additional 1.3 million visitors - and reinforces the opportunity that exists for the new museum.

A summary of the key factors supporting demand for Powerhouse Parramatta are outlined below:

Population growth and demographics

The Central and Western Cities are projected to accommodate the around 60% of future population growth in Sydney over the period to 2036. Population growth in these locations is projected to be 4.5% p.a., almost double the Eastern City and triple the Australian average.

- Powerhouse Parramatta would support growth and development in the arts and recreation industry, which is currently underrepresented in Parramatta as compared to Greater Sydney and the Eastern City.
- Powerhouse Parramatta would also support growth and investment in educational facilities and the Science, Technology, Engineering and Mathematics (STEM) subjects, supported by the designated STEM programs planned to be provided at Powerhouse Parramatta.

Existing cultural facilities network in Western Sydney

- There are currently few and no major cultural and creative facilities in Western Sydney, with the majority located in the Eastern City and concentrated around the Sydney CBD, as highlighted in the 2018 SGS report “*Mapping arts and culture in Western Sydney*”, prepared for Create NSW. As a result of this geographical imbalance, cultural participation in Western Sydney is also lower compared to Eastern Sydney.
- Cultural facilities are an important contributor to the economic growth and development of cities. NSW Treasury has identified in their economic blueprint the desire and importance of enhancing the art, culture and creative industries in order to keep NSW competitive on an international stage; outlining that by investing in cultural facilities the state will stand to benefit from increased jobs, investment and exports (NSW 2040 Economic Blueprint: Investing in the State’s Future).
- Powerhouse Parramatta will create a key cultural destination in the Parramatta CBD and along the riverfront that will support the proposed Parramatta Cultural Precinct that includes the redevelopment of the nearby Riverside Theatres.
- It is important for this growing population, and for Parramatta as Sydney’s second CBD, to provide a diverse range of social and cultural infrastructure including quality, creative and cultural institutions that can act as a destination for the broader region. Powerhouse Parramatta will present internationally significant programming with integrated commercial uses. Infrastructure includes community and educational facilities that provide opportunities for research and innovation that will benefit the local and NSW community.
- The development will create a world class museum and therefore generate broader appeal to domestic and international exhibitions and events. Powerhouse Parramatta will be a significant, contemporary facility that will provide the flexibility to adapt to changes in the arts and recreation industry which will help to future proof the asset.

Transport and infrastructure investment

- Powerhouse Parramatta, centrally located within the northern part of the Parramatta CBD, will be very well serviced by existing public transport including train, bus and ferry.
- Powerhouse Parramatta is also well positioned to benefit from a range of proposed major transport and infrastructure projects that will increase access to the site from both a local and regional perspective. Along with existing bus, train and ferry services, Powerhouse Parramatta also stands to benefit from the future Metro West rail project, Light Rail project and the Civic Link project. Powerhouse Parramatta will form a key destination in the northern part of the Parramatta CBD.
- It is anticipated that the majority of future visitors to Powerhouse Parramatta will access to the site via public transport, increasing activation throughout the whole CBD while also limiting impacts from private vehicles.

Visitation and amenity in Parramatta CBD

- Powerhouse Parramatta has the potential to support increased visitation and activation within the Parramatta CBD and has the potential to benefit to the local and broader community. Key points to note include:
 - Demand for arts and cultural facilities continues to drive growth in tourist visitation. In 2018 cultural and heritage tourism generated 13.6 million visitors in New South Wales, an increase of 7.5% on the year prior, with these visitors contributing \$14 billion to the economy (Destination NSW).

- An opportunity to establish a museum within a broader innovation and creative industries precinct and an active riverfront within the Parramatta CBD - with plans for a range of community uses that can benefit from the additional infrastructure including a provision of community and event spaces, as well as retail facilities and public domain. This initiative would increase activation throughout the day as well as after hours and on weekends.

9.2.2 Economic benefits of the development

An assessment of the economic benefits associated with the construction and operational phases of Powerhouse Parramatta are discussed in the following section.

Economic benefits are categorised into the following groups:

- The benefits to consumers: including the direct benefits to people using and visiting Powerhouse Parramatta as well as the indirect benefits to the broader population of Parramatta, Sydney and NSW.
- The benefits from new and retained economic activity: this includes benefits to businesses and employees from economic activity created by additional visitors to Parramatta and from activity retained by the State as a result of the development.

These benefits are described in the following sub-sections.

Direct benefits to consumers

As outlined through the report, Powerhouse Parramatta is expected to deliver a range of benefits to the consumer including:

- The provision of a world class cultural destination in a growing part of Sydney.
- Increased frequency and scale of exhibitions and events to be held at Powerhouse Parramatta which is expected to greatly improve the level of visitation and tourism expenditure within the local and regional area
- Exposure to future exhibitions and events that otherwise would not have been easily available.
- Increased activation and amenity in this part of Parramatta, including after hours and on weekends. This includes publicly available facilities such as the museum and retail services but also the public activation of the riverfront.

Employment generation impacts

Jobs supported by the development of Powerhouse Parramatta will accrue through direct and indirect employment generated during the construction and operational phases.

Construction employment

Direct employment will be jobs created in the *construction industry* and indirect, or flow-on, employment will also be supported in other industries, for example, suppliers of materials and financial and legal services. Employment estimates, both direct and in the wider economy are derived from Economy.id for the City of Parramatta.

Economy.id is produced by demographic specialists .id and uses data derived from official sources of information (including the Australian Bureau of Statistics), with the economic impact modelling based on Input-Output tables generated by the National Institute of Economic and Industry Research as part of the microsimulation model.

Direct employment in the construction industry depends on the nature of the building, in particular, the capital intensity of the project.

The initial economic benefits generated by the project will occur during the construction phase, which is expected to span three years. It is understood that the Government cost of Powerhouse Parramatta will be in the order of \$645 million. This figure assumed to include direct construction spending and ancillary development costs. For the purposes of this analysis, direct construction costs (removing ancillary development costs) are assumed to be 65% of total development costs, or around \$420 million.

Total construction costs of \$420 million would support 1,098 jobs *in the construction industry* and support a further 763 jobs *in related (supplier) industries* over the development period within the City of Parramatta. A further 97 jobs

are also projected taking into account the increase in wages and salaries which would be spent on goods and services.

Industrial and consumption effects would also flow outside of the Parramatta LGA to the wider Australian economy and generating a further 1,568 jobs.

In total approximately 3,527 FTE jobs in the construction and related industries will be supported during the construction phase.

Table 8 Direct and indirect jobs during construction

Metric	Value
Direct Impact	
Construction estimate	\$420 million
Estimated direct jobs	1,098
Indirect Impact	
Industrial impact (<i>Type 1 multiplier of 1.70</i>)	763
Consumption impact	97
Total impact on City of Parramatta economy (<i>Type 2 multiplier of 1.78</i>)	1,959
Broader industrial and consumption impacts	1,568
Total Construction Jobs	3,527

Source: *economy.id; Ethos Urban*

Ongoing employment

The workforce at Powerhouse Parramatta will be a mix of full-time, part-time and casual employees. Total FTE employment will depend on part-time and casual hours required, which in turn, will depend on the number and types of exhibitions at any given time. Estimates of employment at Powerhouse Parramatta are based on information provided by the Powerhouse (and shown in **Table 9** below).

The metrics show a typical range of between 250 – 350 staff required on site depending on the number of exhibitions and programs likely to be running at any given time. Note that these typical ranges do not represent an upper limit on staff employed at the facility that may be required in exceptional circumstances.

In addition to the traditional museum and exhibition space, it is anticipated that some 1,600m² of retail floorspace will be provided. The 1,600m² of retail floorspace would employ approximately 50 persons when fully occupied, based on a ratio of 1 job per 30m² of floorspace.

Table 9 Estimated range of ongoing employment – Powerhouse Parramatta

	Number of Jobs
Powerhouse Parramatta	250 – 350
Powerhouse Parramatta - Retail space	50
Total jobs on site	300 – 400

Source: *Powerhouse; Ethos Urban*

A proportion of employees at Powerhouse Parramatta will likely be local residents and all employees will contribute to the local retail economy, particularly the food and beverage sector.

9.2.3 Other implications

In this section, other implications of Powerhouse Parramatta are considered, including temporary and ongoing impacts.

Expenditure during the operation phase and increased visitation and night-time activation

Greater spending is expected to be localised in proximity to Powerhouse Parramatta including during extended hours of operation. Powerhouse Parramatta is anticipated to operate for extended hours from 6am - 1am. Higher visitation is expected to be generated around the surrounds of the museum, and as such, the contribution of visitor spend on local services is expected to grow.

Arts and cultural events, particularly major exhibitions, also increase intrastate, interstate and international tourism. Events can attract visitors to NSW, and this promotes activity in tourism-related industries such as accommodation, cafes and restaurants, retail and transport. The benefits of the visitor economy are significant, and all states compete strongly to attract and retain major events.

The increased frequency and scale of exhibitions and events to be held at Powerhouse Parramatta is expected to improve the levels of visitation and tourism expenditure within the local area and in turn, increase demand for entertainment, food and accommodation services either before or after visits to the museum. This increased demand is anticipated to improve the economic conditions of existing businesses and attract new businesses to the area, including in core industries that typically employ a younger workforce i.e. Accommodation and Food Services, Retail Trade as well as Arts and Recreation Services.

By way of example, based on 2 million visits per year and an assumed average spend of \$15 per visitor on food and beverage and other retail, this would result in an estimated \$30 million per year that would be available to local Parramatta businesses.

Powerhouse Parramatta is expected to result in an increase in available space for exhibitions and events, and in turn is expected to increase the number of visitors to Parramatta and potentially increase the average length of stay. These visitors will come from regional NSW, interstate and potentially international locations. Additional visitors and an increased length of stay will have flow on benefits for Parramatta and the Sydney economy, particularly for the retail and commercial accommodation sectors.

Based on information from Destination NSW, the average expenditure of culture and heritage-based visitors would typically be some \$1,032 per visitor. A large proportion of this expenditure will be directed to retail facilities (food and beverage) as well as accommodation and transportation services.

Increased economic output

On completion, Powerhouse Parramatta will support increased economic output as a result of permanent employment created at the development. The net addition to economic output as a result of Powerhouse Parramatta is discussed below.

Gross Regional Product (GRP)

Gross Regional Product (GRP) is a measure of size or net wealth generated by the regional economy.

The activities and employment supported by the proposed development will generate significant regional economic output. As **Table 10** shows, total output (GRP) at full occupancy is estimated at **\$57 million pa** (2017 base year dollar terms), which includes significant output contributions from industry sectors such as art and recreation as well as retail.

Value added

Value added by industry is an indicator of business productivity. It shows how productive each industry sector is at increasing the value of its inputs. It is a more refined measure of the productivity of an industry sector than output (total gross revenue), as some industries have high levels of output but require large amounts of input expenditure to achieve that. Value added is estimated at **\$27 million pa** (2017 base year dollar terms).

The above analysis has been sourced from economy.id (based on modelling by the National Institute of Economic and Industry Research) for the City of Parramatta, with 'best fit' industry sectors applied to likely economic activities

at the new facility. The results of the analysis assume no substitution effects from outside the regional economy, rather, the activities undertaken at the new facility represent increased net demand associated with population, labour force and industry growth.

Table 10 Estimated economic output from direct ongoing jobs

Activity	Museum	Retail	Total
<i>Economy .id category</i>	<i>Creative and Performing Arts Activities</i>	<i>Food and Beverage Services</i>	
Direct Impact			
Increase in direct jobs (mid-point)	300	50	350
Estimated economic output (\$m)	\$15.3	\$6.2	\$21.5
Estimated value-add (\$m)	\$7.9	\$2.8	\$10.7
Total Impact on City of Parramatta (including indirect Impact)			
Estimated economic output (\$m)	\$20.7	\$8.7	\$29.4
Estimated value-add (\$m)	\$10.4	\$3.8	\$14.2
Total Impact including outside of City of Parramatta			
Total estimated economic output (\$m)	\$41.3	\$15.2	\$56.5
Total estimated value-add (\$m)	\$19.8	\$6.7	\$26.5

Source: Economy.id; Ethos Urban

In addition to the value added from the ongoing employment created by Powerhouse Parramatta, there will be additional benefit and uplift as a result of the increased visitation which would have flow on benefits to Parramatta including in the tourism, retail and accommodation industries.

Impacts on local businesses during the construction phase

During the construction phase of Powerhouse Parramatta there is expected to be a temporary disruption to local business spending including retail and accommodation. While visitation to the precinct will be impacted to some degree impacts are likely to be minimal given the large scale of the site.

Local businesses are likely to be impacted during construction as a result of noise, any reduced access and the like, however, these businesses stand to gain in the medium to longer term, as a result of additional visitation, activation and increased expenditure resulting from the development of Powerhouse Parramatta.

Impacts on surrounding cultural venues

There are limited cultural facilities currently provided within the northern parts of the Parramatta CBD and furthermore, minimal negative economic impacts are likely to be associated with the development of Powerhouse Parramatta as additional visitation will bring about economic benefit to the locality and region through increased activity and expenditure.

The establishment of cultural facilities in Western Sydney is a core focus of the NSW government. It is imperative that NSW provide quality arts and recreational offerings in order to be able to continue to retain and attract quality cultural facilities and events.

As a major cultural institution, it is important for the Powerhouse to continue to expand and adapt in order to support the economic benefit that flows from visitors to the State and Sydney's brand as leading cultural destination in the Asia Pacific. Investment in Powerhouse Parramatta thus helps to secure facilities and events in Parramatta and Sydney for the future.

Furthermore, there is the possibility that additional exhibitions and events will be new to NSW (allowing the State to compete more effectively with other states in the country), or will support new and emerging artists and events that otherwise would not be given the opportunity at a major museum or community institution. Taking the above into account, there would be a net benefit resulting from the development of Powerhouse Parramatta.

Reputational benefits for Parramatta, Sydney and New South Wales

The reputational benefits of Powerhouse Parramatta to Parramatta, Greater Sydney and the NSW economy are expected to be significant; however, it is difficult to quantify this benefit. The project will ensure that the Powerhouse Museum is a world class facility in line with international peers. The ability to secure major national and international exhibits and events will be significant in driving the Parramatta, Sydney and NSW brand to a wider audience.

Major infrastructure such as museums can also deliver tangible benefits by improving the liveability of Parramatta, Greater Sydney and NSW and in turn, improving its ability to attract and retain businesses, industries and people.

The reputational benefits are also expected to impact the Parramatta CBD itself, with Powerhouse Parramatta being located in a high-profile and easily accessible location in the heart of the city.

Supporting the transformation of Western Sydney

The Metropolis of Three Cities represents a vision for the future growth of Greater Sydney. Within the plan, Greater Sydney is defined as three cities, with Greater Parramatta and Olympic Park (GPOP) forming the Central City. The population, employment and housing growth targets are ambitious. Significant infrastructure projects such as the Parramatta Light Rail and Sydney Metro West are expected to support the achievement of these targets, however, Powerhouse Parramatta is also an important part of this vision.

Powerhouse Parramatta would increase the ability to support education, research and innovation skills in Western Sydney, including supporting the development of STEM programs as well as encouraging research via the provision of the Powerlab facilities on site.

The new museum at Parramatta has the potential to attract new investment, along with generate increased visitation and community activity to the benefit of Parramatta, as well as the broader Western Sydney region.

9.3 Summary of impacts and mitigation measures

The project will generate a number of economic benefits that will support and enhance the Parramatta and Sydney economy, in particular the locality of the museum. Outlined below is a summary of the key economic benefits likely to be generated by Powerhouse Parramatta.

- During construction, there will be considerable direct employment generated. In turn, local businesses will benefit from a three-year phase of many workers travelling to Parramatta CBD, generating local expenditure during off-peak periods.
- Mode of travel by visitors will primarily be via public transport through the Parramatta CBD, creating additional passing traffic and flow on benefits for local businesses.
- Once the museum is developed, business gains will be drawn from a greater number of activity and events, providing more consistent income flow and higher numbers of hours worked within Parramatta.
- Businesses are more likely to commit to permanent part-time jobs, as opposed to casual work which creates difficulties in terms of youth underemployment.
- Intrastate and interstate visitor numbers are expected to be stimulated by the greatly improved facility and experience.

A summary of economic impacts and mitigation measures is shown in **Table 11** over page.

Table 11 Summary of findings – economic impacts

Comment	Impact
<p>Demand for the development</p> <p>Western Sydney is planned to accommodate a large proportion of future growth in Sydney in the coming years. Powerhouse Parramatta will provide a major cultural institutional in this growing part of Sydney, supporting activation, investment and amenity in a centrally and easily accessible location.</p>	Positive
<p>Expenditure and employment benefits (construction)</p> <p>The initial economic impacts generated by the project will occur during the demolition and construction phase, which is expected to span three years.</p> <p>The NSW Government contribution to the project is \$645m. \$420 million which includes construction and ancillary development costs. This level of economic activity is estimated to support 1,098 direct jobs over the development period.</p> <p>In addition, around 2,429 indirect jobs are expected to be supported during the construction period.</p>	Positive
<p>Supporting local businesses (construction)</p> <p>Impacts to local businesses are expected to be temporary as a result of minor impacts from noise and access during construction but this will be offset somewhat by worker spending during construction.</p>	Slightly negative
<p>Employment benefits (direct - museum operation)</p> <p>Some 300-400 additional direct jobs are expected to be supported on an ongoing basis as a result of the development of Powerhouse Parramatta.</p>	Positive
<p>Expenditure benefits (indirect – local businesses)</p> <p>The frequency and scale of exhibitions and events to be held at Powerhouse Parramatta is expected to greatly improve the levels of visitation and tourism expenditure within the local area and regional area and to, in turn, increase demand for entertainment, food and accommodation and generate more employment for residents in the locality.</p>	Positive
Recommended mitigation measures: none required	

Appendix A. Strategic Policy Context

NSW Government strategies and plans

For reference, the following summarises the policy drivers of relevant NSW Government strategies, including:

- NSW Premier's Priorities
- NSW Cultural Infrastructure Plan 2025
- Create in NSW – NSW Arts and Cultural Policy Framework
- NSW Aboriginal Arts and Cultural Plan 2015 – 2018: Connection, Culture, Pathways
- OCHRE Plan – NSW Government Aboriginal Affairs Strategy
- NSW 2040 Economic Blueprint
- Rebuilding NSW – State Infrastructure Strategy
- Greater Sydney Regional Plan – Metropolis of Three Cities
- Central City District Plan
- Greater Parramatta to Olympic Peninsula Vision
- Western Sydney Visitor Economy Strategy

NSW Premier's Priorities	
NSW Government	
Purpose & Vision	<p>The Premier's Priorities outlines the key policy priorities for the government. The priorities are focused on:</p> <ul style="list-style-type: none"> • A strong economy • Highest quality education • Well-connected communities with quality local environments • Putting customer at the centre of everything we do • Breaking the cycle of disadvantage.
Key Actions	<ul style="list-style-type: none"> • Increasing the proportion of public school students in the top two NAPLAN bands by 15% by 2023. • Increasing the number of Aboriginal young people reaching their learning potential • Increasing the proportion of homes in urban areas within 10 minutes' walk of quality green, open and public space by 10% by 2023. • Increasing tree canopy and green cover across Greater Sydney by planting one million trees by 2022.

NSW Cultural Infrastructure Plan 2025 +	
Create NSW, 2019	
Purpose & Vision	<p>The Cultural Infrastructure Plan 2025+ was developed to ensure that all New South Wales benefits from cultural infrastructure. The Plan articulates the strategic priorities for New South Wales to be a place where:</p> <ul style="list-style-type: none"> • Culture is recognised as an integral part of communities and a key element of creating great places for people to live, work, visit, play and do business. Cultural infrastructure planning is integrated with state and local planning processes.

	<ul style="list-style-type: none"> • Everyone can access the infrastructure they need to make culture part of their everyday lives. • There is an increased availability of affordable, fit-for-purpose and sustainable space to support growth of the cultural sector and creative industries. • Cultural infrastructure delivery and funding is supported by partnerships across NSW Government, local councils, cultural organisations, philanthropists and business. • Greater Sydney's three cities become a leading cultural capital in the Asia-Pacific and continue to grow the visitor economy, employment and growth. • Creativity and access to culture thrives across NSW through a strategic and coordinated approach to cultural infrastructure planning. <p>The Plan defines cultural infrastructure as: theatres, galleries, museums, libraries, archives, community halls, cinemas, public art and outdoor events spaces – that provide the critical spaces where we come together to create, share and enjoy arts and culture.</p> <p>Cultural infrastructure plays a role in creating great places that bring people together, great places to live, work, visit and do business.</p>
Key Actions	<p>Key actions that relate to the Powerhouse development:</p> <ul style="list-style-type: none"> • Infrastructure priorities: <ul style="list-style-type: none"> – Powerhouse Precinct at Parramatta - \$645 million – Parramatta Cultural Precinct. • Enhancing digital infrastructure to connect artists and communities in Parramatta • The NSW Government will continue to work across government and with the cultural sector to develop and implement programs that optimise existing cultural infrastructure and adaptively re-use non-cultural infrastructure. For example, by identifying underutilised space that could be made available to the cultural sector, reviewing current infrastructure support policies and supporting the continued use of existing assets, such as the Roxy Theatre Parramatta and Theatre Royal in the Sydney CBD, for cultural purposes.

Create in NSW – NSW Arts and Cultural Policy Framework

Create NSW – Arts, Screen & Culture, 2015

Purpose & Vision	<p>The NSW Arts and Cultural Policy Framework contributes to the Government's State Priority to increase attendance at cultural venues and events in NSW by 15% by 2019.</p> <p>Arts and culture uniquely position Sydney as a creative global city and the gateway to our regions. <i>Create in NSW</i> outlines the NSW Government's 10-year strategic policy framework. It focuses on increased access for audiences, organisational strength, and artistic and business excellence across NSW, with an emphasis on regional NSW, Western Sydney and metropolitan Sydney. Increasing the attendance at arts and cultural venues and events by 15% will have flow-on benefits for job creation, the visitor economy and education.</p> <p><i>Create in NSW</i> is a platform for our arts and cultural sector, our communities and our business and government partners to collaboratively shape our cultural future. It supports vibrant arts and cultural activity across our State. Built on three mutually reinforcing ambitions – excellence, access and strength – <i>Create in NSW</i> will guide future strategy, investment and partnerships to grow a thriving, globally connected arts and cultural sector with and for the people of NSW.</p>
Key Actions	<p>There are some specific actions for Western Sydney, these include:</p> <p>Innovation:</p> <ul style="list-style-type: none"> • Support contemporary arts practice through the Arts & Cultural Development Program (ACDP)

Create in NSW – NSW Arts and Cultural Policy Framework

- The ACDP reform program will shift investment towards Western Sydney (and Regional NSW) to better reflect NSW's diversity
- Encourage Screen Activity in Western Sydney
- Map the arts and cultural landscape in Western Sydney and Regional NSW
 - Arts NSW will map the arts and cultural landscape in Western Sydney to inform strategies, investment and infrastructure development actions. This includes artist development and needs.
- Increase strategic investment in Western Sydney
 - Arts NSW will introduce a new strategic investment fund for Western Sydney to further support developing arts practices, partnerships and participation strategies in Western Sydney, including support for local Aboriginal artists. We will also introduce a Western Sydney Artist and Arts Workers' Fellowship.

Leadership:

- Promote diversity in the State Cultural Institutions and arts and cultural organisations
 - The NSW Government will ensure the State Cultural Institutions' governing bodies are both skills-based and reflective of the diversity of NSW, and include representatives from Aboriginal communities, Regional NSW and Western Sydney. The State Cultural Institutions will also work to reflect the diversity of NSW's population in all aspects of their organisations, including more culturally relevant programming. Arts NSW will work with funded organisations to promote a workforce that reflects the diversity of NSW's population.
- Leadership in Western Sydney
 - We will convene a Western Sydney arts and cultural roundtable with leading arts and cultural practitioners to enable responsive and effective policymaking in Western Sydney. This will be the key platform for developing policy and actions to support arts and cultural growth in Western Sydney.
- Extended partnerships between the State Cultural Institutions and arts and cultural organisations
 - Our State Cultural Institutions will extend the long-term loan arrangements and programming partnerships with cultural facilities in Western Sydney and Regional NSW. This will help ensure the cultural treasures held by the State Cultural Institutions on behalf of the people of NSW are accessible to all.
- Develop creative partnerships with Western Sydney
 - We will focus on ways for major performing arts companies, major visual-arts organisations, festivals and service organisations to increase their engagement in Western Sydney, building on the success of C3West.

Revitalising Infrastructure:

- Create a Parramatta Cultural precinct
 - We will create a Parramatta Cultural Precinct in partnership with Parramatta City Council, private sector partners, Western Sydney arts and cultural organisations and local artists. We will work with our partners towards an enhanced Riverside Entertainment Precinct, ensuring the city's extraordinary heritage, as well as its arts and culture, drive urban renewal and attract visitors to the precinct
- Scope cultural infrastructure opportunities in Western Sydney
 - We will scope other cultural infrastructure opportunities in key centres in Western Sydney. This will include repurposing and refurbishing existing facilities, relocating existing facilities and identifying opportunities for new facilities. We will work with local councils to determine how improved public places can create opportunities for arts and cultural life. Additionally, we will

Create in NSW – NSW Arts and Cultural Policy Framework	
	<p>encourage screen activity in Western Sydney. This includes providing location assistance for film and television productions, and support for professional development for screen practitioners.</p> <p>Networks and partnerships:</p> <ul style="list-style-type: none"> • Work with service organisations <ul style="list-style-type: none"> – We will scope other cultural infrastructure opportunities in key centres in Western Sydney. This will include repurposing and refurbishing existing facilities, relocating existing facilities and identifying opportunities for new facilities. We will work with local councils to determine how improved public places can create opportunities for arts and cultural life. Additionally, we will encourage screen activity in Western Sydney. This includes providing location assistance for film and television productions, and support for professional development for screen practitioners. • Promote our living heritage <ul style="list-style-type: none"> – We will work with the NSW Office of Environment and Heritage and the Sydney Living Museums to identify opportunities for intersection with arts and culture to expand awareness, and enable a broader experience of tangible and intangible heritage across the State
NSW Aboriginal Arts and Cultural Plan 2015 – 2018: Connection, Culture, Pathways	
Create NSW, 2015	
Purpose & Vision	<p>NSW has the largest Aboriginal population in Australia with a unique contemporary Aboriginal arts and cultural sector. The sector plays an important role in maintaining, enhancing and transmitting culture as Aboriginal artists seek to develop their own practice and find inspiration through their culture and environment.</p> <p>This is Stage 2 of the Aboriginal Arts and Cultural Strategy, Stage 1 (2010 – 2014) provided the first actions in supporting this goal.</p> <p>The Aboriginal Arts and Cultural Strategy 2015 -2018 has been developed out of the Create in NSW policy framework. The Aboriginal Arts and Cultural Strategy will aim to build employment capability in a strong, contemporary multi-disciplinary Aboriginal arts and cultural sector in NSW.</p>
Key Actions	<ol style="list-style-type: none"> 1. Market development <ul style="list-style-type: none"> – Valuing and promoting Aboriginal artistic intellectual property. – Brokering opportunities for Aboriginal arts practitioners and businesses. – Investing in Aboriginal arts product development and export markets. – Working with regional arts networks, art centres and artists to develop Aboriginal arts and cultures communities of practice. 2. Careers <ul style="list-style-type: none"> – Respecting/supporting Aboriginal practitioners at all levels in the arts and creative industries. – Partnership with registered training organisations and sector to achieve culturally appropriate solutions to sector employment gaps. – Developing cross-disciplinary opportunities for Aboriginal artists and arts workers through mentorships, traineeships and industry placement. – Continuing to invest in community engagement and connectivity in regional and remote NSW.

NSW Aboriginal Arts and Cultural Plan 2015 – 2018: Connection, Culture, Pathways

	<p>3. Government and industry partnerships</p> <ul style="list-style-type: none"> – Creating opportunities for Aboriginal arts and cultures in NSW across all tiers of government. – Building Aboriginal creative leadership in the NSW arts and cultural sector through the recruitment and retention of Aboriginal arts workers. – Developing new models of collaboration with the arts and cultural sector.
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OCHRE Plan – NSW Government Aboriginal Affairs Strategy*Ministerial Task Force on Aboriginal Affairs, 2013*

<ul style="list-style-type: none"> • Purpose & Vision 	<p>The Ministerial Taskforce on Aboriginal Affairs was established in 2011 to inform a new plan OCHRE to improve education and employment outcomes for Aboriginal people in NSW and to enhance service accountability to support these goals.</p> <p>The 2011 Census population estimates show that 208,364 Aboriginal people live in NSW, 31 per cent of the Australian Aboriginal population. With a median age of 21, compared to 38 for the non-Aboriginal population, Aboriginal people make up a higher proportion of Australia's children and young people and a lower proportion of the elderly. Unlike other parts of Australia, in NSW, 95 per cent of Aboriginal people live in regional areas or major cities, and only five per cent in remote or very remote locations.</p> <p>OCHRE aims to support strong Aboriginal communities in which Aboriginal people actively influence and participate fully in social, economic and cultural life. To achieve this, we need to:</p> <ul style="list-style-type: none"> • Teach more Aboriginal languages and culture to build people's pride and identity • Support more Aboriginal students to stay at school • Support more Aboriginal young people to get fulfilling and sustainable jobs • Grow local Aboriginal leaders' and communities' capacity to drive their own solutions • Focus on creating opportunities for economic empowerment • Make both government and communities more accountable for the money they spend.
Key Actions	<p>Linking education and employment through:</p> <ul style="list-style-type: none"> • Creating a shared vision for school communities • High expectations of success for both staff and students • A learning environment that is responsive to individual needs • A drive for continuous improvement • Involvement of the Aboriginal community in planning and providing education. • Increasing engagement with education through increased access to traditional languages and culture.

NSW 2040 Economic Blueprint*NSW Department of Treasury, 2019*

Purpose & Vision	<p>The Economic Blueprint outlines the directions for ensuring NSW continues to be economically successful and increasing the standing as an expanding global economy. The Blueprint identifies the challenges, risks and opportunities for improving and growing the NSW economy.</p> <p>The broad goals for NSW for 2040 include:</p>
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NSW 2040 Economic Blueprint

- The nation's first trillion dollar economy
- Healthy, productive people
- Liveable and connected cities
- Productive, vibrant regions
- Innovative and world class businesses
- A sustainable environment with reliable and affordable energy
- Enhanced performance of government

The Blueprint highlights the role Parramatta will play in evolving Sydney into a globally competitive city. It outlines how through the use of seven policy levers economic performance can be enhanced.

These levers are:

1. Human capital – advancing employment and skills development.
2. Institutions – This involves the performance of government and the governments promotion of a Global NSW and the state's distinct cultural identity and 'brand'.
3. Fiscal policy – Using the states taxation powers and ability to spend the revenue raised and developing the state's relations with the Commonwealth Government.
4. Infrastructure – Ensuring transport network and other public services can support a growing population.
5. Innovation – Establishment of mixed arts and technology creative precincts government incentives to encourage investment in research and development, investment in incubation infrastructure and government acting as a facilitator for collaboration between industry, universities, government and the community.
6. Energy and natural resources policy – includes a focus on areas affecting energy policy, water resilience and the environment.
7. Industry development and sector strategies – Aiding the development of potential high-growth, high-skill industries and establishing rules and evaluation processes for select industries.

In relation to Powerhouse Museum development key themes for NSW include:

Expanding creative industries: New South Wales is Australia's leading state for creative industries and they are a growing piece of the NSW economy. Many thousands of creative businesses employ around 42 per cent of the sector's workers and have exports worth \$2,963 million – 70 per cent of Australia's total creative services exports.

Attractive destination for business: We should be recognised as a standout destination for cultural tourism, major events and creative industries, being a showcase in global content ranging from screen production to major cultural events.

World-class centres of arts and technology: Deliberate and strategic co-location of culture and creative practices within the state's emerging centres of technology and innovation will create vibrant 'live-work-play' environments that attract and retain skilled talent.

NSW will increasingly rely on investments and innovations across disciplines, many of them combining creative activity with technology and engineering. Examples of required investments include:

- User experiences techniques such as data visualisation and gamification in medical technology
- Arts and cultural activities to support positive ageing
- Visitor and event experience design to improve tourism experiences.

By building its profile as a global cultural destination, New South Wales stands to gain jobs, investment and exports, all while growing productive cultural exchange and long-term international relationships in many different industries.

NSW 2040 Economic Blueprint	
Key Actions	<p>A number of recommendations are outlined the Economic Blueprint in order to meet the economic objectives of the NSW government.</p> <p>The key recommendations that relate to the Powerhouse development include:</p> <ul style="list-style-type: none"> • Recommendation 2.2: Freshen the parameters of NSW Government procurement to ensure that government purchasing better fosters innovation. • Recommendation 2.3: Ensure that government decision-making is evidence-based, underpinned by the best available and non-traditional data and analysis. • Recommendation 2.5: Develop a revised approach to NSW trade and investment to better promote 'Brand NSW'. • Recommendation 2.6: Better integrate tourism promotion with promotion of Sydney and New South Wales as a place to invest, do business and study. • Recommendation 5.2: Use the development of precincts and industry strategies to concentrate research strengths, drive collaboration between researchers, training and development providers and business and speed up innovation.

Rebuilding NSW – State Infrastructure Strategy	
<i>Infrastructure NSW, 2014</i>	
Purpose & Vision	<p>This is the 2014 update to the 20-year strategy to guide how proceeds from the Rebuilding NSW initiative could be spent. The recommendations from this strategy were accepted by the NSW Government in full.</p> <p>The update included 30 investment recommendations for infrastructure projects valued at a combined total of \$18.9 billion – these priorities target three areas:</p> <ul style="list-style-type: none"> • Global Sydney's competitiveness • Population and economic growth in Greater Sydney, including Parramatta and Western Sydney • Productive regional industries and connected regional communities
Key Actions	<p>Recommendations in relation to Western Sydney include:</p> <ul style="list-style-type: none"> • A major cultural precinct in Parramatta: As part of the Parramatta North Urban Renewal Project, a cultural precinct should be developed around the Old King's School site, potentially including a relocated Powerhouse Museum. Specifically includes: <ul style="list-style-type: none"> – Plan for and prioritise investment in a new Parramatta Cultural Precinct, based around the Riverside Theatre Complex, the old David Jones site, Parramatta Stadium and the old Kings School – Urgently consider relocation of the Powerhouse Museum to the Parramatta Cultural Precinct – Promote sharing of collections from CBD-based institutions (such as the Australian Museum) with the Parramatta Cultural Precinct • Cultural Infrastructure Program - \$600 million budget • Improve connectivity between Parramatta and Western Sydney in order to service the growing population and community needs.

Greater Sydney Regional Plan – Metropolis of Three Cities	
Greater Sydney Commission, 2018	
Purpose & Vision	<p>The Metropolis of Three Cities Plan outlines the vision for three, integrated and connected cities that will rebalance Greater Sydney – placing housing, jobs, infrastructure and services within easier reach of more residents, no matter where they live.</p> <p>The Plan sets targets for new housing, with a range of types, tenures and price points to improve affordability. New jobs will be promoted and the plan values Greater Sydney's unique landscape, natural resources and green infrastructure.</p> <p>The Plan also provides directions to respond to the following challenges facing Greater Sydney:</p> <ul style="list-style-type: none"> • An imbalance in access to jobs created by the Harbour CBD located on the eastern edge of Greater Sydney – its concentration of 500,000 jobs is reinforced by its radial rail network and by the concentration of economic activity over the past 30 years with office precincts, universities and biotech clusters to the north and south along the Eastern Economic Corridor. • The geography of the Sydney Basin including its waterways, ridges and the ring of national parks that frame the Basin, and limit the spatial extent of Greater Sydney. The ridges and ravines in particular, impede the development of roads and rail and in some areas significantly constrain accessibility. • An historic car-based suburban form, which significantly influenced the pattern of growth in much of the western parts of Greater Sydney. • Shifting demographics, with a greater proportion of older people in the central and western parts of the region, an increase in the number of children across the region, and a decline in the population of people of working age, leading to greater pressure for access to health and education services. • Significant differences in the landscape, climate and amenity across the region – from the cooler eastern areas to the west which has many more hot days, low rainfall and less tree canopy cover. <p>Parramatta is part of the Central River City. The Plan outlines the development of the Central River City and the need to invest in a wide variety of infrastructure and services and improve amenity.</p>
Key Actions	<p>Key objectives related to Parramatta and the new Powerhouse development include:</p> <ul style="list-style-type: none"> • Objective 6: Services and infrastructure meet communities' changing needs • Objective 7: Communities are healthy, resilient and socially connected • Objective 8: Greater Sydney's communities are culturally rich with diverse neighbourhoods • Objective 9: Greater Sydney celebrates the arts and supports creative industries and innovation • Objective 12: Greater places that bring people together • Objective 14: <i>A Metropolis of Three Cities</i> – integrated land use and transport creates walkable and 30-minute cities • Objective 15: The Eastern, GPOP and Western Economic Corridors are better connected and more competitive • Objective 19: Greater Parramatta is stronger and better connected • Objective 21: Internationally competitive health, education, research and innovation precincts • Objective 31: Public open space is accessible, protected and enhanced

Central City District Plan	
Greater Sydney Commission, 2018	
Purpose & vision	<p>The Greater Sydney Commission's Central City District Plan is a 20-year plan to manage growth in the Parramatta, Cumberland, Blacktown and The Hills LGAs. The Plan represents what should be reflected in local planning documents.</p> <p>The Plan highlights the strategic importance of the Parramatta CBD precinct as a driver of economic and social outcomes for Sydney:</p> <p><i>"Parramatta CBD is already the fifth largest office market in Greater Sydney after Sydney CBD, Macquarie Park, Sydney CBD fringe and North Sydney. It provides more than 700,000 square metres of office floor space and has the potential to be transformed into one of Australia's most important business hubs..."</i></p> <p><i>City of Parramatta Council's Parramatta CBD Planning Proposal seeks to expand the CBD boundaries and amend land use controls to create long-term employment opportunities supported by high density residential. The proposed amendments will provide capacity for more than 27,000 new jobs and 7,500 new dwellings by 2036 to create a dynamic and diverse city.</i></p> <p><i>A new museum on the banks of Parramatta River will be the anchor for arts and culture for the District. It has potential to deliver world-class opportunities for education and research, alongside exhibition space, and space for social and digital interaction and exchange. Other investments include an upgrade to the Riverside Theatre and \$40 million to growing arts and culture in the community over the next 20 years" (p.58)</i></p> <p>The Plan also highlights that Parramatta CBD is a centre of public and private investment, including the delivery of a new WSU Parramatta campus, new commercial and office space, new Bankwest Stadium, new museum and cultural precinct on the Parramatta River, new vertical schools and transport infrastructure (including the Parramatta Light Rail and Sydney Metro West). Additionally, new cycling and walking paths and public domain improvements are planned for Greater Parramatta to improve the accessibility of the area.</p>
Key actions	<p>The plan contains a number of priorities and actions relevant to the proposed development:</p> <ul style="list-style-type: none"> • Planning Priority C3: Providing services and social infrastructure to meet people's changing needs <ul style="list-style-type: none"> – Action 8: Deliver social infrastructure that reflects the needs of the community now and in the future – Action 9: Optimise the use of available public land for social infrastructure. • Planning Priority C4: Fostering healthy, creative, culturally rich and socially connected communities <ul style="list-style-type: none"> – Action 10: Deliver healthy, safe, and inclusive places for people of all ages and abilities that support active, resilient and socially connected communities by: <ul style="list-style-type: none"> a) Providing walkable places at a human scale with active street life b) Prioritising opportunities for people to walk, cycle and use public transport c) Co-locating schools, health, aged care, sporting and cultural facilities d) Promoting local access to healthy fresh food, and supporting local fresh food production – Action 11: Incorporate cultural and linguistic diversity in strategic planning and engagement. – Action 12: Consider the local infrastructure implications of areas that accommodate large migrant and refugee populations. – Action 13: Strengthen the economic self-determination of Aboriginal communities by engagement and consultation with Local Aboriginal Land Councils to better understand and support their economic aspirations as they relate to land use planning.

Central City District Plan

- Action 14: Facilitate opportunities for creative and artistic expression and participation, wherever feasible, with a minimum regulatory burden, including:
 - a) Arts enterprises and facilities and creative industries
 - b) Interim and temporary uses
 - c) Appropriate development of the night-time economy
- Action 15: Strengthen social connections within and between communities through better understanding of the nature of social networks and supporting infrastructure in local places
- Planning Priority C6: Creating and renewing great places and local centres, and respecting the District's heritage
 - Action 1: Using a place-based and collaborative approach throughout planning, design, development and management deliver greater places by:
 - a) Prioritising a people friendly public realm and open spaces as a central organising design principal
 - b) Recognising and balancing the dual function of streets as places for people and movement
 - c) Providing fine grain urban form, diverse land use mix, high amenity and walkability in and within a 10-minute walk of centres
 - d) Integrating social infrastructure to support social connections and provide a community hub
 - e) Recognising and celebrating the character of the place and its people
 - Action 1: Identify, conserve and enhance environmental heritage by:
 - a) Engaging with the community early in the planning process to understand heritage values and how they contribute to the significance of the place
 - b) Applying adaptive re-use and interpreting heritage to foster distinctive local places
 - c) Managing and monitoring the cumulative impact on the heritage values and character of places
 - Action 3: use place-based planning to support the role of centres as a focus for connected neighbourhoods
 - Action 4: In Collaboration Areas, Planned Precincts and planning for centres:
 - a) Investigate opportunities for precinct based provision of adaptable car parking and infrastructure in lieu of private provision of car parking
 - b) Ensure parking availability takes into account the level of access by public transport
 - c) Consider the capacity for places to change and evolve, and accommodate diverse activities over time
 - d) Incorporate facilities to encourage the use of car sharing, electric and hybrid vehicles including charging stations.
 - Action 5: Use flexible and innovative approaches to revitalise high streets in decline.
- Planning Priority C7: Growing a stronger and more competitive Greater Parramatta
 - Action 23: Strengthen the economic competitiveness of Greater Parramatta and grow its vibrancy by:
 - a) enabling the development of an internationally competitive health and education precinct at Westmead
 - b) creating opportunities for an expanded office market
 - c) balancing residential development with the needs of commercial development including, if required, a commercial core

Central City District Plan	
	<ul style="list-style-type: none"> d) providing for a wide range of cultural, entertainment, arts and leisure activities e) improving the quality of Parramatta Park and Parramatta River and their walking and cycling connections to Westmead and Parramatta CBD f) providing for a diverse and vibrant night-time economy, in a way that responds to potential negative impacts. - Action 25: Support emergency services transport, including helicopter access. - Action 27: Manage car parking and identify smart traffic management strategies • Planning Priority C8: Delivering a more connected and competitive GPOP economic corridor <ul style="list-style-type: none"> - Action 29: Prioritise public transport investment to deliver the 30-minute city objective for strategic centres along the GPOP Economic Corridor. - Action 30: Prioritise transport investments that enhance access to the GPOP Economic Corridor and between centres within the GPOP Economic Corridor. - Action 31: Co-locate health, education, social and community facilities in strategic centres along the GPOP Economic Corridor. • Planning Priority C17: Delivering high quality urban space <ul style="list-style-type: none"> - Action 71: Maximise the use of existing open space and protect, enhance and expand public open space by: <ul style="list-style-type: none"> a) providing opportunities to expand a network of diverse, accessible, high quality open spaces that respond to the needs and values of communities as populations grow b) investigating opportunities to provide new open space so that all residential areas are within 400 metres of open space and all high density residential areas (over 60 dwellings per hectare) are within 200 metres of open space c) requiring large urban renewal initiatives to demonstrate how the quality of, or access to, high quality and diverse local open space is maintained or improved d) planning new neighbourhoods with a sufficient quantity and quality of new open space e) delivering shared and co-located sports and recreational facilities including shared school grounds and repurposed golf courses f) delivering or complementing the Greater Sydney Green Grid g) providing walking and cycling links for transport as well as leisure and recreational trips. - Explore new recreational opportunities at Prospect Reservoir in collaboration with Sydney Water, the Commission and other stakeholders.

Greater Parramatta to Olympic Peninsula Vision	
Greater Sydney Commission, 2016	
Purpose & vision	<p>The Greater Sydney Commission's (GSC) vision for the Greater Parramatta and Olympic Peninsula area (a 4,000 Ha area stretching east-west from Strathfield to Westmead and north-south from Carlingford to Lidcombe) is to leverage the area's existing assets to realise the following 2036 vision:</p> <p><i>"GPOP will be Greater Sydney's true centre – the connected, unifying heart."</i> (p.6)</p> <p>In particular, the Vision aims to achieve the following potential for GPOP in the next two decades:</p> <p>A central city close to Sydney's heart: GPOP will be a thriving, accessible and inclusive civic heart with its own rich history and diverse cultures. It will be situated close to Greater</p>

Greater Parramatta to Olympic Peninsula Vision	
	<p>Sydney's growing population and strategically positioned between Sydney CBD and the new Western Sydney Airport.</p> <p><i>A link forging one Greater Sydney: GPOP forms a physical bridge for all parts of the city. Renewal of the GPOP area will help build a unified, coherent and integrated city: one Greater Sydney for all.</i></p> <p><i>A jobs hub within reach of skilled workers: GPOP will be an employment and entrepreneurial centre, with Parramatta CBD-Westmead and Olympic Park providing key work and business opportunities. This will help address the deficit of skilled work opportunities in the west and lessen the daily west-east travel to Sydney CBD and surrounds.</i></p> <p><i>An attractive place to invest: GPOP has the foundations to be a magnificently diverse 21st century urban economy that can service the city's needs, its people and its enterprises – including managing the fundamentals like waste, water, energy.</i></p> <p><i>A place of celebrated natural beauty: GPOP will be known for its own city-scale natural treasures – its river, its parklands and its landscapes. It will be loved and enjoyed by Greater Sydney's extraordinary mix of people. It will be a truly attractive and liveable place.</i> (p.25)</p> <p>To achieve this vision, the GSC has identified four distinct quarters within the broader GPOP region, including a health and education super precinct including Westmead and Parramatta CBD. The GPOP Vision contains the following vision for Parramatta CBD:</p> <p><i>"A strong commercial core interwoven with the river: Parramatta CBD</i></p> <p><i>The revitalised Parramatta CBD will be GPOP's commercial and civic centre. It will grow with a strong commercial core, an identifiable CBD skyline, a sound mix of finance, insurance, accountancy, legal, real estate, convention, public administration and IT services and a lively night time economy.</i></p> <p><i>The revitalised Parramatta River will be the CBD's centrepiece and connect to the prestigious commercial address of Parramatta Square via the Civic Link. Parramatta CBD will be designed as our central '30 minute city'." (p.30)</i></p>
Key actions	<p>The Vision identifies the following key actions relevant to the proposed development:</p> <ul style="list-style-type: none"> • Action 4: Activate world-class sports, entertainment, cultural and arts destinations across Parramatta CBD, Rosehill and Olympic Park. • Action 10: Stimulate engagement with Parramatta's rich history and development of cultural assets and celebrate the extraordinary diversity of people in our city's central heart. • Action 12: Shape attractive and effective built environments and public spaces that reflect a focus on great urban design and environmental excellence.

Western Sydney Visitor Economy Strategy	
Destination NSW, 2017	
Purpose & Vision	<p>The Strategy outlines a cohesive approach to the destination management of Western Sydney. Western Sydney is a key contributor to the NSW Visitor Economy. It is a part of the State that has experienced significant population, industry and tourism growth over the past decade. It currently delivers \$4.2 billion in visitor expenditure and has the potential to continue to grow in the future, given a unique combination of social and economic factors.</p> <p>There are, a number of key challenges that need to be overcome in order to grow the Western Sydney visitor economy:</p> <ul style="list-style-type: none"> • Until now, there has not been a cohesive approach to managing and marketing the destination

	<ul style="list-style-type: none"> • Western Sydney has had no single, long-term destination management strategy and plan • The region lacks brand identity, and awareness of what it has to offer visitors is low among consumers and travel trade distributors in both the domestic and international markets • Negative perceptions of Western Sydney as a place to visit and live have prevailed over the years, often fuelled by negative publicity regarding isolated incidents • Western Sydney is predominantly an urban destination which is currently perceived as a “drive through” destination between the Sydney CBD and the Blue Mountains • The region’s tourism attractions are widely dispersed and not packaged or connected in a way that makes it easy for visitors to experience Western Sydney • The region has insufficient quality infrastructure that will be able to accommodate predicted growth • Labour and skills shortages will hamper future growth. <p>The Strategy outlines strategic directions that help overcome these challenges.</p>
Key Actions	<ul style="list-style-type: none"> • Strategic Direction 2: Destination Infrastructure Development <ul style="list-style-type: none"> - Assist the development of business cases that promote investment by Government and the private sector in areas critical to growing the Western Sydney visitor economy. • Strategic Direction 3: Product experience and development <ul style="list-style-type: none"> - Improve Western Sydney’s tourism offering through product and experience development, leveraging existing strengths and building on these to address current gaps and options for future opportunities • Strategic direction 4: Develop destination awareness and improve perception <ul style="list-style-type: none"> - Define/gain stakeholder buy-in to a common definition of Western Sydney. - Improve awareness and perceptions of Western Sydney by developing a consistent brand and marketing plan across the visitor economy. - Focus all resources on the markets offering the best potential for Western Sydney, in line with Destination NSW’s established market prioritisation. • Strategic Direction 7: Develop the educational tour sector <ul style="list-style-type: none"> - Develop and implement a strategy for Western Sydney to maximise the opportunity presented by growing the educational tour sector, including primary, secondary and tertiary students and heritage and cultural tours.

City of Parramatta strategies and plans

The following summarises the policy drivers of relevant City of Parramatta strategies, including:

- Community Strategic Plan 2018-2038: Butbutt Yara Barra Ngurra
- Economic Development Plan 2017 – 2021
- Sharing the opportunities of growth for all: Socially Sustainable Parramatta Framework
- Parramatta Draft Social Infrastructure Strategy
- Culture and our City: A cultural plan for Parramatta's CBD 2017 – 2022
- Civic Link Framework Plan

Community Strategic Plan 2018-2038: Butbutt Yara Barra Ngurra

City of Parramatta Council, 2018

Purpose & vision

The City of Parramatta's most recent community strategic plan identifies a 20 year vision for the future of the LGA, based on extensive community consultation. The following vision for the LGA has been identified: *"Sydney's central city, sustainable, liveable and productive – inspired by our communities."* (p.27)

Public consultation undertaken to develop the CSP indicates that Parramatta LGA residents view "balanced growth" as a priority and seek to ensure that development improves liveability across the LGA:

"Now is the time to take significant strides to shape the future and harness change to deliver positive outcomes for our community."

Over the next 20 years, the intensity of growth and investment has the potential to create many opportunities. For Council, a growing population and more investment means a stronger rates base. This allows an increased capacity to improve the lives of our community through a more powerful voice in advocacy with other levels of government, and more resources to upgrade and expand essential facilities.

Council is committed to ensuring that our City benefits from this period of growth, and that our community emerges more sustainable, liveable and productive than before.

We will use our increased capacity as a Council to advocate for the needs of our community, so that all people can share in the benefits of growth, without compromising what makes our community strong." (p.24)

Based on a review of the City of Parramatta's CSP, Council defines improved liveability as:

- Improved infrastructure and public transport
- Improved access to high quality jobs
- Protecting and improving green spaces
- Protecting and celebrating heritage assets
- Managing congestion
- Preventing overdevelopment
- Enhancing the vibrancy and activation of the city, particularly through culture.

The CSP also identifies Parramatta CBD as a "transformational project" for City of Parramatta:

"Our CBD is changing as Council's vision to create a vibrant business and cultural hub for Western Sydney comes to life. It is now buzzing with activity due to increased commercial and residential development, including new shops, restaurants, and a year-round program of events offering entertainment for locals and visitors."

In the medium term, Parramatta Square, the Civic Link project, Parramatta Quay, Western Sydney Stadium redevelopment and Parramatta Light Rail will completely transform the look and feel of the City. The centrepiece of Parramatta's river foreshore will be a new cultural precinct, including the new, state-of-the-art Museum of Applied Arts and Sciences, and the redevelopment of the Riverside Theatres." (p.18)

Community Strategic Plan 2018-2038: Butbutt Yara Barra Ngurra**Key actions**

To achieve this vision, the following long term goals and strategies have been identified, including the following strategies relevant to the proposed development:

- Goal 1: Fair – we can all benefit from the opportunities our City offers.
 - 1.1. Invest in services and facilities for our growing community
 - 1.4. Ensure everyone has access to education and learning opportunities
 - 1.6. Engage and consult the community in decision-making
 - 1.7. Deliver effective, responsible and ethical leadership and decision-making, reflective of community needs and aspirations
- Goal 2: Accessible – we can all get to where we want to go.
 - 2.1. Design our city so it is usable by people of all ages and abilities.
 - 2.3. Make our City more enjoyable and safe for walking and cycling.
- Goal 4: Welcoming – we celebrate culture and diversity – past, present and future
 - 4.1. Acknowledge the Dharug peoples as the traditional custodians of this land and make Parramatta a leading City of Reconciliation
 - 4.2 Promote the growth of arts and culture and champion the role that culture plays in city-building
 - 4.3. Respect, protect and celebrate our shared living histories of Parramatta and embrace our heritage.
 - 4.4 Recognise that Parramatta has always been a gathering place and our diversity is our strength.
- Goal 5: Thriving – we benefit from having a thriving CBD and local centres
 - 5.2 Attract public and private investment to our City and support the growth and prosperity of local businesses.
 - 5.3 Plan and deliver a vibrant, attractive and safe CBD and local centres
 - Ensure major centres have a thriving day and night-time economy.
- Goal 6: Innovative – We collaborate and champion new ideas to have a better future
 - 6.1. Engage in strategic planning and implement innovative solutions to manage the growth of our City.
 - 6.2. Support collaboration and partnerships to deliver key outcomes for the City
 - 6.3. Embrace technology, creativity and innovation to solve complex problems and improve our City
 - 6.4. Attract leading research, education and training facilities to Parramatta
 - 6.5. Manage the City's assets and financial resources in a responsible manner and provide the best possible services to the community.

Economic Development Plan 2017 - 2021	
City of Parramatta Council, 2017	
Purpose & vision	<p>The purpose of City of Parramatta's <i>Economic Development Plan</i> is to increase the number of jobs in the Parramatta LGA. The Plan aims to address the challenges and leverage the opportunities for economic development in Parramatta to achieve the area's economic ambitions. The Plan also includes a range of guiding principles, including:</p> <ul style="list-style-type: none"> • <i>Employment growth is key</i> • <i>Creating great places</i> • <i>Inclusive growth for all</i> • <i>Working in partnership</i> • <i>Evidence-led and outcomes focused programs. (p.25)</i> <p>The key components of the Plans vision are four major opportunities:</p> <ul style="list-style-type: none"> • <i>Parramatta CBD and Westmead Health and Education Super Precinct;</i> • <i>Next Generation Living from Camellia to Carlingford;</i> • <i>Essential urban services, advanced technology and knowledge sectors in Camellia, Rydalmere, Silverwater and Auburn; and</i> • <i>Olympic Park Lifestyle Super Precinct.</i>
Key actions	<p>The Plan includes a range of goals relevant to the proposed development including (p.23):</p> <ul style="list-style-type: none"> • Jobs: The City of Parramatta LGA will be the centre for employment in Greater Western Sydney employing a total of 185,000 people. • GDP: The City of Parramatta LGA will be established as Sydney's Central City with a strong and growing economy. • Innovation: The City of Parramatta LGA will be a centre of innovation in Greater Western Sydney where new business ideas can be fostered and commercialised. • Major developments: The benefits of major developments will be shared with the community, and negative impacts on businesses will be mitigated. • Vibrancy: Residents, workers, students and visitors will enjoy improvements in retail, hospitality, entertainment, cultural events and attractions.

Sharing the opportunities of growth for all: Socially Sustainable Parramatta Framework	
City of Parramatta Council, 2017	
Purpose & vision	<p>The purpose of the City of Parramatta's <i>Socially Sustainable Parramatta Framework</i> is to outline Council's commitment to social sustainability in Parramatta, in response to the significant changes taking place across the City, including: population growth, urban renewal, unprecedented public and private investment, climate change, rising inequality, Sydney's housing crisis, safety issues and high density living.</p> <p>The City of Parramatta's vision of the LGA is that: <i>"In a socially sustainable City of Parramatta, the opportunities of growth are shared equitably with all people."</i> (p.38).</p> <p>The Framework also includes a range of values for making socially sustainable decisions, including:</p> <ul style="list-style-type: none"> • <i>Collaborative: We work together to achieve social sustainability recognising that everyone has a role to play. Social sustainability is a whole-of-Council and whole-of-community responsibility.</i> • <i>Equitable: First and foremost, we help those who need it most. By working for an inclusive and socially just Parramatta, we strengthen the whole community and enable everyone to thrive.</i> • <i>Courageous: We will take fearless decisions in our community, and implement them, where it is the right thing to do. We accept the challenge and responsibility to address our most complex problems.</i> • <i>Honest: We act openly, transparently and ethically. We listen to our community, uphold their rights and responsibilities and make effective decisions based on evidence.</i> • <i>Respectful: Diversity is our strength, and everyone is welcome here. We recognise that the differences within and between our communities enrich our people and this place as a whole.</i> (p.106 – 107)
Key actions	<p>The Framework contains several goals that identify how City of Parramatta will work in partnership that are relevant to this development. These are:</p> <ul style="list-style-type: none"> • Goal 1: Children are our future <ul style="list-style-type: none"> – work to ensure every child in Parramatta is healthy, nurtured, happy and will thrive. • Goal 2: Diverse affordable homes for everyone <ul style="list-style-type: none"> – Deliver and expand a diverse range of affordable, high quality housing that meets the spectrum of housing needs in the community. • Goal 3: All people can learn, share and grow <ul style="list-style-type: none"> – Facilitate and retain formal and informal learning opportunities at all ages, to help people improve their circumstances, reach their full potential and share their knowledge, creativity and culture. – Continue to implement lifelong learning programs across all libraries and community centres. – Continue to improve and expand City of Parramatta Council's network of libraries and community centres. – Continue to revise Council's MOU with Western Sydney University to ensure shared opportunities for learning and research. – Continue to work to secure affordable community spaces through planning controls and negotiations with developers. – Continue to expand young people-focused events and programming, including undertaking a youth music event, and establishing a partnership with MCA Genext to foster the creativity of local young people.

Sharing the opportunities of growth for all: Socially Sustainable Parramatta Framework

- Goal 4: All people can access a job that enables them to live with dignity and security
 - Secure and retain decent jobs and access to enterprise for all Parramatta residents, including:
 - Continue to implement Parramatta Skills Exchange in partnership with TAFE NSW, and support similar programs to improve access to jobs, skills and learning opportunities.
 - Develop and implement Economic Development Plan to support inclusive jobs growth.
- Goal 5: Green, inclusive and safe places to share
 - Design, build and maintain public spaces and neighbourhoods that are green, safe and inclusive for all.
 - Develop a Social Infrastructure Strategy to increase sharing and access to community facilities, open space and recreation facilities.
 - Develop a Night-Time Economy Strategy that supports diversity, inclusiveness and great experiences.
 - Develop a formal partnership with NSW Department of Education, to expand community access to open space.
 - Implement Parramatta Ways to connect green spaces across our neighbourhoods and improve walkability by greening our streets and improving shading and amenity.
 - Implement Council's active travel strategies including Bike Plan and CBD Pedestrian Strategy, to improve the accessibility and amenity of our City, while reducing car reliance.
 - Review the Parramatta Safety Plan 2014-2018 to improve safety outcomes for all people in our City.
- Goal 6: All people can live healthy, active lives – Improve health outcomes, starting with people experiencing disadvantage in our community.
- Goal 7: We trust each other, are welcoming, and feel good about being here together – Facilitate social connections to foster socially and culturally diverse, inclusive and empowered communities.
 - Develop and implement the Cultural Plan including a range of cultural celebrations and events.
 - Implement annual City of Parramatta Youth Forum to empower young people.
 - Continue to improve Council's community grants program to build leadership in local communities.
- Goal 8: We lead by example – Improve Council's policy and practices to enable a more socially sustainable City of Parramatta.

Parramatta Draft Social Infrastructure Strategy

City of Parramatta Council, 2017

Purpose & vision

The purpose of this draft Social Infrastructure Strategy is to outline City of Parramatta's long term direction for social infrastructure provision across the Parramatta LGA. Parramatta LGA is one of the fastest growing local government areas across Greater Sydney, and existing social infrastructure is under significant pressure due to a growing and diversifying resident and worker population, with a broad range of needs.

In its draft Strategy, City of Parramatta has identified a range of principles for the delivery of social infrastructure, including:

- Co-located, multifunctional facilities and collaborative approaches
- An accessible and connected network
- Safe and secure social infrastructure
- Welcoming spaces where we can celebrate our diversity

Parramatta Draft Social Infrastructure Strategy

	<ul style="list-style-type: none"> • <i>Equitably resourced neighbourhoods</i> (p.34 – 35) <p>The draft Strategy employs a catchment-based approach to social infrastructure planning. The site is located in Catchment 4, comprising Parramatta, Granville, Camellia, North Parramatta, Oatlands, Harris Park, Mays Hill, Rosehill and Clyde.</p> <p>The draft Strategy identifies a range of key considerations for the planning of social infrastructure within Parramatta CBD, in close proximity to the site:</p> <ul style="list-style-type: none"> • <i>Parramatta CBD services the Greater Western Sydney region and so there are diverse communities to consider when planning for infrastructure. These include residents, workers, students of all ages and many kinds of visitors who come for attractions, events, services, support and amenities. This will be a 24-hour community, and many of these people will use or depend on Council's social infrastructure to meet some of their needs.</i> • In the coming years, Parramatta CBD will be home to new residential communities, most of whom will live in high-density apartments. This includes families with young children. Public social infrastructure is a vital part of supporting residents living in apartments to have a good quality of life. In these neighbourhoods, libraries are studies, parks are playgrounds, ovals are backyards and community meeting rooms are living rooms to host family birthday parties and other social functions. • As office rents increase during redevelopment of the CBD, there is a risk that existing community services could be displaced without some planning or intervention. Low cost leasable office space within or nearby the CBD is limited, and many organisations are already seeking assistance to find affordable office leases. There are over 500 not-for-profit agencies based in City of Parramatta. Council has an active relationship with at least 364 of these organisations. Many homelessness community service providers and the communities they serve are located in the Parramatta CBD, along with youth, mental health and other providers. • There is a need for flexible multipurpose community spaces and youth-specific spaces. • There is mounting pressure on schools as population growth exceeds capacity. Planning is underway for new schools within the CBD, including Arthur Phillip High, Parramatta Primary and O'Connell Street Primary. • There are significant open spaces in the CBD, particularly at Parramatta Park, Robin Thomas Reserve and the Parramatta River foreshore. However, there will also be large population pressures on these resources. Robin Thomas Reserve is already at capacity, the foreshore is underutilised and Parramatta Park is not Council-owned or managed therefore our role in regard to this open space extends to advocacy and partnerships. • Planning and feasibility testing is underway to consider sites within and close by to the Parramatta CBD for a new comprehensive aquatics facility for Parramatta. • Planning for Stage 1 of the Parramatta Light Rail project is underway. Light rail will connect Parramatta CBD with the rest of the GPOP corridor. Capitalising on improved connectivity and locating infrastructure nearby to light rail is a positive opportunity, and will assist with mitigating traffic, parking and navigation issues in the CBD. (p.202-203)
Key actions	<p>The draft Strategy provides a range of key directions for social infrastructure provision in Parramatta CBD, where the site is located. Through advocacy, partnerships and the resources of many, the plan seeks to realise:</p> <p>For community facilities:</p> <ul style="list-style-type: none"> • A network of complementary Council and non-Council community facilities and hubs across the CBD from the south in Harris Park to the middle in the CBD core, to the north in North Parramatta, to achieve approximately: <ul style="list-style-type: none"> – 2,500 to 3,000sqm library and community learning space – 3,400sqm of community centre space – 1,000sqm of youth space – Approximately 1,300 early childhood education and care long day care places (CBD)

Parramatta Draft Social Infrastructure Strategy

- 1,000 to 1,500sqm of low-cost leasable office space.
 - Increased access by the community to community spaces in not-for-profits and businesses in the CBD through shared use arrangements.
 - Planning for shared use of new school facilities for the community.
 - Increased provision of private and not-for-profit long day care centres.
- Within the CBD Core:
- Inclusion within Council's civic building at Parramatta Square of the following:
 - A regional library of approximately 2,500 sqm
 - Multipurpose space of approximately 1,000 sqm
- Within the southern area of the CBD:
- A new community hub of at least 1,500sqm including a community centre of at least 1,000sqm and community meeting rooms.
 - Redevelopment and upgrade of Council's Jubilee Park Early Childhood Education and Care long day care into a Child and Families Hub, including additional childcare places and co-located complementary services.
 - Within the northern area of the CBD:
 - A new community hub including a multipurpose community space of at least 1,500sqm, low-cost leasable office space of 1,000sqm and a long day care centre.
- For recreation and open space:
- Increased provision of open space and recreation facilities for the community through shared use of new school facilities.
 - Provision of open space and recreation facilities within new private development to support resident's needs, including those of families with children.
 - Upgraded sports fields, recreation parks and outdoor recreation facilities within the CBD.
 - Revitalisation and upgrade of open space and recreation facilities along the Parramatta River.
 - Increased pedestrian and bike connections to natural assets including Parramatta Park, Parramatta River and key parks and open spaces.
 - New Council-owned aquatics facility within the Parramatta CBD, subject to further feasibility.
 - New Council owned indoor recreation facility with approximately 4 multiuse courts, ideally co-located with a new aquatics offering.
 - Increased provision of Council, private and not-for-profit indoor recreation facilities in traditional and non-traditional locations.

Culture and our City: A cultural plan for Parramatta's CBD 2017 - 2022

City of Parramatta Council, 2017

Purpose & vision	<p>The purpose of City of Parramatta's <i>Economic Development Plan</i> is to increase the number of jobs in the Parramatta LGA. The Plan aims to address the challenges and leverage the opportunities for economic development in Parramatta to achieve the area's economic ambitions. The Plan also includes a range of guiding principles, including:</p> <ul style="list-style-type: none"> • Employment growth is key • Creating great places • Inclusive growth for all • Working in partnership • Evidence-led and outcomes focused programs. (p.25) <p>The Plan also highlights the economic role of Parramatta CBD:</p> <p><i>"Parramatta CBD will become Sydney's Central CBD, specialising in finance and government services whilst attracting more professional services, high quality retail and hospitality providers. Access to and within Parramatta CBD will be improved through continued improvements to transport infrastructure and services. The CBD will be more attractive and liveable with improved hospitality, entertainment, arts, cultural offerings, retail and increasingly integrated with green spaces. North Parramatta will experience a renewal with heritage conservation at its heart."</i> (p.32)</p>
Key actions	<p>The Plan includes a range of goals relevant to the proposed development including:</p> <ul style="list-style-type: none"> • Jobs – The City of Parramatta LGA will be the centre for employment in Greater Western Sydney employing a total of 185,000 people. • Innovation – the City of Parramatta LGA will be a centre of innovation in Greater Western Sydney where new business ideas can be fostered and commercialised. • Major developments – The benefits of major developments will be shared with the community, and negative impacts on businesses will be mitigated. • Vibrancy – Residents, workers, students and visitors will enjoy improvements in retail, hospitality, entertainment, cultural events and attractions. (p.23)

Civic Link Framework Plan

City of Parramatta Council, 2017

Purpose & vision	<p>The Civic Link will play an important role in realising the vision of the Central City. The civic link aims to support liveability by connecting the Transport Interchange with the River through a pedestrian and cycle-friendly avenue.</p> <p><i>"The Civic Link will be a green, pedestrianised public space and cultural spine that connects public life from the heart of Parramatta CBD to the River. It will respond to the environmental challenges of an urban, river city; as well to the City's rich and vibrant history, expressive of and welcoming to people and place, past, present and future."</i> (Civic Link Framework Plan, p. 4)</p> <p>The objectives of the Framework Plan are:</p> <ul style="list-style-type: none"> • Be an identifiable place within the CBD with a memorable name and sense of place. • Create a fine grained and cultural place and experience. • Connect (physically and symbolically) Parramatta Square Transport Interchange to River Square and corridor. • Complement and extend the vibrant street life (day and night) of Church Street. • Create a second activated North-South spine through the heart of the commercial core, transitioning from the civic, built environment to the river foreshore environment.
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Civic Link Framework Plan	
	<ul style="list-style-type: none"> • Have a “civic” quality. • Recognise and respond to heritage along the Link, including interface with George Street. • Be addressed by buildings that have active façades and regular entries, with minimal back of house elements facing the Link. • Activate the commercial core beyond 9-5. • Catalyse the upgrade of adjoining commercial spaces, ground floor areas and the redevelopment and renewal of underutilised sites along the Link. • Respond to and incorporate Council’s broader social, cultural, transport and environmental aspirations into its development and future design.
Key actions	<ul style="list-style-type: none"> • Improve pedestrian and cycle connections along the river foreshore • Development of Powerhouse Parramatta on Riverbank to align with Civic Link Connections • Civic Link features a continuous green space through the heart of the city • Future development opportunity at Erby Place Car Park • Continuous tree cover along the Link • Solar access to Roxy forecourt maintained throughout the year • Redevelopment of 55 George St to continue the civic link alignment and to provide a north-south connection between George and Macquarie Streets • Adaptive reuse of the Roxy Theatre as a cultural destination • Redevelopment of the Horwood Place Carpark to facilitate delivery of the Link • Potential acquisition of 68 Macquarie Street to continue the alignment • Proposed Light Rail corridor • Future light rail stop and alignment along Macquarie St • 3PS & 5 PS to address the southern extent of the Civic Link • Integration of the Link with Parramatta Square

Appendix B. Community Profile

Category	Primary Study Area	Central City	Western City	Greater Sydney
<u>Income</u>				
Median individual income (annual)	\$42,300	\$34,800	\$32,460	\$37,460
Variation from Greater Sydney median	12.9%	-7.1%	-13.3%	na
% of persons (15 years or older) earning \$1,000pw or more	41.7%	34.0%	30.3%	37.3%
Median household income (annual)	\$92,720	\$91,510	\$81,350	\$92,200
Variation from Greater Sydney median	0.6%	-0.7%	-11.8%	na
% of Households earning \$2,500pw or more	24.8%	29.8%	24.8%	31.8%
<u>Age Structure</u>				
0-4 years	9.1%	7.5%	7.0%	6.4%
5-19 years	9.9%	19.5%	21.0%	18.2%
20-34 years	43.0%	24.0%	20.9%	23.1%
35-64 years	31.4%	37.6%	38.5%	38.3%
65-84 years	5.7%	10.0%	11.2%	12.0%
85 years and over	0.9%	1.3%	1.4%	2.0%
Total persons	18,200	953,950	1,024,530	4,823,900
Median Age (years)	31.0	33.4	35.7	36.4
<u>Country of Birth</u>				
Australia	25.4%	53.4%	67.5%	61.9%
Other Major English Speaking Countries	3.0%	4.9%	5.5%	7.6%
Other Overseas Born	71.6%	41.8%	26.9%	30.5%
% speak English only at home	26.4%	49.2%	63.8%	62.0%
<u>Household Composition</u>				
<i>Couple family with no children</i>	25.7%	21.1%	21.5%	23.8%
<i>Couple family with children</i>	31.9%	45.7%	42.4%	37.5%
Couple family - Total	57.7%	66.9%	63.9%	61.3%
One parent family	7.2%	11.7%	14.9%	11.1%
Other families	2.1%	1.3%	1.1%	1.3%
Family Households - Total	66.9%	79.9%	79.9%	73.7%
Lone person household	23.7%	16.6%	18.0%	21.7%
Group Household	9.4%	3.4%	2.1%	4.6%
<u>Dwelling Structure (Occupied Private Dwellings)</u>				
Separate house	4.5%	64.4%	81.5%	57.2%
Semi-detached, row or terrace house, townhouse etc.	3.5%	14.9%	11.0%	14.0%
Flat, unit or apartment	89.9%	20.3%	7.2%	28.2%
Other dwelling	2.1%	0.4%	0.3%	0.5%
Occupancy rate	92.7%	94.3%	93.9%	92.3%
Average household size	2.5	3.1	3.0	2.8
<u>Tenure Type (Occupied Private Dwellings)</u>				
Owned outright	8.5%	26.1%	28.9%	30.0%
Owned with a mortgage	17.8%	37.5%	40.7%	34.2%
Rented	73.4%	35.7%	29.8%	35.1%
Other tenure type	0.3%	0.6%	0.6%	0.7%

Category	Primary Study Area	Central City	Western City	Greater Sydney
<u>Housing Costs</u>				
Median monthly mortgage repayment	\$1,920	\$2,200	\$2,020	\$2,240
Variation from Greater Sydney median	-14.3%	-1.8%	-9.8%	0.0%
Median mortgage as a share of median household income	24.8%	28.8%	29.8%	29.2%
Median weekly rents	\$430	\$420	\$370	\$450
Variation from Greater Sydney median	-4.4%	-6.7%	-17.8%	0.0%
Share of occupied dwellings connected to the internet	91.1%	88.6%	85.6%	87.9%
<u>Car Ownership per Dwelling</u>				
None	28.2%	8.8%	7.0%	11.4%
One	55.8%	36.2%	31.7%	38.5%
Two	13.7%	37.0%	37.4%	34.0%
Three or more	2.3%	18.1%	23.9%	16.2%
<u>Attending Education (% of those attending)</u>				
Pre-school	7.2%	7.0%	7.1%	6.9%
Infants/Primary	24.8%	34.3%	36.1%	32.2%
Secondary	12.6%	25.5%	28.7%	25.0%
Technical or Further Educational Institution	10.5%	7.5%	8.2%	7.6%
University or other Tertiary Institution	36.6%	22.0%	16.5%	24.2%
Other type of educational institution	8.4%	3.9%	3.3%	4.0%
% of total population attending education	20.3%	26.1%	25.1%	25.2%
<u>Highest Year of School Completed (% of population aged 15 years and over)</u>				
Year 12 or equivalent	85.6%	68.4%	53.3%	67.5%
Year 9-11 or equivalent	10.4%	25.1%	38.1%	26.7%
Year 8 or below	2.0%	4.6%	6.2%	4.4%
Did not go to school	2.0%	1.9%	2.4%	1.5%
<u>Employment Status</u>				
Unemployed/ looking for work	9.3%	7.2%	6.8%	6.0%
Labour force participation rate	73.0%	65.4%	63.5%	65.6%
<u>Occupation</u>				
Managers	10.7%	11.7%	10.2%	13.7%
Professionals	39.6%	24.4%	16.5%	26.3%
Technicians and trades workers	8.1%	12.1%	15.0%	11.7%
Community and personal service workers	7.7%	9.0%	10.5%	9.6%
Clerical and administrative workers	13.8%	15.6%	15.8%	14.6%
Sales workers	7.3%	9.1%	9.3%	9.0%
Machinery operators and drivers	4.8%	7.3%	10.1%	5.6%
Labourers	6.1%	8.6%	10.5%	7.6%
Inadequately described or not stated	2.0%	2.1%	2.1%	1.9%
<u>Industry of Employment (employed persons aged 15 years and over)</u>				
Primary sector	0.1%	0.3%	1.0%	0.4%
Secondary sector	8.3%	15.4%	19.7%	14.0%
<u>Tertiary sector</u>	<u>86.6%</u>	<u>78.5%</u>	<u>73.3%</u>	<u>80.4%</u>
<i>Producer services</i>	42.8%	29.6%	22.8%	30.3%
<i>Consumer services</i>	43.8%	48.9%	50.5%	50.1%
Inadequately described or not stated	5.0%	5.8%	6.0%	5.2%