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# **Auburn Customer Fulfillment Centre** Socio-economic impacts

Prepared for  
Woolworths Limited

October 2020

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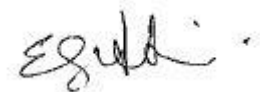
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## 1.0 INTRODUCTION

This socio-economic impact statement (SEIS) has been prepared to accompany an application for a State Significant Development (SSD) for the construction of a warehousing and logistics facility in Auburn NSW. The proposed development is located at 11-13 Percy Street, Auburn. Consent is being sought for a 20,615 sqm development which includes 19,260 sqm of industrial and warehouse floorspace and 1,220 sqm of associated office floorspace. Woolworths, the applicant, proposes to operate an online customer fulfilment centre which will facilitate the compilation of online grocery orders and distribution from the facility to customers' homes.

The Planning Secretary's Environmental Assessment Requirements (SEARs) issued for this proposal on 30 June 2020 indicate that the following specific matters relevant to this report are to be considered:

***15 Socio-Economic – including: an analysis of the economic and social impacts of the development, including any benefits to the community.***

This report has been prepared to satisfy these requirements. It provides background to the development application, a description of the existing social environment and a statement regarding potential social impacts from the proposed development. The methodology used to identify potential social impacts for the proposed development is broadly consistent with the NSW Department of Planning Industry and Environment (DPIE) *Social Impact Assessment Guideline*. This report also suggests mitigation measures which will help to maximise social benefits and minimise negative impacts, to the community.

## 2.0 THE PROPOSAL

### 2.1 The site

The subject site is located at 11-13 Percy Street Auburn and is legally described as Lots 1 and 2 of Deposited Plan 1183821, located within an existing industrial area approximately 700 metres east of Auburn Railway station. It is approximately 32,453 square metres in area and is currently in use as a distribution and storage facility for a stage and event audio and lighting equipment hire business. The site borders other warehouses on all sides, with a stormwater drain flowing into Haslams Creek on its eastern border. The site is shown below in Figure 1.

Road access to the site is from the west via Percy Street, with relatively direct road connections the M4 Motorway and to the major arterial roads Olympic Drive and Parramatta Road.

The proposal is situated 700 metres east of Auburn Railway Station, which is service by the T2 South Line (all day) and the T1 Western Line (off-peak only) with the first service departing at 4:00 AM and the final service departing at 12:48 AM. Outside these hours, the station is serviced by hourly Nightrider buses to the Sydney CBD, Fairfield and Carlingford. The intersection of Percy Street and Parramatta Road lies approximately 500 metres north of the site, from which the M92 Metrobus operates north west to Parramatta and south to Bankstown, Padstow and Sutherland, with 10-minute frequency throughout the day.

Figure 1: The site



Imagery: Nearmap



## 2.2 The proposal

The State Significant Development Application seeks consent the construction and operation of a warehouse and distribution centre, comprising:

- demolition of two existing buildings, associated structures and landscaping
- bulk earthworks and tree clearing
- construction of a warehouse, ancillary offices, car parking, docking areas, associated infrastructure, site access points and landscaping.

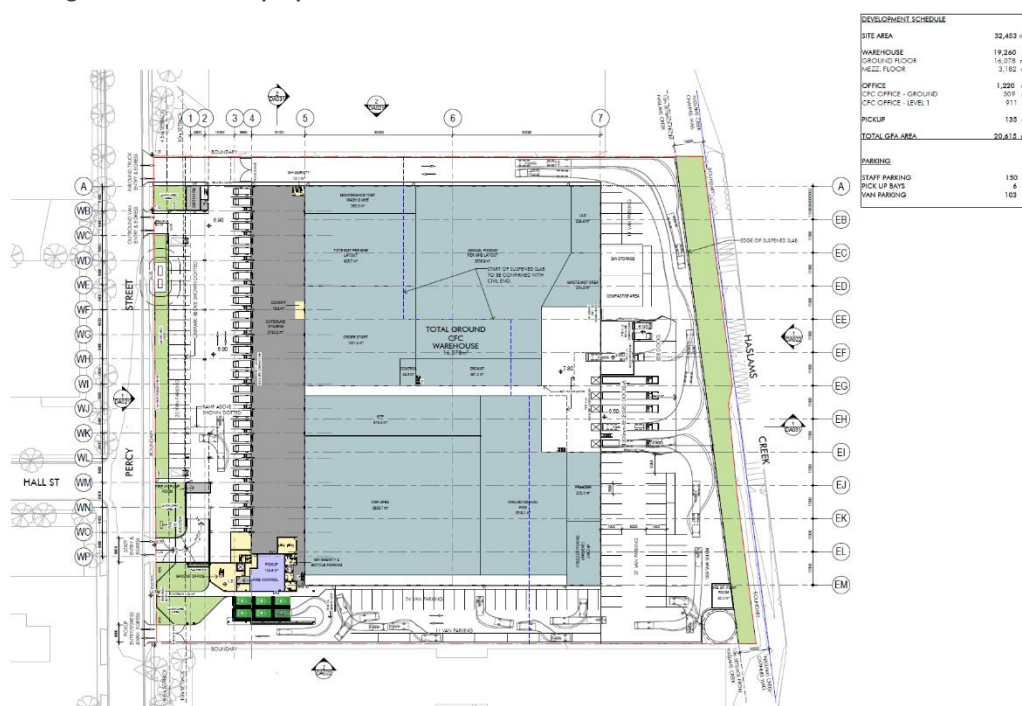
The proposed development is for a gross floor area of 20,615 sqm comprising:

- 19,260 sqm of floorspace to be used as a warehouse, including 16,078 sq m on the ground floor and 3,182 sqm on a mezzanine level
- Associated office space of 1,220sqm of which 309 sqm is on the ground level and 911 sqm is on Level 1
- A pick up area of 135 sqm
- 150 staff car parking space, 6 pick-up bays and 103 van parking spaces.

The proposed facility would operate 24 hours per day and seven days per week, generating 350 jobs in order fulfillment, delivery and associated functions. It is anticipated that the site will generate in the order of 1,100 vehicles per day two-way (including some 600 cars and 500 delivery vans), with 160 vehicles per hour two-way (comprising some 120 cars and 40 delivery vans) during the morning and afternoon peak periods.

Overall, the proposal would contribute \$16.9 million each year to the local economy, \$8.2 million above the existing uses on site, around double.

**Figure 2: Site plan and ground floor of the proposal**



**Project Name**  
CFC Percy St. Auburn

**Project Address**  
13 Percy Street, Auburn, NSW 2144

**Project Name**  
CFC Percy St. Auburn

**Project Address**  
13 Percy Street, Auburn, NSW 2144

Source: nettleton tribe partnership

Project Name: CFC Percy St. Auburn

Project Address: 13 Percy Street, Auburn, NSW 2144

Project ID: 11250\_DA011

Version: P1

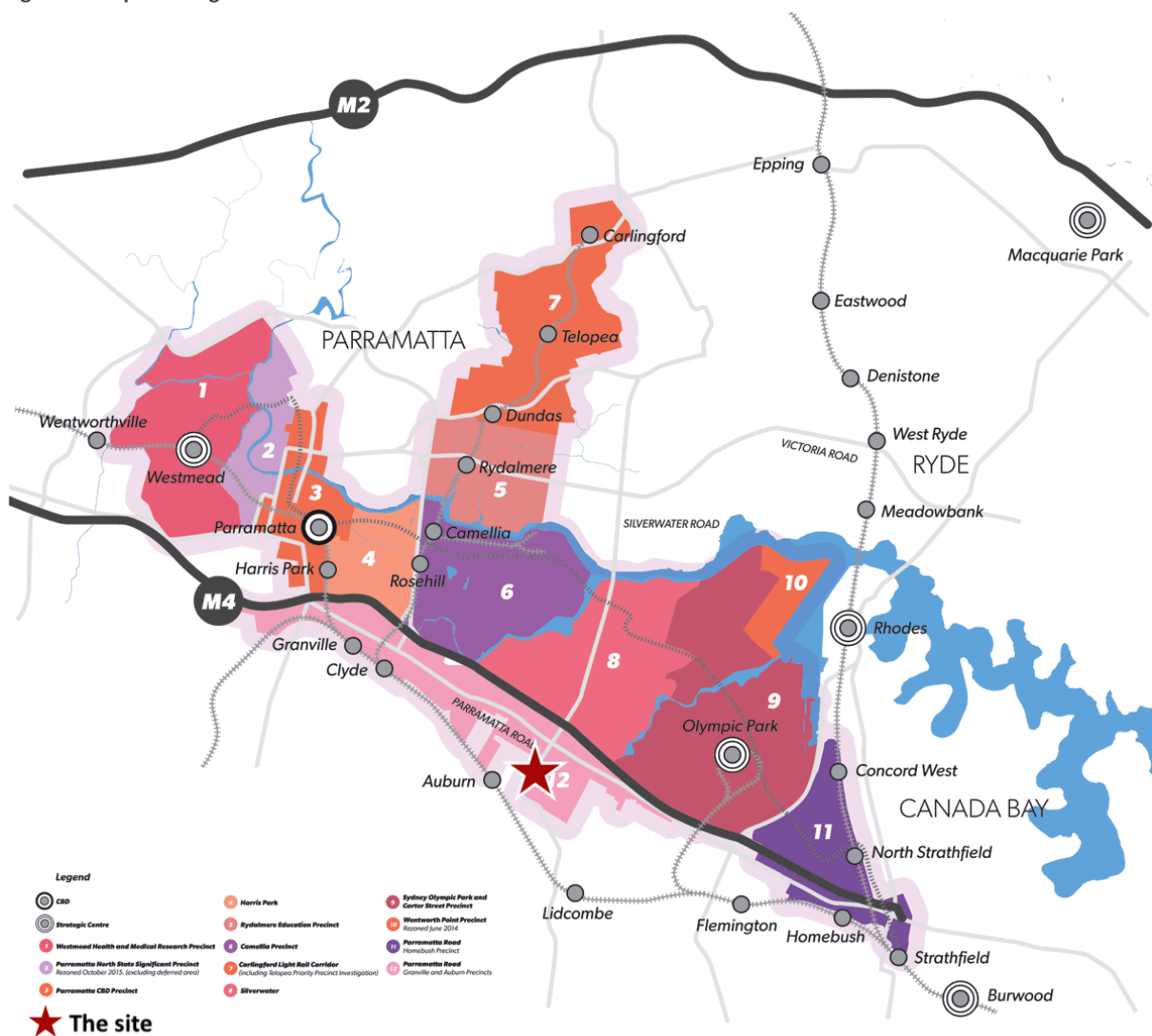
## 3.0 POLICY CONTEXT

### 3.1 Central City District Plan

In March 2018, the Greater Sydney Commission (GSC) finalised its District Plans for Sydney. The draft District Plans support the actions and outcomes of the draft Greater Sydney Region Plan with additional 'Planning Priorities' that are focussed on each district. Auburn is located within the Central City District and the site lies within the Greater Parramatta to Olympic Peninsula (GPOP). The District Planning Priorities of the Central City District Draft Plan as relevant to the proposal include:

- Planning priority C8: Delivering a more connected and competitive GPOP Economic Corridor
- Planning priority C11: Maximising opportunities to attract advanced manufacturing and innovation in industrial and urban services land

**Figure 3: Map showing the site in the context of the GPOP**



Source: NSW DPIE 2020

Bring located within the GPOP, the site will make a significant contribution to economic activity in the south of the Parramatta Road Auburn Precinct, assisting with the realisation of ensuring a more competitive GPOP.



## 3.2 Cumberland LSPS

The Cumberland Local Strategic Planning Statement (LSPS) responds to the Greater Sydney Region Plan and Central District Plan, outlining Council's overarching planning priorities over the short, medium and long term. The LSPS has been prepared with four key areas of focus:

- Getting around: Access and movement
- Places and spaces for everyone: Housing and community
- Local jobs and businesses: Economy, employment and centres
- The great outdoors: Environment and open spaces

Within the area of local jobs and businesses, the following strategies and actions support and are supported by the proposal:

- Retaining and managing industrial lands, primarily for employment uses
- Supporting a strong and diverse local economy across own centres and employment hubs
- Promoting access to local jobs, education and care services
- Facilitating the evolution of our employment and innovation lands to meet future needs

## 3.3 Cumberland Community Strategic Plan 2017-27

Cumberland Council has published a strategy that sets the broad strategic direction for the council's operations and the LGA more broadly over the next decade arising from a community engagement program. The elements of the Community Strategy relevant to the planning proposal are:

- A strong local economy
  - We have access to jobs locally and in our region
    - › Council helps to create a local environment that attracts businesses fosters innovation
    - › There is a focus on attracting a diverse range of knowledge based and technology industries

## 4.0 EXISTING ENVIRONMENT

This section describes the socio-economic characteristics of the study area to enable the potential impacts of the proposed development to be considered within the local context.

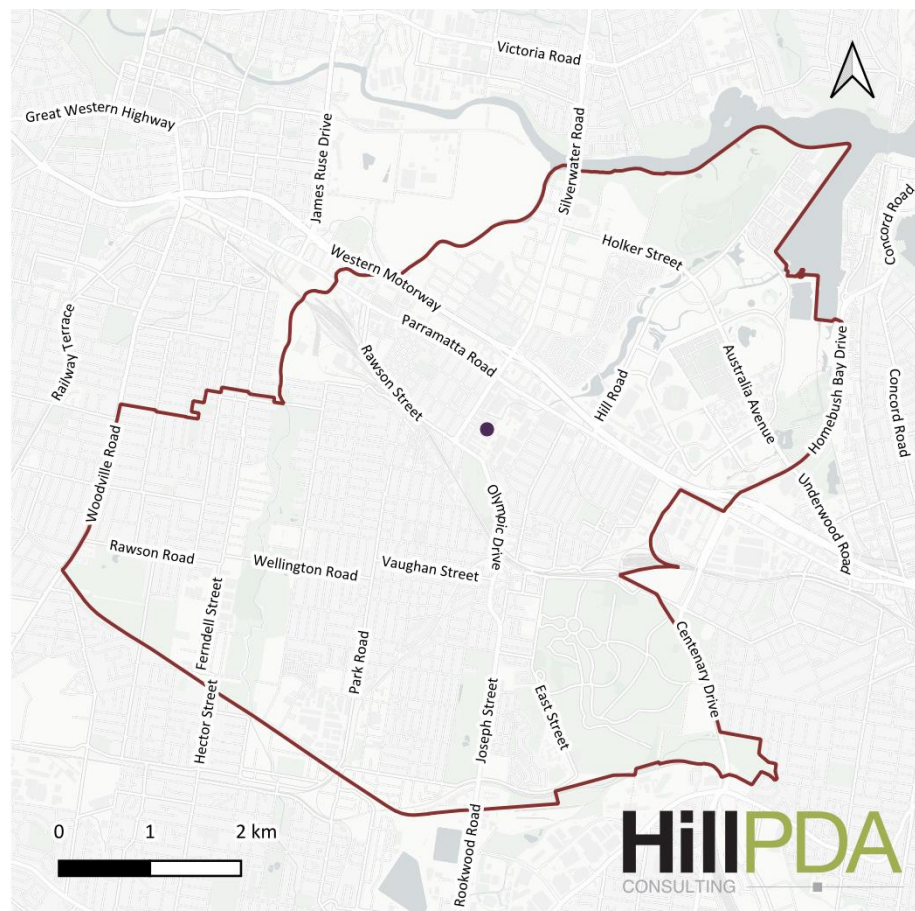
### 4.1 Study Area

The study area has been defined as Auburn State Electoral District (SED). The study area is shown below in Figure 4. Where possible, socio-economic indicators have been benchmarked against Greater Sydney Region.

Figure 4: Study area

#### Legend

- The site
- Study area



Source: ABS, 2019

## 4.2 Demographic snapshot



The Census usual resident population of Auburn SED in 2016 was **103,686, living in 34,242 dwellings** with an **average household size of 3.2**.



In 2016 the **median population** in Auburn SED was 32 which much younger than Greater Sydney, with 36 years.

There were 1,176 people **over the age of 85** living in Auburn SED in 2016. There was a significantly higher proportion of residents aged between 20 and 34 years old than Greater Sydney.



In Auburn SED in 2016, a **language other than English** was spoken in 73.5 per cent of households, compared to 38.2 per cent across Greater Sydney.



In 2016, 24 per cent of residents of Auburn SED had a Bachelor degree level **qualification** or above in 2016, lower than Greater Sydney.

In Auburn SED, 22.8 per cent of people aged over 15 years stated that their **highest level of educational attainment** was Year 12 (or equivalent). This was higher than Greater Sydney, which recorded a greater number of residents with higher level of educational attainment.

In 2016, 34.9 per cent of residents were attending an educational institution, of those 21.2 per cent or 7,681 residents were attending a university or tertiary institution, compared to 19.2 per cent of residents attending institutions across Greater Sydney.



46,563 residents of Auburn SED in 2016 reported being in the labour force in the week before Census night. Of those residents in the labour force, 9.8 per cent were **unemployed**, while 55.9 per cent were employed full-time and 29.2 per cent were employed part-time.

More Auburn SED residents worked in **health care and social assistance** than any other industry in 2016 (11.3 per cent). Other common industries were **construction** (10.2 per cent) and **retail trade** (10 percent).



On the day of the 2016 Census, 59.7 per cent of people travelled to work in a **private car (as driver or passenger)**, 28.6 travelled via public transport and 2.6 per cent walked only.



In 2016, 14.5 per cent of households reported an **income of \$3,000 or more per week** compared to 23.6 per cent in Greater Sydney. In the same period, 20.3 per cent of households reported a weekly income of less than \$650, compared to 16.8 per cent across Greater Sydney.



At the Census the suburb had high proportions of group **households** (10.5 per cent) and lone person households (24.6 per cent) compared to Greater Sydney (4.5 per cent and 20.4 per cent respectively)

### 4.2.1 Economic Snapshot

According to Economy.id, at June 2019, Cumberland Council's Gross Regional Product (GRP) is estimated at \$12.34 billion, which represents 2.07 per cent of the NSW's Gross State Product (GSP). This represents 2.3 per

cent growth in the LGA GRP over the previous year. In financial year 2018-19, Cumberland LGA contributed 2.3 per cent of NSW's employment and 2.1 per cent of its value added. While industry GRP has been increasing over that period, the residential GRP has increased more quickly, having exceeded local industry over the last decade, indicating that the area is transitioning to become more principally residential and service-based in nature.

The ABS reported that there were 23,724 businesses active across the LGA in 2019, with 26.6 per cent of those being in Construction, followed by Transport, postal and warehousing businesses with 19.8 per cent in financial year 2018-19. However, when counting the number of full time equivalent (FTE) jobs, Manufacturing is the largest local industry with 13,6883 (17.4 per cent) of FTE jobs across the LGA in 2018-19, followed by Transport, postal and warehousing (10,072 FTE or 12.8 per cent) and Construction (8,597 FTE or 10.9 per cent). This indicates the presence of a larger number of skilled labour roles based within the area. The strong presence of transport and logistics businesses is likely the result of the LGA's central location, transport connections, as well as the presence of intermodal logistics facilities.

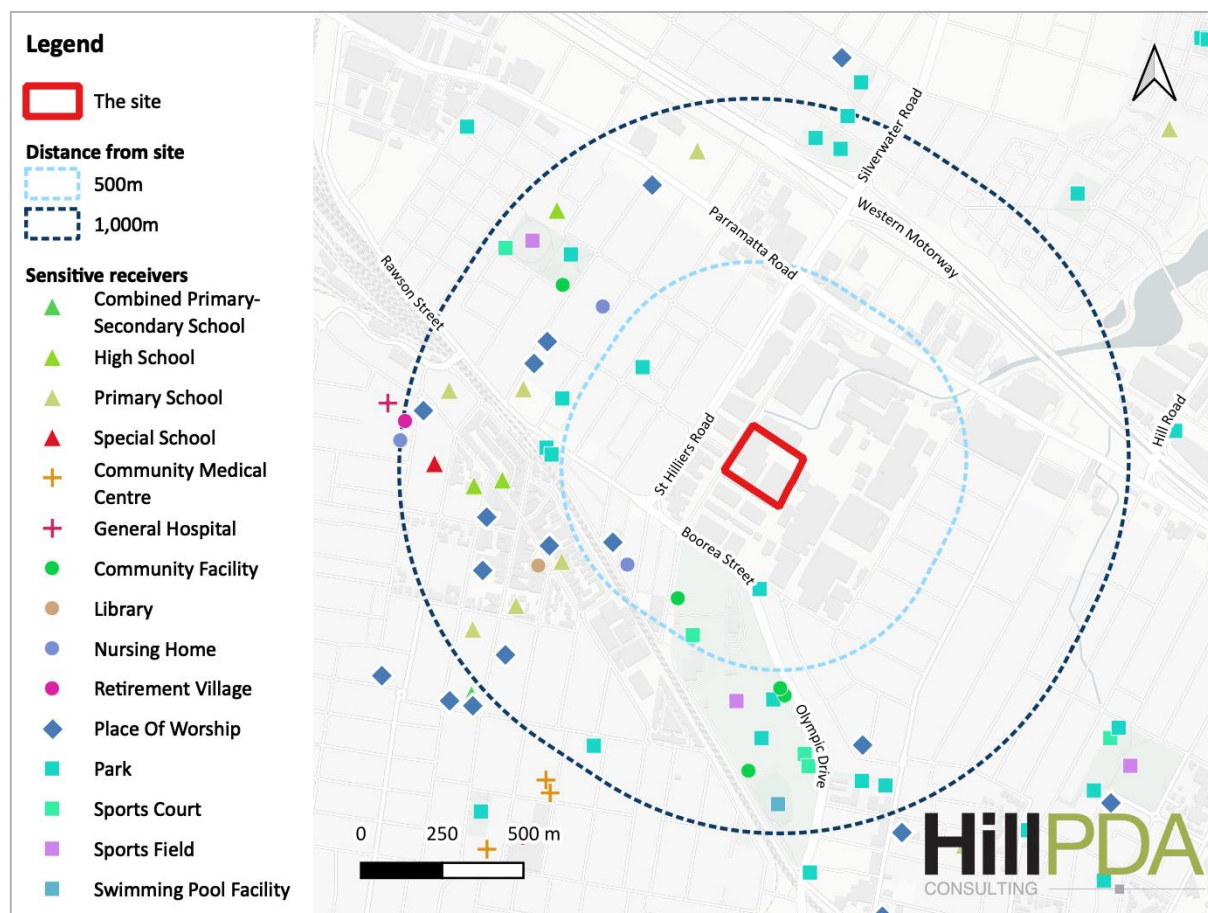
When compared to Greater Sydney (GCCSA) data shows that the study area has a comparatively young population, with a lower median age and significantly higher proportion of residents aged between 20 and 34 years old. Of families in the area, there are more couple families with children and a greater proportion of households in high density housing. The LGA is projected to grow at a more rapid rate compared to Greater Sydney in the short term, before levelling to a slower rate of growth around 2031 and beyond. The median household income in the study area is significantly lower than Greater Sydney (GCCSA), which is borne out in the distribution of Socio-Economic Indexes for Areas (SEIFA) scores for the constituent SA1s of the study area which show areas with lower rankings on all scales, indicating higher levels of socio-economic disadvantage.

The study area has a lower proportion of residents who are employed full-time and a higher proportion of unemployed residents compared to Greater Sydney (GCCSA). Of those residents over 15 who are engaged in employment, the major industries of employment are predominantly service-based.

### 4.3 Surrounding infrastructure

Surrounding social infrastructure and sensitive land uses are shown below in Figure 5.

Figure 5: Surrounding social infrastructure and uses



#### 4.3.1 Proximity to sensitive receivers

Being located within a predominantly industrial area, it can be seen that there are few sensitive land uses located near to the site. It can be seen that all infrastructure is located south of Boorea Street, to the west beyond St Hilliers Road in the centre of Auburn, or to the north of the M4 Western Motorway. These existing barriers afford a natural separation of the site from the nearest sensitive land uses. With existing uses on the site and surrounds being of industrial or urban services in nature, the proposal represents a use that would be commensurate with any existing level of disruption.

#### 4.3.2 Access to services

The site is situated close to the heart of Auburn, with Auburn Railway Station and the associated retail and services surrounding it being within 700 metres of the site. Importantly, this places the site within a catchment of these services, which include supermarkets, food and beverage outlets, pharmacies, financial services as well as essential services including schools and child care.

## 5.0 ECONOMIC IMPACTS

The following Chapter examines the economic contribution that the subject current generates. This is referred to as the “base case”. The economic contribution under the base case is then compared to that generated under the Proposal to assess the economic implications resulting from redeveloping the site. Economic impacts include employment generation, wages and gross value added. The Economic impacts during construction are also assessed.

### 5.1 Base Case economic assessment

The subject site currently contains two industrial/warehouse buildings. The address of these buildings are located at 11 and 13 Percy Street, Auburn.

The building at 11 Percy Street provides an estimated 14,000sqm of Gross Floor Area (GFA) and is occupied by an events and lighting company.

The building at 13 Percy Street provides an estimated 7,000sqm of GFA and is occupied by Hunter Holden for the storage of new cars.

These two uses are primarily general storage with the economic impact of these uses being assessed below.

#### 5.1.1 Employment generation

Based on average employment densities, we have estimated that the subject site currently accommodates around **92 jobs**.

**Table 1: Estimated employment generation - Base Case**

Land use	Floorspace (GFA)	Sqm/Employee	No. Workers
Events and lighting company	14,000	180	78
Holden car storage	7,000	500	14
<b>Total Employment</b>	<b>21,000</b>		<b>92</b>

#### 5.1.2 Wage and Gross Value Added (IVA) generation

Based on IBIS World Industry Reports, HillPDA has estimated the current annual worker salary generated for workers within the subject site at approximately **\$6.2 million**.

Gross value added (GVA) of an industry refers to the value of outputs less the costs of inputs. It measures the contribution that the industry makes to the country’s wealth or gross domestic product (GDP). We estimate that the current land uses on-site potentially contribute **\$8.7 million** every year.

**Table 2: Estimated employment generation - Base Case**

Land use	No. Workers	Average Wage/IVA/worker	\$ (m)
Wages*	92	\$67,760	\$6.2
GVA*	92	\$94,402	\$8.7

Source: IBIS world reports 2019



## 5.2 Construction economic benefits

Woolworths has advised that the indicative construction cost for the Proposal would be around \$60 million.

### 5.2.1 Construction multiplier effects

The construction industry is a significant component of the economy accounting for 8% of Gross Domestic Product (GDP) and employing almost one million workers across Australia<sup>1</sup>. The industry has strong linkages with other sectors, so its impacts on the economy go further than the direct contribution of construction. Multipliers refer to the level of additional economic activity generated by a source industry.

There are two types of multipliers:

- **Production induced:** which is made up of:
  - First round effect: which is all outputs and employment required to produce the inputs for construction
  - An industrial support effect: which is the induced extra output and employment from all industries to support the production of the first round effect
- **Consumption induced:** which relates to the demand for additional goods and services due to increased spending by the wage and salary earners across all industries arising from employment.

The source of the multipliers adopted in this report is ABS Australian National Accounts: Input-Output Tables 2017-18 (ABS Pub: 5209.0). From these tables HillPDA identified first round effects, industrial support effects and consumption induced multiplier effects at rates of \$0.62, \$0.66 and \$0.91 respectively to every dollar of construction. The table below quantifies associated economic multipliers resulting from the construction process.

**Table 3: Construction multipliers (\$m)**

	Direct effects	Production induced effects		Consumption induced effects	Total
		First round effects	Industrial support effects		
Output multipliers	1	0.6200	0.6610	0.9050	3.1860
Output (\$m)	\$60	\$37	\$40	\$54	\$191

Source: HillPDA Estimate from ABS Australian National Accounts: Input-Output Tables 2017-18

The estimated direct construction cost of \$60 million would generate a further **\$77 million** of activity in production induced effects and **\$54 million** in consumption induced effects. The total economic activity generated by construction of the Planning Proposal would be around **\$191 million**.

Note that the multiplier effects are national, and not necessarily local. The ABS states that:

*“Care is needed in interpreting multiplier effects; their theoretical basis produces estimates which somewhat overstate the actual impacts in terms of output and employment. Nevertheless, the estimates illustrate the high flow-on effects of construction activity to the rest of the economy. Clearly, through its multipliers, construction activity has a high impact on the economy.”*

In particular, the multiplier impacts can leave the impression that resources would not have been used elsewhere in the economy had the development not proceeded. In reality, many of these resources would have been employed elsewhere. Note that the NSW Treasury guidelines state:

<sup>1</sup> 5206.0 Australian National Accounts: National Income, Expenditure and Product 2018

*“Direct or flow on jobs will not necessarily occur in the immediate vicinity of the project – they may be located in head office of the supplier or in a factory in another region or State that supplies the project”<sup>2</sup>.*

Nevertheless, economic multiplier impacts represent considerable added value to the Australian economy.

## 5.2.2 Construction related employment

Every \$1 million of construction work undertaken generates 2.50 job years directly in construction<sup>3</sup>. Based on an estimated construction cost of \$60 million the proposal would directly generate **150 job years**<sup>4</sup> directly in construction.

**Table 4: Construction employment (\$m)**

	Direct effects	Production induced effects		Consumption induced effects	Total
		First round effects	Industrial support effects		
Multipliers	1	0.731	0.851	1.434	4.016
Employment No. per \$million*	2.497	1.826	2.125	3.581	10.029
<b>Total job years created</b>	<b>150</b>	<b>110</b>	<b>127</b>	<b>215</b>	<b>602</b>

Source: HillPDA Estimate using data from ABS Australian National Accounts: Input-Output Tables 2017-18

From the ABS Australian National Accounts: Input-Output Tables 2017-18 HillPDA identified employment multipliers for first round, industrial support and consumption induced effects of 0.73, 0.85 and 1.43 respectively for every job year in direct construction. Including the multiplier impacts, the proposal would generate a total of **602 job years directly and indirectly**.

## 5.3 Post-construction economic benefits

### 5.3.1 Employment generation

Upon completion the Proposal would provide **a total of 350 jobs**. This represents an increase of around **258 jobs** over the Base Case – almost a fourfold increase.

The breakdown of this employment on-site by particular land use is provide din the table below.

**Table 5: Estimated employment generation**

Land use	No. Workers
Online grocery shopping	250
Courier pick-up and delivery services	100
<b>Total Employment</b>	<b>350</b>

Source: ABS Retail Survey 1998-99, Australian Benchmarks, Sydney City Employment & Floorspace Survey 2019 and HillPDA

\* ABS 2016, North Sydney LGA. Based on the number of residents working from home and living in occupied apartments

\*\* Assuming one worker per 15 units will undertake the majority of their work at home (ABS Locations of Work 2008 Cat 6275.0) and allowing for a 5% vacancy rate

<sup>2</sup> Source: Office of Financial Management Policy & Guidelines Paper: Policy & Guidelines: Guidelines for estimating employment supported by the actions, programs and policies of the NSE Government (TPP 09-7) NSW Treasury

<sup>3</sup> Source: ABS Australian National Accounts: Input – Output Tables 2015-16 (ABS Pub: 5209.0) adjusted to 2018 dollars

<sup>4</sup> Note: One job year equals one full-time job for one year

### 5.3.2 Wages and salaries

Based on IBIS World Industry Reports, HillPDA has estimated the worker salary generated at approximately **\$13.2 million** per annum. This represents an increase of around **\$7.0 million** per annum over the Base Case – just over a twofold increase.

The breakdown by land use is provided in the table below.

**Table 6: Estimated salary generation**

Land use	No. Workers	Average Wage	Total Remuneration
Online grocery shopping	250	\$44,635	\$11.16
Courier pick-up and delivery services	100	\$20,667	\$2.07
<b>Total</b>	<b>350</b>		<b>\$13.23</b>

Source: IBIS World Industry Reports, HillPDA

### 5.3.3 Gross Value Added

Gross value added (GVA) of an industry refers to the value of outputs less the costs of inputs. It measures the contribution that the industry makes to the country's wealth or gross domestic product (GDP).

We estimate that the proposed land uses would potentially contribute **\$16.9 million** every year to the local economy. This represents an increase of around **\$8.2 million** per annum over the Base Case – around a twofold increase.

**Table 7: Estimated Gross value added**

Land use	No. Workers	Gross value added / Worker	Gross value added (\$m)
Online grocery shopping	250	\$55,646	\$13.91
Courier pick-up and delivery services	100	\$29,833	\$2.98
<b>Total</b>	<b>350</b>		<b>\$16.89</b>

Source: IBIS World Industry Reports, HillPDA

## 5.4 Summary of findings

Economic impacts of the Proposal are generated both during the and post-construction.

### Economic benefits during construction

Based on a construction cost of \$60 million, the economic benefits resulting from the construction of the Proposal are estimated at:

1. \$77 million of activity in production induced effects.
2. \$54 million in consumption induced effects.
3. Total economic activity generated by the construction of the Proposal of around \$191 million.
4. Directly generate 150 job years in construction and a total of 602 job years both directly and indirectly.

### Economic benefits post-construction

Based on the employment generation of 250 staff and 100 transport the economic benefits resulting from the Proposal post-construction are estimated at:

1. 350 jobs, an increase of around 258 jobs over the Base Case – almost a fourfold increase

2. \$13.2 million in wages, an increase of around \$7.0 million per annum over the Base Case – just over a twofold increase
3. \$16.9 million in GVA, an increase of around \$8.2 million per annum over the Base Case – around a twofold increase.

## 6.0 SOCIAL IMPACT ANALYSIS

The potential social impacts of this project are summarised in this section. The analysis is informed by the analysis from the previous chapters and scoping of potential impacts using the DPIE Social Impact Assessment scoping template. The analysis methodology is described in Appendix A. A description of the scoping process then a summary of potential impacts is included in the following sections.

### 6.1 Scoping

The social impacts to arise from the proposed development will be influenced by the existing situation, the eventual consequences of the proposed development and measures put in place to mitigate against any negative impacts and enhance positive impacts.

Social issues already in existence are relevant only as context, within which, the impacts of the proposed subdivision must be examined.

Issues have been assessed based on their impact during the construction and operational period of the development.

Social impacts can involve changes to:

- community values
- amenity
- employment
- population growth and community need
- access and connectivity
- demand on services.

### 6.2 Description of potential impacts

The potential impacts arising from the proposed development as summarised below:

**Table 8: Description of potential social impacts**

Social impact	Description
Community values	<ul style="list-style-type: none"> <li>Improved access to livelihood and opportunity to earn capital both during construction and operation will have a positive impact on social cohesion in the surrounding area.</li> </ul>
Amenity	<ul style="list-style-type: none"> <li>Risk of reduced amenity during construction (noise, air and visual impacts arising from construction activity)</li> <li>Possible noise-related impacts to amenity during operation, if unmitigated</li> <li>Minimal potential air quality impacts from vehicle movements (considering existing industrial usage of site as baseline).</li> </ul>
Employment	<ul style="list-style-type: none"> <li>The study area has been shown to have a higher rate of unemployment than the Greater Sydney average, the proposal will add employment directly and indirectly to the area, significantly improving local access to employment (on site and in the surrounding community) and improving overall livelihood, specifically:               <ul style="list-style-type: none"> <li>– During construction it will directly generate 150 job years in construction and a total of 602 job years both directly and indirectly</li> <li>– When operational it will generate 350 jobs, an increase of around 258 jobs over the Base Case – almost a fourfold increase.</li> </ul> </li> </ul>

Social impact	Description
Population growth and community need	<ul style="list-style-type: none"> <li>DPIE projects that the population in Cumberland LGA will grow at a significantly faster rate than Greater Sydney for the short term (to 2026), the proposal will positively contribute to meeting this additional demand: <ul style="list-style-type: none"> <li>The proposal will create direct and indirect employment within the LGA</li> <li>The proposal will provide additional services and amenity to residents in a growing region through increased capacity for the delivery of goods including groceries.</li> </ul> </li> </ul>
Access and connectivity	<ul style="list-style-type: none"> <li>The proposal will produce similar levels of road traffic in peak periods to the existing site uses, with moderate traffic outside these times, not causing additional local congestion</li> <li>Parking levels on site are deemed appropriate for projected uses, minimising potential impacts to existing parking for surrounding properties</li> <li>Improved access to local employment opportunities residents, potentially reducing congestion on wider transport networks.</li> </ul>
Demand on services	<ul style="list-style-type: none"> <li>The proposal is likely to employ 350 workers, potentially adding to demand for child care in the area surrounding the site. Available guidelines for predicting child care demand based on employment<sup>5</sup> indicate that this would generate demand for an additional 5 long day care places near to the site. Data from the child care regulator, ACECQA, indicates that 968 child care places currently in the suburb of Auburn. As at August 2020, there are 5 centres with permanent vacancies located within 1 kilometre of the site indicating that there is additional capacity in the area.</li> </ul>

<sup>5</sup> Cred Consulting (2013), *City of Sydney Child Care Needs Analysis*  
[\[www.cityofsydney.nsw.gov.au/\\_\\_data/assets/pdf\\_file/0007/189835/CCNA-7-Nov-2013.PDF\]](http://www.cityofsydney.nsw.gov.au/__data/assets/pdf_file/0007/189835/CCNA-7-Nov-2013.PDF)



### 6.3 Significance of impacts

Table 6 provides the assessment of the social risk of each impacts expected to result from the proposal. This section includes an assessment of the likelihood and consequences of each impact which are input into the social risk matrix to provide a significance rating provided in Appendix A. Mitigation measures have been provided for negative impacts.

**Table 6: Significance of social impacts**

Impact theme	Impact detail	Stakeholders impacted	Suggested mitigation	Post mitigation		
				Likelihood	Consequence	Significance
Community values	Improved access to livelihood and opportunity to earn capital	<ul style="list-style-type: none"> <li>Local community</li> <li>Employees</li> </ul>	No mitigation required	Possible	Positive moderate	<b>Positive high</b>
	Potential to attract crime and anti-social behaviour that could negatively affect surrounding community health and safety.	<ul style="list-style-type: none"> <li>Local community</li> <li>Woolworths (property owners)</li> </ul>	<ul style="list-style-type: none"> <li>Appropriate security measure commensurate with 24/7 operation of the site</li> </ul>	Unlikely	Minor	<b>Low</b>
Amenity	Risk of reduced amenity during construction (noise, air and visual impacts arising from construction activity)	<ul style="list-style-type: none"> <li>Local community</li> <li>Neighbouring property workers</li> <li>Construction workers</li> </ul>	<ul style="list-style-type: none"> <li>Construction management plan to be prepared prior to commencement of works providing appropriate detailed mitigation measures</li> </ul>	Possible	Minor	<b>Moderate</b>
	Potential operational noise disruptions from 24/7 activity on site	<ul style="list-style-type: none"> <li>Local community</li> <li>Neighbouring properties</li> </ul>	<ul style="list-style-type: none"> <li>Implement recommendation from Noise Impact Assessment prepared by Acoustic Logic: door and window glazing, external roof/ceiling construction external wall construction</li> </ul>	Unlikely	Minor	<b>Low</b>
Employment	Added employment directly and indirectly to the area improving overall livelihood	<ul style="list-style-type: none"> <li>Local community</li> </ul>	No mitigation required	Likely	Positive moderate	<b>Positive high</b>
Population growth and community need	Positive contribution to meeting the additional demand for employment and services to cater for population growth in the area	<ul style="list-style-type: none"> <li>Local community</li> <li>Wider district community</li> </ul>	No mitigation required	Likely	Positive moderate	<b>Positive high</b>

Impact theme	Impact detail	Stakeholders impacted	Suggested mitigation	Post mitigation		
				Likelihood	Consequence	Significance
Access and connectivity	Similar levels of traffic at peak times, unlikely to cause additional congestion	<ul style="list-style-type: none"> <li>Local community</li> <li>Neighbouring properties</li> </ul>	While the existing road network will be able to sustain the vehicle movements, the implementation of a Workplace Travel Plan (as outlined in the Traffic and Transport Impact Assessment) would assist in travel demand management	Unlikely	Minor	Low
	Improved access to local employment opportunities residents	<ul style="list-style-type: none"> <li>Local community</li> </ul>	No mitigation required	Likely	Positive moderate	Positive high
	Additional workers could possibly increase pressure on local public transport network	<ul style="list-style-type: none"> <li>Local community</li> <li>Public transport providers</li> </ul>	<ul style="list-style-type: none"> <li>On-site parking will be provided for employees reducing potential stress on public transport network</li> <li>24/7 operation of the site means that more workers would be travelling outside peak times, limiting potential added congestion</li> </ul>	Unlikely	Minor	Low
Demand on services	The proposal is likely to employ 350 workers, potentially adding to demand for child care in the area surrounding the site.	<ul style="list-style-type: none"> <li>Local community</li> <li>Childcare providers</li> </ul>	<ul style="list-style-type: none"> <li>No mitigation required, there is more than sufficient capacity within the area to meet likely additional demand</li> <li>The proponent should appraise Council of any large-scale changes in the size or nature of work on site to ensure that service capacity remains sufficient</li> </ul>	Unlikely	Minor	Low

## 7.0 CONCLUSION

The potential socio-economic impacts of a proposed Woolworths customer fulfilment centre at 11-13 Percy Street Auburn are summarised below:

- The area in which the proposal is situated is predominantly industrial in character, with no sensitive receivers present nearby that would be affected by operations.
- The site is currently used as distribution point for an event hire business would mean it is unlikely that activity generated by the proposal during normal business hours would be markedly different from the existing baseline. The impact of 24/7 operations outside those hours will be mitigated by the absence of any uses sensitive to out of hours operation near to the site (there is no nearby residential) and along access ways to main thoroughfares (Olympic Drive and the M4 Motorway), thereby limiting potential impacts of vehicle noise disruption.
- The Traffic and Transport Impact Assessment prepared for the proposal found that the proposal was unlikely to add significant additional traffic and that the existing road network would be sufficient, but recommended the implementation of a Workplace Travel Plan to more effectively manage travel demand to and from the site
- The Noise Impact Assessment prepared by Acoustic Logic recommended three noise mitigation structures to be incorporated into the proposal, which would sufficiently minimise any potential amenity impacts from noise
- The proposal will yield significant economic benefits to a local area which has recorded higher rates of unemployment and lower incomes
  - It will generate a significant amount of local employment both during construction and operation, with 150 job years during construction and 350 jobs when operational. This will benefit to the wider community through better access to employment opportunities and meeting future population growth in the area
  - It is estimated that the salaries of approximately \$13.2 million per annum, representing an increase of around \$7.0 million per annum over existing uses on site and that the proposal will contribute \$16.9 million every year to the local economy in gross value added, representing an increase of around \$8.2 million over the existing land uses
  - This improved livelihood itself can yield further benefits through enhanced community cohesion and reduced financial strain on households. Furthermore, the presence of employment opportunities closer to local residences can yield improvements in overall wellbeing, as resident workers travel less distance and have more time for recreation and family.

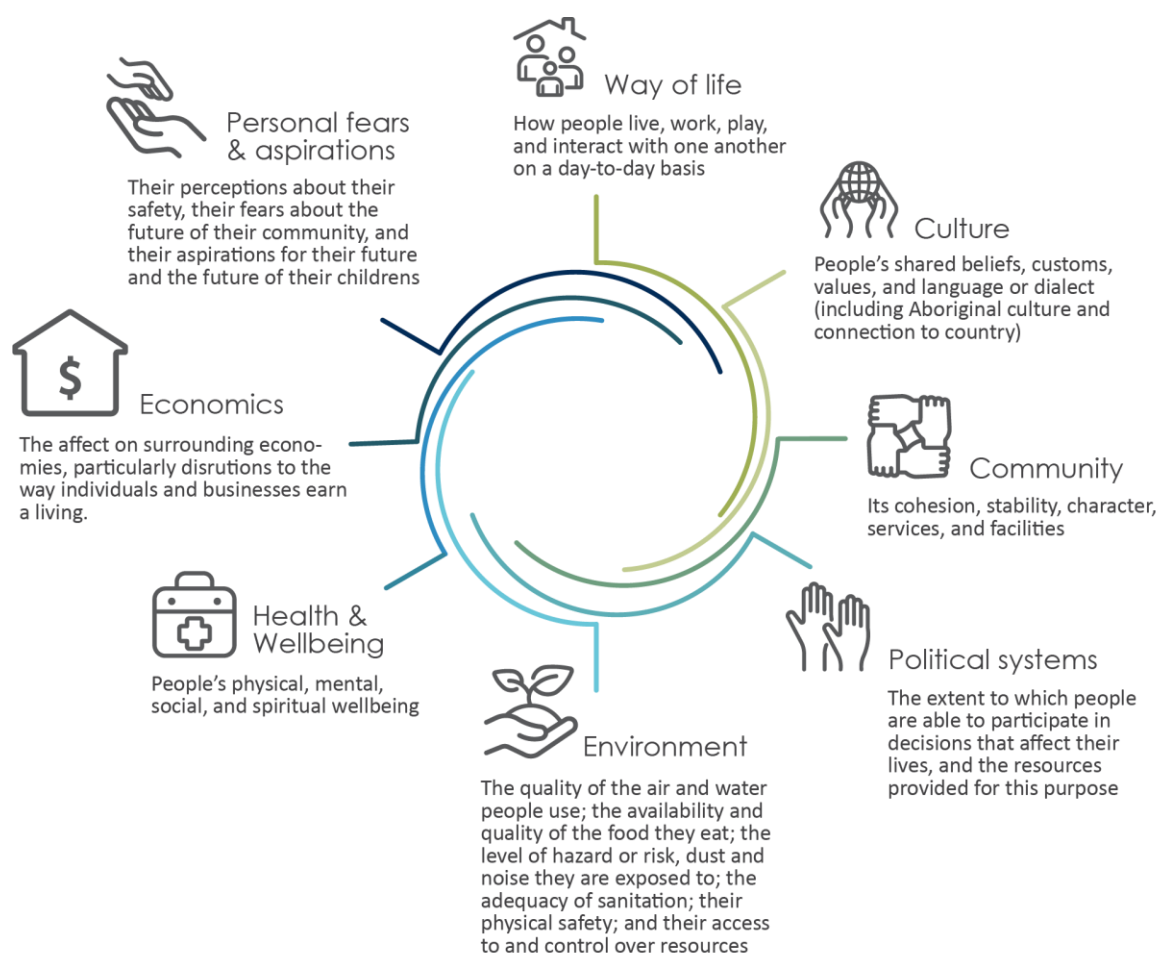
## APPENDIX A: METHODOLOGY

This report considers the impact of the proposed development to the social and economic environment. This section outlines the method used to identifying, predicting, evaluating and developing responses to the social impacts of those projects, as part of the overall environmental impact assessment. The method builds on the Department of Planning Industry and Environment *Social Impact Assessment Guideline* (2018) work by Vanclay (2003).

### A.1 Defining impacts

Figure 1 details the potential areas that could be impacted by a development that are considered in this report. For the purpose of this assessment, impacts are changes to one or more of the matters identified in Figure 6.

**Figure 6: Definition of potential impacts**

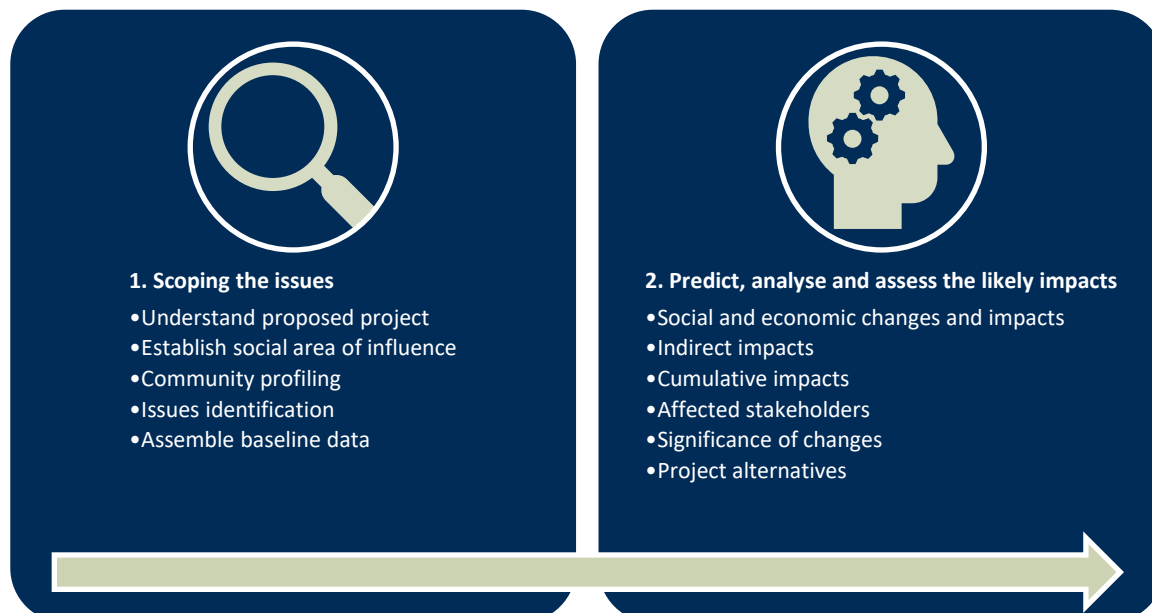


Source: Adapted from Vanclay, F. (2003). International Principles for Social Impact Assessment. Impact Assessment & Project Appraisal 21(1), 5-11

## A.2 Assessment framework

Figure 7 presents the key steps and tasks undertaken to prepare this study.

Figure 7: Assessment methodology for social impact statement



Source: Adapted from Vanclay, F., et al. (2015): p. 7

Measuring economic impacts is more tangible compare to measuring social impacts. Economic impacts have been assessed using HillPDA bespoke models. Economic impacts include employment generation, wages and gross value added. The Economic impacts during construction are also assessed. The method below has been applied to social impacts in order to provide a rigorous approach to the assessment.

### A.2.1 Likelihood of impact

The likelihood of a potential impact is a primary element of considering each social impact and its risk rating. The criteria used to determine the likelihood of any potential impact are described in A.1.

Table 9: Likelihood of impact

Likelihood	Description	Indicative Probability
Almost certain	Expected to occur, almost frequently	90 percent
Likely	Could occur in many instances	70 percent
Possible	Just as likely to happen as not	50 percent
Unlikely	Limited occurrence	30 percent
Rare	Very limited occurrence	10 percent

### A.2.2 Consequence of impact

The consequence of a potential impact is a key consideration to determine a risk rating. Each consequence is detailed below in Table 10.

**Table 10: Consequence**

Consequence	Description
Insignificant	No lasting detrimental or negligible impact on the community or environment.
Minor	Minor, short-term isolated impact on the community or environment.
Moderate	Modest, medium-term, widespread impact on the community or environment.
Major	Serious, long-term, widespread impact on the community or environment. Widespread community unrest or discomfort.
Catastrophic	Severe/ extensive on-going, widespread impact on the community or environment.

### A.2.3 Significance of impact

Potential social impacts are identified as part of the scoping process. They are then analysed based on the nature of the impact and its predicted severity. A mitigation strategy is proposed if necessary and finally both impacts are assigned a Social Risk Rating (SRR). The matrix used to calculate SRR is below in Table 11.

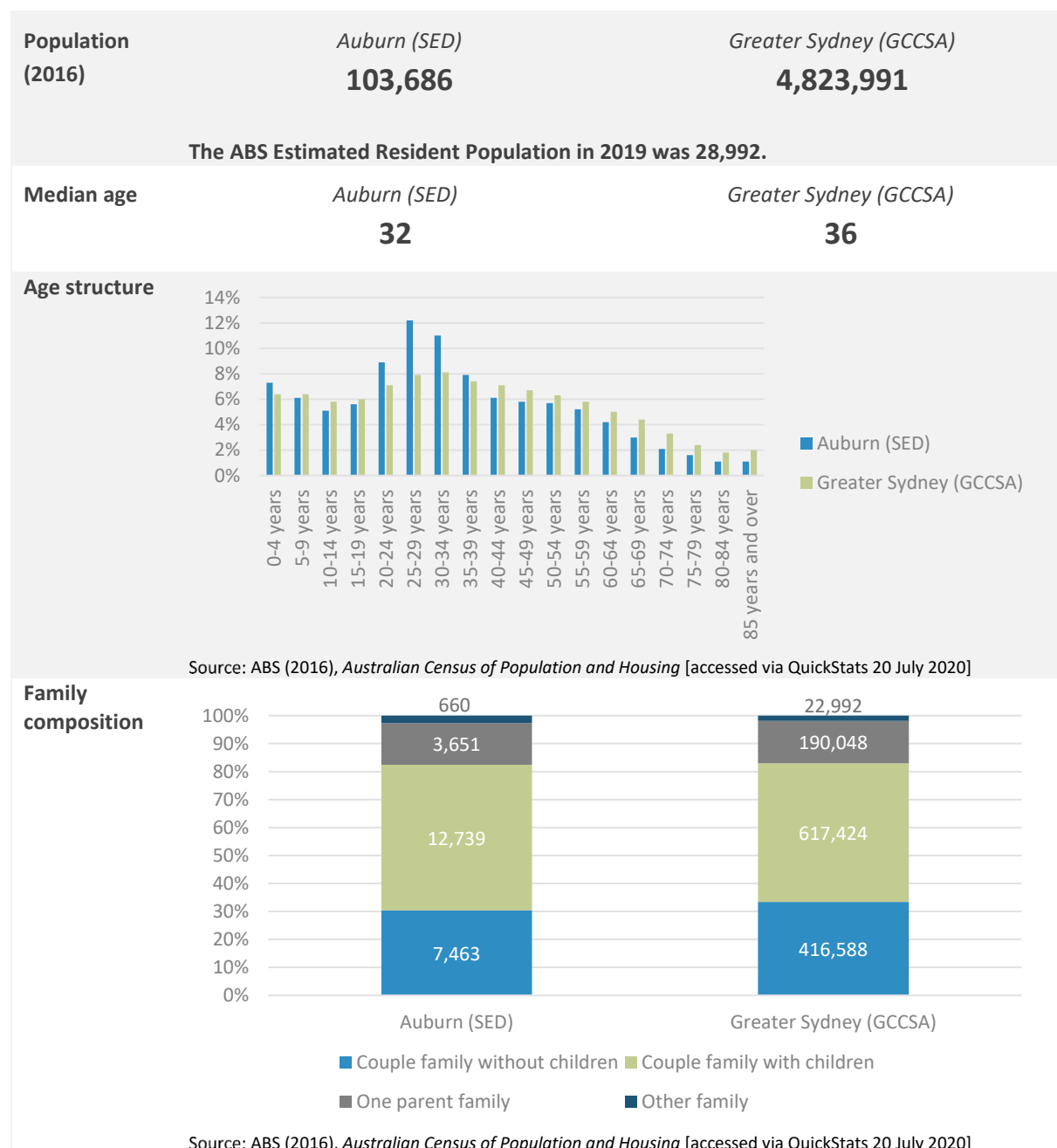
**Table 11: Social Risk Matrix**

		Consequence				
		Insignificant	Minor	Moderate	Major	Catastrophic
Likelihood	Almost certain	High	High	Extreme	Extreme	Extreme
	Likely	Moderate	High	High	Extreme	Extreme
	Possible	Low	Moderate	High	Extreme	Extreme
	Unlikely	Low	Low	Moderate	High	High
	Rare	Low	Low	Moderate	High	High

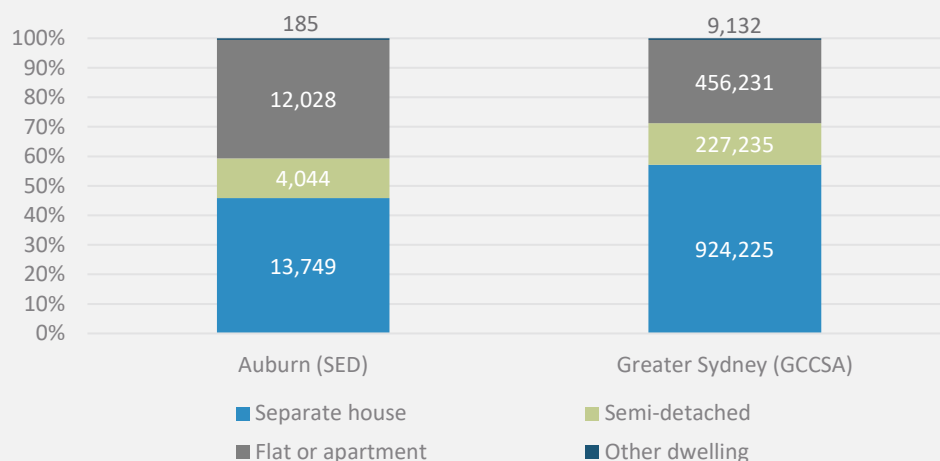
Source: NSW Planning & Environment (2017) | Vanclay, F; Esteves, A; Aucamp, I; Franks, D (2015)



## APPENDIX B: COMPARATIVE DEMOGRAPHY

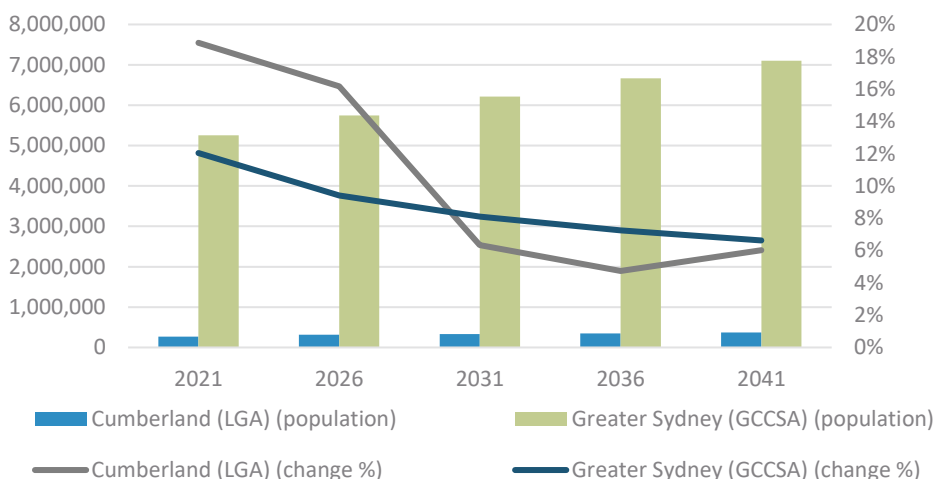


### Household structure



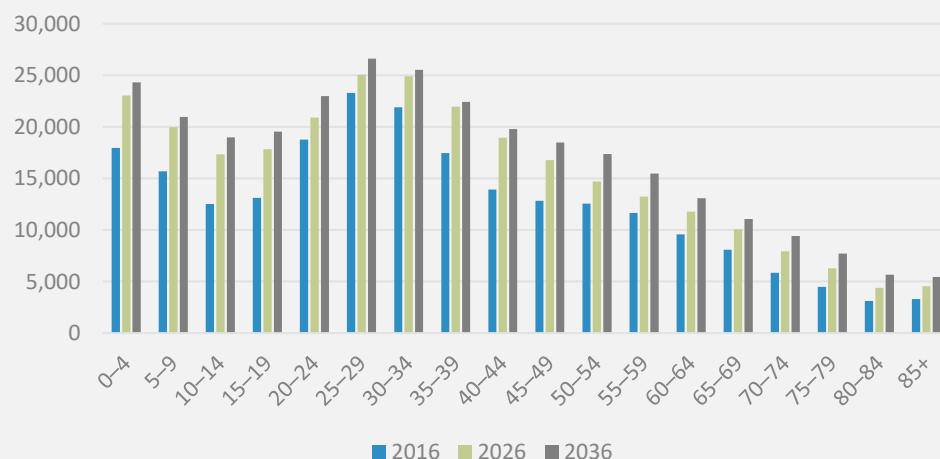
Source: ABS (2016), *Australian Census of Population and Housing* [accessed via QuickStats 20 July 2020]

### Population growth



Source: NSW Department of Planning, Industry and Environment (2019), *NSW 2019 Population Projections*

### Future population (Cumberland LGA)



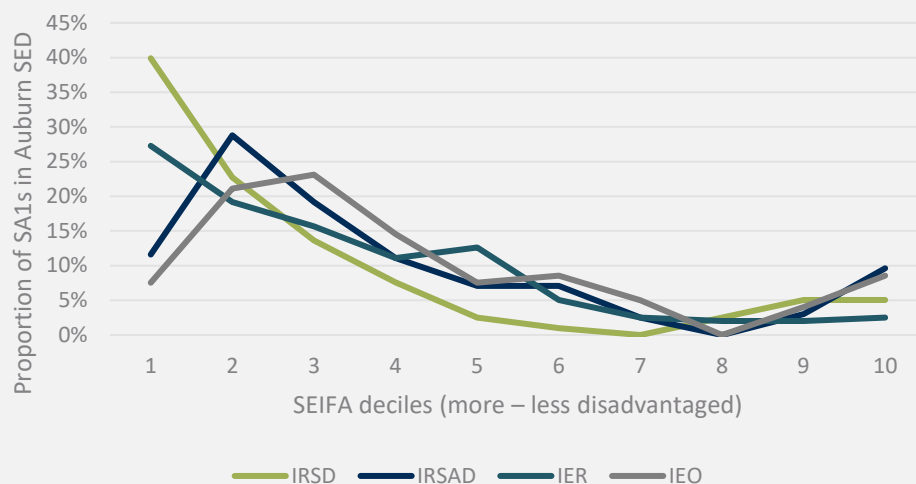
Source: Forecast.id

### Median household income

Auburn (SED)  
**\$1,407**

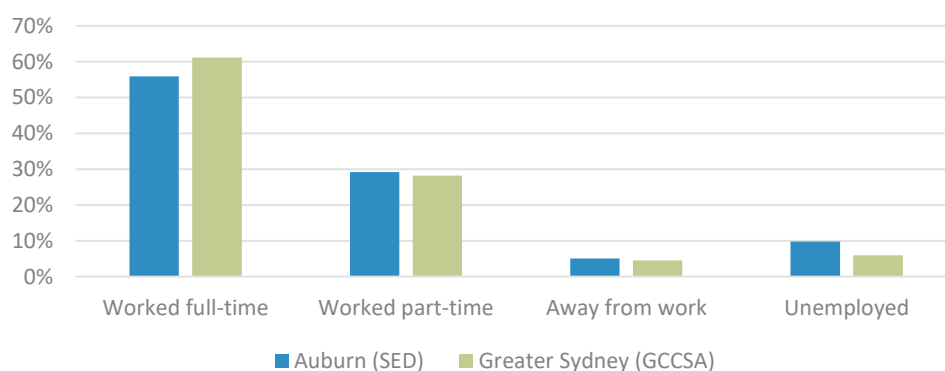
Greater Sydney (GCCSA)  
**\$1,750**

**Socio-Economic Index for Areas (SEIFA)**



Source: ABS (2016), *Australian Census of Population and Housing* [accessed via QuickStats 20 July 2020]

**Labour force status**



Source: ABS (2016), *Australian Census of Population and Housing* [accessed via QuickStats 20 July 2020]

**Industry of employment (top 5)**

- |   |   |
|---|---|
| 1. Cafes and Restaurants (3.7%)             | 1. Hospitals (exc. Psych. Hospitals) (3.4%) |
| 2. Hospitals (exc. Psych. Hospitals) (2.9%) | 2. Computer System Design (2.5%)            |
| 3. Building and Industrial Cleaning (2.6%)  | 3. Cafes and Restaurants (2.5%)             |
| 4. Supermarket and Grocery Stores (2.4%)    | 4. Banking (2.5%)                           |
| 5. Banking (2.4%)                           | 5. Supermarket and Grocery Stores (2%)      |

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