



Rezoning within Thrumster Business Park

Employment Land and Economic Impact Assessment

Prepared for GHG Development, Thrumster Business Park


Reference no. 300304759 | Revision no. Revision no. | August 2024



Document prepared by:
Stantec Australia Pty Ltd
Level 16 / 207 Kent Street
Sydney NSW 2000
T: +61 262 639 403
www.stantec.com

Document Control						
Report title		Employment Land and Economic Impact Assessment				
Project		Rezoning within Thrumster Business Park				
Reference no.		300304759	Revision no.		Revision no. 1	
Client		GHG Development, Thrumster Business Park				
Client contact		Michelle Love – Love Project Management				
Rev.	Date	Description	Prepared by	Checked by	Reviewed by	Approved by
1	29 May 2024	First working draft	YW	KB	ET	KB
2	08 August 2024	Second draft following client comments	YW	KB	N/A	KB
3	14 August 2024	Final draft issued to client	YW	KB	N/A	KB

Quality Statement

Project Reviewer		Project Manager	
Author		Approver	
Signature	YW	Signature	
Name	Yadi Wang	Name	Kyle Barrie
Title	Economist	Title	Practice Leader – Economics

This document was prepared by Stantec Australia Pty Ltd ('Stantec') for the account of GHG Development, Thrumster Business Park (the 'Client'). The conclusions in the report titled Employment Land and Economic Impact Assessment are Stantec's professional opinion, as of the time of the report, and concerning the scope described in the report. The opinions in the document are based on conditions and information existing at the time the document was published and do not take into account any subsequent changes. The report relates solely to the specific project for which Stantec was retained and the stated purpose for which the report was prepared. The report is not to be used or relied on for any variation or extension of the project, or for any other project or purpose, and any unauthorized use or reliance is at the recipient's own risk.

Stantec has assumed all information received from the Client and third parties in the preparation of the Report to be correct. While Stantec has exercised a customary level of judgment or due diligence in the use of such information, Stantec assumes no responsibility for the consequences of any error or omission contained therein.

This report is intended solely for use by the Client in accordance with Stantec's contract with the Client. While the report may be provided to applicable authorities having jurisdiction and others for whom the Client is responsible, Stantec does not warrant the services to any third party. The report may not be relied upon by any other party without the express written consent of Stantec, which may be withheld at Stantec's discretion.



Executive summary

BACKGROUND AND OVERVIEW

Thrumster Business Park was previously identified as Lot 2 DP 1245588, forming the northern portion of 344 John Oxley Drive, Thrumster. Thrumster Business Park has approval for 63 industrial lots, and Stage One of the Business Park has been completed with 38 industrial lots registered and accessed via the new street network including Integrity Circuit, Achievement Avenue, Vision Street and Legacy Street. Except for the area zoned C2 Environmental Conservation & C3 Environmental Management that is located on the western side of the land, the rest of the site has been cleared and is vacant of structures. Part of the site (5.48ha) is proposed to be rezoned from E4 General Industrial to E3 Productivity Support under Port Macquarie-Hastings Local Environmental Plan ('PMHLEP') 2011 (the 'Proposed Zone'). A scheduled amendment is also proposed to include shop top housing and serviced apartments as 'Additional Permitted Uses' on part of the site under Schedule 1 of the Local Environmental Plan (LEP).

The concept plan of the Proposed rezoning demonstrates that the site will accommodate a mix of commercial, manufacturing, light industrial, medical / health centres, residential and recreational uses but does not seek to alter maximum building heights permitted in proximity to the Port Macquarie Airport. It complies with Department of Planning & Environment's (DPEs) Employment Land Reforms and facilitates emerging businesses and innovation in employment and business operations within industrial estates.

The proposed rezoning and subsequent development are likely to generate substantial positive impacts on the surrounding area and local economy, including its local retail hierarchy and employment land needs of Port Macquarie. This Employment Land and Economic Impact Assessment (ELEIA) estimates and assesses the potential impacts of the construction and operational phases of the proposed rezoning on local retail hierarchy and other employment land locally. It should be noted that this ELEIA is informed by the conceptual plan and concept details for the proposed E3 Productivity Support zone.

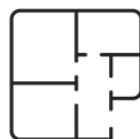
EMPLOYMENT LAND ECONOMIC IMPACTS

The proposed rezoning will drive substantial economic growth, facilitate housing and economic diversification in the Port Macquarie region, boost innovation and employment, and enhance community vibrancy. The flourishing, distinctive, and diversified multi-functional precinct will effectively accommodate a wide range of incubator and workspaces, with manufacturing and direct to purchaser outlets (i.e., artisan food and drink industry, industrial retail outlet, etc.). Furthermore, the rezoning enhances the availability and diversity of dwelling types being delivered in the area, creating a 24/7 live-work precinct fostering a dynamic integrated community where residential, commercial, manufacturing and recreational activities seamlessly coexist.

Key retail-economic impacts include:



**Enabling delivery of
170 residential units**



**Enabling 17,600 sqm. new
commercial, industrial and
other trading spaces**



**Generating \$82m
local industrial retail
expenditure every
year**



**Supporting 176
temporary
construction jobs**



**Creating 331 new
jobs in Thrumster
Business Park**



**Offering 8,800 sqm. incubators
and workspaces for innovative
and high-tech manufacturing
development**

CONTENTS

Introduction	5
The purpose	5
The project	6
Scoping and methodology of employment lands - economic impacts	7
Report structure	9
Site context	10
Identifying the study area	10
Assessing land uses	11
Creating opportunities	12
Strategic case	14
The problems and challenges	14
The counterfactual	16
The opportunity	17
Strategic and policy context	18
Australia	18
New South Wales	19
Port Macquarie – Hastings	20
Local social, economic, and retail context	21
Population and demography profile	21
Economic profile	23
Retail context	25
Summary of stakeholder engagement	27
Construction impact assessment	28
Operation impact assessment	31
Conclusion	38
References	39

LIST OF TABLES

Table 1 Breakdown of residential units and commercial/industrial retail GFA	7
Table 2 Envisaged Uses in Re-Zoned Precincts and the Broader Estate	7
Table 3 Impacts and matters to be considered in assessing industrial retail & employment lands economic impact by categories	8
Table 4 A summary of employment land and economic impacts of the construction of the proposed rezoning	28
Table 5 summary of employment land and economic impacts of the operation of the proposed rezoning	31

LIST OF FIGURES

Figure 1 Site Context	5
Figure 2 Thrumster Business Park – Planning Proposal (April 24)	6
Figure 3 Site location and study areas	10
Figure 4 Annual population growth rate from 2016 to 2041 (Source: Remplan and NSW Treasury)	14
Figure 5 Population Thrumster (2021)	22
Figure 6 Household composition (2021)	22
Figure 7 Indigenous population (2021)	23
Figure 8 No. of bedrooms Thrumster Dwellings (2021)	23
Figure 9 Labour Force Status (2021)	23
Figure 10 Income Distribution in Thrumster & PMW (2021)	24
Figure 11 Income Comparison vs Housing Costs (2021)	24
Figure 12 PMW Annual retail expenditure capacity (2016 Inner – 2021 Outer)	25
Figure 13 LGA Annual retail expenditure capacity (2016 Inner – 2021 Outer)	25
Figure 14 Retail Business Counts by LGA and PMW by annualised employment size ranges (2023)	26



Figure 15 Retail Job Density by Study Areas and Adjacent SA2 Areas. 27

APPENDICES

- Appendix A: Methodology and data
- Appendix B: Letters of Support
- Appendix D: Retail expenditure forecast



Introduction

This Employment Land and Economic Impact Assessment (ELEIA) has been prepared by Stantec Australia Pty Ltd on behalf of GHG Development.

It responds to comments and recommendations made at the Pre-Lodgement Meeting (14th December 2022) concerning the rezoning of part of Thrumster Business Park from E4 – General Industrial to E3 – Productivity Support under the provisions of the Port Macquarie – Hastings LEP 2011. It also considers the proposed amendment to Schedule 1 of the LEP which is intended to allow the additional permitted uses of shop top housing and serviced apartments within part of the E3 zone on the site.

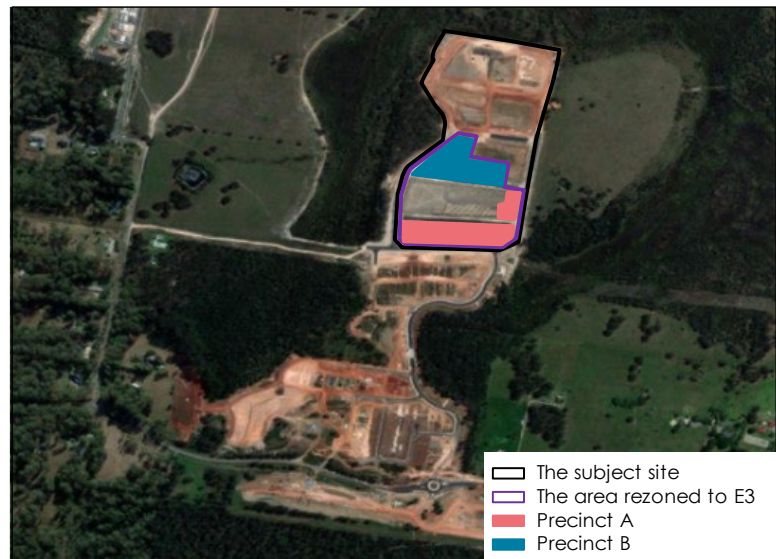
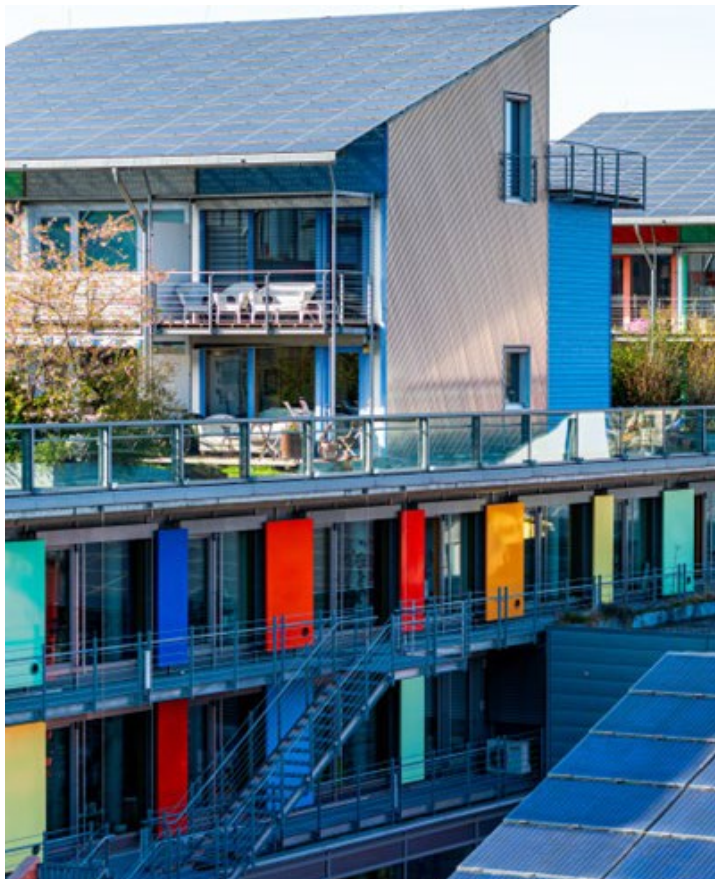


Figure 1 Site Context

The purpose

The purpose of this ELEIA is to assess the strategic significance of the proposed rezoning and subsequent development in the revitalisation of Port Macquarie. It outlines the strategic context for the rezoning and assesses the estimated impacts of both the construction and operational phases on the local retail hierarchy and other employment land. The ELEIA considers the impact on the supply and



24/7 LIVE-WORK PRECINCT

A 24/7 live-work precinct is a vibrant and integrated community where residential, commercial, and recreational activities co-exist around the clock. Key features include:

- **Integrated Development:** Integration of residential, office, lifestyle amenities, and entertainment spaces.
- **Connectivity:** Easily accessible, pedestrian, and cycling friendly.
- **Amenities:** Essential services such as convenience stores, healthcare, gyms, and restaurants.
- **Public Spaces:** Communal areas for social interaction.
- **Flexible Workspaces:** Co-working spaces and flexible office arrangements.

This concept aims to create a dynamic environment that enhances quality of life and fosters economic growth.

24/7 Live Work Precinct: Vauban, Freiburg, Germany

economic value of the change in the Employment Land zone from E4 to E3 for this small portion of Thrumster Business Park.

The project

Thrumster Business Park was previously identified as Lot 2 DP 1245588, forming part of 344 John Oxley Drive. Thrumster Business Park has approval for 63 industrial lots, and Stage One of the Business Park has now been completed with 38 industrial lots registered and accessed via the new street network including Integrity Circuit, Achievement Avenue, Vision Street and Legacy Street. Except for the area zoned C2 Environmental Conservation and C3 Environmental Management on the western side of the land, the remaining area has been cleared and is vacant of structures.

The subject site (Figure 1) has an overall area of 21.25 hectares (ha). The subject site was previously zoned IN2 – Light Industrial but has been rezoned to E4 – General Industrial as part of the Department of Planning and Environment's (DPE) Employment Lands Reform. A proportion of the subject site (Lot 2 DP 1245588), which has an area of approximately 5.48 ha, is proposed to be rezoned to E3 – Productivity Support (shown by Lots with a purple outline in Figure 2) to better support a more productive economy and jobs growth for the growing population in Port Macquarie.

This rezoning aims to provide much-needed services and employment opportunities closer to where people live, fostering a 24/7 live-work precinct that promotes a vibrant, integrated community. This approach will enable a greater

mix of housing choices in Port Macquarie, enhance accessibility to key services for a growing resident population, reduce reliance on private vehicles, and create a more sustainable and dynamic urban environment than otherwise possible under E4 – General Industrial zoning. The E3 zoning will support new and emerging industries within this vibrant setting with good access to a well placed workforce.

The E3 – Productivity Support zone does not permit residential accommodation. Considering that creating the village atmosphere is crucial to a permanent resident population, two additional uses – serviced apartment and shop top housing – are planned within two precincts of the proposed area:

- Precinct A (shaded red) containing 10 lots (Lot 101- 108 and Lot 115-116), comprising 1.8368 ha of land; and
- Precinct B (shaded blue) containing 7 lots (Lot 304, 135 and Lot 124-128), comprising 1.4013 ha of land.

Based on this concept, the likely total gross floor area (GFA) yield for the combined Precinct A, Precinct B, and the 15 additional lots (not shaded) to be zoned E3, would be 17,600m², with the addition of some 170 residential units within the footprint of Precincts A & B in total. Table 1 sets out the breakdown of commercial and industrial retail GFA and residential units to be delivered.



Figure 2 Thrumster Business Park – Planning Proposal (April 24)

Table 1 Breakdown of residential units and commercial/industrial retail GFA

	Residential units	Commercial/industrial retail GFA (in m²)
Precinct A	80 units	6,100
Precinct B	90 units	4,500
15 lots zoned E3	N/A	7,000
Total	170 units	17,600

While some land uses are permissible under both the E4 zone and the proposed E3 zone, rezoning will result in changes to permitted and prohibited development and the inclusion of additional uses, which are analysed in this report. The northern part of the subject site (as shown in Figure 2) has been identified for warehouses, distribution centres, self-storage, hardware / building supplies, factory unit complexes and motor vehicle sales or hire. The southern part of the subject site is proposed to accommodate artisan food and drink premises, medical centres, breweries, recreational facilities (gyms), take away food and drink premises, health services facilities including health & wellness centres, incubator centres for local manufacturers, etc.

All these land uses will be permissible with consent, following the rezoning of the land to E3 Productivity Support. The business operations envisaged for the Precincts are outlined in Table 2.

Table 2 Envisaged Uses in Re-Zoned Precincts and the Broader Estate

Uses within the rezoning footprint	Uses within the broader estate (currently proposed)
<ul style="list-style-type: none"> • Business incubator centre • Medical centre • Health & wellness centre • Artisan food & drink premises • Medical manufacturing • Early learning centre (childcare centre) • Recreational facilities • Take away food and drink premises • Shop top housing • Serviced apartments 	<ul style="list-style-type: none"> • Logistics centre and warehouse • Building companies • Investment units for lease • Kitchen manufacture • Window manufacture • Caravan service centre • Self-storage centre • Trade show room

The proposed rezoning does not seek to alter maximum building heights permitted in proximity to the Port Macquarie Airport. The proposed rezoning complies with DPE's Employment Land Reforms and facilitates emerging businesses and innovation in employment and business operations within industrial estates.

It should be noted that this ELEIA is informed by the conceptual plan and concept details for the proposed rezoning and therefore works to conceptual likely yields (17,600 sqm of industrial retail and commercial GFA) based on the final lot areas for the bulk of commercial land and the number of likely shop top housing or serviced apartment units, etc... At this stage, it is not possible to break down individual land uses.

Scoping and methodology of employment lands - economic impacts

The scoping for the ELEIA was framed in accordance with the Planning Proposal Pre-Lodgement Meeting Minutes (Pre-lodgement minutes) provided by Port Macquarie – Hastings Council and grounded on a review of the impacts of the Proposed rezoning which would occur during construction and operation.

While there is no State or Local Government specific guidance for completing an ELEIA, it has been agreed with Port Macquarie – Hastings Council that a 'moderate' level of assessment set out by the Environmental Impact Assessment Practice Note Socio-Economic Assessment (EIA-N05) (TfNSW, 2020) would be broadly adhered to.

For this ELEIA, the industrial retail and employment lands economic impacts to be considered have been classified into categories, which are delineated in Table 3. The level of significance of the identified impacts are assessed from two dimensions: the sensitivity of the receptor and the magnitude of the potential impacts (subject to the information available at the time). The detailed methodology for identifying and analysing the industrial retail and economic impacts associated with the proposed rezoning is summarised in Appendix A: Methodology.

Table 3 Impacts and matters to be considered in assessing industrial retail & employment lands economic impact by categories

Industrial Retail & Employment Lands economic impact category	Impact type	Matters to be considered
Economy Impacts on Gross State Product and Value-Added Output	Quantitative and qualitative	<ul style="list-style-type: none"> High-level impacts on the local and regional business and economy within the study area.
Employment and Business - Impacts on construction and subsequent employment generation	Quantitative and qualitative	<ul style="list-style-type: none"> Short-term impacts on the local construction employment market (i.e., the number of construction jobs generated by the construction of the proposed rezoning). Short-term impacts on local retail businesses (i.e., from local construction activity). The longer-term and ongoing impacts on the local labour market resulting from impacts on businesses (i.e., local employment density).
Impacts on nearby infrastructure and facilities	Qualitative	<ul style="list-style-type: none"> Impacts on local public and social infrastructure facilities in the study area due to the construction and operation of the proposed rezoning, including changes to the availability of community services facilities and public realm, and changes in the level of amenity of infrastructure facilities and public realm. Impacts on social infrastructure will be assessed in conjunction with “community values and local amenity”.
Impacts on local retail hierarchy, provision, and expenditure	Quantitative and qualitative	<ul style="list-style-type: none"> Impacts on local retail hierarchy (i.e., the order of goods supplied by the local outlets and the carrying capacity of stores by goods or service categories). Contribution of the proposed rezoning construction to the local retail expenditure in the study areas.
Community values and local amenity	Qualitative	<ul style="list-style-type: none"> Potential impacts on community values due to temporary changes to local access and connectivity, changes in the level of community severance, disruption in access to public places and changes in noise, air quality or visual environment impacting on local amenity.
Impacts on the availability of employment lands	Qualitative	<ul style="list-style-type: none"> Potential impacts of the conversion to E3 – Productivity Support zoned land on the availability of E4 – General Industrial zoned land and the associated manufacturing opportunities.

Report structure

The report comprises the following sections:

- **Site context** defines the study area and describes the scope of this assessment.
- **Strategic case** assesses the impact of the proposed rezoning having regard to evidence from policy analyses and socio-economic data analysis, aiming at articulating the strategic context within which the proposed rezoning is being considered.
- **Summary of stakeholder** engagement of consultation relevant to this assessment.
- **Construction impact assessment** assesses and outlines potential employment land and economic impacts resulting from the construction of the proposed rezoning.
- **Operation impact assessment** assesses and sets out potential employment land and economic impacts resulting from the operation of the proposed rezoning.
- **Conclusion** presents a summary of the employment land and economic impact assessment findings and sets out the principal conclusions for the study.
- **References** presents a list of references which have been utilised for this assessment.

Site context

Identifying the study area

The proposed rezoning is located off John Oxley Drive, Thrumster, within the Port Macquarie-Hastings Local Government Area. Situated in the Mid North Coast region of New South Wales, the site is approximately 9.2 km from the Port Macquarie town centre. An overview of the locational context is shown in Figure 3.

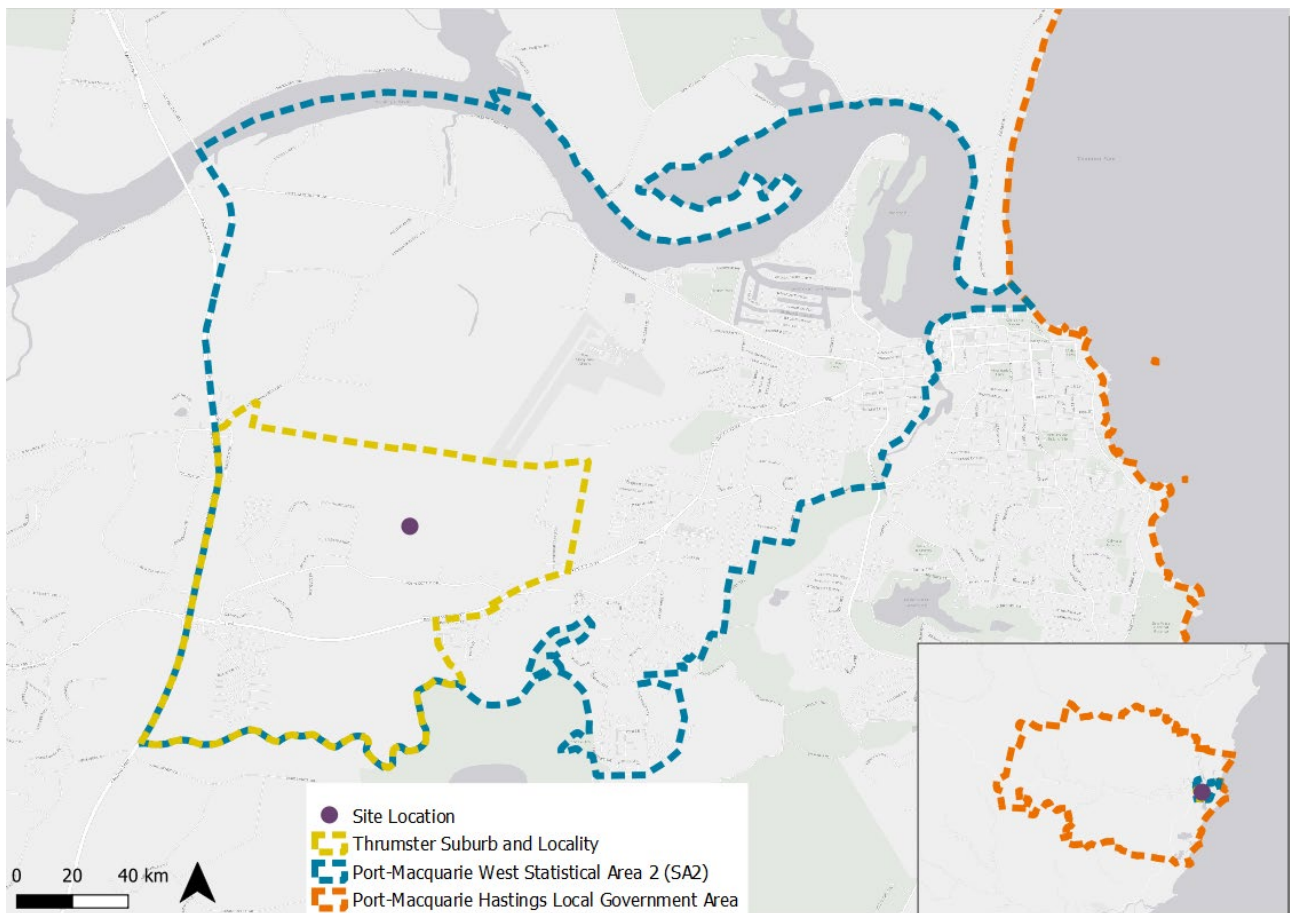


Figure 3 Site location and study areas

With respect to the choice of study areas, the Practice Note recommends that for large projects, the study area should be extensive, encompassing the wider Local Government Area (LGA), to fully investigate the impact.

Considering the potential impacts of the proposed rezoning on households, businesses, and communities in the vicinity of the Thrumster Business Park, three study areas have been used:

1. **Regional Study Area:** The wider LGA to capture broader impacts.
2. **Local Study Area:** Port Macquarie West Statistical Area 2 (SA2) for more localized effects.
3. **Community Study Area:** Thrumster Suburb and Locality for direct community impacts.

These study areas enable a suitable comparison of project impacts on communities both within and around the project site, while also considering the wider effects on employment land in the LGA.

Figure 3 above is described as follows:

- **Regional Study Area:** The Port Macquarie-Hastings LGA, covering a broader population and employment land that might be affected by the proposed rezoning.
- **Local Study Area:** Port Macquarie West Statistical Area – Level 2 (SA2), comprising the communities that have the potential to experience changes due to the construction and operation of the proposed rezoning.
- **Community Study Area:** Thrumster Suburb and Locality, comprising the communities in proximity to the proposed rezoning.

Assessing land uses

There are limited differences in the permissible land uses between the current E4 - General Industrial zone and the E3 – Productivity Support zone. It is noted that retail premises are prohibited in both zones. The larger scale or manufacturing support industrial outlets suited to Employment Lands remain permissible in both zones, and this limits the magnitude of economic change, if any, regarding the retail hierarchy.

Support services and facilities for employees such as medical centres, indoor recreation facilities and take away food & drink premises are also permissible in both the E4 and E3 zones, so this further minimises any change to economic impacts. Light industries, which include artisan food & drink industry, high tech and creative industries are also permissible in both E4 and E3 zones.

Apart from the above permissible and prohibitive land uses that E3 and E4 have in common, the proposed rezoning will result in some changes to permitted and prohibited uses, as well as incorporating additional permitted uses within Schedule 1 of the LEP. The changes to permissible land uses in the E3 zone reflect the nature of the zone objectives, such that this area of the Thrumster Business Park is to provide Productivity Support and cater for what might be considered a lighter industrial type of manufacturing and business operation.

The E3 zone will provide for a wider range of recreational facilities, support for research and education centres of excellence, and support business premises. The needs of employees will be further enhanced by permitting a childcare centre and a broader range of health services facilities.



E3 includes community-oriented services such as centre-based childcare facilities, community facilities, and places of public worship.



E3 allows business premises, office premises, and markets.



E3 permits hotel or motel accommodation.



E3 includes various recreational facilities (indoor, outdoor, and major).



E3 permits specialised lifestyle-retail premises, material suppliers, and show rooms.



E3 allows service-oriented businesses such as veterinary hospitals, vehicle repair stations, and passenger transport facilities.



E3 enhances accessibility to key services and reduces reliance on private vehicles.



E3 fosters a more sustainable and dynamic urban environment.



E3 creates a better ecosystem for diverse businesses, stimulating economic interactions and knowledge sharing.

Heavy vehicle operations such as freight transport facilities are permissible in the E4 zone but will be prohibited in the proposed E3 zoning. This is consistent with the Thrumster Business Park's response to market demand from early purchasers in the Estate, whereby the traditional, noisy, heavy industrial land uses are located in the northern portion of the Estate, while the land uses closer to the residential estates to the south, have been deliberately limited to light industrial, boutique manufacturing and productivity support land uses, such as health & wellbeing centres. This reflects the change in nature of Employment Lands, and the need to capture the incubator manufacturers and innovative high-tech industries in a location which attracts and retains a skilled workforce for our LGA.

Further, the E3 zone will permit community-oriented services such as community facilities, and places of public worship, as well as business and recreational facilities including business premises, office premises, markets, hotel or motel accommodation, and various recreational facilities (indoor, outdoor, and major). Additionally, the E3 zone permits specialised retail premises, landscaping material supplies, and service-oriented businesses such as veterinary hospitals, vehicle repair stations, and passenger transport facilities. This broader mix is geared towards supporting a more dynamic zone and is aligned with the principles of a 24/7 live-work precinct that can better adapt to changing economic trends and community needs.

In addition, the inclusion of community facilities supports a range of services such as healthcare centres, educational institutions, and recreational spaces that cater to the needs of the growing population. This greater flexibility and diversity of permitted uses enables adaptation to changing community demands and is likely to support the growth of service-oriented businesses, fostering a vibrant and sustainable urban environment.

Creating opportunities

By allowing a mix of lifestyle retail and amenity services, the E3 zone creates a favourable environment for attracting and accommodating diverse businesses, stimulating economic interactions, and fostering knowledge sharing. This aligns with the concept of a 24/7 live-work precinct by promoting a vibrant, collaborative community where residential, commercial, and recreational activities seamlessly coexist. This approach enhances accessibility to key services, reduces reliance on private vehicles, and fosters a more sustainable and dynamic urban environment.

Although residential accommodation land uses are not permitted under the E3 zone, the proposed inclusion of serviced apartments and shop top housing as additional permitted uses within Schedule 1 of Port Macquarie – Hastings LEP 2011 will provide much-needed diversification of the available tenure mixes in Thrumster, which assists in providing housing types suitable for essential and skilled workers. This will also support a complementary mix of related business, lifestyle, and incubation spaces that will benefit both new and existing populations.

The rezoning naturally raises questions about the potential impact of these new spaces on the existing local economic and business context. Therefore, this report focuses on the potential implications of the change, drawing on the socio-economic and business baseline of Thrumster, the surrounding areas, and their expected growth. To aid this analysis, a comparative example of development under the E3 and E4 zones is provided below.

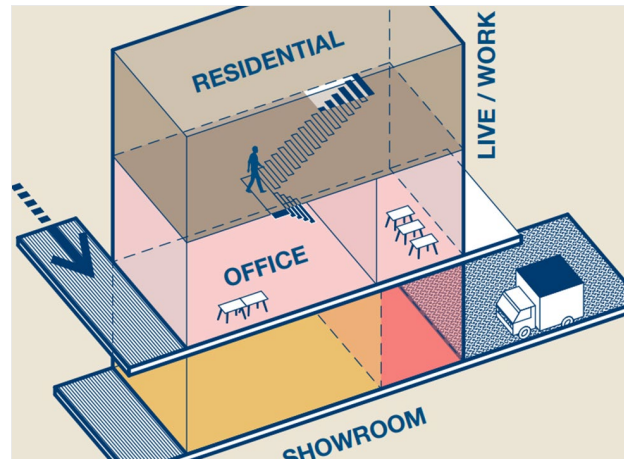


E4 ZONE EXAMPLE

Silverwater, City of Parramatta

Silverwater is a significant industrial hub in Western Sydney. Dedicated to industrial and commercial activities, large chunks of land located on both sides of Silverwater Rd (between Holker St and M4) have been zoned E4 – General Industrial. The major types of uses or activities include:

- Industrial warehousing and distribution facilities,
- Manufacturing and production facilities,
- Standalone office spaces,
- Industrial land parcels and development sites for sale or lease,



E3 ZONE EXAMPLE

Innovation Precinct, Byron Bay

The site known as 'Lot 12' on Bayshore Drive is a Council-owned 5.8-hectare block of land in the Byron Arts and Industry Estate. Council's vision is for the space to become an innovation precinct; a place to learn, collaborate and connect. A Precinct Plan was developed and endorsed by Council in June 2020, detailing high level aspirations for the site. To bring the vision to fruition, Byron Shire Council planned to subdivide the site into three lots.

- Lot 1 – to potentially be sold to and further developed, similar to the Habitat development to the north.
- Lot 2 – will be retained by Council. A portion has been leased to TAFE for a Connected Learning Centre, and the remainder is yet to be developed.
- Lot 3 – owned by Council and retained because of environmental values.

Strategic case

The problems and challenges

Port Macquarie-Hastings is home to over 84,525 residents living in 34 communities spread across the coast and hinterland. It is expected to be one of the fastest-growing regional centres in NSW (Figure 4). Rapid population growth presents challenges that require strategic and proactive solutions. Critically, housing and commercial growth in the area must be underpinned by high-quality neighbourhoods and attractive workspaces.

An overview of the challenges in managing this rapidly increasing population in a balanced and sustainable manner is summarised as follows:

Providing adequate housing supply: Rapid population growth imposes significant pressures on local housing availability and affordability in Port Macquarie-Hastings. The area's housing stock is predominantly low-density detached dwellings, comprising over 70% of all housing, while attached dwellings of up to 2 storeys represent only 6% of the stock (Port Macquarie Hastings Council, 2021). Over the past 20 years, this trend has remained largely unchanged, with approximately 70% of new housing stock also being detached dwellings.

A bottom-up forecast predicts an additional 24,000 people between 2021 and 2046, leading to a total population of 115,302 by 2046 (Port Macquarie Hastings Council, 2024). This substantial population increase will further intensify the demand for diverse housing types. Demographic trends indicate a significant rise in lone-person households and smaller household sizes, necessitating an urgent diversification of the housing stock to include more attached dwellings and apartments.

Additionally, the forecast highlights that over 50% of the population growth will be in the 65+ age group, necessitating accessible and adaptable housing to accommodate the aging population. To meet these evolving needs and support the area's economic and social vitality, it is crucial to facilitate a broader range of housing types beyond traditional detached dwellings. The approach set out by the proposed rezoning will better cater to varying household sizes, life stages, and affordability levels, aligning with the strategic goals outlined in the Population Growth Report and the Regional Development Framework.

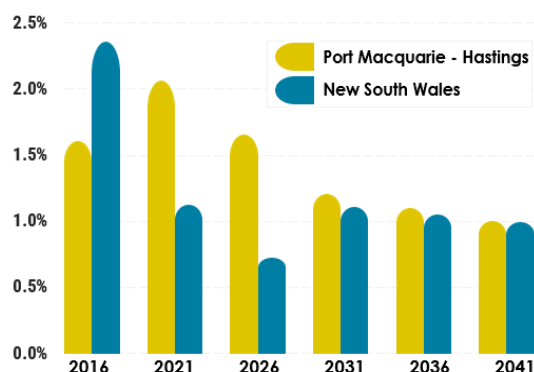
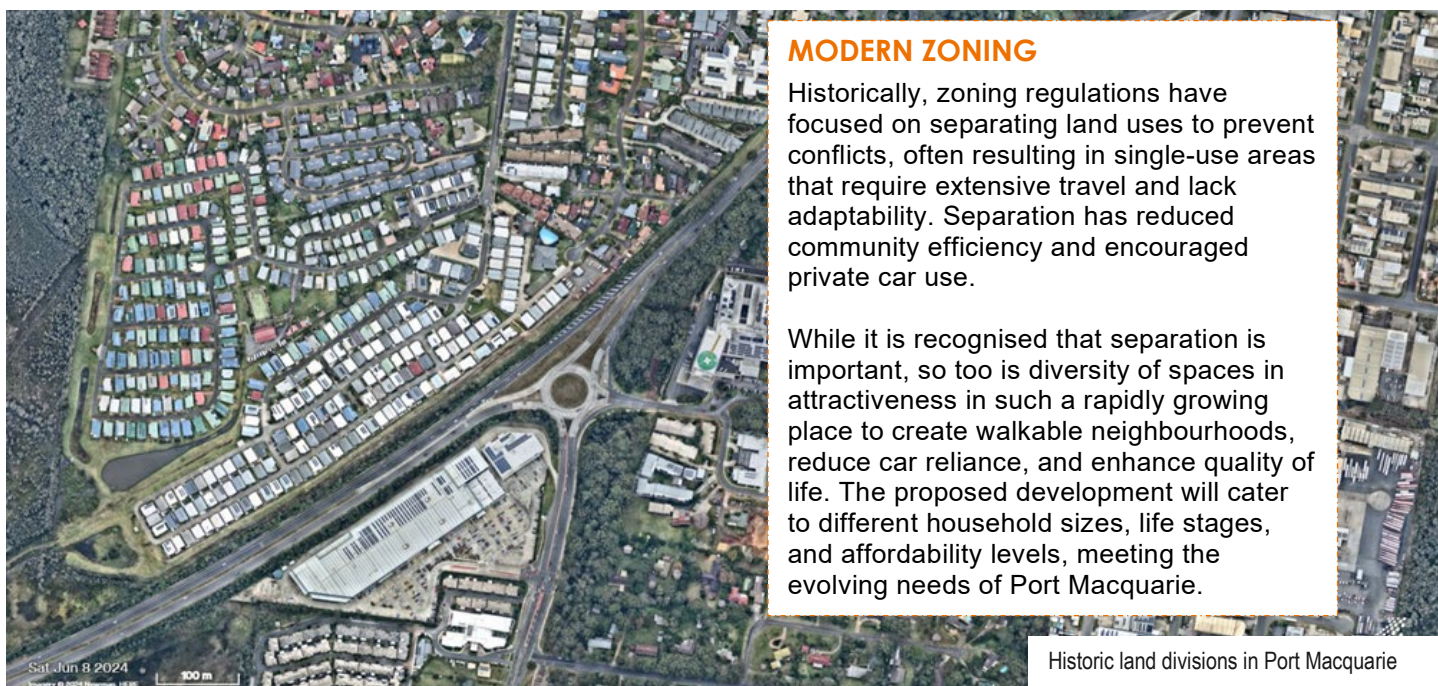


Figure 4 Annual population growth rate from 2016 to 2041 (Source: Remplan and NSW Treasury)



Diversifying the workforce: The area faces significant challenges in attracting and retaining highly skilled employees, crucial for delivering services and driving development. Skill shortages in fields such as engineering, town planning, building surveying, project management, environmental science, supervisory roles, and ICT highlight this issue (Port Macquarie Hastings Council, 2021). To effectively attract and retain talent, it is essential to offer a diverse range of housing options, including affordable housing, high-density living arrangements, and housing suitable for various life stages and household sizes. The Health & Education sectors in Port Macquarie have identified the need for housing options such as provided via serviced apartments and shop top housing (ie: housing other than the detached, large family dwellings currently being provided in new estates) is critical to finding and retaining essential and specialist staff.

Rezoning from E4 General Industrial to E3 Productivity Support, with the inclusion of shop-top housing and serviced apartments, addresses these challenges. This approach creates multifunctional developments that blend residential, commercial, and lifestyle spaces, fostering vibrant communities that appeal to a skilled workforce. The integration of different housing types ensures that employees can find suitable accommodations, reducing commuting times and enhancing their overall quality of life.

Delivering infrastructure and amenity: Ensuring adequate infrastructure to support the development of industrial and employment lands is a key challenge, especially with the rapid growth in Port Macquarie-Hastings. The demand for infrastructure, services, and facilities will increase, including access to childcare facilities, healthcare centres, major amenities, business hubs, event centres, and cross-generational education programs. Additionally, there will be a need to facilitate the development of creative industries and lifestyle services, supporting a shift towards a 24/7 operational environment (Port Macquarie-Hastings Council, 2021).

Rezoning to E3 Productivity Support, combined with shop-top housing and serviced apartments, helps address these infrastructure challenges. This zoning promotes the development of areas that provide essential amenities within proximity to residential and commercial spaces. Access to lifestyle services such as childcare, healthcare, fitness centres, and recreational facilities will be enhanced, making the area more attractive to both residents and businesses. This integrated approach ensures that the proposed rezoning delivers a high-quality, master-planned estate that meets regional development needs and supports a dynamic, round-the-clock community.

The counterfactual

One of the matters to be considered and assessed in the proposed rezoning from E4 General Industrial to E3 Productivity Support is the potential reduction in dedicated industrial land. The current E4 zoning is intended to preserve areas for industrial activities that are crucial for the region's economic foundation, providing spaces for manufacturing, logistics, and other industrial operations. Shifting to E3 Productivity Support, which includes shop-top housing and serviced apartments, may limit the availability of land for traditional industrial uses, posing a risk to the industrial sector's capacity to grow and support local employment.

However, it is important to recognise that the nature of industrial activities is evolving in NSW and wider Australia. Modern industrial operations often require less space and benefit from proximity to commercial and residential areas, facilitating a more integrated and efficient use of land. Broadening the development potential of a site can attract a skilled workforce and support the establishment of advanced manufacturing, creative industries, and high-tech enterprises that align with contemporary economic trends.

Balancing the preservation of industrial land with the need for diverse and integrated developments is a complex challenge. It requires a strategic approach to ensure that the region can support both traditional industrial activities and the growing demand for residential and commercial spaces that foster a dynamic, 24/7 live-work environment.

This is reflected in the purchaser demand experienced at Thrumster Business Park. The proponents initially responded to this business demand by directing purchasers who proposed more traditional E4 industrial land uses to the northern portion of the Estate, and preserving the southern area for the more contemporary employment land operations such as the medical centres and services, incubator manufacturing businesses, high tech industry, light industrial land uses, as well as recreational centres. The E3 zoning, with the inclusion of residential apartments, facilitates this higher density employment lands. The proposal allows the Port Macquarie region to provide for the diversification of Employment Land operators and respond to the changing size of the manufacturing industry and cater for creative producers.

In this manner, the change from E4 to E3 will not reduce the floor area available to Employment Land businesses and operations, as the E3 zoning will support the development of three storey operations, providing for improved diversification of available industrial units, and supporting the growth in specialised manufacturing and industrial business operators.



The Baltimore Peninsula, Maryland, has transformed a former industrial area into a dynamic work / live community. Integrating industrial, commercial, and residential spaces, it supports diverse economic activities and vibrant urban living.

The project accommodates businesses from traditional manufacturing to tech startups and includes modern offices and design spaces. A mix of housing options, including affordable units, fosters an inclusive community, while parks and waterfront areas promote social interaction.

The opportunity

A diverse housing market, particularly one integrated within a 24/7 live-work precinct, can significantly enhance the area's attractiveness. Such a precinct, with a mix of residential, commercial, and recreational uses, promotes a vibrant, dynamic community that appeals to skilled professionals. Living close to workplaces, retail outlets, and recreational facilities can improve the quality of life for residents, making the area more desirable. By ensuring that diverse housing options are available near a mix of commercial and related uses, an environment can be created that supports the professional and personal needs of Port Macquarie's growing workforce, ultimately aiding in the attraction and retention of talent/ skilled workforce.



Urban Renewal – Goosecroft Road, Stirling

Stirling, United Kingdom (N:45,000)

Located 2.3 miles south of the University of Stirling main campus, the Goosecroft development is a prime example of a successful 24/7 live-work precinct. Benefiting from excellent local transport links, including the UniLink bus service that connects the city centre to the University campus, this development has become a vibrant hub for residents and the local community.

The development comprises 53 one-and two-bedroom flats in four blocks, plus three commercial units let for office and retail uses on the ground floor. All the flats are being let at mid-market levels through the council's joint venture housing company Steadfast Homes. This development not only provides much-needed affordable housing but also contributes to the city centre's dynamism by offering accessible local amenities and fostering a community-oriented environment.

This project has successfully transformed a previously derelict site on the edge of the city centre, creating a vibrant, 24/7 live-work precinct that combines affordable housing ground floor workspaces and lifestyle services, significantly benefiting the local community and economy.



Diverse & Integrated Neighbourhoods – Kerepeti, Auckland

Hobsonville, Auckland, New Zealand (N:12,360)

Kerepeti exemplifies the practical application of 24/7 live-work precinct principles. Residents benefit from on-site commercial spaces, reducing commute times and promoting a healthier work-life balance. The integrated childcare facility further supports working parents by streamlining their professional and family commitments.

Kerepeti fosters a dynamic neighbourhood. The presence of cafes, hairdressers, and other retail outlets caters to everyday needs, creating a lively atmosphere where residents can forgo car use and access essentials on their doorstep. The public car park offers a dual function: facilitating visitor access while also potentially transforming into a community space for events or recreational activities.

The community-focused design fosters security advantages as well. With residents and businesses occupying the space throughout the day, a natural sense of community and passive surveillance is established. The development's compact layout promotes sustainability by encouraging pedestrian activity and reducing reliance on private vehicles.

Strategic and policy context

Australia

National Housing Accord



The National Housing Accord (the Accord) is a landmark agreement between Australian federal government and state/territory governments aimed at addressing the nation's housing supply and affordability challenges. It brings up an initial aspirational target agreed by all parties to build 1 million new well-located homes over 5 years from mid-2024, and the target was updated in August 2023 to 1.2 million within the same planned timeframe. Under the Accord, New South Wales government will work with Local Governments to deliver planning and land-use reforms that will make housing supply more responsive to demand over time.

Through delivering the additional permitted uses of shop top housing and serviced apartments, the proposed rezoning contributes to increase housing supply and diversity at well-located areas, enables more infill residential development, and leverages land utilisation to accommodate residential, commercial, and lifestyle uses.



Competition and Consumer Act (2010)

The Competition and Consumer Act 2010 covers most areas of the market: the relationships between suppliers, wholesalers, retailers, and consumers. Its purpose is to enhance the welfare of Australians by promoting fair trading and competition, and through the provision of consumer protections.

The proposed rezoning in Thrumster leverages the principles of this Act by delivering additional permitted uses such as specialised retail premises, markets, function centres, wholesale supplies, and recreation facilities. These diverse commercial offerings will create greater choice for consumers in Thrumster and the wider Port Macquarie area. By fostering a diverse business environment, the development encourages innovation and improves service quality, ultimately enhancing consumer satisfaction and community well-being. This approach aligns with the Act's objectives, contributing to a dynamic and resilient local economy.



National Strategy for the Care and Support Economy (2023)

The Australian Government is developing a national strategy for the care and support economy. The strategy will set a long-term vision across the care and support economy sectors: aged care, disability care and support, veterans, and early childhood education and care.

The proposed rezoning in Thrumster aligns with this strategy by delivering an E3-Productivity Support site, which enables the establishment of centre-based childcare facilities and community facilities. These components are vital for a thriving local economy as they provide essential services that support working families, foster community engagement, and enhance the overall quality of life. By integrating these facilities within the development, the project supports the national strategy's goals of improving access to care and support services, promoting social inclusion, and ensuring sustainable economic growth.

Australia's policy landscape, with its focus on increasing housing supply, improving infrastructure, and promoting consumer choice, directly supports developments that deliver mixed tenure housing potential. The Proposed rezoning, with its diverse range of residential, commercial, and recreational facilities, epitomises the type of project encouraged by these policies. The National Housing Accord and other policy frameworks emphasize the need for well-located, higher-density housing that can accommodate different household sizes and life stages, directly supporting the goals of the Proposed rezoning.

New South Wales



Local Planning Direction 7.1 Employment Zones in Section 9.1(2) of the Environmental Planning and Assessment Act 1979

The objectives of Direction 7.1 are to encourage employment growth in suitable location, protect employment land in employment zones, and support the viability of identified centres. Direction 7.1 requires a planning proposal must:

- give effect to the objectives of this direction,
- retain the areas and locations of Employment zones,
- not reduce the total potential floor space area for employment uses and related public services in Employment Zones.
- not reduce the total potential floor space area for industrial uses in E4, E5 and W4 zones, and
- ensure that proposed employment areas are in accordance with a strategy that is approved by the Planning Secretary.

The proposal is to zone land from E4 to E3 Productivity Support and doesn't seek to reduce the amount of land for industrial users and employment uses. Residential units will only be accommodated at upper floor levels in Precincts A and B. Ground floor and lower floors are still developed for employment generation purposes. In comparison to E4 zoning, E3 has a broader range of employment uses (including light industrial, warehouses, and offices) permitted, providing land uses that meet the needs of the community, businesses, and industries that are not suited to locations in other employment zones. In addition, E3 zones maintain the economic viability of local and commercial centres without competing against surrounding local and commercial centres, provide opportunities for new and emerging light industries.

This adheres to the objective to encourage employment growth in suitable location and to protect employment land in employment zones.



20-Year Economic Vision for Regional NSW – Refresh (2021)

The Vision Refresh is expected to drive the next stage of recovery (from COVID-19) by focusing on the key enablers of economic success. It aims to ensure regional NSW is connected, with reliable transport and freight infrastructure, secure and sustainable water and energy, strong education and training, quality services and a stable business environment.

The proposed rezoning aligns with this vision by delivering quality services and establishing a stable business environment proximate to a rapidly growing population. By providing essential amenities and infrastructure, the development supports the broader goals of regional connectivity and economic resilience.



NSW Regional Development Framework

The Regional Development Framework sets out steps to revitalising important infrastructure and improving service delivery in regional communities. It focuses on, providing quality services and infrastructure in regional NSW, aligning effort to support growing regional centres, and identifying and activating economic potential.

The proposed rezoning supports this policy by investing in a key regional centre, ensuring that services and infrastructure are commensurate with the region's rapidly growing population. By fostering a vibrant and integrated community, the development not only enhances the quality of life for residents but also activates the economic potential of the area, contributing to sustainable regional growth.

The proposed Thrumster development aligns with key New South Wales policies to enhance economic growth, infrastructure, and services in regional areas. Adhering to Local Planning Direction 7.1, it protects and enhances employment zones. It also supports connectivity, sustainability, and economic resilience as outlined in the 20-Year Economic Vision for Regional NSW and the Regional Development Framework. This integrated approach fosters a thriving, sustainable community and contributes positively to local and regional objectives.

Port Macquarie – Hastings



Port Macquarie Regional City Action Plan 2036

This is the first ever Regional City Action Plan for Port Macquarie supports the Vision of the North Coast Regional Plan, by capitalising on Port Macquarie's spectacular environment, lifestyle and vibrant communities to help support the growth of the North Coast. The plan is structured around 5 key goals - Live, Work, Move, Meet and Play and 17 objectives. The plan prioritises actions on supporting employment growth and economic development (objectives 5 to 7) and facilitating housing supply and diversity (objectives 1 to 4).

The planned business incubators encourage the growth and innovation of startups and small business and supports the economic viability of employment growth and economic development by responding to innovative changes in the light industry and manufacturing sector.



Community Strategic Plan (CSP) - Imagine2050 (2022)

The CSP is an overarching 10-year plan that is prepared by Council and the community based on community priorities. It has the following key priorities, Thriving Economy, Inclusive Community, Affordable Living, Improved Pathways, and Quality of Life.

The proposed rezoning seeks to contribute additional and diverse employment land to support a thriving economy. It seeks to deliver integrated housing – the additional permitted uses of shop top housing and serviced apartments, supporting an inclusive community that is supported by affordable housing types. Additionally, the wider Thrumster Business Park proposes a new connected cycleway that will enable improved pathways and support the quality of life.



Local Strategic Planning Statement - Shaping Our Future 2040

This is the core strategic land-use planning document for the area. It outlines the vision for land-use planning in local area over the next 20 years and sets the direction for the community's environmental, social, and economic land-use needs.

The proposed rezoning takes a place-based approach to shape the precincts, providing for a diversity of housing in a place that requires a greater housing tenure mix. Additionally, it will create vibrant public places and spaces that inspire social interaction, while providing much needed commercial amenities that will support daily community life and wellbeing.



Urban Growth Management Strategy (UGMS)

The UGMS aims to manage the land use and population growth to maintain and enhance the quality of life for all persons in the community in a balanced way for current and future generations. It aims to create a balance between social economic and ecological objectives. This UGMS aims to plan and deliver growth and change through enabling opportunities for new housing and economic development. It informs the local environmental plan and the assessment of planning proposals and development applications.

The proposed rezoning will create a complimentary variety of uses that seek to increase economic activity by bringing together businesses and residents in a single location. In doing so, it will improve the quality of life for residents by providing them with a variety of amenities and services within walking distance of their homes. Further, the additional permitted uses of shop top housing and serviced apartment will help to increase sustainable living in Port Macquarie-Hastings by reducing the need for people to travel longer distances to work, amenities, and leisure. This can lead to a reduction in greenhouse gas emissions and other environmental impacts.



Port Macquarie – Hastings Employment Landuse Review

The Landuse Review aims to update Port Macquarie Hastings Council's strategic planning information relating to industrial and retail development. It is grounded on the NSW Department of Planning, Industry and Environment projections for population growth, provides a high-level review of the demand and supply of both industrial and business land across the Port Macquarie Hastings local government area.

The Review identified that the Port Macquarie-Hastings LGA will need between 257 ha and 341 ha of industrial zoned land to 2041 to meet the projected resident workforce. Given the current supply of 458 ha of industrial zoned land, it is estimated that there is up to 95 ha more zoned industrial land than is required to 2041.

Considering the latest mega trends (e.g., digital disruption, increased resource consumption, and shared economy) and the recent COVID-19 pandemic, the Review noted that further investigation may be required in relation to provision of future demand on warehousing and bulky goods premises to support a change in consumer spending and online shopping.

The Review identified that Port Macquarie has had good supplies of E4 land for heavy industrial and that the supply of E4 – General Industrial land was well over requirements. In the case of the proposed rezoning, it may be considered that the E3 zoning is a better use of the land. A wider range of support services and facilities for employees and the community, including childcare centre, health and wellbeing facilities, support research and education centres of excellence, and support business premises, are permissible under E3 zones. This greater flexibility of permitted uses enables a more dynamic diversification of local employment land and related labour market opportunities, facilitating the adaptation to changing community demands.

Local social, economic, and retail context

The following section presents a baseline analysis about the local social, economic, and business context for the proposed rezoning. This comprises analysis of the local population and demographic features of the local study area (PMW) and community study area (Thrumster). The data used in this analysis is described in section A.2 Data used in establishing the retail-economic baseline conditions.

Due to the availability of data, the latter sections evaluate the local business sector from both the demand (household expenditure capacity) and supply (retail business operators and retail employment density) sides at a regional study area (LGA) and local study area perspective.

Population and demography profile

Population and growth

As of 2021, Thrumster had an estimated population of 2,639, forecast to grow to 12,868 (77.52% growth per annum (p.a.)) by 2041 (Thrumster Business Park, 2024). This is compared to an estimated increase from 86,638 to 110,221 (0.98 % growth p.a.) in Port Macquarie's population over the same period (Port Macquarie Hastings Council, 2024). This indicates the scale population growth that is expected to be accommodated in Thrumster over the next three decades, implying acute and strong demands for housing, infrastructure, and employment opportunities in Thrumster.

Age

In 2021, approximately 30% of Thrumster's population was aged 25-44 years, another 30% was under 18, and the remaining 40% were aged 45 and above. See the population and age breakdown in Figure 5.

Analysis of the population reveals that Thrumster is predominantly composed of young families, as evidenced by the substantial proportions of residents in the 5-14 and 25-44 age groups. This demographic trend is likely driven by the Regional College attracting families to the area, alongside significant housing growth. Individuals aged 20-24 and older tend to transition to independent living arrangements, either as couples or families with children, indicating a sustained demand for well-located housing.

This inference is further supported by the household composition in the Thrumster area. Figure 6 indicates that families (generally three, four, and five-person households) make up a larger proportion compared to the wider Port Macquarie West (PMW) area, which consists predominantly of non-family (one and two-person) households. Typically, families value proximity to services such as convenience retail and day-cares, which the proposed rezoning will deliver.

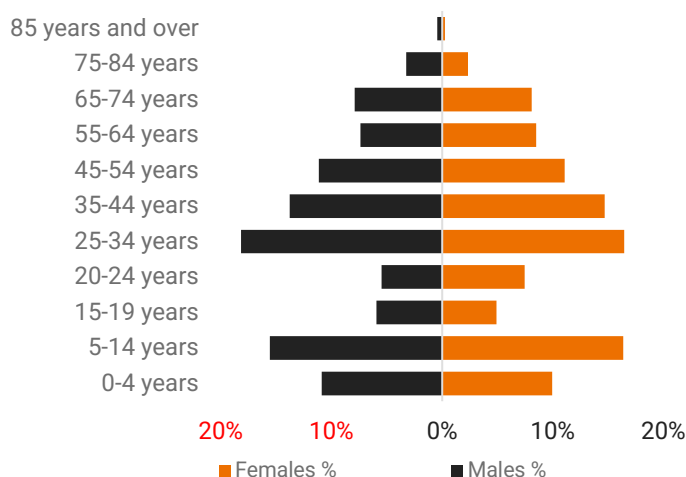


Figure 5 Population Thrumster (2021)

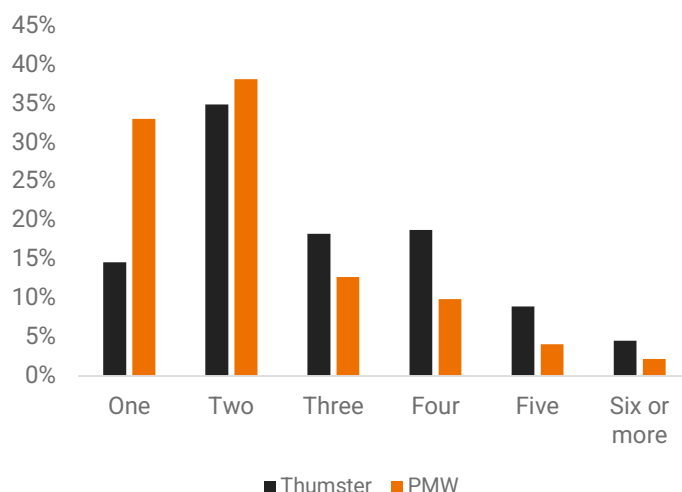


Figure 6 Household composition (2021)

Cultural diversity

As shown in Figure 7 below, the Indigenous population in Thrumster makes up around 7.5% of the total population, slightly higher than the PMW area (6.1%) and NSW (3.4%). Indigenous Australians remain the most disadvantaged and marginalised group in Australia. On all standard indicators of poverty and disadvantage, Indigenous people emerge as the most socially and economically deprived.

The slightly higher Indigenous population in Thrumster indicates a potential for higher levels of deprivation, underscoring the need to create local employment opportunities, income sources, and mixed dwelling tenures that the proposed rezoning offers. This approach can help address the economic and social challenges faced by the Indigenous community and contribute to their overall well-being.

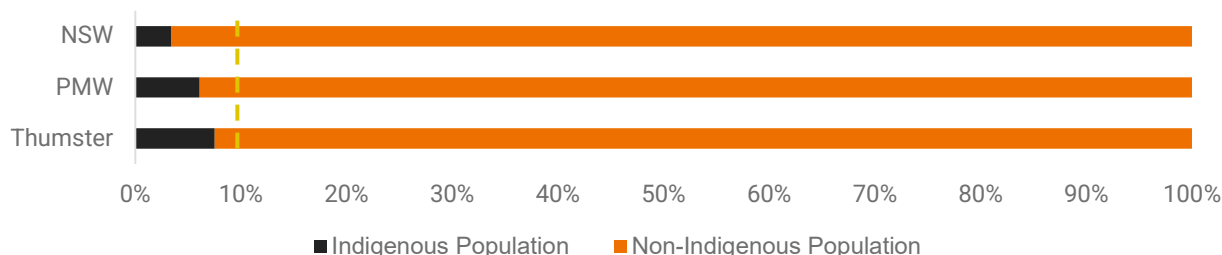


Figure 7 Indigenous population (2021)

Housing

There are 2,289 people living in private dwellings in Thrumster, accounting for 98% of the dwellings owned. The majority of the population in Thrumster, mainly families with children, live in detached dwellings, which make up 90% of the total tenure (compared to 64% in PMW). The remaining dwellings are characterised as 'semi-detached, row or terrace houses, townhouses, etc., with one storey' (8%), 'flats or apartments attached to a house' (1%), and 'not stated' (1%). The average number of bedrooms in these separate dwellings is four, suggesting typically large plots with at least one to two storeys. This evidence indicates that the local housing stock is dominated by low-density detached dwellings, which are less flexible in meeting the growing housing needs of people of different household sizes, life stages, and affordability levels.

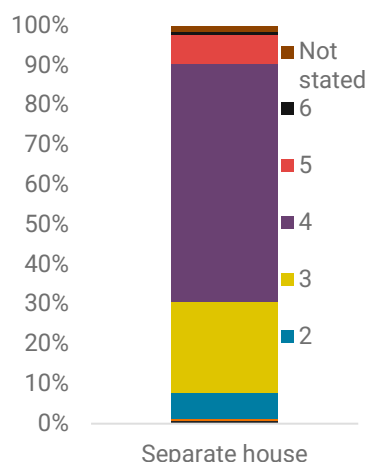


Figure 8 No. of bedrooms Thrumster Dwellings (2021)

The data shows that Thrumster's dwelling tenure mix lacks diversification, failing to meet the variety of housing needs for a growing, sustainable, and community-focused area. It is projected that the number of households in PMW will rise by 659 to 8,980 in 2026 and continue growing by more than 350 households every five years until 2046 (REMPPLAN, 2024). The proposed rezoning, through the delivery of 1–2-bedroom shop-top housing and serviced apartments, seeks to address this issue by delivering an additional 170 units of residential units, increasing residential density in well-located areas.

Regarding ownership, 49% of the dwellings in Thrumster are owned with a mortgage, 22% are owned outright, and 22% are rented through real estate agents - typical of the dwelling tenure outlined above. Compared to PMW, Thrumster has more dwellings owned with a mortgage and fewer owned outright. This likely reflects the fact that Thrumster has seen a significant amount of new residential development, attracting many growing families joining or climbing the property ladder, while PMW likely has longer-term (possibly older) residents who have paid off their mortgages. It is expected that the proposed rezoning, by offering an alternative and more affordable dwelling mix, will diversify Thrumster's housing market and support a wider range of families seeking to join the property ladder.

Economic profile

Labour force status

In 2021, 69.9% of people aged 15 and older in Thrumster stated that they were active in the labour force, compared to only 49.9% in PMW and 51.3% in the wider LGA. This contrasts with 58.7% of people in NSW.

Of those participating in Thrumster's labour force, 57.7% were employed full-time, while only 3.5% were unemployed as of 2021. This compares to a full-time employment rate of 51.5% across PMW and the LGA study areas, and unemployment rates of 5.2% and 4.8%, respectively.

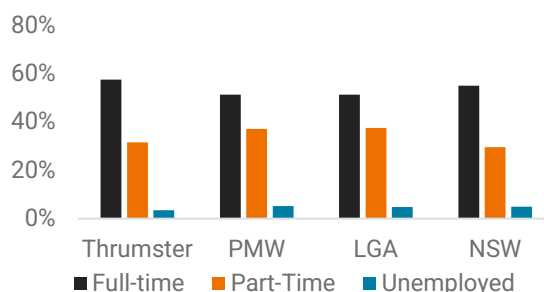


Figure 9 Labour Force Status (2021)

Thrumster exhibits a labour force with sufficient employment levels to sustain demand for additional goods and services. However, the unemployment rate indicates a need for additional employment opportunities, such as those enabled by the proposed rezoning. As the number of families and individuals moving into the community increases, there is a high volume of construction and infrastructure under development or in planning stages. Thrumster's economy is mainly focused on the tertiary sector,

providing services to the community, with most occupations being professionals, followed by community and personal services, and technicians and trade workers.

While Thrumster currently provides fewer hours of services compared to Port Macquarie West, this is likely due to Thrumster being a relatively new area with less demand for services. However, in the long run, as more people move into the community, Thrumster is anticipated to develop characteristics similar to Port Macquarie West in terms of population, employment opportunities, and available services, forming a similar societal structure.

Income

In 2021, the median weekly household income in Thrumster was \$1,988, compared to \$1,193 in PMW, \$1,263 in the wider LGA, and \$1,829 in NSW, indicating an existing affluent community¹. Further analysis of income (Figure 10) highlights that income in Thrumster is distributed more evenly than in PMW, where much lower income levels are prevalent. As a result, households in Thrumster are expected to have higher levels of disposable income compared to the wider areas, indicating the potential for increased demand for goods and services.

The proposed rezoning and subsequent development will deliver an enhanced mix of manufacturing, commercial, and leisure opportunities in the study area, catering to the growing population and fostering greater competition. Notably, stimulating healthy competition in a local economy generally helps to create more affordable goods and services as firms compete for local disposable income.

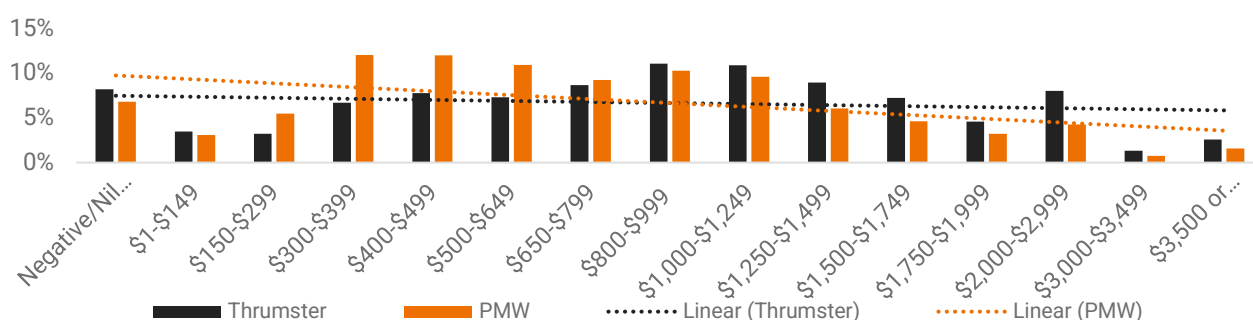


Figure 10 Income Distribution in Thrumster & PMW (2021)

The evidence (Figure 11) shows that in Thrumster, not only are weekly incomes higher than the comparison study areas, but the proportion of that income being spent on housing costs (mortgages and rents) is lower than the comparative study areas.

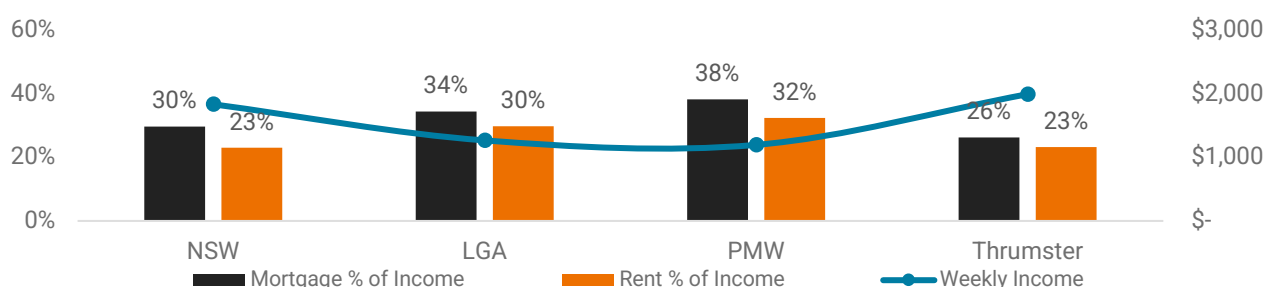


Figure 11 Income Comparison vs Housing Costs (2021)

¹ Additional analysis shows that the median total family income bracket for couples with children in Thrumster was \$2,500 to \$2,999 and slightly lower for couples with no children (\$2,000 to \$2,499).

Retail context

This section establishes the baseline retail contexts in the study areas from two aspects:

- **Local Demand for Retail Trade:** This is revealed by the local retail expenditure in 2016 and 2021 (subject to Census data availability).
- **Local Supply in the Retail Sector:** This is informed by the number of local retail businesses and operators as well as the retail employment density.

Retail expenditure capacity

The latest release of the ABS National Accounts indicates that the household saving ratio dropped from 2.6% in March 2023 to 0.9% in March 2024, which is below the pre-pandemic level of 7.1% in December 2019. This decline is attributed to the rise in nominal household consumption outpacing the growth in gross disposable income (ABS, 2022).

Estimates of household retail spending in the study areas have been projected using various data sources, including ABS Census Data (2016 and 2021), the ABS State Final Demand with Detailed Components for New South Wales, and the ABS Household Expenditure Survey.

Within the retail sector, the proportion of spending in each product (or service) category remained relatively stable between 2016 and 2021.

In both PMW (Figure 12) and the LGA (Figure 13) study areas, the highest household consumption was observed in the recreation and culture category, followed by food, and food-catering (hotels, cafes, and restaurants) categories.

Spending in these top three categories made up almost 60% of total retail spending, indicating strong and sustained demand for goods and services in these areas.

Regarding the proposed rezoning post-land upzoning, the specific nature of the commercial cluster and product mix implies that the proposal will serve consumption demand across a wide variety of goods and services categories.

Local retail businesses and operators

The Counts of Australian Businesses dataset released by ABS in 2023 indicates that the total number of retail businesses in the PMW study area, across various employment sizes, grew steadily during the pandemic period (Figure 14). In the LGA area, the total number of retail businesses dropped slightly in 2020 but quickly recovered in 2021 and 2022. This demonstrates the resilience of the local retail trading industry to disruptive events such as the COVID-19 pandemic.

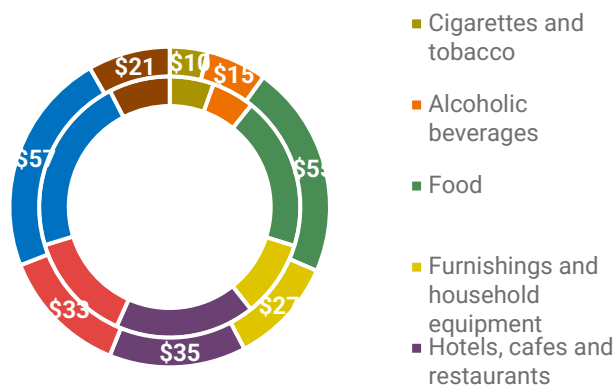


Figure 12 PMW Annual retail expenditure capacity (2016 Inner – 2021 Outer)

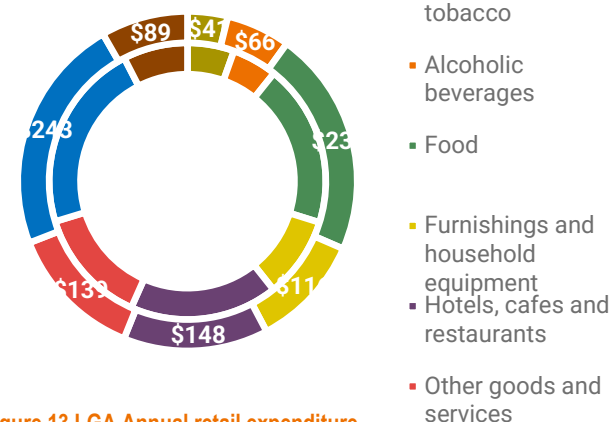


Figure 13 LGA Annual retail expenditure capacity (2016 Inner – 2021 Outer)

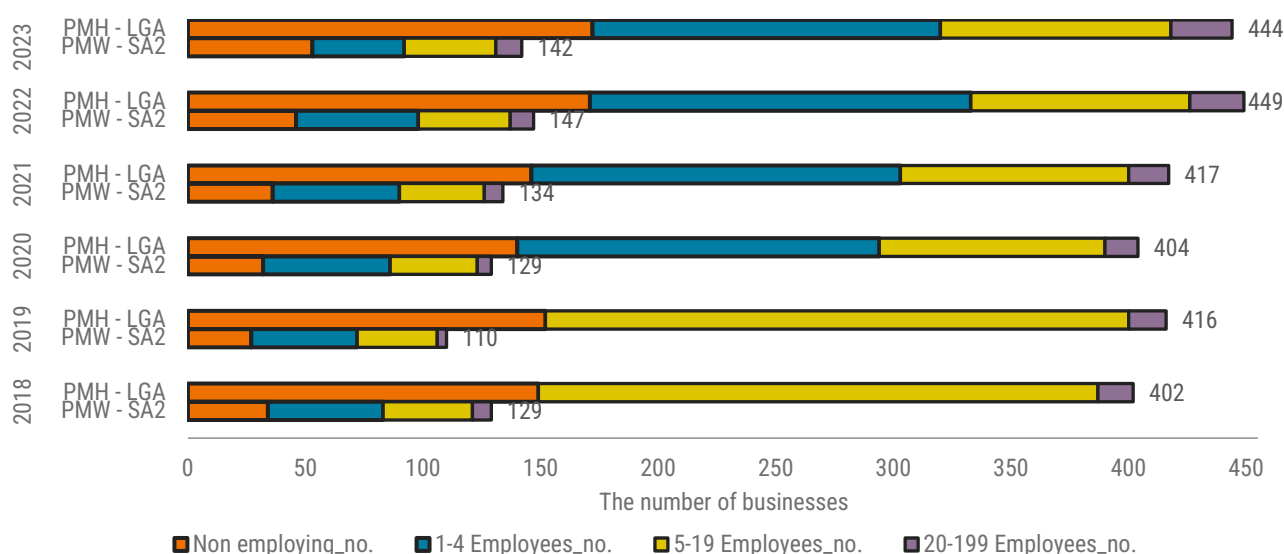


Figure 14 Retail Business Counts by LGA and PMW by annualised employment size ranges (2023)

Small businesses with fewer than 20 employees, as defined by ABS, accounted for 95% of the total retail businesses in the PMW and LGA study areas. Small retail businesses typically have a simple ownership structure and flexible operating models, making them less vulnerable to staffing challenges compared to medium and large businesses.

The pandemic significantly impacted the supply chain, affecting the retail trade industry from its onset and continuing to present challenges. According to the ABS Business Conditions and Sentiments Survey results released in 2022, the retail trade industry experienced the highest proportion of supply chain disruptions among all industries. Although the proportion of businesses affected by supply chain issues decreased from 84% in April 2022 to 68% in June 2022, indicating a gradual recovery, the ongoing effects of the pandemic are still evident.

Retail jobs and density

Retail job density has been assessed using the job density metric recommended by the NSW Movement and Place Framework (NSW Government, 2021). The retail job density in the PMW study area is identical to that in the LGA study area. As expected, this is far lower than in adjacent SA2 areas like Port Macquarie – East, which covers the town centre and has an average retail job density of 1,656 persons per square kilometre of commercial and industrial land (pp/km²).

Higher retail job density indicates good access to amenities and retail vibrancy, supporting the creation of balanced live-work neighbourhoods. However, in the SA2 study area, the average residential density of 2,406 pp/km² in 2022 is far higher than the local retail job density of 503 pp/km². This disparity shows that population growth has outpaced the growth in service supply, resulting in fierce competition, high prices, underserved demand, and a loss in productivity efficiency. Consequently, local retail demand is likely to spill over to adjacent town centres.

The proposed rezoning's diverse land use types would accommodate a total of 17,600 sqm of industrial retail and commercial GFAs, effectively fostering a higher retail job density, accommodating a range of opportunities and activities to meet the demand for various services and amenities.

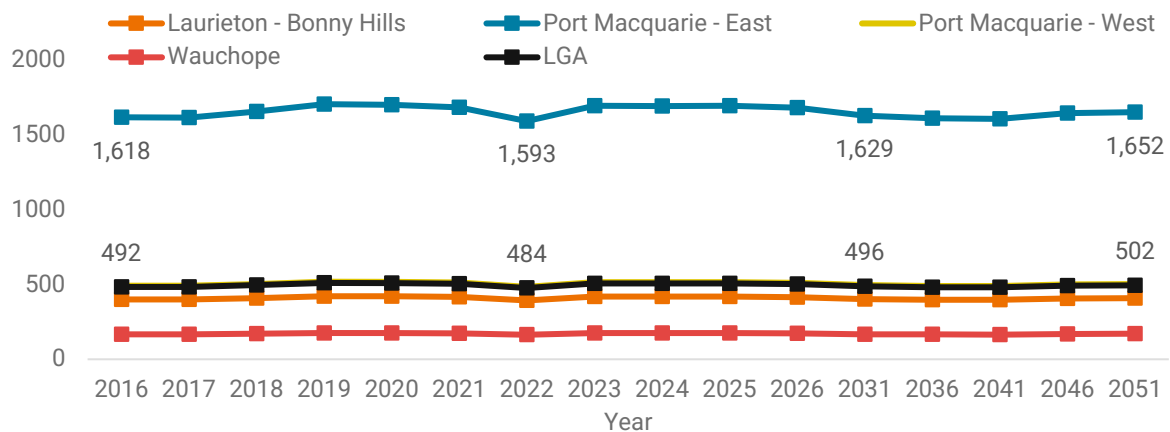


Figure 15 Retail Job Density by Study Areas and Adjacent SA2 Areas.

Summary of stakeholder engagement

As described, a stakeholder engagement program was conducted during the early project conceptual planning stages and completed in July 2023. The key stakeholders engaged in this program include:

- Hasting Co-operatives and the Sovereign Hills IGA, which are in proximity to the proposed rezoning and potentially impacted.
- Business Port Macquarie (the local Chamber of Commerce).
- Business NSW.

These stakeholders provided Letters of Support (LoS) to confirm their endorsement of the proposed rezoning. In their letters, they highlighted how the proposed rezoning will create opportunities for businesses and the community to support the Thrumster and Sovereign Place urban growth areas. The full LoS are appended in Appendix 5.

Construction impact assessment

The proposed rezoning will yield a broad range of economic benefits at the construction phase. The extensive investment in infrastructure, residential, and commercial property will stimulate construction sector output in the short term. The influence of the construction-related employment is likely to generate demand for goods and services from related industries, inducing indirect employment and value creation through boosting economic activities in the local community.

The employment land and economic impacts associated with the construction of the proposed rezoning are described and examined in Table 4. Each identified impact is analysed according to two dimensions – the sensitivity of the affected stakeholders and the magnitude of the potential – which are explained in detail in Appendix A.1.

Table 4 A summary of employment land and economic impacts of the construction of the proposed rezoning

Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
Economy – Impacts on Gross State Product and Value-Added Output						
Gross Value Added (GVA) generated by construction sector	<p>Many local industry sectors are likely to undergo positive economic effects during the construction phase of the proposed rezoning.</p> <p>Additional construction turnover, construction employment opportunities, increased opportunities for local businesses to supply goods and services to the construction workforce, temporary and other economic activities will generate additional gross value added.</p>	Positive Direct Temporary	Local businesses, the local and regional government, and construction developers.	Low The sensitivity to changes in regional and local gross product are perceived to be low given the low proportion of additional GVA associated with the proposed rezoning relative to the local and regional gross product.	Low Considering the temporary nature of the proposed rezoning, the increased GVA is less likely to be discernible from the existing market.	Low (Positive)
Employment and Business - Impacts on construction jobs and subsequent employment generation						
Construction employment generation	The proposed rezoning will bring new employment opportunities to the local and regional construction market.	Positive Direct Temporary (5 years)	Jobseekers from construction and engineering	Moderate The sensitivity to changes in regional and local construction and engineering employment	Moderate The increased construction employment jobs are likely to be	Moderate (Positive)

Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
	<p>According to NSW Treasury Employment Calculator (NSW Treasury 2022), the direct employment in the directly impacted industry depends on the nature of the proposed rezoning and the capital investment expenditure, which is expressed as Full Time Equivalent Employment (FTE) job years.</p> <p>The proposed rezoning is identified to be relevant to non-residential building industry, with an initial effect multiplier of 1.6. This means that 1.6 FTE direct construction industry job years would be needed to produce a \$1 million of output in this industry.</p> <p>It is estimated that the total construction expenditure for the proposed rezoning and resultant development will be approximately \$110 million.</p> <p>This would support roughly 176 FTE construction jobs – that is, 35 FTE jobs would be supported in every year over the 5-year construction phase.</p> <p>This would benefit local construction workers and jobseekers via increased employment opportunities afforded by the construction phase of the project.</p>		industry in the study areas.	market are perceived to be medium given the volume of workforce needed by the proposed rezoning.	discernible considering the duration of construction phase and the size of employment demand.	
Employment opportunities induced from construction employment	<p>These direct construction industry jobs are expected to induce demand on employment in other industries across the wider economy in the local and regional study areas.</p> <p>The production-induced multiplier is 3.5, indicating that additional 2.5 FTE jobs are needed in other industries in the economy for every individual FTE job in the identified construction industry.</p> <p>The 176 FTE construction jobs would induce 440 additional FTE jobs in other industries– that is, 88 FTE jobs in other industries would be supported in every year over the 5-year construction phase.</p>	Positive Direct Temporary (5 years)	Local businesses and workers in related industry sectors	Moderate The sensitivity to changes in regional and local construction and engineering employment market are perceived to be medium given the volume of workforce needed by the proposed rezoning.	Moderate The additional employment jobs induced by construction industry jobs are likely to be discernible considering the duration of construction phase and the size of	Moderate (Positive)



Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
	This would benefit local businesses in other industries (i.e., food and beverage suppliers and other retail services sectors) via increasing business turnover.				employment demand.	
Impacts on nearby infrastructure and facilities						
Temporary changes to the access and use of John Oxley Drive	The establishment of a construction site would potentially affect the traffic Level of Service (LOS) of John Oxley Drive due to traffic management approaches which include but not limited to stop-go provisions, shared vehicle access, heavy vehicles accessing the site, etc.	Negative Direct Temporary	Residents and road users	Moderate The traffic management approaches, and increased volume of heavy vehicles may reduce the mobility along John Oxley Drive. Road users may experience increased travel time, resulting in a moderate level of sensitivity to the change.	Low Changes to the access off John Oxley Drive would be temporary and limited to a small geographical area.	Moderate
Impacts on nearby infrastructure and facilities						
Increased vibration and noise levels, as well as reduced air quality due to construction activities	<p>Increased noise levels caused by construction activities may be a nuisance to some residents, especially vulnerable residents who are sensitive to noise and may find it hard to adapt to compromised amenity.</p> <p>Increased dust caused by exhaust from heavy vehicles and construction machinery, construction and demolition work, and limited earthworks could lead to negative impacts on residents' way of living, such as keeping windows closed and reducing outdoor activities in their yards.</p>	Negative Direct Temporary	Residents and businesses	Negligible Given the low residential density in the vicinity to the proposed rezoning, no significant impacts are expected. In addition, conditions of development consent include dust and erosion control measures to be put in place, as well as restrictions on hours of operation for construction works.	Negligible Changes are expected to be temporary and limited to the small area in the close vicinity of the proposed rezoning.	Negligible

Operation impact assessment

The operation of the proposed rezoning will bring a wide range of economic benefit. The type of employment land developed will help transform the Thrumster and Port Macquarie-Hastings' economy. It supports structural shifts to higher value employment, facilitates a diverse economy supported by a mix of economic clusters and entrepreneurial ecosystems, boosts employment landscape, and improves housing diversity. These outcomes effectively tackle the challenges following the rapid growth in resident and business populations in Port Macquarie-Hastings', providing them with better accommodation and living experience.

The employment lands and economic impacts associated with the operation of the resultant development are described and examined in Table 5. Each identified impact is analysed according to two dimensions – the sensitivity of the affected stakeholders and the magnitude of the potential – which are explained in detail in Appendix A.1.

Table 5 summary of employment land and economic impacts of the operation of the proposed rezoning

Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
Economy – Impacts on Gross State Product and Value-Added Output						
Increased Gross State Product (GSP) and Value-Added Output (VAO)	The proposed rezoning will create new employment opportunities. The new employment supported in the proposed rezoning will contribute to the state economy by additional production output.	Positive Direct Long term	The state government	Negligible The sensitivity to changes in GSP are perceived to be low given the relative negligible magnitude of impacts from the proposed rezoning.	Negligible Reflecting the small size and low production capacity of the proposed rezoning relative to the GSP, the magnitude of potential impact would be low.	Negligible (Positive)
Government revenue generation	The proposed rezoning will generate ongoing revenues for the local government through land taxes, stamp duty, and council rates.	Positive Direct Long term	Residents, the local and regional government	Negligible Both the residents and the governments are perceived to have negligible vulnerability and able to absorb and adapt to tax levy and payments	Negligible The magnitude of the impact is perceived to be discernible from baseline conditions because only receptors in the vicinity of the proposed rezoning	Negligible (Positive)



Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
				required through the provision of services.	are likely to be impacted. That is a small proportion of receptors relative to the total number of residents across the wider regional area.	
Employment and Business - Impacts on construction jobs and subsequent employment generation						
Ongoing employment generation	<p>The proposed rezoning creates ongoing employment opportunities after the commencement of operation.</p> <p>Based on the Workspace ratios released in Common Planning Assumptions (CPAG 2018), it is estimated that some 331 jobs are likely to be supported on an ongoing basis by the total gross floor areas of 17,600 sqm. The 331 new jobs split across different industries and uses, including:</p> <ul style="list-style-type: none"> • 105 new jobs in other forms of specialised retail outlets, bulky goods and showrooms (It should be noted that generic retail shops are prohibited uses in both E4 and E3 and thus are irrelevant and excluded from the job opportunity analysis) • 101 new industrial jobs due to the incubator, market space, workshops, high-tech manufacturing and research, as well as transport depots and storage bays • 12 new jobs in health and fitness (indoor swim and recreation centre) • 88 new commercial jobs • 25 new jobs in the childcare <p>It is important to note that generic retail premises are prohibited in the E3 zone, meaning that normal retail shops (like those in the existing CBD of Port Macquarie or the Sovereign Hills Town Centre) are not permissible in E3 zone. However, other specialised forms of retailing are permissible, including retail areas within an artisan</p>	Positive Direct Long term	Jobseekers in all related industries	High The sensitivity to changes in the regional and local employment market is perceived to be high-moderate given the estimated demand for new workforce.	High Considering the long-term nature of the new employment opportunities, the increased workforce demand is likely to bring noticeable difference to the existing market. The impact is likely to spread beyond the vicinity of the proposed rezoning (i.e., there will be some employment leakage).	High (Positive)



Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
	<p>food & drink industry; garden centre retail premises, hardware & building supplies retail premises; industrial retail outlet (where the business sells what it manufactures on site); a kiosk; a neighbourhood shop; or a rural supplies retail premises.</p> <p>The new employment opportunities are important for local people who are pursuing careers in the relevant industries, who wish to re-enter the workforce, and who are seeking casual or part-time jobs.</p>					
Retail – Impacts on local retail hierarchy, provision, and expenditure						
Evolved retail hierarchy	<p>The proposed rezoning allows for a diversified mix of retail types and will enable people have access to a range of retail destinations, remaining relevant to the evolving consumers' preferences and tastes.</p> <p>The proposed rezoning intends to support residential and employment population but not to compete against other generic retail business from Sovereign Shops or any other retail outlets. As such, the specialised forms of retailing will not divert the local population away from shopping at existing retail hubs.</p> <p>The diverse land use allows for a new artisan market bazaar, artisan spaces, and stalls to be planned and introduced. Approximately 4,900 sqm of new trading area is planned to accommodate these varied production units.</p> <p>The new trading area provides spaces to accommodate small-scale manufacturers and production. This will create a genuine urban village that extends the pattern of human life beyond a "typical" employment zone, includes a "village-like" range of human activities for a 7-day, 24-hour cycle.</p> <p>The range of goods in the retailing spaces are less likely to be normal retail products supplied by store-based retailing, which reassures that the rezoning will not induce</p>	<p>Positive Direct Long term</p>	<p>The local community, people pursuing artisan-based entrepreneurs, retail business operators, and manufacturers</p>	<p>Moderate The sensitivity of the local community to changes in the evolving retail hierarchy is perceived to be moderate given the receptors' high ability to adapt to these changes.</p>	<p>Moderate Considering the long-term and dynamic nature of the changes in retail hierarchy, the impact is likely to bring noticeable difference to the existing local retail market. The impact is likely to spread beyond the vicinity of the proposed rezoning.</p>	<p>Moderate (Positive)</p>



Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
	<p>competition against existing retail hubs. The introduction of this type of retailing will effectively enrich the order of goods available to the local community and could potentially formulate new attractions to shoppers, tourists, and visitors.</p> <p>In addition, industrial units including artisan incubators, small workspaces, and workshops (tallying up to 8,800 sqm) are offered to foster the development of independent, innovative and high-tech manufacturing and research.</p>					
Higher retail provision	<p>The proposed rezoning is planned to accommodate some 17,600 sqm of commercial, industrial, and other specialised trading spaces (i.e., artisan food & drink industry, bulky goods, and industrial retail outlet).</p> <p>This retail provision in Precinct A and B represents a medium retail offer and will improve the overall retail provision in the study areas.</p> <p>The retail job density in the SA2 and LGA study area is expected to increase by 10% and 5% respectively. The higher retail provision implies stronger retail vibrancy and better access to amenity in this area, supporting the creation of a live-work balanced neighbourhoods.</p>	Positive Direct Long term	The local community	Low The sensitivity of the local community to changes in a higher retail provision is perceived to be low given the receptors' high ability to adapt to these changes.	Low Considering the long-term nature of the changes in local retail provision, the impact is likely to bring discernible difference to the current condition. The impact of improved <u>local</u> retail provision on <u>regional</u> retail job density is even lower.	Low
Implications on future retail expenditure	<p>Expenditure on each of the identified specialised retail product category is anticipated to undergo substantial growth over the next two decades.</p> <p>Applying an average retail turnover density of \$4,675 - \$7,985 per sqm² would indicate that the annual industrial retail sales turnover generated by the proposed rezoning would range between \$82million – \$140million.</p>	Positive Direct Short-term	Consumers, households	Low The sensitivity of the local community to changes in a higher retail provision is perceived to be low given the retail consumers' high	Low Considering the temporary nature of the impacts on future retail expenditure, the impact is likely to be marginal.	Low

² East Leppington Employment & Retail Study (2013) – Table 10 Retail Turnover Densities for neighbourhood centres. Upated to 2023 values (Stantec 2023).

Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
	<p>It should be noted that the estimated retail turnover is sourced from specialised retailing trade and thus is in addition to the existing retail revenue in the study area. As such, not only will the proposed rezoning not compete against the existing shopping hubs in Port Macquarie for retail demand or spending, but all stores in the study areas may benefit from regional-wide future growth.</p> <p>See Appendix D:for further detail.</p>			ability to adapt to these changes.		
Retail – Impacts on local retail hierarchy, provision, and expenditure						
Competitive trading impacts on local precinct	<p>There are no competitive trading impacts of the rezoning as it will not cause potential diversion of consumers' retail spending from alternative retail destinations.</p> <p>There are five alternative retail destinations within a 10-km radius, including:</p> <ul style="list-style-type: none"> ▪ SUPA IGA (2km) ▪ Coles Lake Innes Village (2.6 km) ▪ Port Macquarie Service Centre (2.9km) ▪ Settlement City Shopping Mall (5km) <p>Generic retail shops, like those outlined above, are prohibited uses in both E4 – General Industrial and E3 – Productivity Support zones. As a result, the range of products and services offered by the specialised form of retailing (at the proposed rezoning) are different from the aforementioned retail stores, eliminating potential conflicts and competition.</p>	Neutral Direct Temporary	Other retail business operators	<p>Negligible</p> <p>The sensitivity of other retail business operators is perceived to be low given the low likelihood of competition between the proposed rezoning and other retail business operators.</p> <p>Outcomes of the consultation with representatives of other retail stores and the local council confirmed that they support the proposed rezoning.</p>	<p>Negligible</p> <p>The specialised forms of retailing to be accommodated by the proposed rezoning target distinct market segments and will not compete against the existing generic retailing shops in the study area.</p> <p>As a result, this will not negatively affect competition in the retail trading landscape in the study area.</p>	Negligible
Impacts on community values and local amenity						



Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
Improved access to manufacturer destinations	<p>The limited range of goods available in the existing generic retail stores is not capable of meeting demands for specialised form of manufacturing retail outlets which offer an improved mix of light industrial and support onsite manufacturing and business operations. This also sheds lights on the bulky goods, show rooms,</p> <p>The proposed rezoning is expected to diversify the local retail supply by enabling artisan food & drink industry, bulky goods, and industrial retail outlet. This will enhance revitalisation in the local precinct and benefiting existing and future residents and business operators in the precinct.</p>	Positive Direct Long term	The local community	Low The sensitivity of the local community to the improved access to retail destinations is perceived to be low given the receptors' high discretion in choosing retail destinations.	Low The magnitude of the impact is perceived to be discernible because only receptors in the close vicinity of the proposed rezoning are likely to be impacted. That is a small proportion of receptors relative to the total number of residents across the wider regional area.	Moderate-Low (positive)
Impacts on the alignment of work and home locations	<p>The proposed rezoning enhances the availability and diversity of dwelling types, allowing people to have access to residential housing closer to place of work.</p> <p>The 170 residential dwellings (including shop top housing units) to be delivered by the proposed rezoning could accommodate up to 390 people.</p> <p>The improved alignment of work and home locations will improve the quality of life for residents by providing them with a variety of amenities and services within walking distance of their homes.</p>	Positive Direct Long term	People work or live in the proposed rezoning	Moderate People who want to live in the proposed rezoning because of proximity to workplaces will be sensitive to this impact.	Low The impact is perceived discernible because it is limited to a small proportion of receptors in the vicinity of the proposed rezoning.	Low
Impacts on the availability of employment lands						
Impacts on the availability of employment lands	<p>Rezoning from E4 – General Industrial Zoned land to E3 – Productivity Support zoned land will not negatively impact the availability and supply of Employment Land.</p> <p>As identified in the Employment Landuse Review (2021), the study area has good supplies of E4 – General Industrial land for heavy industrial, which was well over requirements. Further, as discussed in the 'Assessing</p>	Positive Direct Long term	People work or live in the proposed rezoning	Negligible People who want to live in the proposed rezoning because of proximity to workplaces will be sensitive to this impact.	Negligible The impact is perceived discernible because it is limited to a small proportion of receptors in the	Negligible



Potential impacts	Summary of the potential impact	Nature, type and duration of impact	Affected stakeholders	Sensitivity	Magnitude	Level of significance
	<p>land uses' section in this ELEIA, there are limited differences in the permissible land uses between E4 and E3 zones, and the larger scale or manufacturing support industrial outlets suited to Employment Lands remain permissible in both zones.</p> <p>In this manner, the change from E4 to E3 will not reduce the floor area available to manufacturing businesses and operations within the Employment Land. This is because unlike E4 zoning that are more likely to include storage bays and single storey industrial sheds for warehousing, the E3 zoning will support the development of three-storey operations.</p> <p>This will provide for an increase in available floor area for high-tech industries and smaller sector manufacturing, as the development will be focused on three-storey or similar buildings, with the associated increase in floor area for employment opportunities. As a result, the proposed rezoning will create diversification of available industrial units and support the growth in specialised manufacturing and industrial business operators.</p>				vicinity of the proposed rezoning.	

Conclusion

This Employment Lands and Economic Impact Assessment (ELEIA) has been prepared in response to comments and recommendations made at the Pre-Lodgement Meeting on 14th December 2022 regarding the rezoning of a 5.483-hectare area of the Thrumster Business Park from E4 General Industrial to E3 – Productivity Support. The assessment also considers the proposed inclusion of shop top housing and serviced apartments as an additional permitted use in Schedule 1 of Port Macquarie – Hastings LEP 2011 for a limited number of lots within the proposed rezoning area. Key considerations in evaluating the proposed rezoning include its potential impacts on the surrounding area and local economy, particularly the local manufacturing and retail hierarchy as well as employment land needs of Port Macquarie. The purpose of this ELEIA is to estimate and assess the potential impacts of the construction and operational phases of the proposed rezoning on the local manufacturing and retail hierarchy as well as employment land.

Short-term impacts from the construction phase include:

- Increased employment opportunities, including 176 full-time equivalent (FTE) construction jobs and 440 additional FTE jobs in other industries.
- Additional gross value added through construction turnover and employment opportunities in the construction sector.

While the proposed rezoning seeks to minimise the construction impacts as much as possible, some negative effects are expected, including:

- Temporary changes to access and use of John Oxley Drive.
- Increased vibration and noise levels, and reduced air quality during construction activities.

Long-term benefits from the operational phase include:

- Increased Gross State Product and Value-Added Output induced by new employment supported by the proposed rezoning.
- Creation of 331 ongoing employment opportunities in industrial retail, home industry, health and fitness, food production, and various manufacturing industries.
- Evolution of manufacturing hierarchies with a diversified mix of other forms of unique manufacturer destinations relevant to evolving consumer preferences and tastes.
- Higher employment land provision accommodating approximately 17,600 sqm of commercial and industrial retail trading spaces, supporting future employments and in high-tech, education, medical, health and wellness sectors and development in lighter industrial type of manufacturing and business operation.
- Delivery of 170 residential units enhances the availability and diversity of residential dwelling types and creates a 24/7 live-work precinct. This will effectively accommodate essential workers and professional staff and retain the attractiveness of Port Macquarie to talents.
- Providing 8,800 sqm of industrial units as artisan incubators, small workspaces, and workshops, fostering the development of innovative and high-tech manufacturing and research.
- Creation a dynamic integrated community where residential, commercial, and recreational activities seamlessly coexist.

It is noteworthy that the potential negative impacts associated with the construction of the proposed rezoning, including changes to road access, noise, and vibration, are expected to be temporary and not significant beyond a 'Moderate' level. These negative impacts can be closely monitored and effectively managed. Overall, it is anticipated that the proposed rezoning will have a positive and beneficial impact on both Thrumster and the wider Port Macquarie-Hastings area.

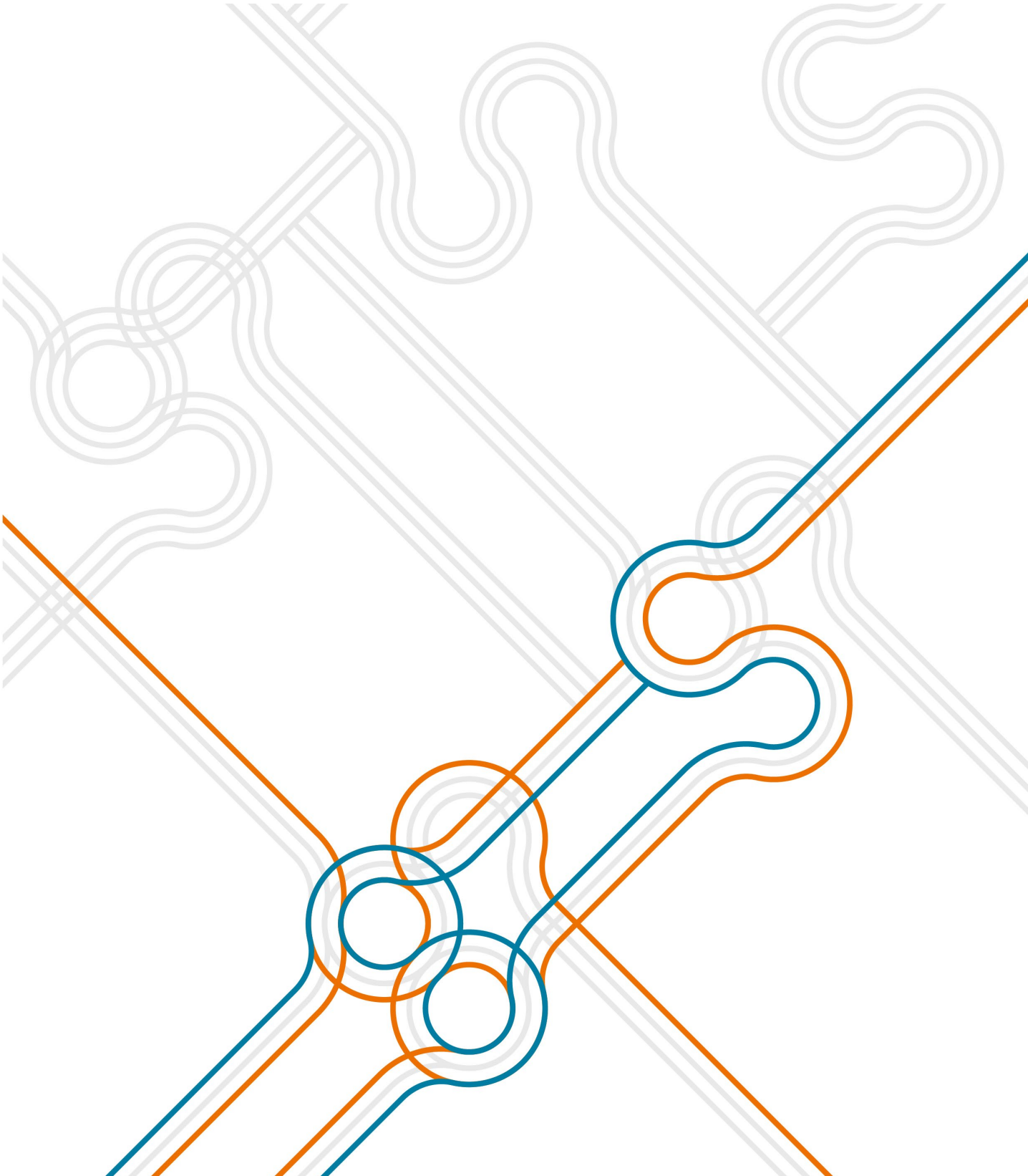


References

- Community, Planning and Environment, Melissa Watkins. (2024). *Item 13.05 DEMOGRAPHIC AND POPULATION GROWTH SCENARIOS*.
- NSW Government. (2021). *Amenity and Use*. NSW Movement and Place.
- Port Macquarie Hastings Council. (2021). *Resourcing Strategy 2022-2026*.
- Port Macquarie-Hastings Council. (2020). *Cultural Economy Project*.
- Port Macquarie-Hastings Council. (2021). *Port Macquarie-Hastings Economic Development Strategy 2022-32*.
- Port Macquarie-Hastings Council. (2021). *Port Macquarie-Hastings Local Housing Strategy 2021-2041*.
- REMPAN. (2024). *Population, Households and Dwellings Forecasts to 2046 - Port Macquarie Hastings Council*. Retrieved from REMPLAN:
<https://app.rempplan.com.au/portmacquariehastings/forecast/summary?state=y9LMcwr7xTmPVljtVXYjVnfntPtdpN>
- TfNSW. (2020). *Environmental Impact Assessment Practice Note: Socio-economic assessment*. Transport for NSW.
- Thrumster Business Park. (2024). *Thrumster Business Park - The gateway to Port Macquarie*. Retrieved from <https://www.thrumsterbusinesspark.com.au/thrumster-area-profile/#:~:text=The%20projected%20growth%20for%20this,your%20Business%20or%20Commercial%20investment>.



APPENDICES





Appendix A: Methodology and data

The methodology for identifying and analysing the employment land and economic impacts associated with the proposed rezoning is adapted based on the Practice Note (TfNSW 2020) and incorporates both domestic and international best practice of ELEIA, accompanied with:

- Initial scoping and screening of potential employment lands and economic issues and impacts.
- Identification of potential issues and impacts through reviewing proposal design and plan.
- A review of the results from stakeholder consultation.

A.1 Impact assessment

The proposal has the potential to affect customers, businesses, nearby residents, social infrastructure users, and the wider community. Two types of impact assessment – quantitative and qualitative – are applied to the identified impacts to assess the level of significance, depending on the impact type outlined in table A-1.

In terms of qualitative assessment, the *Practice Note* (TfNSW, 2020) suggested that the level of significance – in this case of the identified employment lands and economic impacts – should be assessed through two dimensions:

- The sensitivity of the receptor, and
- The magnitude of the potential impacts (subject to the information available at the time)

Sensitivity (Table A-1) refers to the qualities of the receptor which influence its vulnerability to change and capacity to adapt. In this context the receptor may include the communities, businesses, business clusters, social infrastructure, residences etc.

Table A-1 Level of sensitivity

Sensitivity	Definition
Negligible	No vulnerability and able to absorb or adapt to change.
Low	Minimal areas of vulnerabilities and a high ability to absorb or adapt to change.
Moderate	Several vulnerabilities but retains some ability to absorb or adapt to change.
High	Multiple vulnerabilities and/or very little capacity to absorb or adapt to change.

Source: Practice note (TfNSW, 2020)

Magnitude refers to the scale, duration, intensity, and scope of the proposed rezoning including how it will be constructed and operated. Qualities of magnitude include, but are not limited to:

- Scale and intensity (the types of works, operational uses and built form etc)
- Spatial extent (eg. the geographical area affected which may be local, suburb, regional, state, national, or to community groups etc)
- Duration (short, medium, or long-term, hours of works, frequency, reversibility etc).

The levels of magnitude are set out in Table A-2 overleaf.



Table A-2 Level of magnitude

Magnitude	Definition
Negligible	No discernible positive or negative changes caused by the impact. Change from the baseline remains within the range commonly experienced by receptors.
Low	A discernible change from baseline conditions. Tendency is that the impact is to a small proportion of receptors over a limited geographical area and mainly in the vicinity of the project. The impact may be short-term, or some impacts may extend over the life of the proposal.
Moderate	A clearly noticeable difference from baseline conditions. Tendency is that the impact is to a small to large proportion of receptors and may be over an area beyond the vicinity of the project. Duration may be short term to medium or some impacts may extend over the life of the project.
High	A change that dominates over existing baseline conditions. The change is widespread or persists over many years or is effectively permanent.

Source: Practice note (TfNSW, 2020)

Only negative impacts are assigned a level of significance. The level of significance is considered for construction impacts and operational impacts.

Each issue or, alternatively each sub-issue, is assigned a level of significance. For example, if the issue can be adequately addressed under one heading, such as 'impacts on local retail provision and expenditure', the level of significance of impacts are assigned under that heading. Where sub-issues are needed under 'community values', each sub-issue is assigned a level of significance (but a level of significance is not needed for the overarching issue).

The matrix shown in Table A-3 is used to assess the level of significance of the potential impacts. This is done by combining the level of sensitivity and magnitude. It is noted that the above methodology is not applied to positive impacts, however these are assessed and discussed as appropriate.

Table A-3 Level of significance

Sensitivity	Magnitude			
	High	Moderate	Low	Negligible
High	High	High-Moderate	Moderate	Negligible
Moderate	High-Moderate	Moderate	Moderate-low	Negligible
Low	Moderate	Moderate-Low	Low	Negligible
Negligible	Negligible	Negligible	Negligible	Negligible

Source: Practice note (TfNSW, 2020)

In terms of quantitative assessment, the level of significance is quantitatively assessed for the impacts identified to be quantitatively assessable. The quantitative assessment results are also presented to support the determination of the level of significance of the identified impacts.



A.2 Data used in establishing the-economic baseline conditions

The retail and employment lands-economic baseline illustrates the local retail and economic features and conditions as well as known or likely future changes within the study areas for the ELEIA. The baseline establishes the ground upon which the potential retail-economic benefits and disbenefits arising from the construction and operation of the proposal can be determined and assessed.

To better understand the retail and economic context of the study areas, the following data sources and information have been engaged:

- Australian Bureau of Statistics (ABS) Census Data describing the relevant demographic characteristics.
- ABS Counts of Australian Businesses informing the retail businesses and economic data.
- ABS State Final Demand with Detailed Components for New South Wales and ABS Household Expenditure Survey informing the local retail expenditure capacity.
- Transport for NSW Travel Zone Projections 2022 and ABS Land Type Data by Mesh Block 2016 informing the retail employment density.
- Local community structure and patterns (sourced from Port Macquarie-Hastings Council's webpage).
- Key stakeholders and interest groups and outcomes of targeted consultation (refer to Appendix B).



Appendix B: Letters of Support



Hastings Co-operative Limited
Level 1, 9-13 High Street
PO Box 354
WAUCHOPE NSW 2446
(02) 6588 8999
www.hastingscoop.com.au
ABN 86 601 035 121



Mr Trevor Groeneveld
Thrumster Business Park
Port Macquarie, Mid North Coast, NSW, 2444

4th July 2023

Dear Trevor,

RE: Hastings Co-operatives Ltd support for the Thrumster Business Park

Thank you for the opportunity to undertake a site visit with the Hastings Co-operative and to discuss the Thrumster Business Park Estate's proposed with myself and our Hastings Co-op CEO. We both appreciated the opportunity to see the vision and plans laid out directly before us.

The Hastings Co-op identifies the proposal relates to an area of some 3 hectares of land within the Estate, and that town planners, the Architects and Place Makers have all been engaged by Thrumster Business Park.

The Hastings Co-op supports the mixed-use zone Trevor, and we can see this area will open the opportunity for businesses and community to support the Thrumster and the Sovereign Place urban growth area and will be an benefit for the greater Port Macquarie Region. We also support any planned travel inclusions or pathways to Sovereign Place Town Centre, the Health Precinct and to CSU. This will provide added support to the success of other precincts in Port Macquarie thus improving community and business connectivity.

Port Macquarie is in a strong position for this mixed-use area to succeed. There is a robust, consistent growth rate for Port Macquarie, and the high demand for new business areas that support incubator business sites are welcome.

The Hastings Co-op sees substantial advantages to the broader greater Port Macquarie Economy, and we look forward to the development of this exciting Thrumster Business Park Estate plan Trevor.

With Kindest regards,

Tim Walker

Business & Community Development Manager

Hastings Co-operative

Corporate Centre, Level 1, 9-13 High Street, Wauchope

02 6588-8911 and 0457-766-965

BUSINESS NSW

27 April 2023

Trevor Groeneveld

Thrumster Business Park
PORT MACQUARIE NSW 2444

Dear Trevor,

RE: Thrumster Business Park – Mixed-Use Zone

The purpose of Business NSW is to provide a strong, clear voice for businesses; we are an organisation focused on the wellbeing of the business community. With this in mind, we are pleased to provide a letter of support for the proposed Mixed-Use proposal within the Thrumster Business Park.

It is understood that this proposal seeks a Mixed-Use zoning over a small area of land, being just over three hectares. The design for this Mixed-Use Precinct will support business incubator designs, including a Dynamic Service Hub. The aim is to ensure the design provides for adaptive change, and a centre which is able to adapt and support innovative business operators.

The variety of business spaces provided in the Concept Plans is considered to support the retention of businesses in the area, as there are opportunities for businesses to take up larger premises as they grow and develop. This is critical to ensure we retain our successful business entities.

The village environment that can be created within a Mixed-Use zone creates a strong sense of place for business owners as there are opportunities to live, work and play within the same precinct. This provides ongoing networking opportunities, and the true success of incubator precincts.

The vision of Thrumster Business Park to engage with leaders within the Health & Education Precinct, including initiating connectivity to these areas, is consistent with Business NSW's vision to ensure businesses across NSW prosper and grow. The Mid North Coast Region is a region of strong growth and economic excellence, and the recognition of the need to provide Employment Lands which support business incubators, is supported by Business NSW.

Sincerely,



Kellon Beard
Regional Director, Mid North Coast

8 May 2023

Mr Trevor Groeneveld
Thrumster Business Park
PO Box 1037
PORT MACQUARIE NSW 2444

Dear Trevor

RE: Thrumster Business Park – Mixed Use Zone

Thank you for the opportunity to undertake a site visit and discuss the Thrumster Business Park Estate's proposed Mixed Use Zone.

Business Port Macquarie understands the proposal relates to an area of some 3.07 hectares of land within the Estate and that Architects and Place Makers have been engaged by Thrumster Business Park. This vision being for a mixed use area that supports the new trends in industrial estates for an Industrial Lifestyle – making industrial estates places which are active beyond the standard 9 to 5.

Business Port Macquarie supports the Mixed Use Zone as this area will open the opportunity for businesses to network and support the broader Thrumster urban growth area and the Port Macquarie Region. The future linkages to the Health and Education Precinct provide added support to the success of other precincts in Port Macquarie and improves business connectivity.

The Mixed Use Zone will provide for approximately \$110 million in construction value, as well as the additional construction and employment opportunities over the life of the Estate. Port Macquarie is well placed for this Mixed Use area to succeed, with the strong and consistent growth rate for Port Macquarie and the high demand for areas that support incubator business sites.

These are all significant benefits to the broader Port Macquarie Economy and Business Port Macquarie looks forward to the progress of this proposal.

Kind regards



Alex Glen-Holmes
President
Business Port Macquarie



Appendix D: Retail expenditure forecast

Table A-4 Retail Spending Forecasts for the LGA and SA2 study areas, 2025-2050 (constant 2021\$ million)

Year	2025	2030	2035	2040
LGA: Port Macquarie-Hastings				
Cigarettes and tobacco	\$ 59.28	\$ 57.10	\$ 61.25	\$ 62.64
Alcoholic beverages	\$ 64.28	\$ 69.16	\$ 70.68	\$ 73.99
Food	\$ 234.75	\$ 251.52	\$ 257.51	\$ 268.98
Furnishings and household equipment	\$ 115.10	\$ 123.88	\$ 126.70	\$ 132.60
Hotels, cafes and restaurants	\$ 193.16	\$ 196.24	\$ 206.14	\$ 213.34
Other goods and services	\$ 156.07	\$ 162.20	\$ 168.34	\$ 174.90
Recreation and culture	\$ 261.52	\$ 276.45	\$ 285.05	\$ 297.44
Clothing and footwear	\$ 93.33	\$ 101.27	\$ 103.38	\$ 108.42
Sub total	\$ 1,177.50	\$ 1,237.82	\$ 1,279.06	\$ 1,332.30
SA2: Port Macquarie West				
Cigarettes and tobacco	\$ 14.51	\$ 14.64	\$ 16.45	\$ 17.62
Alcoholic beverages	\$ 15.73	\$ 17.73	\$ 18.98	\$ 20.81
Food	\$ 57.45	\$ 64.48	\$ 69.15	\$ 75.67
Furnishings and household equipment	\$ 28.17	\$ 31.76	\$ 34.02	\$ 37.30
Hotels, cafes and restaurants	\$ 47.27	\$ 50.31	\$ 55.36	\$ 60.01
Other goods and services	\$ 38.20	\$ 41.58	\$ 45.21	\$ 49.20
Recreation and culture	\$ 64.00	\$ 70.87	\$ 76.55	\$ 83.67
Clothing and footwear	\$ 22.84	\$ 25.96	\$ 27.76	\$ 30.50
Sub total	\$ 288.17	\$ 317.33	\$ 343.48	\$ 374.78



Stantec Australia Pty Ltd

Address Line 1
Sydney NSW 2000

T: +61 262 639 403

Communities are fundamental. Whether around the corner or across the globe, they provide a foundation, a sense of place and of belonging. That's why at Stantec, we always design with community in mind.

We care about the communities we serve—because they're our communities too. This allows us to assess what's needed and connect our expertise, to appreciate nuances and envision what's never been considered, to bring together diverse perspectives so we can collaborate toward a shared success.

We're designers, engineers, scientists, and project managers, innovating together at the intersection of community, creativity, and client relationships. Balancing these priorities results in projects that advance the quality of life in communities across the globe.

Stantec trades on the TSX and the NYSE under the symbol STN. Visit us at **stantec.com** or find us on social media.

Design with community in mind