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Georges Cove Village, Moorebank

Economic Impact Assessment
Prepared for Benedict Industries

locationiq.com.au



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Introduction

This report presents an independent assessment of the need and demand for proposed retail facilities as part of a mixed-use development at 146 Newbridge Road in Moorebank, in the south-western suburbs of Sydney. The report also considers the likely economic impacts that would result from the proposed development. The proposal is referred to as Georges Cove Village or subject site throughout the remainder of this report.

This report is structured and presented in **five (5) sections** as follows:

- **Section 1** reviews the regional and local context of the subject site, in addition to an overview of the proposed development scheme and planning context.
- **Section 2** details the trade area likely to be served by a full-line supermarket based retail offer at the subject site, including current and projected population and retail spending levels over the period to 2041. A review of the socio-economic profile of the trade area population is also provided.
- **Section 3** summarises the current and future competitive retail environment within the surrounding region.
- **Section 4** outlines an assessment of the sales potential for proposed retail facilities at the planned Georges Cove Village, and provides an assessment of the range of economic impacts, both positive and negative that may result from the development at the subject site.
- **Section 5** outlines the conclusions or key findings of this report.

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Executive Summary

Key points to note regarding the demand and market potential for retail facilities at the proposed Georges Cove Village development, include:

- i. The proposed mixed-use development at 146 Newbridge Road in Moorebank, within the Liverpool City Council (LGA), some 27 km south-west of the Sydney Central Business District (CBD).
- ii. The suburb of Moorebank generally comprises a mix of residential and light industrial uses, with the South Western Motorway (M5) and Newbridge Road facilitating regional and local connectivity.
- iii. Newbridge Road is a major east-west arterial route through the region, connecting Liverpool with a range of suburbs throughout the south-west and inner-west of Sydney. Based on a review of the most recent traffic counts provided Transport for New South Wales, 40,006 vehicles travel along Newbridge Street (west of Henry Lawson Drive) on an average weekday. This equates to an annual traffic volume of 14.1 million vehicles.
- iv. The northern portion of the subject site is planned to yield the Georges Cove Village mixed-use development, including total retail and commercial floorspace of 9,585 sq.m, comprising a full-line supermarket (3,809 sq.m), retail specialty shops (873 sq.m) and non-retail floorspace. The proposed development would offer a high degree of customer amenity and convenience by way of its high-profile site, easily accessible location, and quality design.
- v. The Urbis Retail Averages (2021/22) for single supermarket based shopping centres indicate retail specialty floorspace of 1,346 sq.m across 14 shops. The provision of retail specialty floorspace at the planned Georges Cove Village at 873 sq.m is 473 sq.m smaller than the benchmark level. As such, the retail component of the development will provide a destination convenience offer only, rather than a full range offer.
- vi. The Georges Cove Village defined main trade area population is currently estimated at 24,712 (2023) and is projected to increase to 31,812 by 2041, representing an average annual growth rate of around 1.4%. The main trade area is characterised by an Australian born, traditional family-based population, who typically own their own homes. This demographic would have a strong affinity with convenience-based retail facilities within close proximity to their place of residence.
- vii. There are currently no major full-line supermarkets over 3,200 sq.m within the main trade area. Reflecting this, existing supermarkets within the main trade area on inspection trade at levels above the Australian average of \$10,000 - \$11,000 per sq.m.
- viii. Supermarkets within the main trade area are quite small by modern supermarket standards, with the nearest major full-line supermarkets to the subject site provided at Westfield Liverpool, more than 5 km away.
- ix. The major supermarket chains target a population of 8,000 – 10,000 persons in order to support one full-line supermarket. The main trade area population at more than 24,500 persons could support almost three full-line supermarkets, and up to four by 2041, based on a projected population of almost 32,000.
- x. Total retail forecast sales for the subject development are \$44.4 million in 2025/26, including supermarket sales of \$38.7 million (constant 2023 dollars and including GST).

- xi. In terms of impacts, a total impact of around -\$14.4 million is projected to come from retail facilities within the main trade area in 2025/26, including -\$7.1 million (or -17.5%) on Moorebank Shopping Centre and some -\$5.8 million (-12.5%) on Chipping Norton Market Plaza. Other retail facilities within Moorebank (primarily along Newbridge Road), including Big Fresh are projected to be impacted by some -\$0.4 million, or approximately -5%. Additionally, within the primary east sector, Milperra Shopping Centre impact is estimated at -\$0.8 million (or -10%). These levels of impacts would not affect the viability of any retail facilities.
- xii. With no full-line supermarkets currently provided within the main trade area, the proposed full-line supermarket at the subject site would retain a significant proportion of food and grocery expenditure that is currently escaping the area. A total impact of -\$26.3 million is projected to be from a reduction in spending from facilities beyond the main trade area.
- xiii. The largest impact beyond the main trade area is projected to be on the Liverpool CBA, at a total of -\$13.4 million, or some -1.7%. The various components of the CBA, including Westfield Liverpool (post development), Liverpool Plaza Shopping Centre and the balance or retail shopfront within the precinct are projected to be impacted by between -0.5% and -1% each. The next largest impact beyond the main trade area is likely to fall on Aldi at Bankstown Airport, at around -10% or some -\$2.4million dollars in 2025/26.
- xiv. Remaining impacts on other shopping centres within and beyond the main trade area are all lower than -5%, reflecting a redirection of spending from full-line offers at competing centres to the proposed supermarket.
- xv. It is the conclusion of this report that a substantial net community benefit would result from the proposed Georges Cove Village development. Offsetting the trading impacts on some existing retailers, there are very substantial positive impacts including the following:
- Significant improvement in the range of retail facilities that would be available to residents, particularly in terms of convenient supermarket retailing.
 - The full-line supermarket would improve choice of location and allow for price competition. The inclusion of a full-line supermarket would represent the only such offer within the defined main trade area.
 - The addition of a supermarket at the subject site would also result in the retention of spending currently being directed to other large supermarkets at major shopping centres situated beyond the main trade area, thereby reducing the need for local residents to travel further afield for their supermarket and convenience-based shopping needs.
 - The retail offer will enable the development to serve the growing population and the associated demand for additional retail floorspace.
 - The creation of additional employment which would result from the project, both during the construction period, and more importantly, on an ongoing basis once the development is complete and operational. In total, some 999 jobs are likely to be created both directly and indirectly as a result of the retail and non-retail components of the proposed Georges Cove Village. This includes a number of youth employment opportunities with retail developments generally employing a large number of younger staff.
- xvi. It is concluded that the combination of the substantial positive economic impacts serve to more than offset the trading impacts that could be anticipated for a small number of existing retail stores, particularly supermarkets, in the region. Further, the impacts would not threaten the viability of any retail facilities.

1 Location & Proposed Development

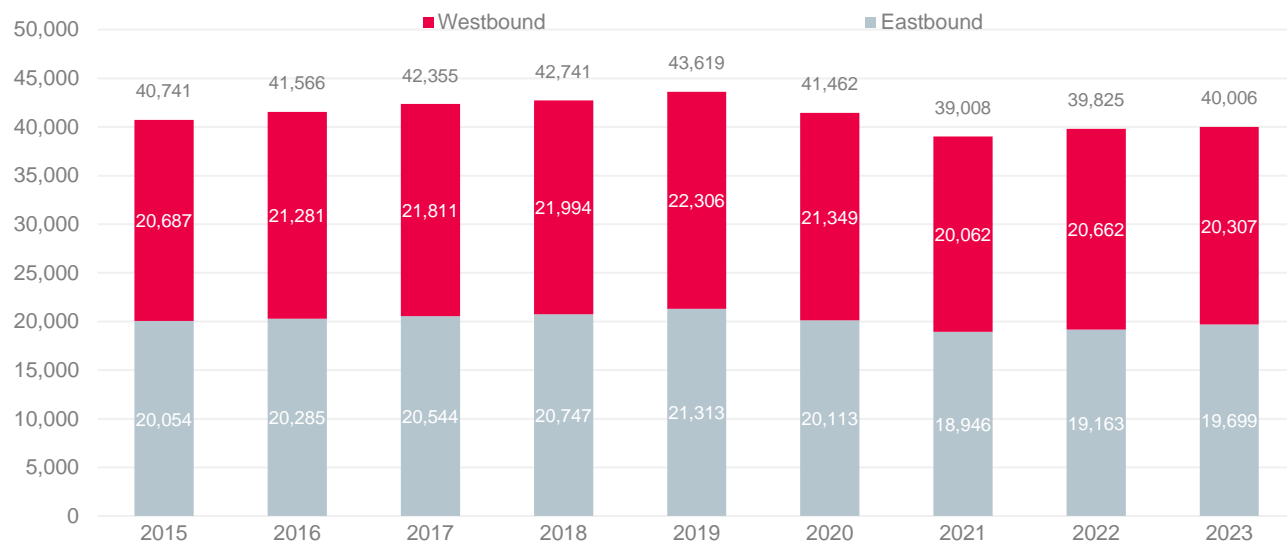
This section of the report reviews the regional and local context of the Georges Cove Village site and provides an overview of the proposed development scheme.

1.1. Regional Context and Local Context

- i. Moorebank is a suburb of South-west Sydney, located some 27 km from the Sydney Central Business District (CBD) (refer Map 1.1), and 4.5 km to the Liverpool CBD.
- ii. The suburb of Moorebank generally comprises a mix of residential and light industrial uses, with an established residential component in the eastern portion of the suburb (north of the South Western Motorway (M5) and commercial uses located in the west, bounded by the Georges River.
- iii. The South Western Motorway (M5) provides a connection between the Sydney CBD in the east and the outer south-west suburbs of Sydney.
- iv. Benedict Industries control a site at 146 Newbridge Road in Moorebank (the subject site), which extends approximately 1 km south from the road and is bounded by the Georges River in the east. The broader development site is referred to as the Georges Cove Precinct and provides residential, commercial, and community uses.
- v. Newbridge Road is a major east-west arterial route through the region, connecting Liverpool with a range of suburbs throughout the south-west and inner-west of Sydney. Based on a review of the most recent traffic counts provided by Transport for New South Wales, 40,006 vehicles travel along Newbridge Street (west of Henry Lawson Drive) on an average weekday. This equates to an annual traffic volume of some 14.1 million vehicles.
- vi. Charts 1.1 to 1.3 provide a breakdown of traffic data for Newbridge Road, with key points to note including:
 - Average daily traffic volume has remained consistently high since data records began in 2015.
 - The majority of traffic is recorded in a westbound direction, averaging around 51.3% over the period from 2015 to 2023.
 - Peak traffic times for westbound traffic through the locality is around 2:00 pm to 6:00 pm, generally attributable to commuters heading home from work, likely from around Bankstown or Sydney CBD.
 - Heavy vehicles frequent the area from 5:00 am to 6:00 pm, due to the access to the industrial and employment precinct, directly north of the subject site.

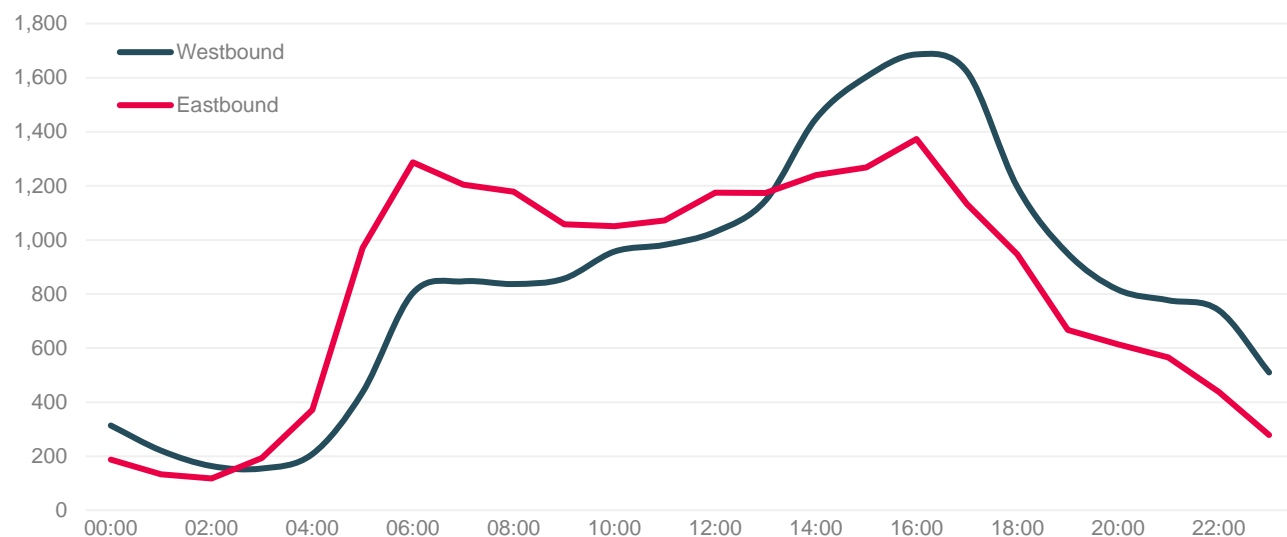
- vii. This is important to note with regard to prospective retail facilities at the site, given peak supermarket/grocery shopping times would generally be after work. In this respect, the location of the subject site on the southern (westbound) side of Newbridge Road would facilitate convenient ingress/egress for peak traffic.
- viii. The subject site is also served by the M90 bus route which runs between Liverpool Station and Westfield Burwood. Liverpool Station is around 4 km to the west of the subject site.
- ix. Map 1.2 illustrates the local context of Georges Cove Village, with key points to note including:
- The proposed Georges Cove Marina will be located at the southern portion of the site, fronting the Georges River.
 - The recently closed Flower Power site to the immediate east is a proposed residential estate.
 - Land to the west and north-west of the site comprises established residential dwellings, while light-industrial and commercial uses are generally provided on the northern side of Newbridge Road.
 - A range of public open spaces and sporting fields are located to the east of the site, on both sides of the Georges River.
 - Several golf courses nearby, including Bankstown and Georges River Golf Clubs.
 - A small retail precinct containing an Aldi supermarket, Hungry Jacks, KFC, and a BP truck stop is some 1.4 km to the east of the site, at the intersection of Newbridge Road and Henry Lawson Drive.
 - A concentration of education facilities are provided to the north-west including, St Joseph's Primary School, Moorebank High School, and Chipping Norton Montessori Early Learning Centre. These are within a 1 km radius of the subject site.
 - Bankstown Airport is some 2 km to the north-east of the site.
- x. Overall, the Georges Cove Village site enjoys a high-profile and easily accessible location that is well-positioned to serve the local community.

CHART 1.1. AVERAGE ANNUAL DAILY TRAFFIC, NEWBRIDGE ROAD, 2015 – 2023



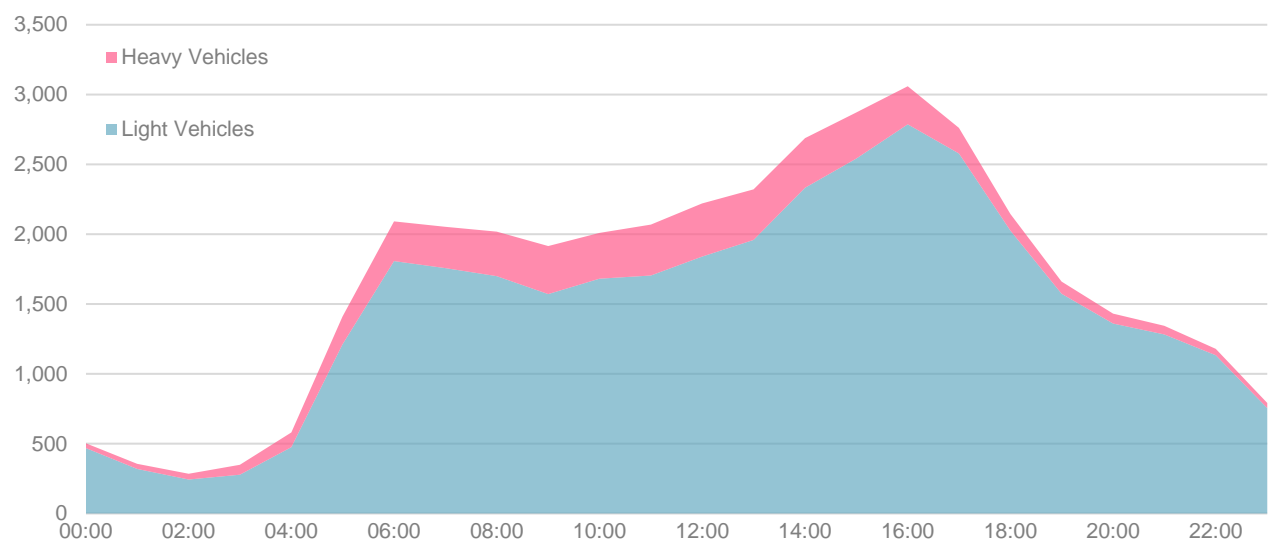
Source: Transport for NSW

CHART 1.2. TRAFFIC VOLUME BY HOUR AND DIRECTION, NEWBRIDGE ROAD, 2023



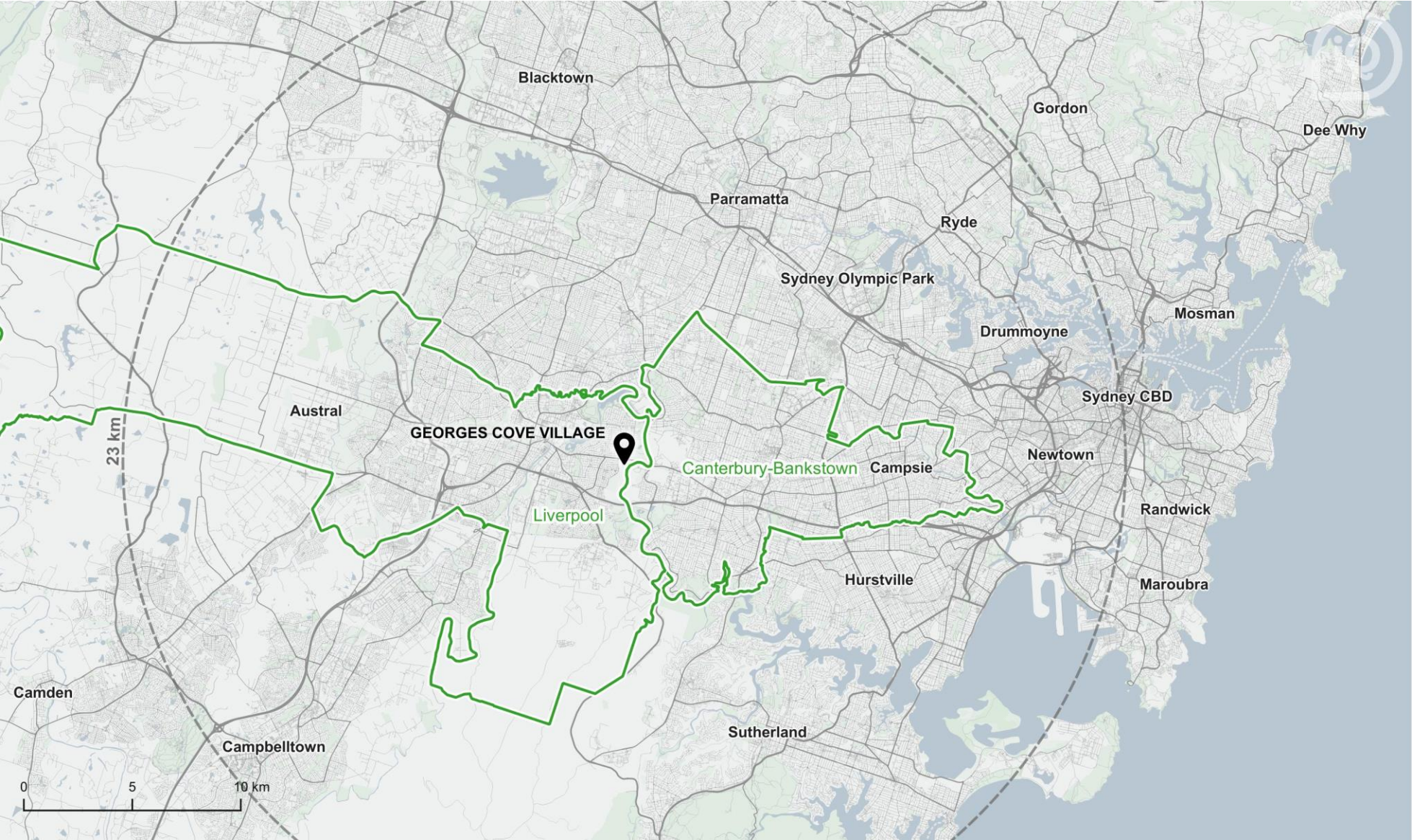
Source: Transport for NSW

CHART 1.3. TRAFFIC VOLUME BY HOUR AND VEHICLE TYPE (BOTH DIRECTIONS), NEWBRIDGE ROAD, 2023



Source: Transport for NSW

MAP 1.1. REGIONAL CONTEXT



MAP 1.2. LOCAL CONTEXT



1.2. Proposed Development

- i. As outlined previously, the subject site is located at 146 Newbridge Road in Moorebank, with the northern portion of the site, refer Figure 1.1. Georges Cove Village is a mixed-use development that will anchor the broader Georges Cove Precinct and is planned to comprise residential, retail, and commercial uses, as well as public open space and pedestrian connectivity, illustrated in Figures 1.2 - 1.4
- ii. The proposed mixed-use development would be provided across up to five levels with the summary composition demonstrated by Table 1.1. Key components include:
 - **Supermarket:** a full-line supermarket (3,809 sq.m), provided on Level Three.
 - **Retail Specialty:** totalling 873 sq.m across four tenancies.
 - **Non-retail uses:** light industrial tenancies are provided on Level Four totalling 3,859 sq.m, along with mezzanine office totalling 1,253 sq.m on Level 5.
- iii. The *Urbis Retail Averages (2021/22)* for single supermarket based shopping centres indicate retail specialty floorspace of 1,346 sq.m across 14 shops. The provision of retail specialty floorspace at the planned Georges Cove Village at 873 sq.m is 473 sq.m smaller than the benchmark level. As such, the retail component of the development will provide a destination convenience offer only, rather than a full range offer.
- iv. Plans for the proposed development are illustrated in Figures 1.6 – 1.10, with key points to note including:
 - Vehicular access via Newbridge Road provides a ramp to car parking on Level 2 and Level 3.
 - Access to Level 3 for vehicles is also provided via the proposed new road along the southern perimeter of the site.
 - The retail component maximises frontage to the surrounding road network, including Newbridge Road in the north.
- v. The broader Georges Cove Precinct will include a range of residential dwellings, a new road network, and modern marina at the southern portion of the site. The Georges Cove Marina to the south is proposed to include a range of amenities such as an entertainment, club, and public recreational facilities. Complementing the precinct, the proposed Georges Cove Village mixed-use development would offer a high degree of customer amenity and convenience by way of its high-profile site, easily accessible location, and quality design.

TABLE 1.1. GEORGES COVE VILLAGE - PLANNED COMPOSTION

Category	GLA (sq.m)	% of Retail
Supermarket	3,809	81.4%
Total Retail Spec.	873	18.6%
Total Centre - Retail	4,682	100.0%
Non-retail		
Light Industrial	3,859	
Office	1,253	
Total Centre	9,794	
Car Parking Bays (No.)		
Retail	287	
Industrial	74	
Total Car Parking Bays	361	

Source : Benedict Industries

FIGURE 1.1. GEORGES COVE PRECINCT PLAN

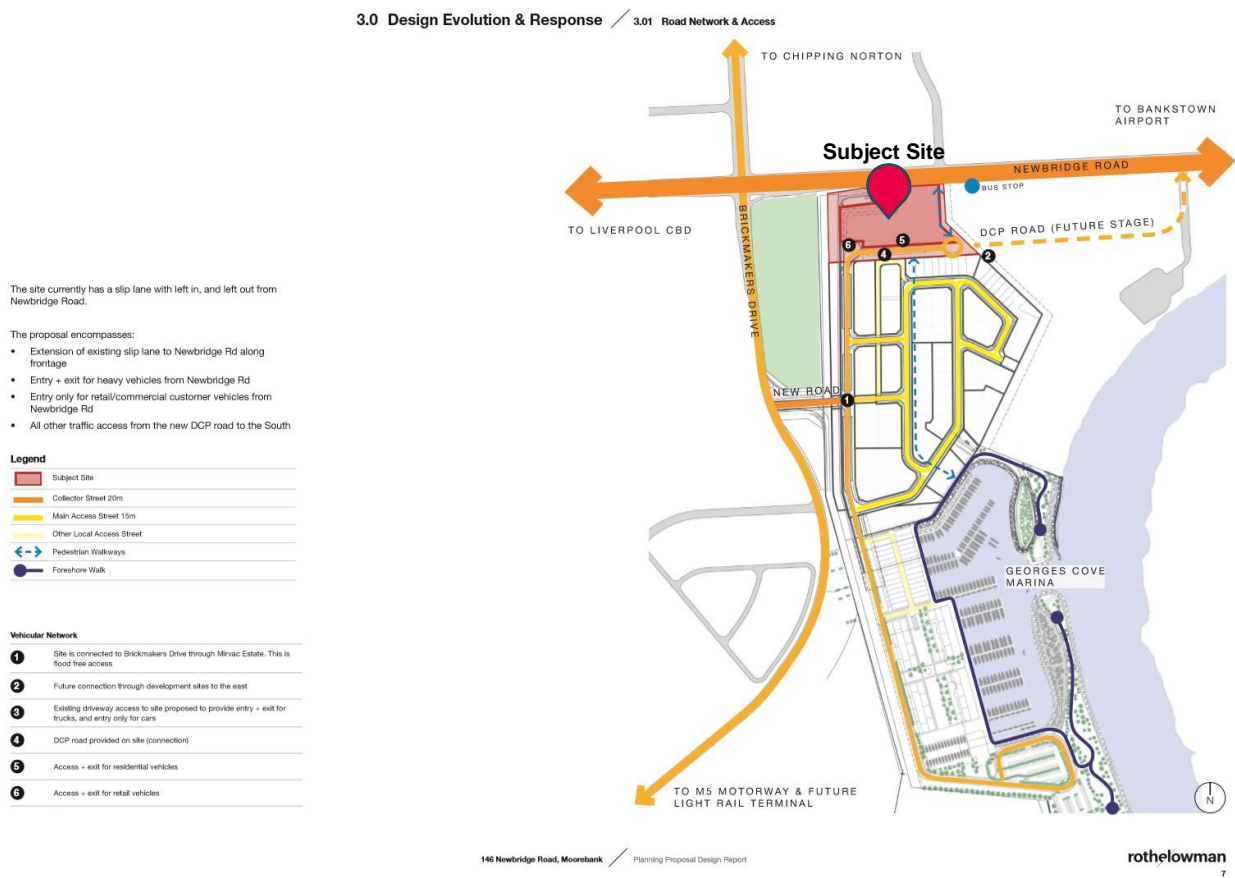


FIGURE 1.2. GEORGES COVE VILLAGE CONCEPT PLAN



FIGURE 1.3. GEORGES COVE VILLAGE CONCEPT PLAN

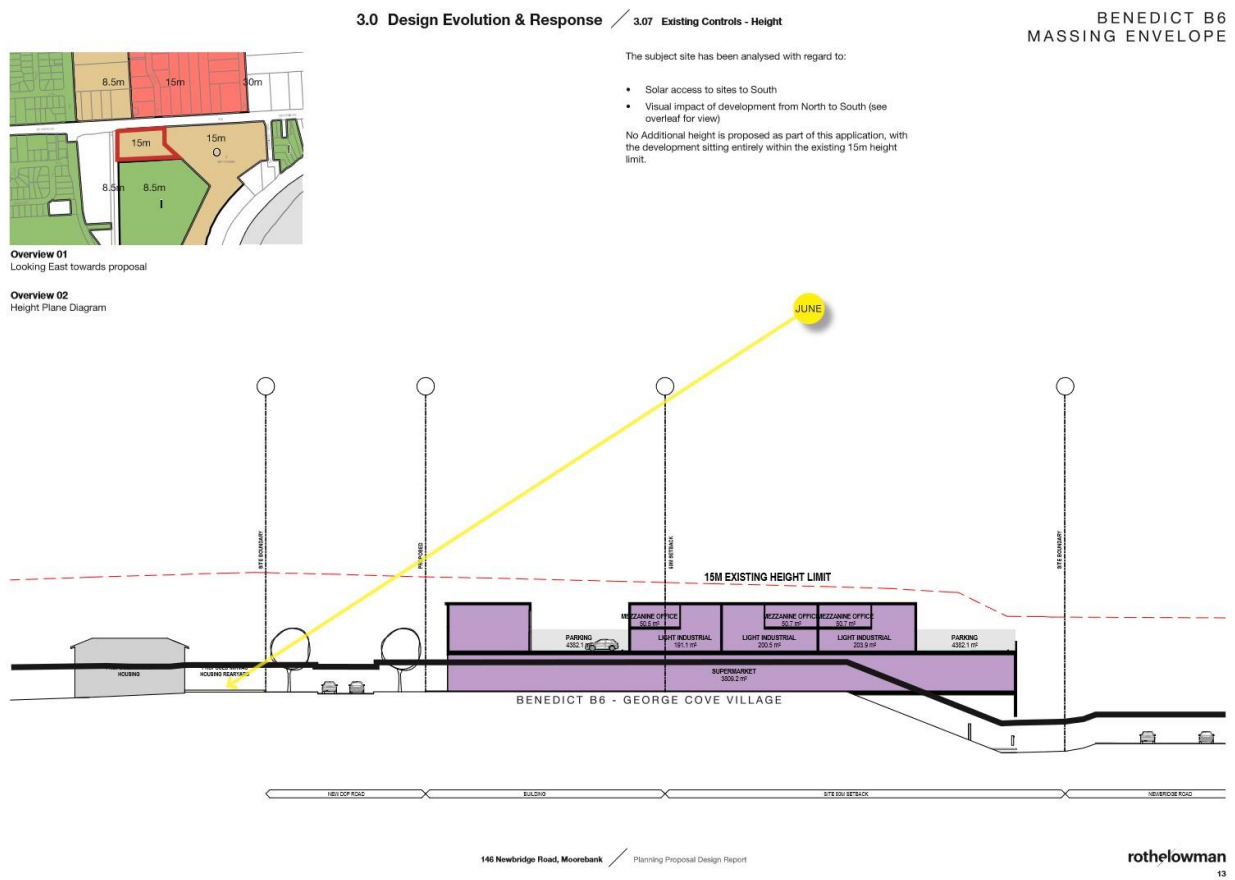


FIGURE 1.4. GEORGES COVE PRECINCT PLAN



NEWBRIDGE ROAD

TITLE BOUNDARY 48.872m

TITLE BOUNDARY 28.872m

TITLE BOUNDARY 36.722m

RAIN GARDEN

BOOM GATE

BOOM GATE

TRUCK EXIT

PUBLIC THROUGH ROAD LINK

PUBLIC LIFT

FLOWER POWER FUTURE DEVELOPMENT

SPRINKLER CHANGES (NOMINAL LOCATION BY DIMENSIONS)

ACCESS ROAD

TITLE BOUNDARY 48.872m

DESIGNED MAINTENANCE TRACK

DOOR LEVEL

LOADING DOCK 194.2 m²

GOSSON LIFT 74.0 m²

GOSSON LIFT 74.7 m²

PLANT 63.3 m²

BENCHED GROUND LEVEL

RL 2.350

RL 2.300

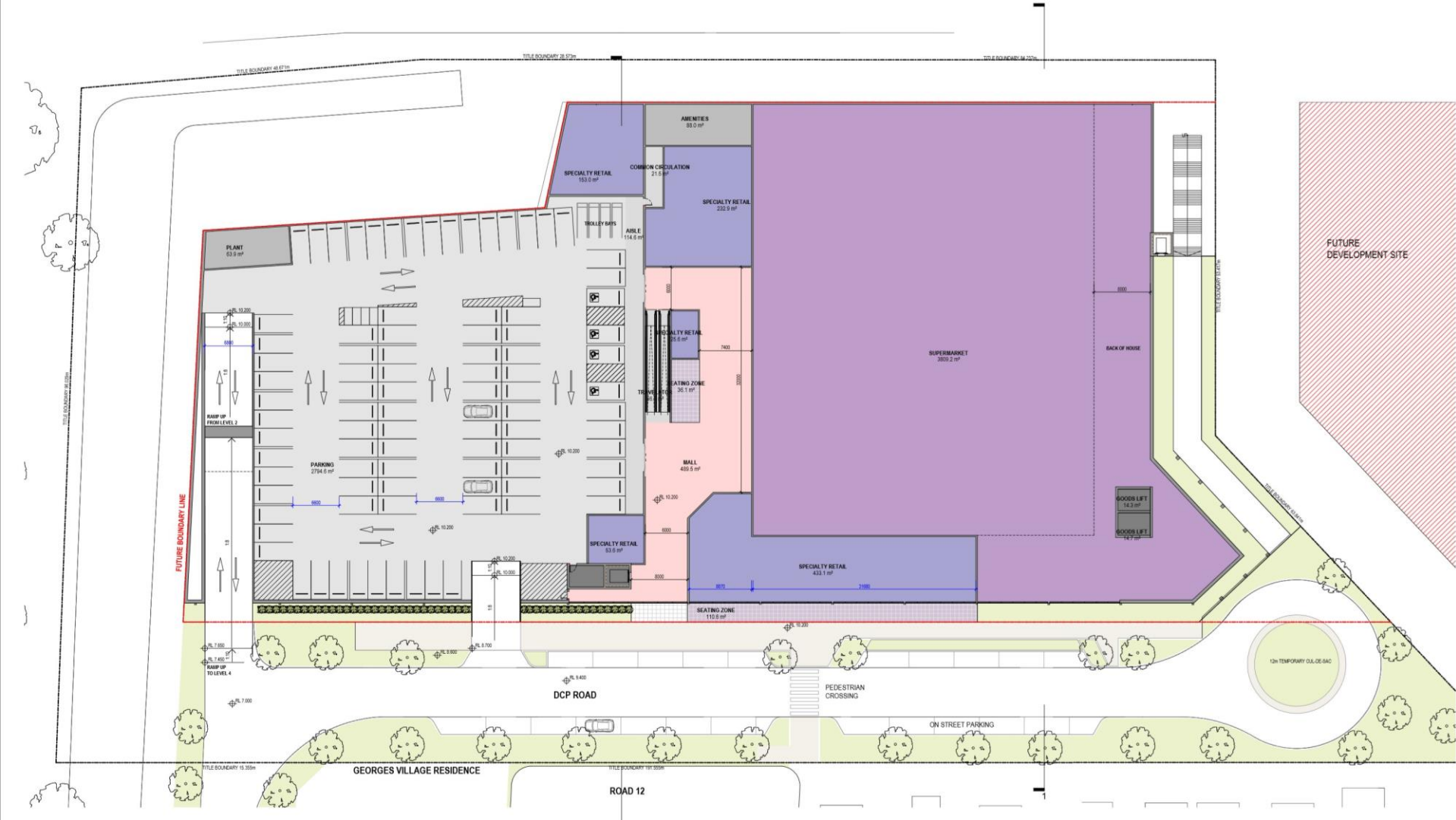
RL 2.250

RL 2.100

11

[illegible]

FIGURE 1.7. SITE PLAN. LEVEL THREE - SUPERMARKET AND SPECIALTY SHOPS



Site plan of the Flower Power development. The plan shows building footprints, parking spaces, and landscaping. A red line indicates the 'FUTURE BOUNDARY LINE'. A red hatched area on the right is labeled 'FLOWER POWER FUTURE DEVELOPMENT'. Building footprints are purple and labeled with 'MEZZANINE OFFICE' and area values. A scale bar indicates 10000 units. The plan is bounded by 'TITLE BOUNDARY 10.07m', 'TITLE BOUNDARY 10.07m', 'TITLE BOUNDARY 10.07m', and 'TITLE BOUNDARY 10.07m'. A north arrow is located in the top right corner.

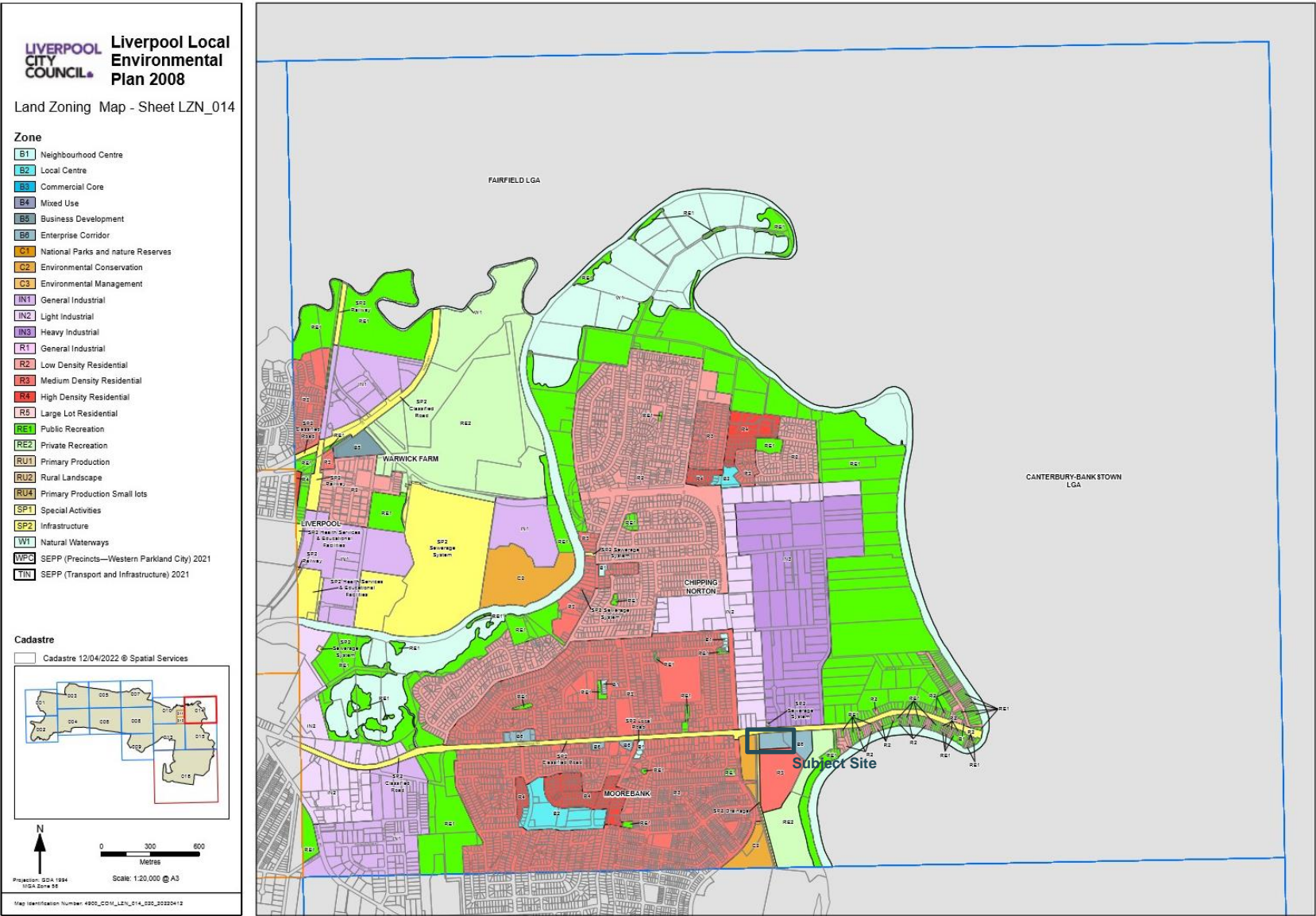
1.3. Planning Context

- i. Based on the Liverpool Local Environment Plan (LEP) 2008, the subject site is zoned B6 - Enterprise Corridor (refer Figure 1.10). However, On 26 April 2023, the NSW Department of Planning & Environment amended the Liverpool LEP (and all LEP's across NSW), to replace Business and Industrial Land Use Zones with 'Employment Zones'. Subsequently, the zone B6 – Enterprise Corridor is now zoned as E3 – Productivity Support.
- ii. The objective for E3 – zoned land is as follows:
 - To provide a range of facilities and services, light industries, warehouses, and offices.
 - To provide for land uses that are compatible with, but do not compete with, land uses in surrounding local and commercial centres.
 - To maintain the economic viability of local and commercial centres by limiting certain retail and commercial activity.
 - To provide for land uses that meet the needs of the community, businesses and industries but that are not suited to locations in other employment zones.
 - To provide opportunities for new and emerging light industries.
 - To enable other land uses that provide facilities and services to meet the day to day needs of workers, to sell goods of a large size, weight or quantity or to sell goods manufactured on-site.
 - To provide for a larger regionally significant business development centre in a location that is highly accessible to the region.
 - To provide primarily for businesses along key corridors entering Liverpool city centre, regionally significant business development centres, major local centres or retail centres.
- iii. Various uses are currently permitted on E3-zoned land, with key uses with consent including:

• Centre-based childcare facilities	• Specialised retail premises
• Garden centres, hardware and building supplies	• Storage premises
• Industrial retail outlets, industrial training facilities,	• Take away food and drink premises
• Light industries	• Recreation facilities
• Neighbourhood shops	• Hotel or motel accommodation
• Office premises	• Timber yards
• Service stations	• Warehouse of distribution centres
	• Wholesale supplies

- iv. Development consent must not be granted to development that would result in total gross floor area of all retail premises (other than garden centres, hardware and building supplies, landscaping material supplies or vehicle sales or hire premises) in a single building being more than 8,000 sq.m.
- v. The LEP dictates that development in E3-zoned land should maintain opportunities for business and retail types suited to high-exposure locations, while ensuring that centres remain the focus for business and retail activity and that active uses are provided at street level to encourage the presence and movement of people.
- vi. Additionally specialised retail premises and retail premises in Zone E3 has the following exemptions:
 - Development consent must not be granted to development for the purposes of specialised retail premises on land identified as “Area A” on the Land Zoning Map if the gross floor area of the specialised retail premises is more than 2,500 sq.m.
 - Development consent must not be granted to development for the purposes of retail premises on land identified as “Area A” on the Land Zoning Map if the gross floor area of the retail premises is more than 1,600 sq.m.
- vii. Upon review of the land zoning map (refer Figure 1.10), the subject site is not indicated as “Area A”.
- viii. The proposed Georges Cove Village satisfies these requirements, with the total retail component totalling 4,682 sq.m.
- ix. Zoning regulations such as these have the potential to limit the range of prospective retail and non-retail floorspace that could be approved at the subject site. These regulations have been considered, however, for the purposes of this assessment, the supportability and impacts of prospective retail floorspace at the subject site are based on projected demand, the emerging needs of the local community and other economic considerations.

FIGURE 1.10. LIVERPOOL CITY COUNCIL LAND ZONING MAP



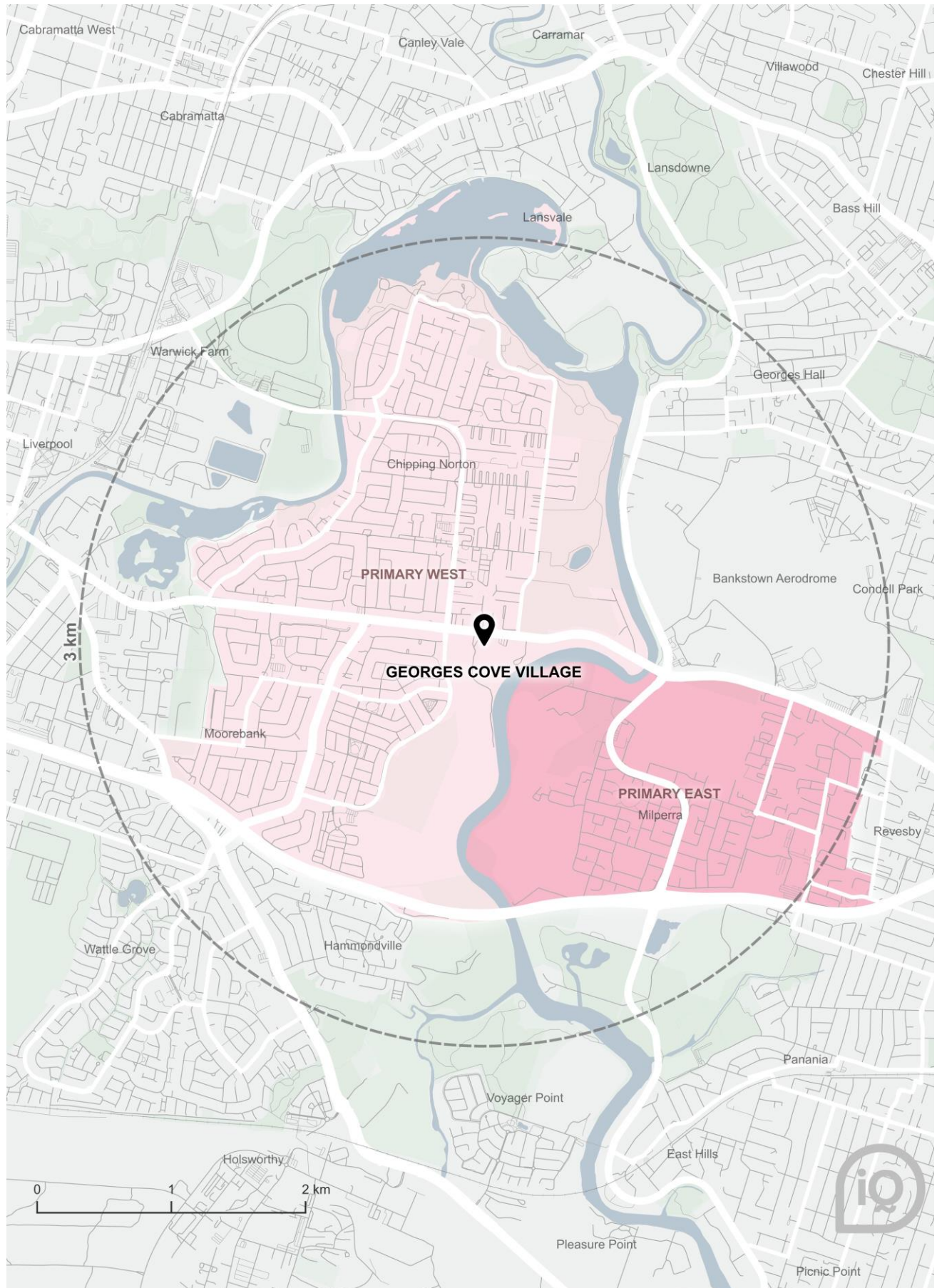
2 Trade Area Analysis

This section of the report outlines the trade area likely to be served by the proposed Georges Cove Village, including current and projected population and retail spending levels, over the period to 2041. The socio-economic profile of the trade area population is also provided.

2.1. Trade Area Definition

- i. The trade area served by Georges Cove Village has been defined taking into consideration the following:
 - The scale and composition of the development, including one full-line supermarket.
 - The provision of existing and proposed retail facilities throughout the region.
 - Regional and local accessibility
 - The pattern of urban development
 - Significant physical barriers such as rivers and major roads.
- ii. Map 2.1 illustrates the defined trade area for the proposed development, which includes two primary sectors as follows:
 - The **primary west sector** is bounded by the Georges River in the north, east and west, as well as the M5 Motorway in the south. This sector comprises the suburbs of Moorebank and Chipping Norton.
 - The **primary east sector** encompasses the suburb of Milperra, extending to Newbridge Road in the north, Horsley Road in the east, the M5 Motorway in the south and the Georges River in the west.
- iii. The combination of the primary sectors is referred to as the **main trade area** throughout the remainder of this report. This is the area from which retail facilities at the planned Georges Cove Village will draw most customers.

MAP 2.1. GEORGES COVE VILLAGE MAIN TRADE AREA AND SUBURBS



2.2. Main Trade Area Population

- i. Tables 2.1 detail the main trade area current and projected population levels by sector. This information is sourced from the following:
 - The 2011, 2016 and 2021 Census of Population and Housing undertaken by the Australian Bureau of Statistics (ABS).
 - New dwelling approvals statistics from the ABS from 2011/12 to 2021/22 (refer Chart 2.1), which indicate an average of 157 new dwellings were approved for the main trade area annually over this timeframe.
 - The latest population projections prepared at a Statistical Area 2 (SA2) level by NSW Department of Planning.
 - Investigations by this office into new residential developments in the region.
- ii. The main trade area population is currently estimated at 24,712 (2023), including 20,530 persons within the key primary west sector. The main trade area is projected to increase to 31,812 (+7,100 persons) by 2041, reflecting an average annual growth rate of 1.4%. Within the primary west sector, the population is projected to reach 25,980 persons by 2041, increasing at an average annual growth rate of 1.9%.
- iii. Most of the population growth across the main trade area is projected to occur throughout the primary west sector, with key residential developments within the sector, including:
 - The Georges Cove Precinct (subject development) stretches around 1 km south of Newbridge Road, along the Georges River and is planned to yield a range of detached, semi-detached and unit housing along the waterfront. The residential estate is currently under construction and will ultimately provide around 180 homes to be built by Mirvac.
 - Adjacent to the subject site at 124 Newbridge Road, Flower Power closed, with an application submitted to council to rezone the site to allow for medium density residential. Based on the proposal, the site is planned to include up to 750 residential apartments. First residents have been assumed at the site from 2025/26.
 - Immediately south of the subject site, an application has been submitted for a 2,000-home estate in 2020. However, the planning proposal was not supported by council, and it is likely an amended development application will be submitted. For the purpose of this assessment this development is not assumed to proceed over the forecast period.
 - Siteworks have begun for two residential buildings comprising a combined 147 apartments (300 residents) along Nuwarra Road in Moorebank.
 - Approval has been granted for a 76-apartment development across two buildings along Lucas Avenue in Moorebank.
 - The continued development of higher density dwellings is generally in keeping with recent trends throughout the primary west sector, with multi-level unit developments expected to continue occurring

throughout R4 – High Density Residential zoned land in proximity to the Nuwarra Road and Maddecks Avenue intersection.

- iv. Within the primary east sector, council has approved the redevelopment of the Riverlands Golf Course at Milperra. The development will deliver 180 residential dwellings across a range of housing types. First homes are assumed by 2026.

TABLE 2.1. MAIN TRADE AREA POPULATION PROJECTIONS, 2011 - 2041

Population	Actual			Forecast					Change 2023-41
	2011	2016	2021	2023	2026	2031	2036	2041	
Primary Sectors									
• East	3,991	4,070	4,082	4,182	4,332	5,082	5,582	5,832	1,650
• West	15,317	18,437	19,930	20,530	21,730	24,230	25,480	25,980	5,450
Main Trade Area	19,308	22,507	24,012	24,712	26,062	29,312	31,062	31,812	7,100

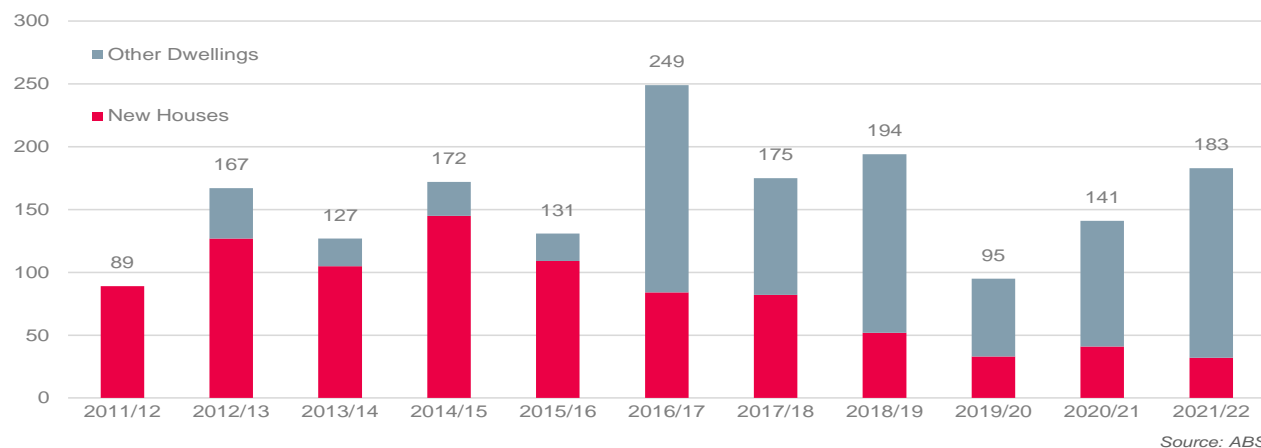
Average Annual Change (No.)	Actual		Forecast					Change 2023-41	
	2011-16	2016-21	2021-23	2023-26	2026-31	2031-36	2036-41		
Primary Sectors									
• East		16	2	50	50	150	100	50	92
• West		624	299	300	400	500	250	100	303
Main Trade Area		640	301	350	450	650	350	150	394

Average Annual Change (%)	Actual		Forecast					Change 2023-41	
	2011-16	2016-21	2021-23	2023-26	2026-31	2031-36	2036-41		
Primary Sectors									
• East		0.4%	0.1%	1.2%	1.2%	3.2%	1.9%	0.9%	1.9%
• West		3.8%	1.6%	1.5%	1.9%	2.2%	1.0%	0.4%	1.3%
Main Trade Area		3.1%	1.3%	1.4%	1.8%	2.4%	1.2%	0.5%	1.4%
Greater Sydney		1.7%	1.3%	-0.3%	1.2%	1.2%	1.5%	1.3%	n.a.
Australian Average		1.6%	1.2%	0.3%	1.3%	1.3%	1.2%	1.1%	n.a.

All figures as at June and based on 2021 SA1 boundary definition.

Sources : ABS; NSW DPIE

CHART 2.1. MAIN TRADE AREA, NEW DWELLING APPROVALS, 2011/12 – 2021/22



2.3. Socio-economic Profile

- i. Table 2.2 summarises the socio-economic characteristics of the main trade area population by sector, compared with the Greater Sydney and Australian benchmarks. This information is based on the 2021 Census of Population and Housing. Key points to note regarding the main trade area population include:
 - Average per capita income levels are lower than the Greater Sydney benchmark. Average household income levels are broadly in line with the Greater Sydney average.
 - The average age of residents is slightly younger than the benchmarks.
 - Some 80.5% of households are owned. This is significantly higher than the Greater Sydney benchmark (62.3%). Homeownership levels in the primary east sector are particularly high at 89.0%.
 - There is a high proportion of Australian born residents (69.8%) compared to the Greater Sydney benchmark (60.6%).
 - The average household size at 3.1 persons is larger than both benchmarks.
 - The main trade area comprises a high proportion of traditional families (i.e. couples with dependent), as compared with the Sydney benchmark.
- ii. In summary, the main trade area is characterised by an Australian born, traditional family-based population, who typically own their own homes. This demographic would have a strong affinity with convenience-based retail facilities within close proximity to their place of residence.
- iii. Table 2.3 outlines the key changes within the main trade area between the 2011 and 2021 Census periods. As shown, the main trade area is increasingly characterised by a young family market with the average household size and proportion of couples with dependent children, increasing at a faster rate than the benchmark.

TABLE 2.2. MAIN TRADE AREA SOCIO-ECONOMIC PROFILE, 2021 CENSUS

Characteristic	Primary Sectors		Main TA	Greater Sydney Average	Australia Average
	East	West			
People					
Age Distribution (% of Pop'n)					
Aged 0-14	20.7%	22.4%	22.1%	18.3%	18.0%
Aged 15-19	7.3%	6.2%	6.4%	5.6%	5.7%
Aged 20-29	11.1%	10.8%	10.9%	14.2%	13.3%
Aged 30-39	11.9%	14.5%	14.0%	16.0%	14.6%
Aged 40-49	13.8%	14.3%	14.2%	13.6%	13.0%
Aged 50-59	12.0%	11.7%	11.8%	12.0%	12.5%
Aged 60+	23.3%	20.1%	20.6%	20.4%	23.0%
Average Age	38.7	37.4	37.6	38.4	39.5
Birthplace (% of Pop'n)					
Australian	85.0%	66.6%	69.8%	60.6%	72.0%
Overseas	15.0%	33.4%	30.2%	39.4%	28.0%
• Asia	4.7%	12.8%	11.5%	20.3%	12.1%
• Europe	3.8%	6.4%	5.9%	6.9%	7.2%
• Other	6.5%	14.2%	12.9%	12.2%	8.7%
Family					
Average Household Size	3.0	3.1	3.1	2.7	2.5
Family Type (% of Pop'n)					
Couple with dep't children	52.0%	53.8%	53.5%	47.8%	44.2%
Couple with non-dep't child.	11.0%	12.2%	12.0%	8.9%	7.7%
Couple without children	19.4%	16.6%	17.1%	21.1%	23.8%
Single with dep't child.	8.2%	7.2%	7.3%	7.7%	8.6%
Single with non-dep't child.	3.4%	4.4%	4.3%	4.2%	4.0%
Other family	0.7%	0.8%	0.8%	1.1%	1.0%
Lone person	5.3%	5.0%	5.0%	9.2%	10.8%
Employment					
Income Levels					
Average Per Capita Income	\$53,504	\$53,359	\$53,385	\$60,644	\$55,301
Per Capita Income Variation	-11.8%	-12.0%	-12.0%	n.a.	n.a.
Average Household Income	\$124,772	\$123,552	\$123,765	\$125,158	\$109,594
Household Income Variation	-0.3%	-1.3%	-1.1%	n.a.	n.a.
Housing					
Tenure Type (% of Dwellings)					
Owned	89.0%	78.7%	80.5%	62.3%	67.4%
Rented	10.3%	21.1%	19.2%	36.1%	30.8%
Other Tenure Type	0.7%	0.2%	0.3%	1.6%	1.8%

Sources: ABS Census of Population and Housing 2021

TABLE 2.3. MAIN TRADE AREA SOCIO-ECONOMIC PROFILE COMPARISON, 2011 – 2021 CENSUS PERIODS

Characteristic	Macquarie Centre Main Trade Area			Change (%)			Greater Sydney			Change (%)		
	2011	2016	2021	2011-16	2016-21	2011-21	2011	2016	2021	2011-16	2016-21	2011-21
People												
Average Age	37.5	37.1	37.6	-0.2%	0.3%	0.0%	37.2	37.6	38.4	0.2%	0.4%	0.3%
Birthplace (% of Pop'n)												
Australian	72.3%	71.0%	69.8%	-1.3%	-1.3%	-2.6%	63.7%	61.9%	60.6%	-1.7%	-1.3%	-3.1%
Overseas	27.7%	29.0%	30.2%	1.3%	1.3%	2.6%	36.3%	38.1%	39.4%	1.7%	1.3%	3.1%
• Asia	7.7%	10.5%	11.5%	2.8%	1.0%	3.8%	13.7%	18.6%	20.3%	4.9%	1.7%	6.6%
• Europe	8.5%	7.0%	5.9%	-1.5%	-1.1%	-2.6%	9.1%	7.7%	6.9%	-1.4%	-0.8%	-2.3%
• Other	11.5%	11.5%	12.9%	0.0%	1.3%	1.3%	13.5%	11.8%	12.2%	-1.8%	0.5%	-1.3%
Family												
Average Household Size	2.9	3.0	3.1	0.6%	0.2%	0.4%	2.7	2.7	2.7	0.2%	-0.4%	-0.1%
Family Type (% of Pop'n)												
Couple with dep't children	47.8%	52.4%	53.5%	4.6%	1.1%	5.7%	48.2%	48.8%	47.8%	0.6%	-1.0%	-0.4%
Couple with non-dep't child.	14.0%	12.3%	12.0%	-1.7%	-0.4%	-2.1%	9.1%	9.2%	8.9%	0.1%	-0.3%	-0.2%
Couple without children	20.4%	18.1%	17.1%	-2.3%	-1.0%	-3.3%	20.1%	20.2%	21.1%	0.1%	0.9%	1.0%
Single with dep't child.	7.9%	7.5%	7.3%	-0.5%	-0.1%	-0.6%	8.5%	8.0%	7.7%	-0.5%	-0.3%	-0.8%
Single with non-dep't child.	4.1%	4.0%	4.3%	-0.2%	0.3%	0.1%	3.9%	4.1%	4.2%	0.2%	0.1%	0.2%
Other family	0.8%	0.9%	0.8%	0.1%	-0.1%	0.0%	1.2%	1.2%	1.1%	0.0%	-0.1%	-0.1%
Lone person	5.0%	4.8%	5.0%	-0.2%	0.2%	0.1%	9.0%	8.5%	9.2%	-0.5%	0.7%	0.2%
Employment												
Income Levels												
Average Per Capita Income	\$39,856	\$45,973	\$53,385	2.9%	3.0%	3.0%	\$42,494	\$50,455	\$60,644	3.5%	3.7%	3.6%
Per Capita Income Variation	-6.2%	-8.9%	-12.0%	-2.7%	-3.1%	-5.8%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Average Household Income	\$92,813	\$108,696	\$123,765	3.2%	2.6%	2.9%	\$91,262	\$108,486	\$125,158	3.5%	2.9%	3.2%
Household Income Variation	1.7%	0.2%	-1.1%	-1.5%	-1.3%	-2.8%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

Source: ABS Census of Population and Housing 2011, 2016 & 2021

higher | lower than benchmark

2.4. Trade Area Retail Expenditure

- i. The estimated retail expenditure capacity of the main trade area population is based on information sourced from CommBank iQ Retail Spend Insights.
- ii. CommBank iQ Retail Spend Insights is a new dataset that was first released in April 2023 (Calendar Year 2022) and is to be released for each Financial Year and Calendar Year going forwards (i.e. released every six months). The dataset has initially been adopted by the four leading economic property consultants in Australia.
- iii. Retail Spend Insights is a modelled view of retail spend per capita across Australia. It is provided at the granularity of SA1 allowing for the creation of bespoke catchments to facilitate a view on resident spend by category for the area. The dataset is based on de-identified, privacy treated retail banking transactions, normalised to be representative of the Australian population. Transactions may include purchases and refunds from credit card, debit card, EFTPOS cards, BPay and direct debit.
- iv. CommBank iQ Retail Spend Insights excludes cash and buy now pay later services (CBNPL). The data provides the average annual (for CY22) spend across 81 categories for people aged 18 years and older. The data is also split out by instore and online transactions. Location IQ has adjusted the raw data for cash and CBNPL.
- v. Chart 2.2 demonstrates the main trade area retail per capita spend as at 2022/23 compared with the Greater Sydney benchmark. As illustrated, the main trade area per capita spend levels are broadly in line with benchmark levels across all categories. Notably, supermarket expenditure at \$4,326 is higher than the Greater Sydney benchmark (\$4,200).
- vi. Table 2.4 outlines the total retail expenditure levels generated by the main trade area population. The main retail expenditure level is currently estimated at \$458.1 million and is projected to increase at an average rate of 2.2% to \$675.0 million by 2041 (constant 2022/23 dollars and including GST). Table 2.5 details the main trade area retail expenditure generated by key commodity group.
- vii. The projected growth rate in retail spending for the main trade area considers the following:

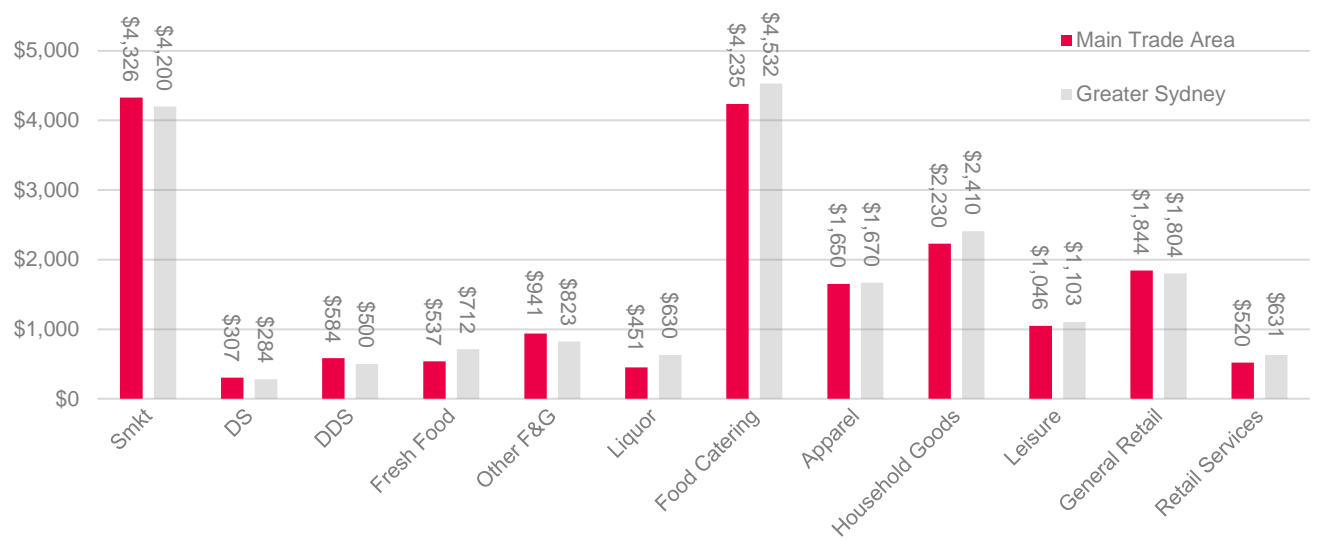
Real Growth

- Real growth in retail spending per capita of 0.0% is assumed over the period to 2025. From 2026 real growth per capita is assumed at 0.5% annually for food retail and 1.0% for non-food retail over the period to 2041.

Population Growth

- Main trade area population growth is projected at 1.4% per annum.

CHART 2.2. MAIN TRADE AREA RETAIL EXPENDITURE PER CAPITA, 2022/23



Source: CBAIQ, Location IQ

TABLE 2.4. MAIN TRADE AREA RETAIL EXPENDITURE, 2022 – 2041

Y/E June	Primary Sectors		Main TA
	East	West	
2023	81.1	377.0	458.1
2024	82.1	383.4	465.5
2025	83.0	390.7	473.8
2026	84.7	401.4	486.1
2027	87.3	413.0	500.3
2028	90.8	425.5	516.3
2029	94.5	438.4	532.9
2030	98.4	451.7	550.1
2031	102.4	465.4	567.8
2032	105.9	476.7	582.6
2033	108.8	485.4	594.2
2034	111.7	494.3	606.0
2035	114.8	503.4	618.2
2036	117.9	512.6	630.5
2037	120.5	520.4	640.9
2038	122.6	526.7	649.3
2039	124.6	533.1	657.7
2040	126.8	539.5	666.3
2041	128.9	546.0	675.0
Expenditure Growth			
2023-26	3.6	24.4	28.0
2026-31	17.7	64.0	81.7
2031-36	15.5	47.2	62.7
2036-41	11.0	33.4	44.5
2023-41	47.9	169.0	216.9
Average Annual Growth Rate			
2023-26	1.5%	2.1%	2.0%
2026-31	3.9%	3.0%	3.2%
2031-36	2.9%	2.0%	2.1%
2036-41	1.8%	1.3%	1.4%
2023-41	2.6%	2.1%	2.2%

*Constant 2022/23 dollars & including GST

Source : CBA IQ, Location IQ

TABLE 2.5. MTA RETAIL EXPENDITURE BY KEY COMMODITY GROUP, 2022 – 2041

Y/E June	Supermarket	Department Store	Discount Dept Store	Food & Liquor	Food Catering	Apparel	H'hold Goods	Leisure	General Retail	Retail Services
2023	106.1	7.5	14.3	47.3	103.9	40.5	54.7	25.7	45.3	12.7
2024	107.9	7.6	14.6	48.1	105.6	41.1	55.6	26.1	46.0	13.0
2025	109.8	7.8	14.8	48.9	107.5	41.9	56.6	26.5	46.8	13.2
2026	112.3	8.0	15.2	50.0	110.5	43.1	58.1	27.3	48.1	13.6
2027	115.2	8.2	15.6	51.3	113.9	44.4	60.0	28.1	49.6	14.0
2028	118.5	8.4	16.0	52.8	117.8	45.9	62.0	29.1	51.3	14.5
2029	122.0	8.6	16.5	54.4	121.8	47.5	64.1	30.1	53.0	14.9
2030	125.5	8.9	16.9	56.0	125.9	49.1	66.3	31.1	54.9	15.5
2031	129.1	9.1	17.4	57.6	130.2	50.7	68.6	32.2	56.7	16.0
2032	132.1	9.4	17.8	59.0	133.9	52.1	70.5	33.1	58.3	16.4
2033	134.3	9.5	18.1	60.0	136.8	53.3	72.1	33.8	59.6	16.8
2034	136.5	9.7	18.4	61.0	139.8	54.4	73.6	34.6	60.9	17.2
2035	138.8	9.8	18.8	62.0	142.8	55.6	75.3	35.3	62.2	17.5
2036	141.1	10.0	19.1	63.1	145.9	56.8	76.9	36.1	63.6	17.9
2037	143.0	10.1	19.3	63.9	148.6	57.9	78.3	36.8	64.7	18.2
2038	144.4	10.2	19.5	64.6	150.8	58.7	79.5	37.3	65.7	18.5
2039	145.8	10.3	19.7	65.2	153.1	59.6	80.7	37.9	66.7	18.8
2040	147.2	10.4	19.9	65.8	155.3	60.5	81.9	38.5	67.6	19.1
2041	148.7	10.5	20.1	66.5	157.6	61.4	83.1	39.0	68.7	19.4
Expenditure Growth										
2023-26	6.2	0.4	0.8	2.7	6.6	2.6	3.4	1.6	2.9	0.8
2026-31	16.8	1.2	2.3	7.6	19.8	7.7	10.4	4.9	8.6	2.4
2031-36	12.0	0.8	1.6	5.4	15.7	6.1	8.3	3.9	6.8	1.9
2036-41	7.6	0.5	1.0	3.4	11.7	4.5	6.2	2.9	5.1	1.4
2023-41	42.5	3.0	5.8	19.2	53.8	20.9	28.4	13.4	23.4	6.6
Average Annual Growth Rate										
2023-26	1.9%	1.9%	1.9%	1.9%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%
2026-31	2.8%	2.8%	2.8%	2.9%	3.3%	3.3%	3.4%	3.4%	3.3%	3.3%
2031-36	1.8%	1.8%	1.8%	1.8%	2.3%	2.3%	2.3%	2.3%	2.3%	2.3%
2036-41	1.0%	1.0%	1.1%	1.1%	1.6%	1.5%	1.6%	1.6%	1.6%	1.6%
2023-41	1.9%	1.9%	1.9%	1.9%	2.3%	2.3%	2.4%	2.4%	2.3%	2.3%

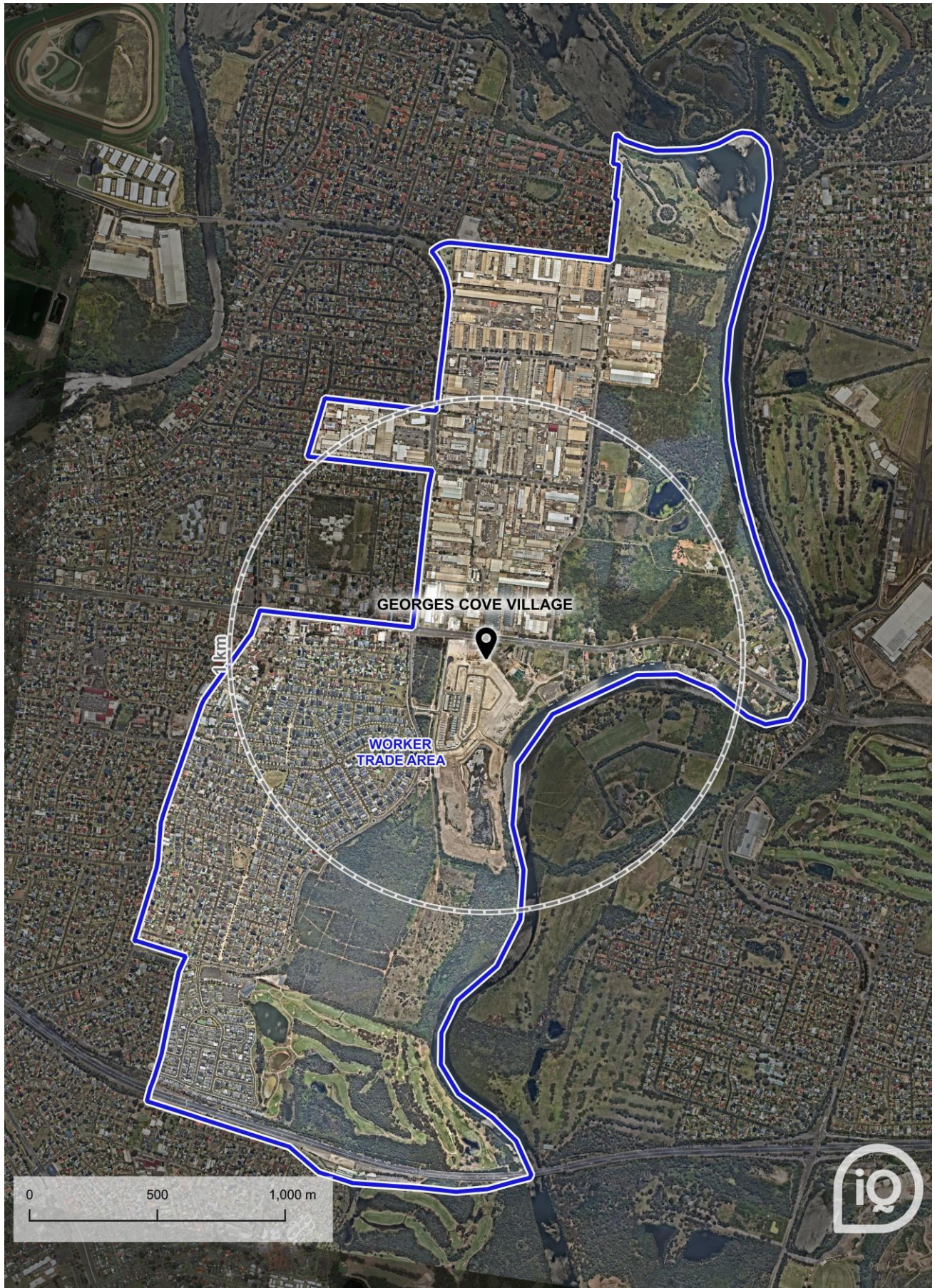
*Constant 2022/23 dollars & including GST

Source : CBA IQ, Location IQ

2.5. Workers

- i. In addition to the permanent resident population and passing traffic, the site would also serve the worker population nearby. On the northern side of Newbridge Road, there is a large provision of industrial uses in the area east of Governor Macquarie Drive, and west of Riverside Road.
- ii. Information in this sub-section is based on Journey to Work data released by the ABS 2016 Census of Population and Housing at a destination travel zone level. Map 2.2 illustrates the employment precinct.
- iii. Within this employment area, there were 4,300 workers (2021 Census). Typically, it is estimated that 15% - 20% of workers expenditure will be directed to retail facilities near their place of work. The estimated retail expenditure of the worker population is \$60.4 million, with around \$9.1 – \$12.1 million likely to be spent near their place of work, including the planned Georges Cove Village.
- iv. It is important to note that a proportion of this market is likely to be a sub-set of the resident spending market, as some workers would live within the resident main trade area. However, residents who both live and work within the worker areas would have the opportunity to use the retail facilities at the site more regularly than if they worked elsewhere.

MAP 2.2. WORKER MAIN TRADE AREA



3 Competitive Environment

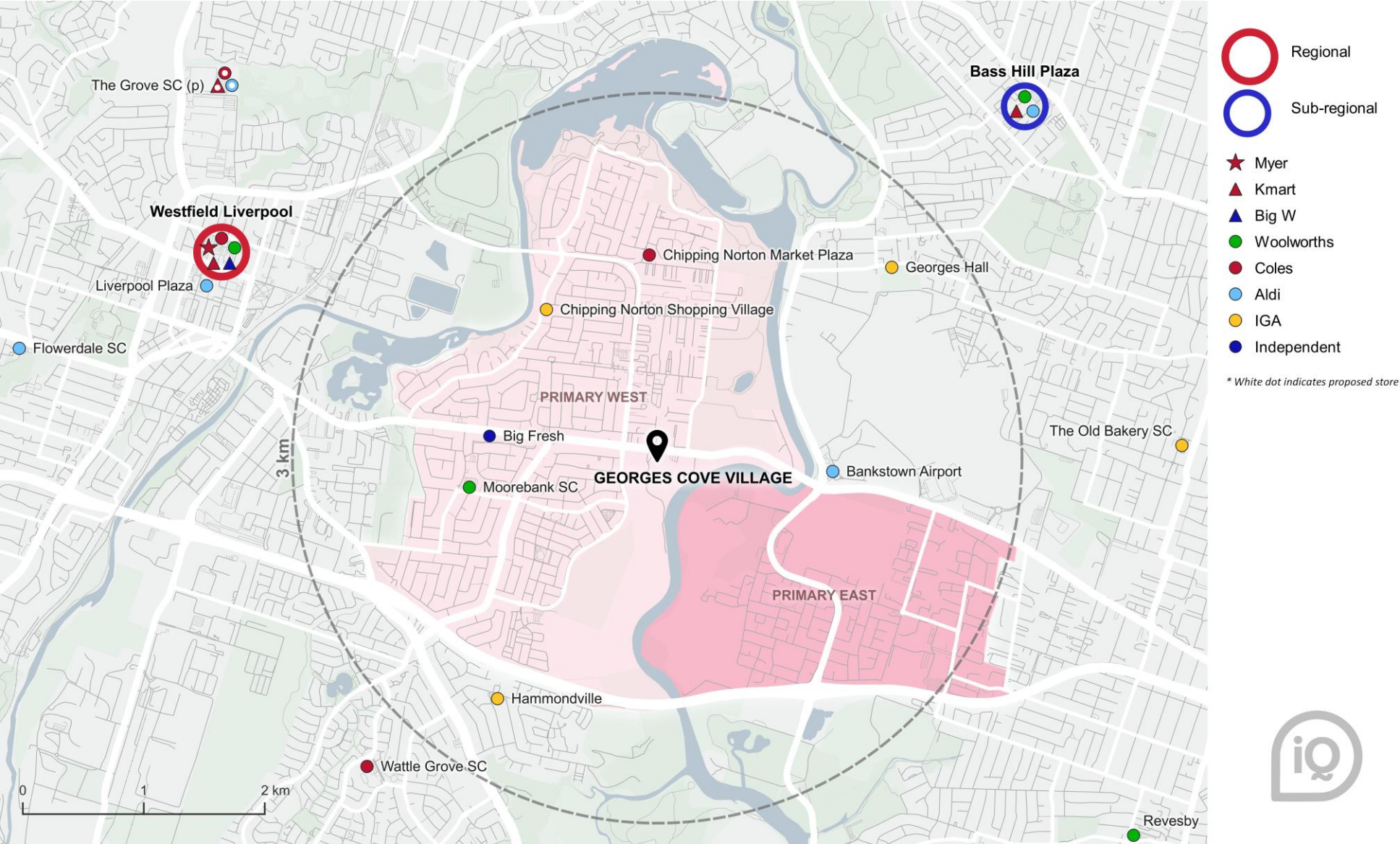
This section of the report provides a summary of the existing and future competitive developments within the region. As shown in Map 3.1 and Table 3.1 retail facilities within the surrounding region

TABLE 3.1. COMPETITIVE CENTRES

Centre	Shopfront GLA (sq.m)	Anchor Tenants	Dist. From Site (km)
Regional Shopping Centres			
<u>Liverpool CBA</u>	<u>111,000</u>		<u>5.1</u>
• Westfield Liverpool	83,100	Myer (11,900), Big W (8,300), Kmart (8,250), Coles (3,900), Woolworths (3,650)	
• Liverpool Plaza SC	7,900	Aldi (1,500)	
• Other	20,000		
Sub-regional Shopping Centres			
Bass Hill Plaza	19,800	Kmart (8,150), Woolworths (3,980), Aldi (1,500)	6.0
Casula Mall	20,200	Kmart (7,800), Coles (5,300), Aldi (1,600)	7.7
Supermarket Based Shopping Centres			
<u>Moorebank</u>	<u>11,900</u>		-
• Moorebank SC	8,900	Woolworths (2,000)	
• Other	3,000	Big Fresh (700)	
Bankstown Airport	2,500	Aldi (1,700)	1.4
<u>Chipping Norton</u>	<u>5,800</u>		<u>2.0</u>
• Chipping Norton Market Plaza	4,400	Coles (2,800)	
• Chipping Norton Shopping Village	1,400	IGA (200)	
Milperra SC	1,300	Friendly Grocer (250)	2.9
Georges Hall	2,300	Supa IGA (1,100)	3.9
Hammondville	1,800	IGA (350)	4.0
Wattle Grove Shopping Village	6,900	Coles (2,150)	4.3
Flowerdale SC	3,600	Aldi (1,700)	5.6
<u>Revesby</u>	<u>10,000</u>		<u>6.5</u>
• Revesby Village Centre	14,500	Coles (4,350)	
• Other	10,000	Woolworths (4,400)	

Source: Location IQ Database

MAP 3.1. MAIN TRADE AREA & COMPETITION



3.1. Regional Shopping Centres

- i. Regional shopping centres include one or more department stores and are higher order non-food retail facilities that have a wider draw. The Liverpool Central Business Area (CBA) currently includes the major regional shopping facilities for South-west Sydney and is located some 5 km to the west of the subject site.
- ii. Westfield Liverpool is the largest component of the Liverpool CBA and is a major regional shopping destination. The centre comprises a total Gross Leasable Area (GLA) of approximately 83,400 sq.m and is anchored by a Myer department store, Big W and Kmart discount department stores, as well as Coles and Woolworths supermarkets. It is understood that Coles and Woolworths supermarkets trade strongly, above the national average of \$10,000 - \$11,000 per sq.m.
- iii. Liverpool Plaza is located to the immediate south of Westfield Liverpool. The centre contains approximately 7,900 sq.m of retail floorspace and is based on an Aldi supermarket.
- iv. The balance (around 20,000 sq.m) of retail floorspace within the Liverpool CBA is provided in retail strip format to the south of Westfield Liverpool and is generally limited by Northumberland Street.

3.2. Sub-regional Shopping Centres

- i. Sub-regional shopping centres contain at least one discount department store and generally at least one supermarket.
- ii. There are currently no sub-regional shopping centres within the main trade area, including:
 - Bass Hill Plaza is 6 km to the north-east of the site. The centre encompasses some 19,800 sq.m of lettable floorspace and is anchored by a Kmart department store and Woolworths and Aldi supermarkets.
 - Casula Mall comprises a total GLA of around 20,200 sq.m and is based on a Kmart discount department store, along with Coles and Aldi supermarkets. The centre is positioned some 7.7 km to the south-west of the subject site.

3.3. Supermarket Based Shopping Centres

- i. Supermarkets are typically defined in court planning documents as:

“Grocery and dry goods stores of at least 500 sq.m, with smaller stores classified as foodstores.”
- ii. A major full-line supermarket is the largest format of supermarket, generally totalling 3,200 sq.m or larger and catering to the full grocery shopping needs of customers. These large format stores are typically operated by major chains such as Woolworths and Coles

iii. Supermarkets and foodstores of competitive relevance include:

- Big Fresh (650 sq.m) is provided along Newbridge Road as a free-standing supermarket. The supermarket is predominantly fresh food-based offering fresh produce, a butcher and delicatessen, as well as a limited grocery offer.
- Chipping Norton Market Plaza is 1.9 km to the north of the subject site (primary west sector). The centre encompasses a total lettable area of around 4,400 sq.m and is anchored by a medium sized Coles supermarket of 2,800 sq.m. An IGA foodstore of 200 sq.m is also provided nearby, at Chipping Norton Shopping Village.
- Moorebank Shopping Centre (primary west sector) is anchored by a non full-line Woolworths supermarket of 2,000 sq.m across a total GLA of around 8,900 sq.m. The centre occupies an internalised location, some 2.2 km to the west of the site.
- A small Friendly Grocer of around 250 sq.m is provided at Milperra Shopping Centre (primary east sector), some 2.9 km to the south-east of the subject site.

iv. A small collection of food catering operators are also provided along Newbridge Road and includes key national tenants McDonalds, Subway and Red Rooster. Alternate retail facilities within the main trade area are generally limited to free-standing retailers along Newbridge Road, including Salvo's and a pharmacy.

v. Beyond the main trade area, the nearest supermarkets include:

- Aldi at Bankstown Airport, some 1.4 km to the west of the site.
- Supa IGA of around 1,100 sq.m at Georges Hall, some 3.9 km to the north-east.
- Hammondville IGA (350 sq.m), located around 4 km to the south.
- Coles (2,150 sq.m) at Wattle Grove Shopping Village, some 4.3 km south of the subject site.
- Flowerdale Shopping Centre, which is anchored by an Aldi supermarket, some 5.6 km west of the Moorebank site.
- The suburb of Revesby includes a free-standing Woolworths and Coles supermarkets that forms part of Revesby Village Centre.

3.4. Proposed Retail Developments

i. In terms of the most relevant future competitive retail developments currently underway or planned in the area, are as follows:

Within The Main Trade Area

- A planning proposal has been submitted to rezone the existing Flower Power site along Newbridge Road, to the adjacent east of the subject site. The site is planned to include up to 850 sq.m of retail floorspace and 8,250 sq.m of commercial floorspace, as well as residential dwellings. No supermarket anchor tenant is assumed.

- To the immediate south of the subject site the proposed 2,000-dwelling residential estate is also planned to incorporate 1,700 sq.m of retail floorspace. Current plans are not supported by council and therefore not assumed over the forecast period.

Beyond The Main Trade Area

- Council has approved the expansion of Westfield Liverpool to comprise a commercial and leisure precinct. The development is planned to include an eight-storey commercial tower and up to 6,737 sq.m of additional retail floorspace as part of the entertainment and leisure precinct and 7,569 sq.m of commercial floorspace. The additional retail floorspace is to be focused on a new dining, leisure and entertainment offer - including restaurants, tavern/pubs, cafes, indoor recreation facilities and a modified cinema complex.

3.5. Supermarket Floorspace Provision

- Table 3.2 provides a summary of the current provision of supermarket floorspace across the defined main trade area, as compared with the Greater Sydney and Australian benchmark.
- As shown, across the main trade area, the provision of supermarket floorspace is currently 223 sq.m per 1,000 persons, significantly lower than the Greater Sydney (272 sq.m per 1,000 persons) and Australian (356 sq.m per 1,000 persons) averages.
- If no additional supermarket floorspace is provided across the main trade area by 2040/41, the supermarket floorspace provision is projected to decrease to 173 sq.m per 1,000 persons. Even assuming a supermarket of 3,809 sq.m at the subject site over this period, the level of supermarket floorspace provision is projected to reach 293 sq.m by 2040/41, still below national benchmark levels.
- It should be noted that the supermarkets within the main trade area are typically smaller in size and would provide a limited offer compared to a major full-line supermarket. In addition, Big Fresh at Moorebank provides a niche fresh food offer that would have wider draw than a typical supermarket.
- The preferred store size for Woolworths and Coles has increased in recent years, with both chains now typically seeking stores of around 3,400 sq.m and larger. The major supermarket chains target a population of 8,000 – 10,000 persons in order to support one full-line supermarket and will locate across a wide variety of centres including neighbourhood, sub-regional and regional centres, as well as free-standing locations.
- The main trade area population, of almost 25,000 persons, could support up to three full-line supermarkets of around 3,500 sq.m, with only smaller format stores currently provided. Further, the main trade area projected population of 31,812 persons by 2041, would indicatively demand up to four full-line supermarkets.

TABLE 3.2. MAIN TRADE AREA SUPERMARKET PROVISION, 2022/23

Trade Area Sector	No. of Supermarkets*	GLA (sq.m)	2023 Population	GLA per 1,000 persons
Primary Sectors				
• East	0	0	4,182	0
• West	<u>3</u>	<u>5,500</u>	<u>20,530</u>	<u>268</u>
Main Trade Area	3	5,500	24,712	223
<i>Greater Sydney Average</i>				272
<i>Australian Average</i>				356

* Defined as 500 sq.m or larger

3.6. Summary

- i. There are currently no full-line supermarkets within the main trade area. Reflecting this, existing supermarkets within the main trade area and surrounds (upon inspection) trade strongly, at levels above the Australian average of \$10,000 - \$11,000 per sq.m.
- ii. Residents of the region should be provided with a wider range of food and grocery items within proximity to their homes, with the proposed development planned to include a full-line supermarket. Supermarkets within the main trade area are quite small by modern supermarket standards, with the nearest full-line supermarket to the subject site at Westfield Liverpool, more than 5 km away.
- iii. The major supermarket chains target a population of 8,000 – 10,000 persons to support one full-line supermarket. The main trade area population at more than 24,500 persons could support almost three full-line supermarkets, and up to four by 2040/41.

4 Assessment of Potential

This section of the report considers the sales potential for the proposed George Cove Village as well as the likely trading and other impacts that can be anticipated following the construction of the proposed development.

4.1. Sales Overview and Methodology

- i. To assess the potential economic benefits and impacts that may arise from the proposed Georges Cove Village, and the sales level which the development is projected to achieve are outlined.
- ii. The sales performance of any retail facility, be it an individual store, a collection of stores provided in a shopping centre or precinct, is determined by a combination of the following critical factors:
 - The composition and quality of the facility, including the major trader or traders; the specialty mix; centre layout and configuration; ease of accessibility and parking; and the overall feel of the centre.
 - The size of the available catchment which the facility serves.
 - The location and strength of competitive retail facilities.
- iii. Assessing a proposed retail development fundamentally requires an understanding of a variety of factors and methodologies, including:
 - Retail turnover;
 - Market shares;
 - Retail supply, demand, and impacts.
- iv. Location IQ adopt an evidence-based model that has been tested and refined over more than 10 years and across a range of clients. The model uses all available data, including the Location IQ proprietary database of supermarket and shopping centre tenant size and sales figures.
- v. Location IQ has undertaken more than 100 retail needs assessments/economic impact assessments in Australia over the last decade, adopting a similar methodology as presented in this report for the high-level overview of retail demand. A range of other property consulting firms also adopt the approach outlined by Location IQ.
- vi. The sales potential for the retail component of the planned Georges Cove Village is now considered accounting for these factors.

4.2. Supermarket Sales Potential

- i. Table 4.1 details the potential sales for the proposed full-line supermarket at the Georges Cove Village site. The calculations in this table go through a series of steps, commencing with the available expenditure that is of relevance to supermarkets, assessing the share of expenditure which all supermarkets are likely to achieve; and then concluding with the likely sales which main trade area supermarkets can expect to generate.
- ii. Forecast sales are detailed for the proposed full-line supermarket of 3,809 sq.m, noting that supermarkets are defined as grocery and dry goods stores of at least 500 sq.m. Smaller foodstores less than 500 sq.m are excluded from this analysis, with these facilities typically offering a more convenience-based offer and as such do not act as direct competitors to larger full-line supermarkets.
- iii. The assessment detailed in Table 4.1 is based on the experience of many comparable analyses in locations throughout Australia, as follows:
 - The current retention of main trade area supermarket spending is estimated at 60.9% (i.e. Coles at Chipping Norton Market Plaza, Woolworths at Moorebank Shopping Village, and Big Fresh). This means some 39.1% or \$41.5 million of supermarket spending is directed to supermarkets outside the main trade area.
 - With the addition of a full-line supermarket at the subject site, the level of retained spending is projected to increase to 73.4% in 2025/26.
 - Additionally, an estimated 15% of total supermarket sales are likely to be attracted from beyond the defined main trade area.
- iv. The steps detailed above generate the annual estimates the expenditure available to supermarkets within the main trade area. On this basis, after the opening of the Georges Cove Village, this figure is projected at \$97.0 million by 2025/26. This figure does not include retail inflation, thus the increase shown reflects real growth. By 2040/41, available supermarket spending within the main trade area is projected to increase to \$127.2 million, expressed in constant 2023 dollar terms.
- v. The existing supermarkets within the main trade area are estimated to currently record sales of around \$13,452 per sq.m, which is also above the typical sales levels recorded by supermarkets throughout Australia.
- vi. The Georges Cove Village supermarket is projected to achieve sales of \$38.7 million in 2025/26, at an average of \$10,157 per sq.m, as compared with the Australian average of \$10,000 - \$11,000 per sq.m. This shows strong demand for the proposed supermarket.
- vii. Post the addition of the Georges Cove Village supermarket, the existing supermarkets in the main trade area are projected to achieve an average sales volume of around \$10,302 per sq.m, in line with the national average. All supermarkets within the main trade area would still be viable, and by 2040/41 (allowing for population growth) are projected to achieve average sales of \$13,516 per sq.m in combination by this time.
- viii. Taking the above into account, there is clearly demand for an additional supermarket within the main trade area. The addition of a full-line supermarket at the subject site will provide a convenient supermarket offer that will allow residents to undertake a full weekly shop locally.

- ix. The addition of the supermarket would also result in the retention of spending currently being directed to other large supermarket facilities at major shopping centres situated beyond the trade area, which can become quite congested during peak periods.
- x. Projected impacts as a result of the proposed supermarket would likely fall upon a range of supermarkets in the surrounding area, both within and beyond the main trade area and are detailed subsequently in Section 4.4 of this report. The impacts would be spread across a number of supermarkets, which would mean the impact on any one supermarket would not detrimentally affect the performance of any stores.

TABLE 4.1. SUPERMARKET FORECAST SALES, FY2026

	Financial Year				
	2023	2026	2031	2036	2041
Spending to Smkts (\$M)					
Primary Sectors					
• East	17.8	18.5	23.2	25.0	26.9
• West	<u>88.4</u>	<u>93.8</u>	<u>111.0</u>	<u>116.1</u>	<u>121.8</u>
Main Trade Area	106.1	112.3	134.3	141.1	148.7
Supermarket Spending Retained by TA Smkts					
Primary Sectors					
• East (@ 25% incr. to 40% in 25/26)	4.4	7.4	9.3	10.0	10.8
• West (@ 68.2% incr. to 80% in 25/26)	<u>60.2</u>	<u>75.0</u>	<u>88.8</u>	<u>92.9</u>	<u>97.4</u>
Main Trade Area	64.7	82.4	98.1	102.9	108.1
Supermarket Sales from Beyond TA (@ 15%)	<u>11.4</u>	<u>14.5</u>	<u>17.3</u>	<u>18.2</u>	<u>19.1</u>
Total Supermarket Sales for TA Smkts	76.1	97.0	115.4	121.0	127.2
Smkt Floorspace in TA (sq.m)**	5,657	9,466	9,466	9,466	9,466
Average Trading Level (\$/sq.m)	13,452	10,244	12,190	12,785	13,441
Distribution of TA Smkt Sales					
Georges Cove Village Smkt	0.0	38.7	46.0	48.3	50.8
Other Main Trade Area Smkts**	<u>76.1</u>	<u>58.3</u>	<u>69.4</u>	<u>72.8</u>	<u>76.5</u>
Total TA Smkt Sales	76.1	97.0	115.4	121.0	127.2

*Constant 2022/23 dollars & including GST

**Existing supermarket in TA as at July 2023

4.3. Total Retail Sales Potential

- i. Table 4.2 shows retail forecast sales for the proposed Georges Cove Village. Supermarket forecast sales were outlined previously, with retail specialty sales shown based on a provision of around 873 sq.m. The balance of planned retail and commercial floorspace at the centre is assumed to be made up of commercial and light industrial uses.
- ii. Based on a review of Shopping Centre News – Mini Guns 2020 and Big Guns 2023, the closest reporting shopping centres currently achieve sales productivity levels (Moving Annual Turnover per sq.m) as follows:
 - Westfield Liverpool: \$8,332 per sq.m.
 - Bass Hill Plaza: \$9,078 per sq.m
 - Bankstown Central: \$6,229 per sq.m
- iii. A productivity level of around \$6,500 per sq.m is projected for the Georges Cove Village. At this level, total retail specialty forecast sales would be \$5.7 million in 2025/26 (constant 2023 dollars).
- iv. This is a realistic representation of the likely projected sales for the planned retail component assuming a full-line supermarket of 3,809 sq.m and retail specialty floorspace of 873 sq.m. As shown, total forecast sales are \$44.4 million in 2025/26 (constant 2023 dollars), with the supermarket accounting for 87.2% of total sales.
- v. The retail specialty offer planned at the proposed development will complement the supermarket in serving the convenience shopping needs of local residents and providing additional choice. The *Urbis Retail Averages (2021/22)* for single supermarket based shopping centres indicate retail specialty floorspace of 1,346 sq.m across 14 shops. The provision of retail specialty floorspace at the planned Georges Cove Village at 873 sq.m is 473 sq.m smaller than the benchmark level. As such, the retail component of the development will provide a destination convenience offer only, rather than a full range offer.

TABLE 4.2. TOTAL CENTRE FORECAST SALES, 2025/26

Tenant/ Category	GLA (sq.m)	Forecast Sales 2025/26*	
		(\$'000)	(\$/sq.m)
Retail and Commerical Floorspace			
Supermarket	3,809	38,687	10,156
Retail Specialty Shops	873	5,672	6,500
Total Retail	4,682	44,359	9,475
Office/Industrial	4,903	n.a.	n.a.
Total Centre	9,585	n.a.	n.a.

*Constant 2022/23 dollars & including GST

4.4. Impacts

- i. This sub-section of the report outlines the likely sales impacts on competitive retail facilities because of the opening of the retail component of the proposed Georges Cove Village.
- ii. It is important to note that impacts outlined in this report are indicative as it is difficult to precisely project the sales impact of the opening of a new store/centre on existing retail facilities. Several factors can influence the impact on individual centres/retailers, including but not limited to:
 - Refurbishment/improvements to existing centres.
 - Expansions to existing centres.
 - Loyalty programs of existing retailers.
 - The existing centre mix and how it competes with the proposed development.
- iii. For all these reasons and other similar factors, sales impacts outlined in this report should be used as a broad indication.
- iv. The following factors are typically considered when assessing the potential impacts of a new supermarket-based development on each existing facility or centre:
 - The distance of the (impacted) centre, by road, from the proposed development.
 - The size of the centre, in terms of total retail floorspace.
 - The amount of supermarket floorspace, and brands of these supermarkets.
 - The quality of offer and unique attributes including 24 hour trade etc.
 - The role and function of the centre.
 - Relative accessibility and convenience compared with the proposed retail development.
 - The estimated performance of the centre (in current sales) and future performance (in the impact year), accounting for any future developments in the region that may also impact on the future sales of existing centres.
 - The share of available expenditure which the centre attracts from the identified main trade area of the proposed development. A centre may not be situated in the identified main trade area of the proposed development, but its main trade area may extend to include parts, or all, of the main trade area. For example, the main trade area for large regional shopping centres typically includes circa 250,000 persons. Such a trade area is likely to include (partially or completely) trade areas for surrounding smaller convenience-based centres, sub-regional centres, retail strips and stand-alone supermarkets.

- v. Table 4.3 outlines projected sales impacts from the proposed Georges Cove Village. The steps involved in assessing the sales and impacts on competitive centres are presented as follows:
- **Step 1:** Estimate sales levels for existing centres in the 2022/23 financial year.
 - **Step 2:** Forecast sales are presented for existing and proposed developments in 2025/26, the first full year of trading for the proposed Georges Cove Village, allowing for other proposed developments, including the expansion of Westfield Liverpool. These projections also allow for retail market growth and are presented in constant 2023 dollars (i.e. excluding inflation).
 - **Step 3:** Outline the change in sales at each centre in 2025/26 as a result of the opening of the proposed development.
 - **Step 4:** Show the impact on sales in 2025/26, both in dollar terms and as a percentage of sales.
- vi. Generally, retail trading impacts between -10% to -15% are considered by the industry to be high but acceptable, with impacts less than -10% considered relatively moderate, and impacts less than -5% generally considered minor/negligible. Other factors such as trading performance; expansions/refurbishments of centres; potential loss of services to the community; expected growth; and overall net community benefit should be considered.
- vii. The key information outlined in Table 4.3 is summarised as follows:
- Overall, forecast sales for the retail component of the proposed Georges Cove Village development are \$44.4 million 2025/26 (i.e. constant 2023-dollar terms).
 - Of this total, \$14.2 million is projected as result of a redirection of spending from competitive facilities within the main trade area in 2025/26, with \$26.3 million being a reduction in spending from represented facilities beyond the main trade area.
 - Around \$3.7 million is likely to be made up of small impacts on a range of other retail facilities within and (primarily) beyond the main trade area that are not currently represented in this analysis.

Within the Main Trade Area

- The largest impact in dollar terms would be on Moorebank Shopping Centre, at some -\$7.1 million or around -17.5%. Most of this impact is expected to fall on the Woolworths supermarket at the centre. Other retail facilities within Moorebank (primarily along Newbridge Road), including Big Fresh are projected to be impacted by some -\$0.4 million or approximately -5%. These levels of impacts would not affect the viability of any retail facilities.
- The next highest impact (at around -\$5.8 million) is expected to occur on Chipping Norton Market Plaza, with most of this impact to fall on the Coles supermarket at the centre. In percentage terms this equates to an impact of around -12.5%, within the normal competitive range. A small impact of -\$0.4 million or some -5% is projected to occur on the Chipping Norton Shopping Village. Again, these impacts would not influence the viability of any of the retail facilities.
- An impact of around -\$0.8 million (or -10%) is expected on Milperra Shopping Centre, anchored by a Friendly Grocer foodstore.

- Post the development of the proposed supermarket at the subject site, other supermarkets within the main trade area will remain viable and continue to trade at levels above the Australian average.

Beyond the Main Trade Area

- With no full-line supermarkets currently provided within the main trade area, the proposed full-line supermarket at the subject site would retain a significant proportion of expenditure that is currently escaping the area. It is currently estimated that more than -\$1 in every -\$4 of main trade area food and grocery spending is currently escaping the main trade area.
 - The largest impact beyond the main trade area is projected to be on the Liverpool CBA, at a total of -\$13.4 million, or some -1.7%. The various components of the CBA, including Westfield Liverpool (post development), Liverpool Plaza Shopping Centre and the balance or retail shopfront within the precinct are projected to be impacted by between -0.5% and -1% each.
 - The next largest impact beyond the main trade area is likely to fall on Aldi at Bankstown Airport, at around -10% or some -\$2.4 million dollars in 2025/26.
 - Other major regional and sub-regional shopping centres throughout the area, including Bass Hill Plaza and Casula Mall are each projected to absorb impacts less than -\$2 million each, or less than 1%.
 - Less than \$4 million (i.e. less than 10% of forecast sales) would be spread across a wider range of retail floorspace not outlined in Table 4.3.
- viii. Overall, the proposed Georges Cove Village would not impact on the viability or continued operation of any existing in the surrounding region, with most of the impacts within the normal competitive range. The highest impacts are on strong trading, full-line supermarkets that would continue to trade area sales levels above the national benchmark.
- ix. In addition, the proposed development would have less than 1,000 sq.m of retail specialty floorspace. Residents will continue to frequent other centres/shops in the surrounding area for a variety of tenants that are not likely to be provided as part of the proposed development.
- x. In summary, most sales impacts across the identified centres are within an acceptable range, and when considered in the context of the size, performance and role and function of surrounding centres, would be highly unlikely to result in a material reduction of retail service provision. The proposed development would add to the range of services in the region.

TABLE 4.3. GEORGES COVE VILLAGE SUPERMARKET PROJECTED IMPACTS, 2026

	Unit	Estimated 2023	Projected 2026 Pre Dev. Post Dev.		Impact 2026 \$M %	
Moorebank Site	\$M	n.a.	n.a.	44.4	n.a.	n.a.
Regional Centres						
<u>Liverpool CBA</u>	\$M	<u>691.3</u>	<u>768.6</u>	<u>755.2</u>	<u>-13.4</u>	<u>-1.7%</u>
• Westfield Liverpool	\$M	552.0	620.8	608.4	-12.4	-2.0%
• Liverpool Plaza SC	\$M	49.3	52.3	51.8	-0.5	-1.0%
• Other	\$M	90.0	95.5	95.0	-0.5	-0.5%
Sub-regional Shopping Centres						
Bass Hill Plaza	\$M	151.0	160.2	158.6	-1.6	-1.0%
Casula Mall	\$M	193.0	204.8	203.8	-1.0	-0.5%
Supermarket Based Shopping Centres						
<u>Moorebank</u>	\$M	<u>45.2</u>	<u>48.2</u>	<u>40.7</u>	<u>-7.5</u>	<u>-15.5%</u>
• Moorebank SC	\$M	38.0	40.5	33.4	-7.1	-17.5%
• Other	\$M	7.2	7.7	7.3	-0.4	-5.0%
Bankstown Airport	\$M	22.3	23.7	21.3	-2.4	-10.0%
<u>Chipping Norton</u>	\$M	<u>50.7</u>	<u>54.0</u>	<u>47.8</u>	<u>-6.2</u>	<u>-11.5%</u>
• Chipping Norton Market Plaza	\$M	43.7	46.5	40.7	-5.8	-12.5%
• Chipping Norton Shopping Village	\$M	7.0	7.5	7.1	-0.4	-5.0%
Milperra SC	\$M	7.2	7.5	6.8	-0.8	-10.0%
Georges Hall	\$M	11.0	11.7	11.3	-0.3	-3.0%
Hammondville	\$M	5.5	5.8	5.7	-0.1	-2.5%
Wattle Grove Shopping Village	\$M	45.3	48.0	45.6	-2.4	-5.0%
Flowerdale SC	\$M	19.0	20.2	19.2	-1.0	-5.0%
<u>Revesby</u>	\$M	<u>172.5</u>	<u>183.0</u>	<u>179.1</u>	<u>-4.0</u>	<u>-2.2%</u>
• Revesby Village Centre	\$M	57.5	61.0	58.9	-2.1	-3.5%
• Other	\$M	115.0	122.0	120.2	-1.8	-1.5%
Total Impacts					-40.7	

*Constant 2022/23 dollars & including GST

¹ Proposed centres and expansions assumed to be trading for a full year by FY2021

4.5. Employment and Consumer Impacts

- i. The development of the proposed Georges Cove Village site would result in a range of important economic benefits which will be of direct benefit to the local community. These key positive employment and consumer impacts include:

- The provision of a wider range of food and grocery shopping facilities (including a full-line supermarket), which would increase convenience and price competition for residents.
- Improved customer amenity, design and aesthetic for the local residents by way of a new and modern development.
- Better integration with the surrounding arterial traffic routes such as Newbridge Road.

Ongoing Employment Generation

- The retail component of the development is projected to employ 243 persons as summarised in Table 4.4. Taking a conservative view and allowing for an estimated 10% of the total increase to be because of reduced employment at existing retail facilities, net additional jobs are estimated at 219. An additional 123 jobs are estimated to be generated by the commercial uses as part of the Georges Cove Village.
- The additional 219 permanent retail employees would earn an average annual wage of around \$64,982.40 (assuming 48 working weeks), based on employee earnings data for the retail trade industry released by the ABS in November 2022. This represents an additional \$14.2 million in salary/wages for the local economy, as a direct result of the retail component of the proposed development.

Construction

- Construction of the proposed Georges Cove Village is estimated to incur total capital costs around \$40 million, generating significant employment within the construction and associated industries during the development of the project.
- By using the appropriate ABS Input/Output Multipliers that were last proposed in 1996/97 and a deflated estimated total capital cost of construction of \$18.0 million (i.e., in 1996/97 dollars), it is estimated that the construction period of the proposed retail and non-retail component would directly generate some 126 full-time, part-time, and temporary jobs (refer Table 4.5).

Multiplier Effect

- Overall, it is estimated that the retail and non-retail component of the proposed development will directly generate 470 jobs (refer Table 4.6) including:
 - **Ongoing Employment from Planned Floorspace:** 344 jobs
 - **Construction Phase:** 126 jobs
- In addition to this direct employment, multiplier effects will flow through the local economy and indirectly generate additional employment opportunities through ancillary businesses/suppliers that support the

development and services, as well as additional consumption expenditure by workers employed within the precinct (spending wages).

- Again, by using the appropriate ABS Input/Output Multipliers that were last produced in 1996/97 and adjusting for inflationary and other changes to present, it is estimated that an additional 529 jobs will be created indirectly.

ii. Overall, some 999 jobs are likely to be created both directly and indirectly as a result of the subject development.

TABLE 4.4. NET ADDITIONAL PERMANENT EMPLOYMENT

Component	Total Floorspace (sq.m)	Employment Potential		
		Employm. per 1,000 sq.m	Indic. Total Jobs	Net Increase ¹
Retail				
Supermarket	3,809	50.0	190	171
Retail Specialty Shops	873	60.0	52	47
Total Retail	4,682		243	219
Commercial				
Offices	1,253	50.0	63	56
Light Industrial	3,859	20.0	77	69
Total Commercial	5,112		140	126
Total	9,794		383	344

1. Indicates the estimated number of net additional ongoing jobs as a result of the proposed development

Source : Australian National Accounts: Input-Output Tables 1996-97

TABLE 4.5. ESTIMATED CONSTRUCTION COST

Metric	Retail Floorspace	Commercial & Other Floorspace	Total
Estimated Capital Costs of Construction			
Estimated Capital Costs 2022/23 (\$M)*	\$30.0	\$10.0	\$40.0
Estimated Capital Costs 1996/97 (\$M)	\$13.49	\$4.5	\$18.0
Direct Employment Generation			
Construction Jobs per \$1 million (2021/22)	3.15	3.15	3.15
Total Construction Jobs¹	94	31	126

Source : Australian National Accounts: Input-Output Tables 1996-97

Employment totals include both full-time and part-time work. Indicates the estimated number of jobs over the life of the construction project plus ongoing multiplier effects, for the equivalent of one year

TABLE 4.6. EMPLOYMENT SUMMARY

Metric / Category	Est. Net Employment Increase ¹	Employment Multiplier Effects	Total Employment
Ongoing Employment from Planned Floorspace			
Retail	219	207	426
Commercial	<u>126</u>	<u>119</u>	<u>245</u>
Total	344	327	671
Construction Phase			
Direct Employment Generation	126	202	328
Net Additional Employment	470	529	999

1. Net increase includes an allowance for reduced employment levels at impacted centres estimated at 10% of the total increase

5 Needs Analysis

The final section of this report summarises the key conclusions of the impact analysis for the proposed Georges Cove Village.

'Need' or 'Community Need' in a planning sense is a relative concept that relates to the overall wellbeing of a community. A use is needed, for example, if it would, on balance, improve the services and facilities available in a locality. The reasonable demands and expectations of a community are important, therefore, in assessing need.

Several important factors that relate to need, and particularly economic need, include:

- Population and supermarket demand.
- Consumer trends.
- Location.
- Impacts on existing retail facilities.
- Impacts on retail hierarchy.
- Net community benefits.

5.1. Population and Supermarket Demand

- i. The main trade area population is currently 24,712 and is projected to increase to 31,812 persons by 2041, representing strong average annual growth of 1.4%.
- ii. In Australia, one major full-line supermarket is typically supportable for every 8,000 – 10,000 persons. On this basis, the main trade population could currently support up to three full-line supermarkets, with none currently provided. Over the period to 2041, with population growth, the main trade could support an additional full-line supermarket, or up to four in total.
- iii. It should be noted that the supermarkets within the main trade area are typically smaller in size and would provide a limited offer compared to a major full-line supermarket. In addition, Big Fresh Moorebank provides a niche/boutique fresh food offer that would have a wider draw than a typical supermarket.
- iv. This simple analysis highlights the need for an additional full-line supermarket to serve the daily and weekly needs of surrounding residents. The proposed development would therefore result in an increased level of facilities and services available to the local community.
- v. Based on inspection and industry information, all full-line supermarkets in the surrounding area are understood to trade strongly, highlighting the under supply of floorspace. Trading levels will increase in the future with population growth.

5.2. Consumer Trends

- i. Retail facilities in Australia, such as the proposed development, play fundamental roles in the economies of metropolitan areas, having developed around the need to meet consumer demand. The nature of consumer demand continues to develop and evolve, reflecting social changes within society, such as:
 - Increasing time pressures on working families.
 - Population and income growth.
 - The evolution of new retail formats and traders.
 - Competitive retail developments and precincts.
- ii. The demands of retailers, as well as consumers, combine to add pressure for additional retail floorspace in existing retail precincts.
- iii. There is a strong need for supermarket facilities within close proximity to the homes of main trade area residents, with consumers visiting supermarkets two to three times a week on average.
- iv. Over the past decade, there has been an increasing trend towards convenience shopping. This trend has been largely driven by broader social trends that have resulted in consumers becoming more time poor, such as longer working hours and an increase in the number of women in the labour force.
- v. Time pressures are ranked at the top of the list of issues that consumers face when undertaking their regular food and grocery shopping. As a result, there is growing demand for convenience shopping facilities to meet the needs of local residents.
- vi. The design of proposed development, including an easily accessible provision of car parking and arterial location, would be highly convenient for local families who would visit on a regular basis. The site is on the left hand side for home bound traffic and is to the south of a larger employment area.

5.3. Location

- i. The proposed development enjoys a high-profile location along Newbridge Road in Moorebank. Newbridge Road is a major east-west arterial route through the region, connecting Liverpool with a range of suburbs throughout the south-west and inner-west.
- ii. Based on a review of the most recent traffic counts provided by the Roads and Maritime Services New South Wales, 40,006 vehicles travel along Newbridge Street (west of Henry Lawson Drive) on an average weekday, this equates to an annual traffic volume of some 14.1 million vehicles.
- iii. The subject is also served by the M90 bus route which runs between Liverpool Station and Westfield Burwood.
- iv. The planned development is a plan for now and the future. Retail planning is typically lumpy in nature given the large size and cost involved in construction. The proposed site would offer a high level of convenience and limited retail specialty floorspace.

- v. There is a large and growing population around the site, and limited retail floorspace.

5.4. Impact on Existing Retailers

- i. The retail component of the Georges Cove Village would not impact on the viability or continued operation of any existing or proposed retail centre within the main trade area or the surrounding region. The Georges Cove Village development is projected to record retail sales of \$44.4 million in 2025/26.
- ii. The largest impact within the main trade area would be on Moorebank Shopping Village, at some -\$7.1 million or around -17.5%. Most of this impact is expected to fall on the Woolworths supermarket at the centre. Other retail facilities within Moorebank (primarily along Newbridge Road) including Big Fresh are projected to be impacted by some -\$0.4 million or approximately -5%.
- iii. The next highest impact within the main trade area is projected to fall on Chipping Norton Market Plaza, at around -\$5.8 million or some -12.5%. Again, most of this impact would fall on the Coles supermarket at the centre. These levels of impact would not affect the viability of any retail facilities.
- iv. With no full-line supermarkets currently provided within the main trade area, the proposed full-line supermarket at the subject site would retain a significant proportion of expenditure that is currently escaping the area. The largest impact beyond the main trade area is projected to be on the Liverpool CBA, at a total of -\$13.4 million, or some -1.7%.
- v. Overall, the proposed development would not impact on the viability or continued operation of any existing or proposed centre within the main trade area or the surrounding region.

5.5. Impacts on Retail Hierarchy

- i. Beyond the main trade area, the Liverpool CBA represents the major food and non-food retail destination within the region. As a regional centre, the Liverpool CBA serves a different role in the retail hierarchy than the proposed Georges Cove Village development, which would be a convenience-based retail offer for the local population.
- ii. Post the development of Georges Cove Village, Liverpool would continue to act as the major retail destination, particularly for non-food retail. Westfield Liverpool is also proposed for a major expansion that would reinforce this regional centre as a major precinct with a wide regional draw.
- iii. The *Urbis Retail Averages (2021/22)* for single supermarket based shopping centres indicate retail specialty floorspace of 1,346 sq.m across 14 shops. The provision of retail specialty floorspace at the planned Georges Cove Village at 873 sq.m is 473 sq.m smaller than the benchmark level. As such, the retail component of the development will provide a destinational convenience offer only, rather than a full range offer.
- iv. The proposal would not provide a significant number of specialty shops and, as such, residents will continue to frequent other centres/shops in the surrounding area and the projected impacts on these businesses, that would not compete directly with a supermarket, would be limited.
- v. Further, the proposed development will provide residents with a full-line supermarket alternative that is not currently offered within the main trade area. This will create additional choice and competition for convenience-based retail, within the region.

- vi. Increased competition between supermarkets is beneficial to consumers and will not adversely affect the balance of the centre hierarchy. The analysis of impacts provided in the previous section of this report shows that projected impacts on other retailers throughout the area from the proposed development would not threaten the viability or continued operation of any centre/precinct.
- vii. Overall, the proposed Georges Cove Village would not impact on the viability or continued operation of any existing in the surrounding region, with most of the impacts within the normal competitive range. The highest impacts are on strong trading, full-line supermarkets that would continue to trade area sales levels above the national benchmark.
- viii. In summary, most sales impacts across the identified centres are within an acceptable range, and when considered in the context of the size, performance and role and function of surrounding centres, would be highly unlikely to result in a material reduction of retail service provision. The proposed development would add to the range of services in the region.

5.6. Net Community Benefits

- i. It is the conclusion of this report that a substantial net community benefit would result from the proposed Georges Cove Village. Offsetting the trading impacts on some existing retailers, there are very substantial positive impacts including the following:
 - Significant improvement in the range of retail facilities that would be available to residents, particularly in terms of convenient supermarket retailing.
 - The proposed supermarket would improve choice of location and allow for price competition. The inclusion of a full-line supermarket would represent the only such offer within the defined main trade area.
 - The addition of a supermarket at the subject site would also result in the retention of spending currently being directed to other large supermarket facilities at major shopping centres situated beyond the trade area, thereby reducing the need for local residents to travel further afield for their supermarket and convenience-based shopping needs.
 - The retail offer will enable the development to serve the growing population and the associated demand for additional retail floorspace.
 - The creation of additional employment which would result from the project, both during the construction period, and more importantly, on an ongoing basis once the development is complete and operational. In total, some 999 jobs are likely to be created both directly and indirectly as a result of the retail component of the proposed Georges Cove Village. This includes a number of youth employment opportunities with retail developments generally employing a large number of younger staff.
- ii. It is concluded that the combination of the substantial positive economic impacts serve to more than offset the trading impacts that could be anticipated for a small number of existing retail stores, particularly supermarkets, in the region. Further, the impacts would not threaten the viability of any retail facilities.



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