

Social Impact Assessment

Medowie Family Tavern

VERSION – **DRAFT 1.1**



October 2020

This Social Impact Assessment (SIA) was written by Liquor and Gaming Solutions Pty Ltd for MUIR Development Pty Ltd.

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1. Introduction

This Social Impact Assessment has been prepared in relation to a Development Application to Port Stephens City Council for a new food and drink premises (pub). The report documents the outcomes of a Social Impact Assessment (SIA) undertaken by Liquor and Gaming Solutions Pty.

If the building development is approved by Port Stephens City Council, the venue will seek approval from the Liquor and Gaming Authority for a liquor licence. The licence will authorise the sale and supply of liquor, and the operating of gaming machines.

This SIA impact assessment will include consideration of the social impacts of the liquor licence on the local community.

The proposed development is located on a Greenfields site, located within the Medowie Town Centre.

The Medowie Planning Strategy 2016 identifies Medowie as a growth area in the Port Stephens Planning Strategy.

The SIA relies on primary research and engagement with local people and organisations, as well as supporting documentation and reports submitted with the Development Application.

2. Methodology

2.1. Community Consultation Process

The key methods utilized for this social research were

- Consultation with local people,
- Consideration of community inputs to date including the Medowie Planning Strategy 2016.
- Profiling of the local community
- Discussion with stakeholders including Police and Liquor and Gaming NSW.

The methodology consisted of the following components:

1. Review available background information regarding the proposed development and any other expert reports undertaken to date.
2. Site inspection and assessment of the immediate area.
3. Conduct a stakeholder analysis and review any consultation to date. Identify key correspondence or meetings that need to occur.
4. Demographic analysis and review critical policies and plans so as to determine how this proposal will sit within the community and contribute to existing strategies from a social planning perspective.
5. Undertake consultation in order to gather information necessary to determine the likely social impacts.
6. Undertake analysis that provides considered insight to the potential social impacts on the local and regional community, including:
 - a) The likely duration, extent, and severity of potential social impacts.
 - b) Social impacts associated with predicted environmental impacts (e.g. noise).
 - c) Social impacts relating to the needs of the local community.

7. Develop appropriate measures, to avoid, minimise or mitigate potential negative social impacts and to enhance potential positive social impacts.
8. Provide a Social Impact Assessment Report for the consideration of Stakeholders.

3. Local Community

3.1. Venue location and context

The Medowie Planning Strategy 2016 identifies Medowie as *a place of tall trees beside the waters of the Grahamstown Dam with a rural residential character, with a plan to accommodate and coordinate future growth with quality community and recreational facilities, good transport infrastructure, and involves community in its implementation.*

When the Medowie Planning Strategy was written in 2016, land within Medowie was identified to accommodate 2,400 new dwellings in residential release areas and an additional 180 in rural residential release areas. Many of those residential developments are either built or currently underway, and Medowie is currently an area of strong population growth.

The population of Medowie in 2016 was 9,563 people with a growth estimated to reach a population of 17,500 by 2036.

The Medowie Planning Strategy 2016 identifies, *The town centre is the focus for commercial and Community activity. New commercial development will be focused within the existing town centre and guided by the town master plan. The objective is to consolidate the town centre as the heart for the social and economic life of the community.*

The Medowie Family Tavern is proposed to be situated at 24 Peppertree Road, which is within the commercial town centre.

The site is surrounded by a mix of commercial and residential land uses as well as vacant, undeveloped land. Commercial town centre is located to the south west of the site and contains a mix of commercial and food and drink premises. Low density residential land is generally located to the north and south of the site with a higher density residential to the east across



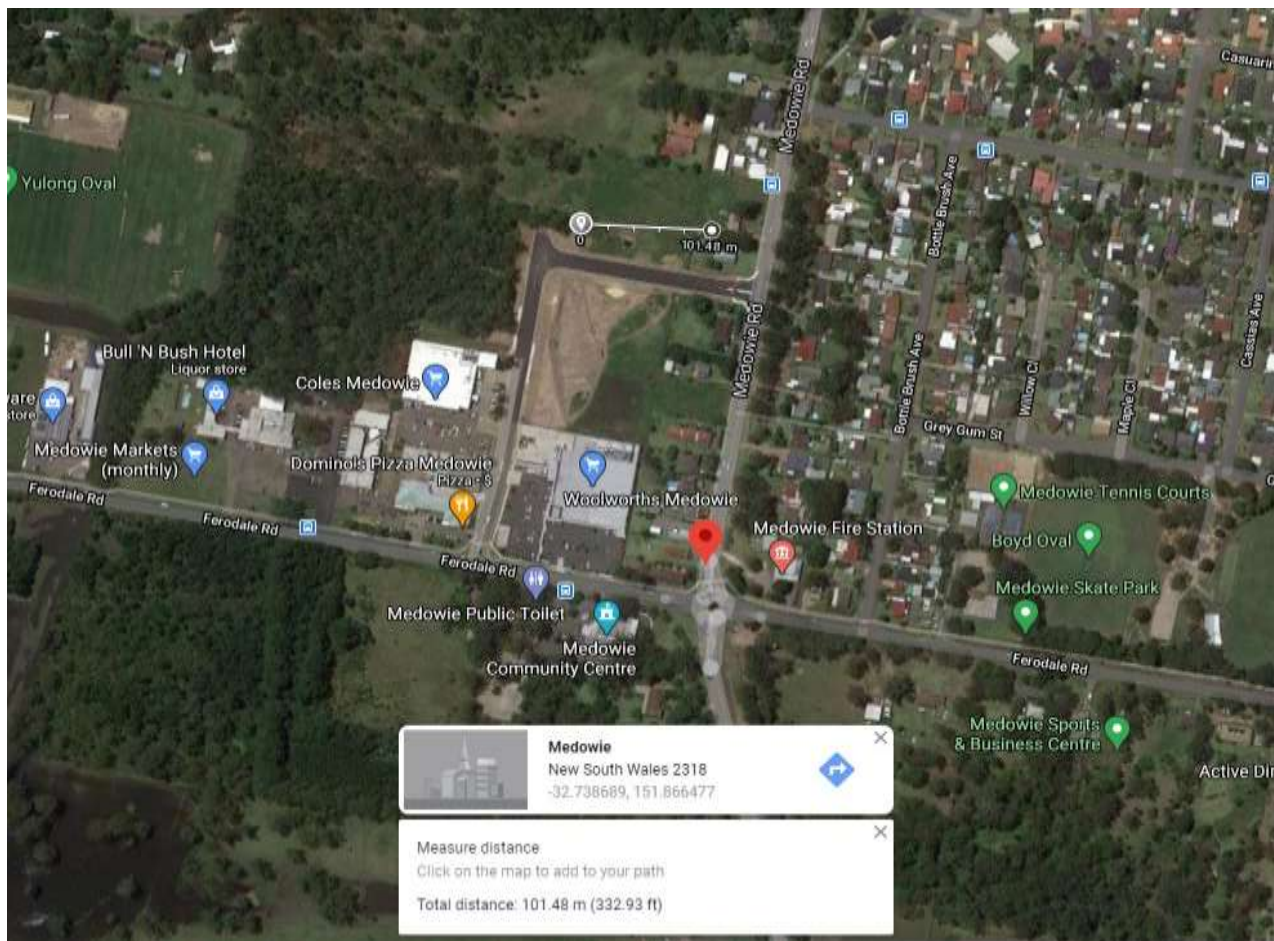
The surrounding land in the Medowie Town Centre is zoned B2 Local Centre.

Much of the surrounding vacant land has been for commercial uses such as childcare centres, gyms, service station and other food and drink premises.

Proposed Site.



[Image from Google Maps](#)



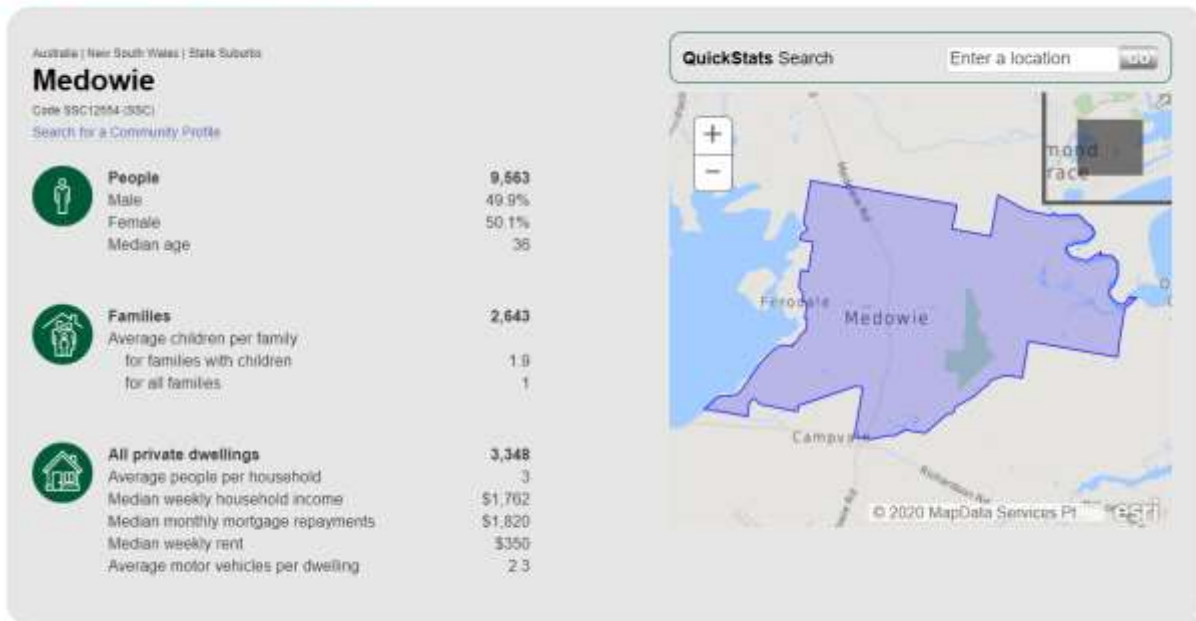
3.2. Medowie Demographic Profile

Source- [Quick Stats- Census Data ABS](#)

Medowie is a suburb of the Port Stephens local government area- Medowie has a population of 9563 at the time of the 2016 census.

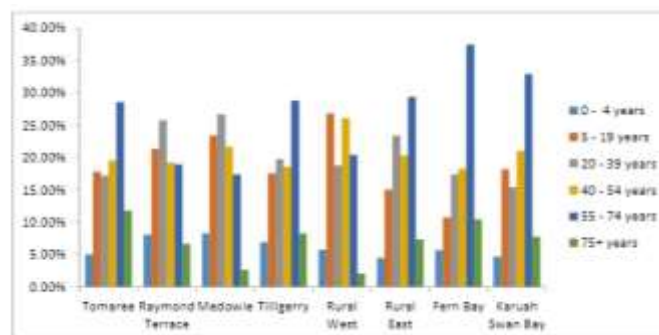
Medowie is geographically located close to the Williamstown RAAF base.

2016 Census QuickStats



Medowie has some unique demographic characteristics compared to the wider LGA that are likely to influence future growth and community needs, such as infrastructure and services. The Medowie population includes a higher proportion of young people aged between 20 and 39.

This younger population is indicative of an area that is still establishing itself as a community or experiencing higher levels of development activity and attracting new residents.



Comparatively, the population* of the 20 – 39 aged group living in Medowie is 26.67%, similar to the NSW average of 27.17%, this is 6% higher than within the Port Stephens LGA (21%).

Housing- Occupied Private dwellings Unoccupied dwellings House owned outright Owned with mortgage Rented Median rent Average people per household	94.9% (NSW 90.1%) 5.1% (NSW 9.9%) 26.3% (NSW 32.2%) 47.8% (NSW 32.3%) 23.3% (NSW 31.8%) \$350 (NSW \$380) 3 people
Families- Median Weekly household income % of population origin of birth- Australia Other % of Aboriginal and/or Torres Strait Islander persons	\$1762 (NSW \$1486) 84 % 16% 4.8%
Employment- Full-time Part-time Away from home Unemployed	57.8% 30.7% 6.1% 5.3%
Occupation type- Technical & Trade Professional/Manager Machinery operators Clerical/sales Laborers Community & Personal Service Workers	844 1123 363 1088 417 558

- 57.8% of the adult population is employed fulltime, the national average is 57.7%
- 11.1% of the adult population is employed in defence, the national average is 0.7%
- The average adult weekly income is \$723, the national average \$662.
- There is a significantly higher rate of home ownership in Medowie, with 47.8% of residents owning a house with a mortgage (NSW 32.3%).

Aboriginal and Torres Strait Islander Population.

The Aboriginal & Torres Strait Islander (ATSI) composition of Medowie is 5.2% of the population (2016 Census Data). The Aboriginal & Torres Strait Islander (ATSI) composition of Medowie is 5.7% of the population (2016 Census Data)

The Aboriginal & Torres Strait Islanders are identified as vulnerable group of people for alcohol related harm.

3.3. Socio-Economic Index of Disadvantage (SEIFA)

Source- [Australian Bureau of Statistics](#)

The index of Relative Socio-economic Disadvantage (IRSD), is a general socio-economic index that summaries a range of information about the economic and social conditions of people and households within an area,

A SEIFA low score indicates relatively greater disadvantage in general. For example, an area could have a low score if there are (among other things)

- Many households with low income,
- many people with no qualifications,
- many people in low skilled occupations.

A SEIFA high score indicates a relative lack of disadvantage in general. For example, an area may have a high score if there are (among other things)

- Few households with low incomes,
- few people with no qualifications,
- few people in low skilled occupations.

The SEIFA score for Medowie in 2016 was 1024. The area is relatively **more advantaged** than the rest of the LGA with a SEIFA score of 959.

The geographic area for Medowie exhibits a relative **lack of disadvantage** and is amongst the **most advantaged areas** in the LGA. It compares favorably too many areas in NSW.

The households in Medowie and Port Stephens LGA are socially and economically **advantaged**.

Medowie is Top 63% and Port Stephens LGA is top 54% of NSW households (respectively) in terms of household income and residents in skilled occupations.

3.4. Crime Statistics

Source- [Liquor and Gaming NSW](#)

Alcohol related domestic assault (incidents per 100,000 residents)

In the year to June 2020, the rate of alcohol-related domestic assault in the suburb of Medowie was 89.2. This was lower compared to the Port Stephens LGA rate of 209.1 and lower compared to the rate for all NSW (113.2).

The alcohol-related domestic assault rate in the year to June 2020 for the suburb of Medowie was lower the rate of 128.8 in the year to June 2019. The rate in Port Stephens LGA in the year to June 2020 was higher the rate of 180.2 in the year to June 2019.

Alcohol related non-domestic assault (incidents per 100,000 residents)

In the year to June 2020, the alcohol-related non-domestic assault rate in Medowie (39.6) was lower compared to Port Stephens LGA (94.9), and lower compared to all of NSW (97.1).

The alcohol-related non-domestic assault rate in Medowie was higher in the year to June 2020 (39.6) than in the year to June 2019 (9.9). The alcohol-related non-domestic assault rate in Port Stephens LGA was lower in the year to June 2020 (94.9) than in the year to June 2019 (137.6).

In Medowie, 0.00% (0 of 4) of all alcohol-related non-domestic assaults in the year to June 2020 were 'serious' (i.e. involved actual or grievous bodily harm).

From the year to June 2019 to the year to June 2020, the percentage of all alcohol-related non-domestic assaults that occurred 'late at night' (i.e. midnight to 6am) remains the same from 0.0% (0 of 1) to 0.0% (0 of 4).

Alcohol related offensive conduct (incidents per 100,000 residents)

In the year to June 2020, the alcohol-related offensive conduct rate in Medowie (0) was lower compared to Port Stephens LGA (16.5), lower compared to Inner Regional Australia (NSW) (44.3), and lower compared to all of NSW (28.4).

The alcohol-related offensive conduct rate in Medowie was the same in the year to June 2020 (0) than in the year to June 2019 (0).

Malicious damage to property (incidents per 100,000 residents)

In the year to June 2020, the malicious damage to property rate in Medowie (327) was lower compared to Port Stephens LGA (821.2), lower compared to Inner Regional Australia (NSW) (951.4), and lower compared to all of NSW (681.9).

4. Density of Licenced Premises.

4.1. Outlet Density & Clustering

Source- [Liquor and Gaming NSW](#)

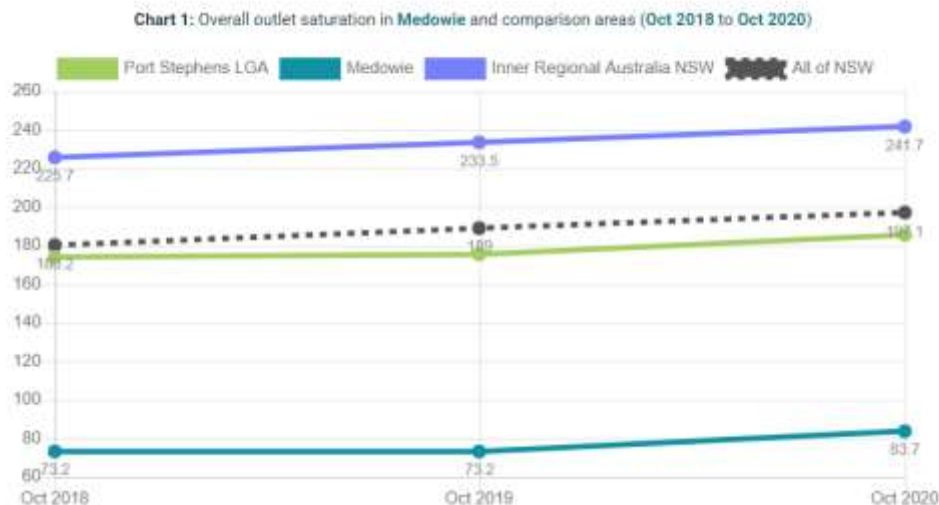
Outlet density refers to the concentration of licensed premises in a local area. It is a known environmental risk that can lead to excessive drinking and alcohol-related harm. Outlet density can be assessed by measuring outlet saturation (number of licensed premises in an area as a proportion of a population) and outlet clustering (proximity of licensed premises in a local area to one another).

In 2020, the Outlet Saturation in the **Port Stephens LGA (185.5)** is **lower** compared to NSW (**197.1**) and **lower** compared to Inner Regional Australia (**241.7**) averages.

Outlet Clustering in the **Port Stephens LGA (10.0)** is **lower** compared to NSW (**92.2**) and **lower** compared to Inner Regional Australia (**15.3**) averages.

In 2020, the Outlet Saturation in **Medowie (83.7)** is **lower** compared to NSW (**197.1**) and **lower** compared to Inner Regional Australia NSW (**241.7**) averages.

Outlet Clustering in **Medowie (3.0)** is **lower** compared to NSW (**92.2**) and **lower** compared to Inner Regional Australia NSW (**15.3**) averages.



The density of licenced premises within Medowie is less than half the state average, and there is virtually no clustering of licenced venues.

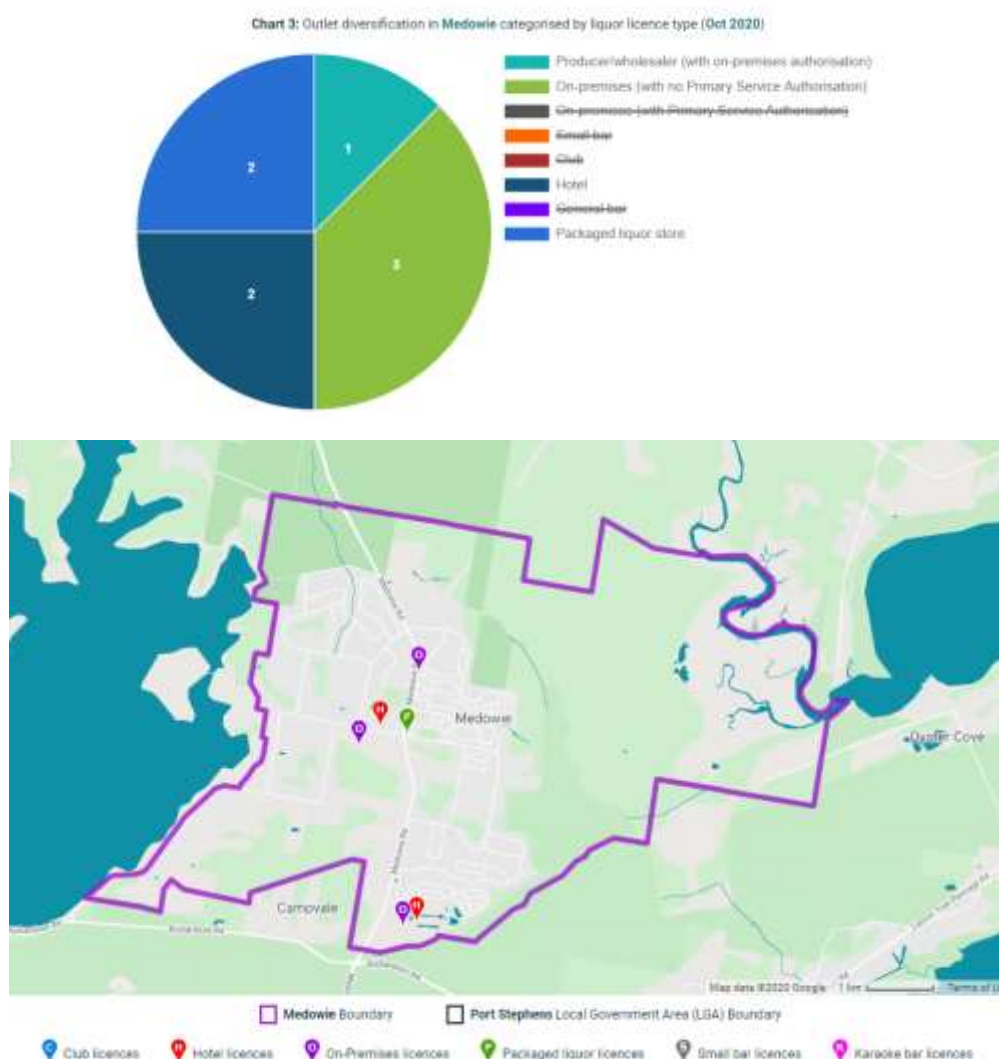
The two Hotel Licences located with Medowie are the Bull and Bush Hotel LIQ400106858 and the Pacific Dunes Golf Resort, located at opposite ends of Medowie and with very different demographic patronage.

The households in Medowie and Port Stephens LGA are socially and economically advantaged with a higher than average income compared to the state average.

The addition of a new Hotel Liquor Licence within Medowie town centre would improve the local access to food, drink and entrainment options for the local residents and would overall provide a positive social impact to the local community.

4.2. Outlet Diversification

There are 8 authorised liquor licenses in Medowie. Of these, 4 are authorised to sell packaged liquor. This includes 2 packaged liquor stores, 0 registered club licences and 2 hotel licences.



The density of licenced premises within Medowie is less than half the state average, and there is virtually no clustering of licenced venues.

5. Proposed Development.

5.1. Venue information

The proposed food and drink premises (pub) will be located at 24 Peppertree road, Medowie.

Proposed Trading Hours

Day	Start Time	End Time
Monday	10:00 AM	12:00 Mid
Tuesday	10:00 AM	12:00 Mid
Wednesday	10:00 AM	12:00 Mid
Thursday	10:00 AM	12:00 Mid
Friday	10:00 AM	12:00 Mid
Saturday	10:00 AM	12:00 Mid
Sunday	10:00 AM	10:00 PM

5.2. Operations and facilities

The proposed venue positions itself in the heart of Medowie, and proposes to offer a range of facilities to provide entertainment and a meeting place for members of the local community. These include:

- A bar and bistro open seven days a week for lunch and dinner.
- A cafe
- A kids play area
- A public bar- which include an outdoor space, sports bar and a dining area.
- A TAB kiosk and Keno facilities will be available.
- Gaming machines

The Hotel aims to employ local residents for a variety of roles within the venue, providing a key source of employment opportunities to locals.

The existing licenced premises within Medowie are inadequate to meet the needs of the local community, and there is a demonstrated public need for additional food and drink premises to service the local community.

The density and saturation of licenced premises data provided by Liquor and Gaming NSW demonstrates that the growing population of Medowie exceed the capacity of the current licence premises within the town centre and that people are travelling considerable distances to Newcastle, Raymond Terrace or Nelson Bay to socialise in Pubs and Clubs.

The proposed fit out of the Medowie Family Tavern is designed to attract a different patron demographic within the Medowie Community, compared with the only other Hotel in the town centre (Bull and Bush Hotel).

The Bull and Bush Hotel is an established food and drink premises (pub) with accommodation and gambling facilities. The Pub has insufficient capacity to meet the needs of the local community and is often at capacity early on a Friday or Saturday afternoon.

5.3. Community Contributions

Medowie Family Tavern is a family owned and run business.

The owner have and will strive to support and give back to both the local and national communities.

In the past have consistently sponsored sports team in the Hunter Valley and Newcastle regions. The stakeholders have also sponsored individuals in their efforts to raise awareness and funds for those affected by childhood diseases.

Most notably, in 2018 the Stakeholders teamed up with Cancer Council to host a charity race day “Build towards a cancer- free future”. Due to its incredible success, the race day returned in 2019 and is now an annual event run by the team.

Overall the charity race days have raised over \$140,000 of much needed funds to support Cancer Councils mission of a cancer free future.

5.4. Planned Development





6. Research Findings

6.1. Community Consultation

Engagement with local businesses and people underpins this research. Face to face consultation occurred with key business owners within 200 metres of the proposed venue, local houses were letterbox dropped with a note about the proposed development and inviting feedback.

Letters were hand delivered to residential premises located between 804 Medowie Road to 778 Medowie Road (14 Houses) on the eastern side of Medowie Road.

Letters were hand delivered to residential premises from the corner of ferodale road to 813 Medowie Road (22 Houses) on the eastern side of Medowie Road.

Letters were sent out to the following stakeholders

- Worimi- Aboriginal Council,
- NSW health,
- NSW transport,
- Department of Communities and Justice,
- Hunter Gambling Help and
- the Samaritans.

Emails and phone calls were exchanged with Port Stephens Police (licensing division) and Liquor and Gaming NSW.

A site notice was erected has been displayed predominantly on the proposed site from Tuesday 1 September 2020 onwards.

6.2. Community Perceptions

We received a lot of positive feedback while hand delivering the letters to the local business community.

The feedback was very positive towards the new Pub and offered a local insight into the lack of diversity in the food and drink premises currently available in Medowie. Most people were excited for a new venue to open and most people wanted to know how soon the premises would be trading.

We received two email submissions in response to the letter box drop. Both submissions raised concerns about the development on the following grounds.

1. There are too many liquor premises in Medowie already
2. There are too many restaurants in Medowie already
3. Increased traffic
4. Noise pollution

Both authors of the submissions identified themselves as local residents who had lived in the community for an extended period of time.

- a) The report provided by Liquor and Gaming NSW about the density and clustering of licenced premises within Medowie demonstrates that the number of licenced premises within Medowie is less than half the state average.

There are eight (8) licenced premises within Medowie. Two Hotels, Two packaged Liquor licences, Three On-premises (Restaurant) and a winery.

- b) The report provided by Liquor and Gaming NSW indicates there are three (3) licenced restaurants in Medowie including one at the Pacific Dunes Golf Resort. The Bull and Bush Hotel has a restaurant, and there are three (3) un licenced restaurants including Jasmin Thai, Medowie Chinese, and Domino's Pizza.

Assuming a current population of 12,000 people that equates to one food and drink premises per 1714 people.

The engagement with the local business community provided feedback that the local community were very supportive of additional food and drink premises being built in the Medowie Town Centre.

- c) The proposed development is proposed to be located at 24 Peppertree Road Medowie. This road is newly constructed, and links Medowie Road to the Medowie Town Centre.

A Traffic Management Report prepared by SECA Solutions for this development identifies that the proposed development has sufficient onsite parking, and the new road exceeds the anticipated traffic from this development.

- d) It is acknowledged that the development of a food and drink premises (pub) will increase the noise within the Medowie town centre, however the development is in line with the overall strategy identified in the Medowie Planning Strategy.

An acoustic assessment prepared by Muller Acoustics identifies that Noise predications from all sources have been quantified to surrounding receivers. The predictions are considered worst case assessment. Noise levels from combined activities are predicted to satisfy the relevant NPI noise criteria at all assessed receivers during all assessment periods.

There is a perception of some existing residents in the community that the development of a new food and drink premises (pub) will cause an extreme amount of noise.

The modelling prepared by Muller Acoustics demonstrates that any noise generated onsite will be deflected away from the residential area. The residential area is located uphill from the proposed venue, at least 200 meters to the closest receiver.

Further development of the Medowie town centre will also provide structures and infrastructure between the Medowie Family Tavern and the existing residential premises.

Conversations with the residential neighbours are ongoing. Muir Developments acknowledge that the development of the Medowie Town Centre will occupy land that was formerly vacant. Development of vacant land is not always supported by local residents whose previously rural landscapes are being developed, however every effort will be made to work with the local residents to minimise the impact on the quiet and good order of the neighbourhood.

The land on which the development is proposed was only recently rezoned from residential to B2 Local Centre pursuant to the outcomes of the strategic plan for Medowie Town Centre.

6.3. Social Amenity

The proposed food and drink premises (pub) will include licences for the sale and supply of liquor and the operation of TAB, KENO and Gaming Machines.

Liquor

Whilst the majority of Adult Australians consume alcohol in a responsible manner, there are negative social impacts of alcohol that need to be considered in this study.

Conversations with the NSW Police Local Licensing Officer Nick Kalouski have identified that the local community has a very low incidence of alcohol related harm, with the majority of alcohol related offences relating to drink driving.

In the year to June 2020, the rate of alcohol-related domestic assault in the suburb of Medowie was 89.2. This was lower compared to the Port Stephens LGA rate of 209.1 and lower compared to the rate for all NSW (113.2).

In the year to June 2020, the alcohol-related non-domestic assault rate in Medowie (39.6) was lower compared to Port Stephens LGA (94.9), and lower compared to all of NSW (97.1).

These statistics demonstrate that Medowie has a low risk of alcohol related harm overall. The highest incidence of harm is attributed to drink driving, and the introduction of additional premises within the local community may assist to reduce the risk of persons driving to Newcastle, Raymond Terrace or Nelson bay for social interaction.

Gambling


Around one in two adults in NSW Gamble. In the 12 months to February 2019, 53% of the NSW Adult population participated in some form of gambling activity.

The Medowie Family Tavern will offer TAB sports betting, Keno and Gaming machines.

There are existing gaming / TAB and Keno facilities at the Bull and Bush Hotel and Pacific Dunes Golf Resort. A new food and drink (pub) without these facilities would be placed at a commercial disadvantage to the established market place.

The risk of problem gambling is well documented in the local community, however with the rise of on-line gambling establishments and sports bet facilities the impact is often hidden away. In NSW, less than 1% of the adult population are classified as problem gamblers.

The Office of Responsible Gambling NSW offers the following illustration to assist in understand who is most at risk. Compared to the Australian Adult population, regular gamblers who experience gambling related problems have a number of sociodemographic similarities (Armstrong and Carroll 2017).

<p>Compared to the Australian adult population, regular gamblers who experience gambling-related problems have a number of sociodemographic similarities (Armstrong & Carroll 2017).</p> <p>Those who experienced gambling problems were generally more likely to be</p>  <ul style="list-style-type: none"> Young 27.4% are in the 18-24 age group (compared to 22.5% of the Australian adult population) Single 69.9% are single (compared to 45.4% of the Australian adult population) Unemployed 31.5% of problem gamblers are unemployed (compared to 13.3% of the Australian adult population) Indigenous 18% of problem gamblers are indigenous (compared to 2.3% of the Australian adult population) Male 64.9% of problem gamblers are male (compared to 49% of the Australian adult population) Living in rental accommodation 45.8% rent their accommodation (compared to 27.7% of the Australian adult population) Living in a low socioeconomic area 32.1% live in areas with the highest quintile of socioeconomic disadvantage (compared to 22.4% of the Australian adult population) More likely to draw their income from welfare payments 21.2% draw their income from government pension/allowance/benefit (compared to 8.2% of the Australian adult population) (Armstrong & Carroll (2017)) 	<h3>Medowie</h3> <ul style="list-style-type: none"> The average age for Medowie is 36 57.1% of the population are married with is 9% above the national average. 57.8% of the population are employed full time, only 5.3% are unemployed 4.8% of the population is aboriginal and/or Torre Straight Islanders 49.9% of the population are male 74.1% of the population own their own home. Only 23.3% of the population are renting (NSW average is 30.9%) Medowie is considered to be socioeconomically advantaged 94.6% of the adult population are in either fulltime or part time employment.
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The demographic of Medowie falls into a low risk category for problem gambling.

Impact of Liquor and Gaming on Social Amenity.

The data provided by Liquor and Gaming NSW on the density of licenced premises in NSW supports the community need for an additional food and drink premises (pub) in Medowie.

The density of licenced premises within Medowie is less than half the state average, and there is virtually no clustering of licenced venues. When considered with the context of a rapidly expanding population, and ongoing construction of additional housing, there is a demonstrated need for an additional pub in Medowie.

NSW health identifies that 66% of the Adult population of NSW consume alcohol on a regular basis.

Liquor and Gaming NSW identify that 53% of the NSW Adult population participated in some form of gambling activity

The Australian Bureau of Statistics reports that During 2004-05, income generated by pub, tavern and bar businesses was \$11,114.3m, which represented an average of \$3.2m per business.

Pub, tavern and bar businesses incurred \$10,369.5m in expenses during 2004-05. Overall, purchases of liquor and other beverages was the highest single expense item, accounting for 36.7% (\$3,806.5m) of total expenses, followed by labour costs (21.9% or \$2,268m) and gambling taxes and levies (9.1% or \$940.5m). Labour costs represented an average cost per employee of \$28,100.

The ongoing contribution that the proposed development would make to the local economy is substantial, and will provide local employment in both the construction and operational phases.

The geographic area for Medowie exhibits a relative **lack of disadvantage** and is amongst the **most advantaged areas** in the Port Stephens LGA.

The households in Medowie and Port Stephens LGA are socially and economically **advantaged**.

Medowie is Top 63% and Port Stephens LGA is top 54% of NSW households (respectively) in terms of household income and residents in skilled occupations.

6.4. Access and Mobility

Access to the building is wheel chair friendly, and the car park will include parking for disabled access. Bathrooms will include toilets suitable for wheelchair access.

The inclusion of new development with mobility access is considered a positive social impact for the local community

6.5. Environmental Issues

The two most common environmental issues, Noise and Traffic were discussed with stakeholders during the SIA process.

Traffic.

A traffic, parking and access report has been prepared by SECA Solutions to assess the impact of the proposed tavern.

Overall, the assessment finds that the proposal can be supported from a traffic, access and parking impact perspective.

Parking is provided in accordance with the DCP allowing for the mix of pub and dining uses. No discounts have been applied for shared use of the bar and dining room by patrons nor for the external terrace which may see reduced use during the winter and during hot or wet weather. The parking is therefore suitable for the proposed development.

The potential for additional traffic movements generated by the development will have an acceptable impact on the surrounding road network. The SIDRA results show that the key intersection of Medowie Road and Ferodale Road will continue to operate at an acceptable Level of Service for the 2029 design horizon allowing for background growth and development traffic flows.

The intersection of Medowie Road and Muir Street has been earmarked for upgrade in conjunction with development in the area and shall provide a dedicated right turn lane into Muir Street. It has sufficient capacity to accommodate the proposed development and background growth.

The intersection of Ferodale Road and Peppertree Road has been identified as part of Council's Contributions Plan for upgrade to a roundabout in order to accommodate future development in Medowie, including the subject site. The layout of this intersection was determined as part of modelling completed as part of the Medowie Traffic and Transport Study, with this upgrade sufficient to cater for the proposed development and allowing for other development in the surrounding area.

Similarly, the extension of Peppertree Road north past the site has been allowed for in the planning for the Medowie Town Centre.

Noise

The development of a food and drink premises (pub) will increase the overall background noise levels within the Medowie town centre, however the development is in line with the overall strategy identified in the Medowie Planning Strategy.

An acoustic assessment prepared by Muller Acoustics identifies that Noise predications from all sources have been quantified to surrounding receivers. The predictions are considered worst case assessment. Noise levels from combined activities are predicted to satisfy the relevant NPI noise criteria at all assessed receivers during all assessment periods.

The modelling prepared by Muller Acoustics demonstrates that any noise generated onsite will be deflected away from the residential area. The residential area is located uphill from the proposed venue, at least 200 meters to the closest receiver.

Further development of the Medowie town centre will also provide structures and infrastructure between the Medowie Family Tavern and the existing residential premises.

6.6. Economic Impacts

Source- [Australian Bureau of Statistics](#)

At the end of June 2005, there were 3,454 pub, tavern and bar businesses operating in Australia. The total number of premises (4,252) were split almost evenly between capital cities and suburbs (2,108) and non-metropolitan areas (2,144).

During 2004-05, income generated by pub, tavern and bar businesses was \$11,114.3m, which represented an average of \$3.2m per business. Total expenses incurred for the same period were \$10,369.5m.

In 2004-05, pub, tavern and bar businesses provided 194,769 paid live performances.

The total industry value added by these businesses was \$4,394m, which is the equivalent of 0.5% of Australia's gross domestic product (GDP) for 2004-05.

For 2004-05, pub, tavern and bar businesses recorded an operating profit before tax of \$784.2m, which represented an operating profit margin of 7.1%.

EMPLOYMENT

At the end of June 2005, there were 81,675 persons employed in pub, tavern and bar services. Of these, 57,262 persons (70.1%) were casual employees and 43,179 (52.9%) were female employees. Employment also included 18,779 permanent full-time employees and 4,574 part-time employees.

It is anticipated that the Medowie Family Tavern will make a positive contribution to local economy and provide local employment opportunities.

6.7. Crime and Safety

A Crime Prevention Through Environmental Design (CPTED) report has been prepared by KDC Pty Ltd to assess the proposed Medowie Tavern.

In accordance with the CPTED principles, the report confirms the proposal will assist to minimise the potential risk of crime in the Medowie Town Centre.

The proposal will incorporate appropriate night lighting, car park design, site and building layout and landscaping as well as security devices such as CCTV to assist in crime deterrence and prevention.

Implementation of the above-mentioned measures into the design of the proposal will create an environment that will dissuade offenders from committing crimes by manipulating the built environment in which those crimes proceed from or occur.

The proposal is considered to be consistent with the Department of Planning, Industry and Environment (former Department of Urban Affairs and Planning) Crime Prevention and the Assessment of Development Applications, 2001.

7.0 Conclusion

The data provided by Liquor and Gaming NSW on the density of licenced premises in NSW supports the community need for an additional food and drink premises (pub) in Medowie.

The density of licenced premises within Medowie is less than half the state average, and there is virtually no clustering of licenced venues. When considered with the context of a rapidly expanding population, and ongoing construction of additional housing and commercial development, there is a demonstrated need for an additional pub in Medowie.

NSW health identifies that 66% of the Adult population of NSW consume alcohol on a regular basis, however this SIA identifies the Adult Population of Medowie has a low risk of alcohol related harm overall

Liquor and Gaming NSW identify that 53% of the NSW Adult population participated in some form of gambling activity, however this SIA identifies the Adult Population of Medowie has a low risk of problem gambling.

The Australian Bureau of Statistics reports that During 2004-05, income generated by pub, tavern and bar businesses was \$11,114.3m, which represented an average of \$3.2m per business.

Pub, tavern and bar businesses incurred \$10,369.5m in expenses during 2004-05. Overall, purchases of liquor and other beverages was the highest single expense item, accounting for 36.7% (\$3,806.5m) of total expenses, followed by labour costs (21.9% or \$2,268m) and gambling taxes and levies (9.1% or \$940.5m). Labour costs represented an average cost per employee of \$28,100.

The ongoing contribution that the proposed development would make to the local economy is substantial, and will provide local employment in both the construction and operational phases.

The geographic area for Medowie exhibits a relative lack of disadvantage and is amongst the most advantaged areas in the Port Stephens LGA.

The households in Medowie and Port Stephens LGA are socially and economically advantaged.

Medowie is Top 63% and Port Stephens LGA is top 54% of NSW households (respectively) in terms of household income and residents in skilled occupations.

The SIA has identified a limited number of perceived community issues associate with the proposal. (Density of Licenced venues, Density of Food and Drink venues, Noise and Traffic)

These issues have been documented and benchmarked against the control measures already proposed in the relevant expert reports attached to the Development Application.

If the technical mitigation strategies proposed in the expert reports are implemented, then the social impact of the proposed development is overwhelmingly positive.

The technical mitigation strategies include:

- Traffic Assessment
- Noise Impact Assessment
- Crime Prevention Through Environmental Design report

As is the case with many development projects, the perceived and experienced social impacts/ issues are often greatest for those living in closest proximity to the proposal.

There were only two submissions received from local residential neighbors, which when compared with the overwhelming support of the local business residents, shows that support for this application from the closest affected neighbors.

Furthermore, it will be important for the company to maintain ongoing dialog with the local residents through development, and that they respond sympathetically to any issues of relevance and importance to the community.

The potential for public safety and crime risks associated with the proposal has been appropriately addressed within the CPTED Assessment.

The proposal is not anticipated to result in any detrimental acoustic impacts for the surrounding development.

The development is likely to make a positive social and financial contribution to the local community.