

May 2025

Moss Vale Woolworths

Economic Impact Assessment

Public Determination Hearing

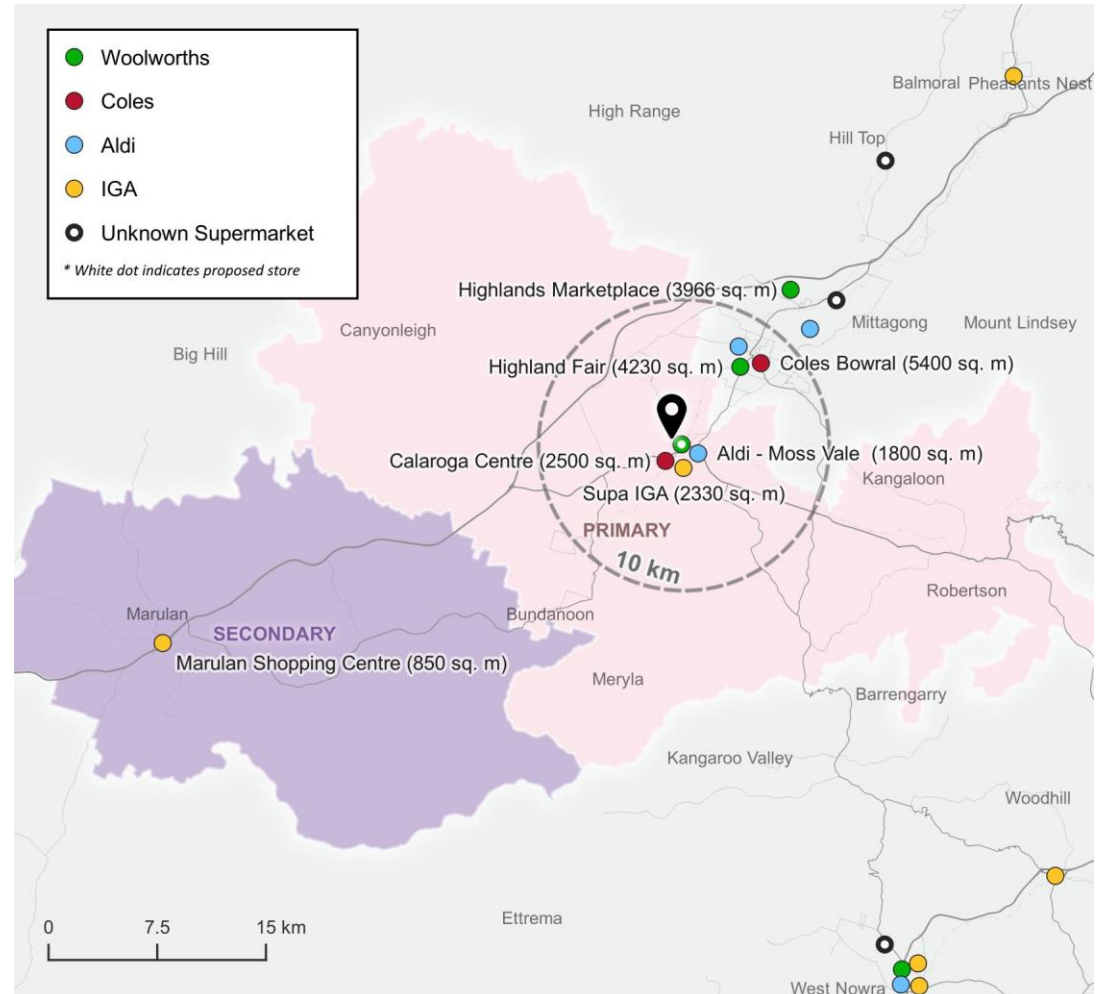
Location*i*o

Hill PDA Peer Review Response (Feb-25)

Woolworths Moss Vale

The Hill PDA Peer Review (Feb-2025) objections to Location iQ Economic Impact Assessment are as follows:

- “The demand for supermarket space is overstated due to the primary sector being geographically too large and due to the high capture rates being applied”.
- Either the forecast trading level for the Woolworths supermarket is too low and/or there will be an oversupply of supermarket floor space in the locality.
- The BSNLA has little relevance to the need for the proposal. If anything the retail centre proposed in the BSNLA will add a considerable level of supply, over and above what BSNLA requires.
- The proposal is out-of-centre as defined by the zoning and the zoning objectives and it is highly likely to have an adverse impact on the E1 zoned centre.”

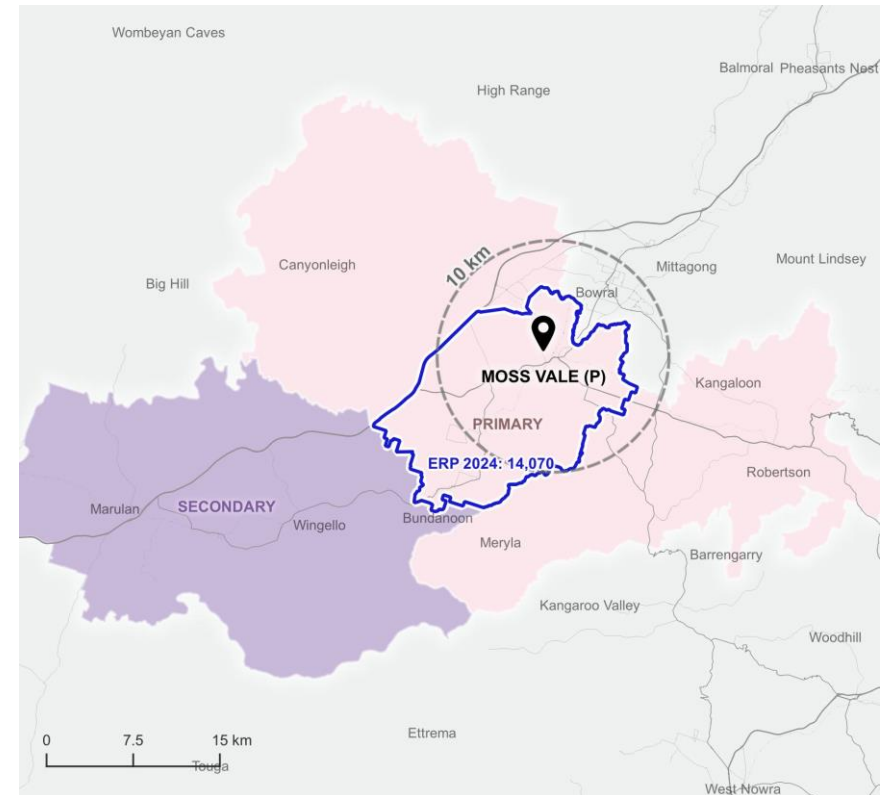


Trade Area Definition

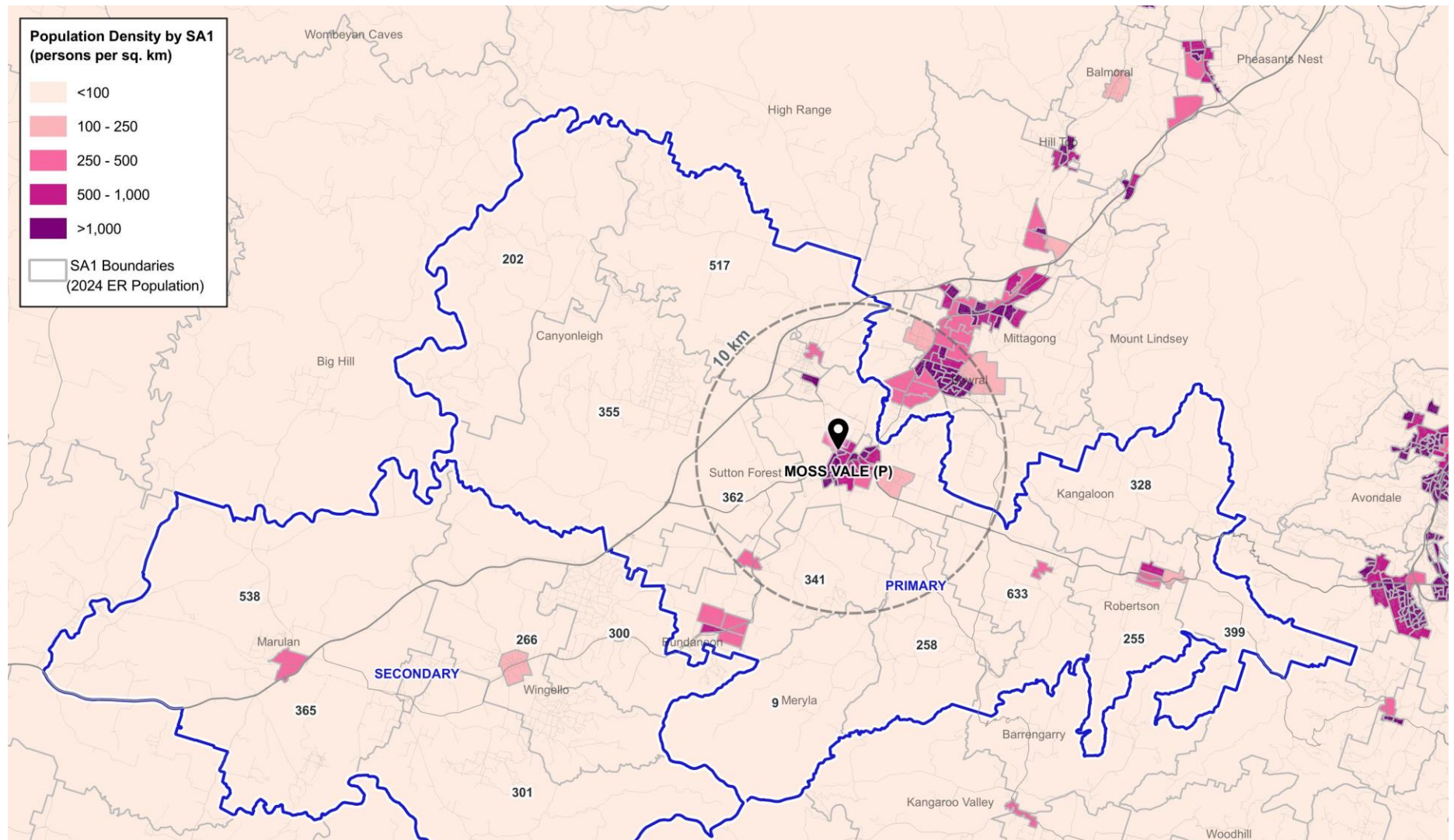
Primary Sector is Appropriate

- Our trade area has been defined based on Azira mobile phone visitation data for the Moss Vale Town Centre.
- The exact boundary of the primary sector does not have a material impact on the supportability of the proposed development, given that population density beyond the Moss Vale urban area is low.
- The defined primary sector (highlighted in pink on the map) population is currently ~20,000. Typically, 8,000 – 10,000 persons are required to support a major full-line supermarket (i.e. 3,200 sq.m or larger).
- On this basis, there is clearly demand for at least two major full-line supermarkets in the primary sector alone - with none currently provided.
- Even if the extent of the primary sector were to be reduced to the Moss Vale urban area alone (population of over 14,000), a major full-line supermarket could easily be supported.

Moss Vale Urban Area Population



Concentrated in Moss Vale Urban Area



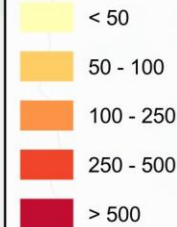
Forecast Sales & Impacts

Sales & Impacts are Appropriate

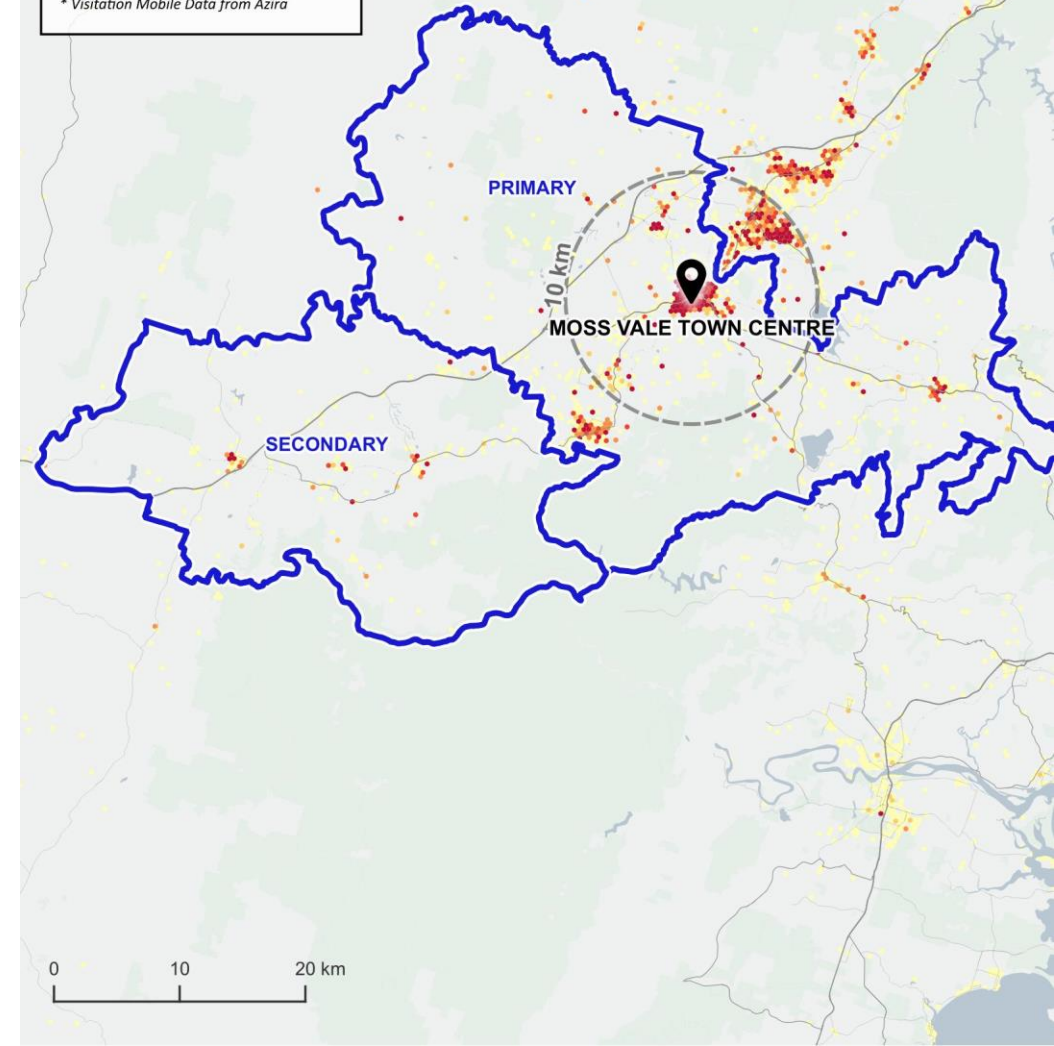
- If the primary sector was too large (as suggested by Hill PDA), Woolworths forecast sales would be lower than \$40 million and therefore impacts would also be lower.
- Location iQ have extensive experience in undertaking Economic Impact Assessments. Year 1 forecast sales for a non-metropolitan supermarket of \$40 million is appropriate.
- Forecast impacts on Moss Vale Town Centre (10% - 15%) are high but are within the acceptable range and will be offset by growth over time and take into account the high trading level of existing full-line supermarkets (at Bowral and Mittagong).
- The existing retail offer within Moss Vale Town Centre already attracts high levels of visitation from the broader area – even in the absence of a major full-line supermarket (refer map).
- The proposed development will ultimately benefit Moss Vale Town Centre by providing a full suite of retail facilities in the Town Centre, improving its overall appeal and reducing escape expenditure.
- Impacts will be largest (in dollar terms) on full-line supermarkets beyond the trade area.

Mobile Phone Visitation to Moss Vale Town Centre

Total Visits to Moss Vale Town Centre (August 2023 - August 2024)



* Visitation Mobile Data from Azira



Bowral South New Living Area

Urbis Report Highlights Significant Demand

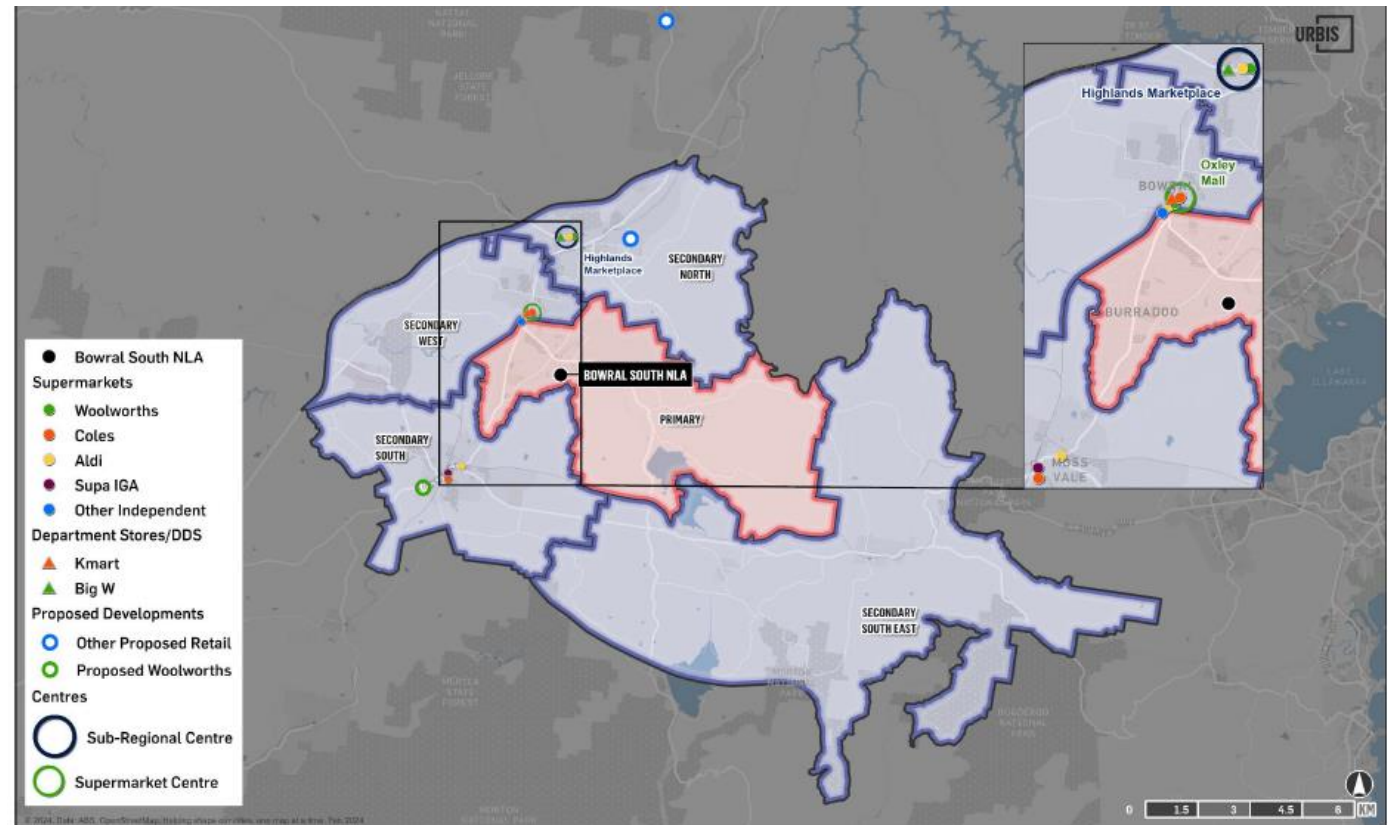
Highlights Significant Demand

In their *Bowral South NLA – Retail Needs Assessment* report, Urbis indicate potential for a discount department store-based shopping centre (of 22,000 – 23,000 sq.m) at the BSNLA, acknowledging the proposed Woolworths development at Moss Vale.

This highlights that there is sufficient growth in the broader Southern Highlands market to support a large quantum of additional retail floorspace.

It is noted that Bowral already has two major full-line supermarkets. Moss Vale has none.

BSNLA Trade Area



Source: Cordell Connect, Urbis
Bowral South NLA – Retail Needs Assessment

19/03/2024

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Net Community Benefits

Offsetting the trading impacts on some existing retailers, there are very substantial positive impacts that will arise from the proposed development including:

- Improvement in the range of retail facilities that would be available to residents – i.e. a major full-line supermarket.
- Improved choice of supermarket brand (Woolworths is not currently represented in the main trade area) and allow for price competition.
- Retention of retail spending currently escaping the main trade area, thereby reducing distance and time travelled to undertake a full supermarket shop.
- 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, ~800 jobs are likely to be created both directly and indirectly from the proposed development.

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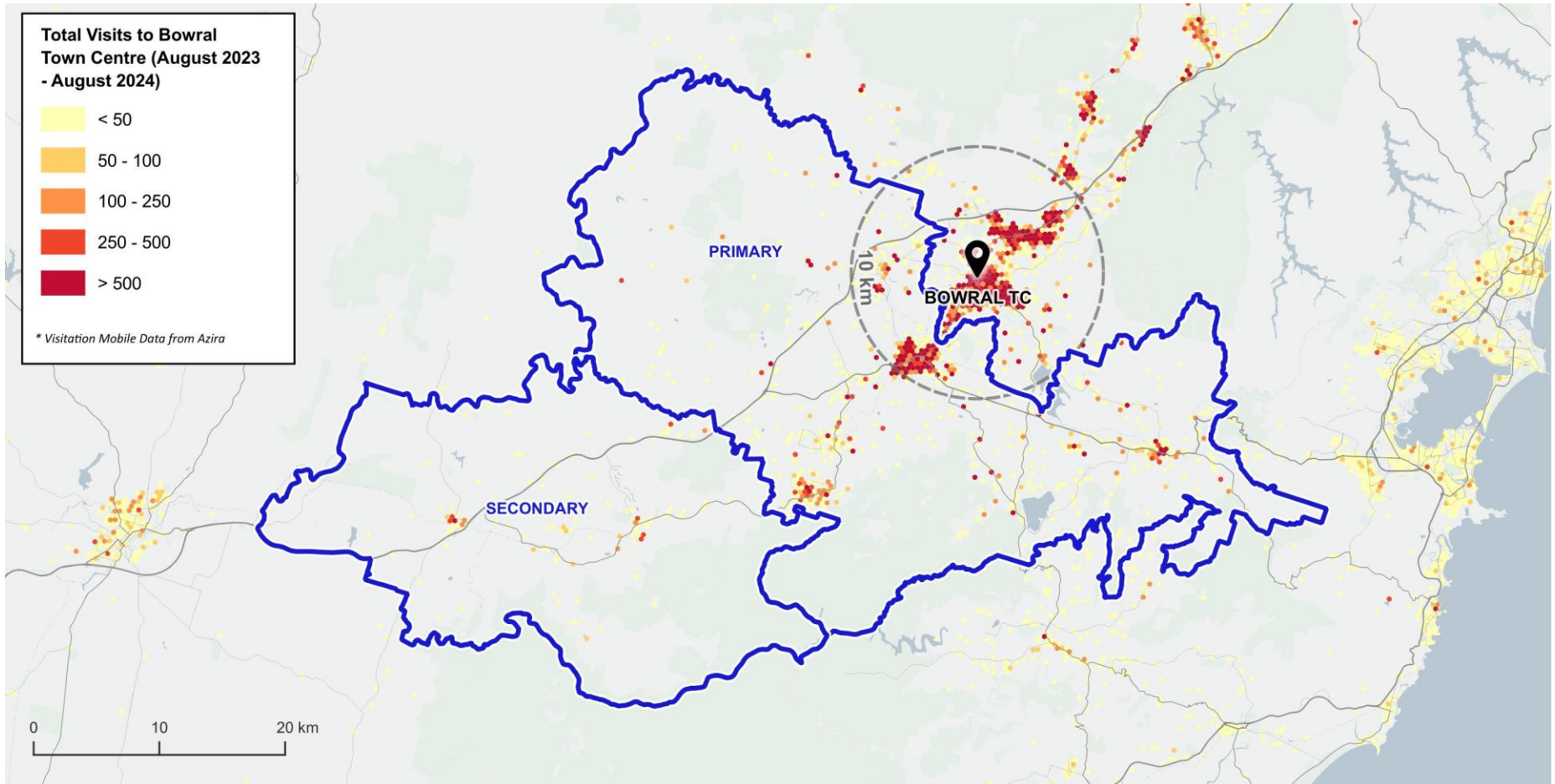
Location*iq*

Appendix A

Bowral Town Centre

Mobile Phone Visitation

Bowral Town Centre currently attracts a high level of visitation from Moss Vale and the defined main trade area more broadly, based on its retail offer (including a very large Coles supermarket of 5,400 sq.m) and the lack of major full-line supermarket facilities within the main trade area.



Mittagong Town Centre

Mobile Phone Visitation

Mittagong Town Centre currently attracts a high level of visitation from Moss Vale, and the defined main trade area more broadly, based on its retail offer (including the only major full-line Woolworths supermarket in the region - at Highlands Marketplace) and the lack of major full-line supermarket facilities within the main trade area.

