



CABRAMATTA TOWN CENTRE EAST

Retail Need & Economic Impact Assessment

Prepared for Moon Investments
December 2022

CONTENTS

INTRODUCTION	3
EXECUTIVE SUMMARY	4
1 LOCATION AND PLANNED COMPOSITION	8
1.1. Regional and Local Context	8
1.2. Planned Development Scheme	12
2 TRADE AREA ANALYSIS	19
2.1. Trade Area Definition	19
2.2. Main Trade Area Population	22
2.3. Socio-economic Profile	25
2.4. Main Trade Area Retail Spending	28
2.5. Workers	31
2.6. Commuters	33
3 COMPETITIVE ENVIRONMENT	35
3.1. Current Retail Competition	38
3.2. Future Competition	41
3.3. Summary	43
4 RETAIL FLOORSPACE POTENTIAL	44
4.1. Mixed-use Development	44
4.2. Mixed-Use Examples - Australia	45
4.3. Retail Floorspace Demand	50
4.4. Mini-major Potential	51
4.5. Retail Specialty Floorspace	54
4.5.1. Food Retail	54
4.5.2. Food Catering	55
4.5.3. Apparel	60
4.5.4. Household Goods	60
4.5.5. General Retail	60
4.5.6. Retail Services	61
4.6. Summary	61
5 NON-RETAIL FLOORSPACE POTENTIAL	62
5.1. Complementary Non-retail Floorspace Potential	62
5.1.1. Gyms	62
5.1.2. Childcare Centre	64
5.1.3. Medical	67
5.1.4. Tavern	70
5.2. Summary	72
6 SALES IMPACTS	73



6.1.	Sales Overview	73
6.2.	Methodology	73
6.3.	Total Retail Sales Potential	74
6.4.	Sales Impacts	75
6.5.	Employment and Consumer Impacts	78
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7	NEEDS ANALYSIS	82
7.1.	Population and Retail Floorspace Demand	82
7.2.	Consumer Trends	83
7.3.	Location	84
7.4.	Impacts on Existing and Proposed Centres	84
7.5.	Impacts on Retail Hierarchy	85
7.6.	Net Community Benefits	85

INTRODUCTION

This report presents an independent assessment of the demand and recommended mix for the retail component and complementary non-retail of a proposed mixed-use development at Cabramatta Town Centre East, within the Fairfield City Council Local Government Area (LGA). The report also considers the likely economic impacts that would result from the proposed development. The proposal is referred to as the proposed Cabramatta Town Centre East site or proposed development throughout the remainder of this report.

The report is structured and presented in **seven (7) sections** as follows:

- **Section 1** details the location of the proposed Cabramatta Town Centre East site and discusses the context of the site within the Fairfield City Council LGA. The proposed development scheme is also outlined.
- **Section 2** examines the trade area which is relevant for the proposed development, including current and projected population and retail spending levels. The socio-economic profile of the trade area population is also reviewed. Other customer segments are outlined.
- **Section 3** provides an overview of the retail structure within the surrounding region.
- **Section 4** considers the potential for a range of different retail uses at the site.
- **Section 5** outlines the potential for non-retail uses, including a gym, childcare centre, medical centre, and tavern.
- **Section 6** assesses sales potential for the retail component of the proposed Cabramatta Town Centre East mixed-use development, and then presents an economic impact assessment. Likely trading impacts on other activity centres throughout the surrounding region are considered, as are the employment and other economic impacts, both positive and negative, of the proposal.
- **Section 7** provides an overview of the findings, outlining the need for the proposed development.

EXECUTIVE SUMMARY

The key points of this independent assessment of the demand for the retail component of a proposed mixed-use development at Cabramatta Town Centre East, include:

- i. The south-western Sydney suburb of Cabramatta is located approximately 30 km from the Sydney Central Business District (CBD), within the Fairfield City Council Local Government Area (LGA).
- ii. Moon Investments propose a mixed-use development in the Cabramatta Town Centre East comprising:
 - Retail – 3,332 sq.m
 - Commercial – 1,624 sq.m
 - Residential – 358 units
 - Associated car parking – 396 car parks
- iii. The proposal comprises of a total of 8,138 sq.m of both privately held land and a Council laneway with frontage to Broomfield Street and Cabramatta Road East, located on the east side of Cabramatta and opposite Cabramatta Station.
- iv. The defined main trade area for the proposed Cabramatta Town Centre East development extends 2 – 5 km around the subject site, from Bonnyrigg in the west to Lansdowne in the east, and Warwick Farm in the south to Fairfield in the north.
- v. The main trade area population is currently estimated at ~116,100 (2022) and is projected to increase at an average rate of 0.5% per annum to ~127,700 by 2041.
- vi. In addition to residents, retail floorspace in Cabramatta Town Centre would also serve workers near the site, noting that a proportion of this worker market can also be a sub-set of the residential market (if they live within the main trade area).
- vii. The current provision of traditional retail floorspace within Cabramatta is estimated at around 70,000 sq.m, indicating an under supply of around 104,000 sq.m. Some of this undersupply will be satisfied by higher order non-food bases retail facilities that are provided beyond the main trade area at Liverpool, Fairfield, Wetherill Park and Bass Hill.



- viii. Considering a 'worst case' scenario where retail supply and demand are considered to be in equilibrium (i.e. there is no over or under supply), the main trade area population is projected to increase by around 18,500 persons over the period to 2041. A commensurate increase in traditional retail floorspace would represent some 27,800 sq.m over the same period for the main trade area.
- ix. The scale of the retail component in the proposed development is appropriate for the site. Key points to note include:
- A mini-major tenant could be accommodated with the most appropriate being either a pharmacy or large Asian restaurant. If these tenants cannot be secured consideration should be given to splitting the box and providing smaller traders.
 - The majority of retail floorspace will comprise food catering and retail services uses.
 - Limited non-food retail tenants would be supportable.
 - This retail mix would complement the existing Cabramatta Town Centre offer, providing convenience and amenity for the population to the east of Cabramatta Station.
- x. Supportability for key non-retail tenants is as follows:
- **Gym** – a small gym could be included as there are few national brands located in the immediate area and there is an under provision of gyms more generally in the main trade area. This would provide convenience for onsite residents and workers and would be well located near Cabramatta Station.
 - **Childcare** – given the significant undersupply in the current market for childcare there is potential for a childcare facility at the site. This undersupply is projected to continue for the forecast period. A childcare centre at the site would be the only childcare centre within the Cabramatta Town Centre.
 - **Medical** – there are currently a number of smaller medical centres provided immediately within Cabramatta. A larger medical centre could be provided which offers allied health services as a point of difference.
 - **Tavern** – a tavern could be supported at the site based on the current under supply of tavern floorspace within the main trade area. The existing Stardust Hotel could be replaced as part of the redevelopment.
- xi. Assuming a 'maximum' scenario, whereby all planned floorspace is occupied by retail tenants and no non-retail tenants such as those discussed previously are secured, other than where they have been

specifically indicated on the plans outlined previously in Section One (i.e. childcare and tavern). Total forecast sales are \$20.7 million, or \$6,199 per sq.m in 2024/25.

- xii. Forecast sales of \$20.7 million in FY2025 represents a market share of main trade area retail spending of less than 2%. This figure allows for all forecast sales to be generated by main trade area residents (i.e. no sales from residents beyond the main trade area).
- xiii. On this basis, on average, the estimated impact of large format retail floorspace would be -2%. 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.
- xiv. The retail component of the development is projected to employ around 150 persons, while the non-retail component of the development is projected to employ around 50 persons.
- xv. Taking a conservative view and allowing for an estimated 10% of the total increase to be because of reduced employment at existing facilities, or facilities currently provided at the site that will no longer trade, net additional jobs are estimated at 180 across both components.
- xvi. It is estimated that the construction period of the proposed retail and commercial component (in isolation) would directly create 193 full-time, part time and temporary jobs over the development timeline.
- xvii. 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). It is estimated that an additional 481 jobs will be created indirectly as a result of the multiplier effect.
- xviii. Overall, some 855 jobs are likely to be created both directly and indirectly as a result of the subject development.
- xix. The proposed Cabramatta Town Centre East site would enjoy a high-profile location, which would be very convenient and easily accessible for the local population and passing traffic. The adjacent Cabramatta Station would complement the development and add to the wider regional draw.
- xx. The proposed development would provide an anchor for the eastern side of the Cabramatta Town Centre which currently receives significantly less foot traffic and lacks pedestrian friendly thoroughfares.

- xxi. The eastern side of Cabramatta Town Centre currently receives little foot traffic and is not pedestrian friendly. The proposed development would improve this by providing high quality laneways which is consistent with well patronised areas of Cabramatta.
- xxii. Overall, the proposed Cabramatta Town Centre East would not impact on the viability or continued operation of any existing or proposed centres within the surrounding region with all impacts within the normal competitive range.

1 LOCATION AND PLANNED COMPOSITION

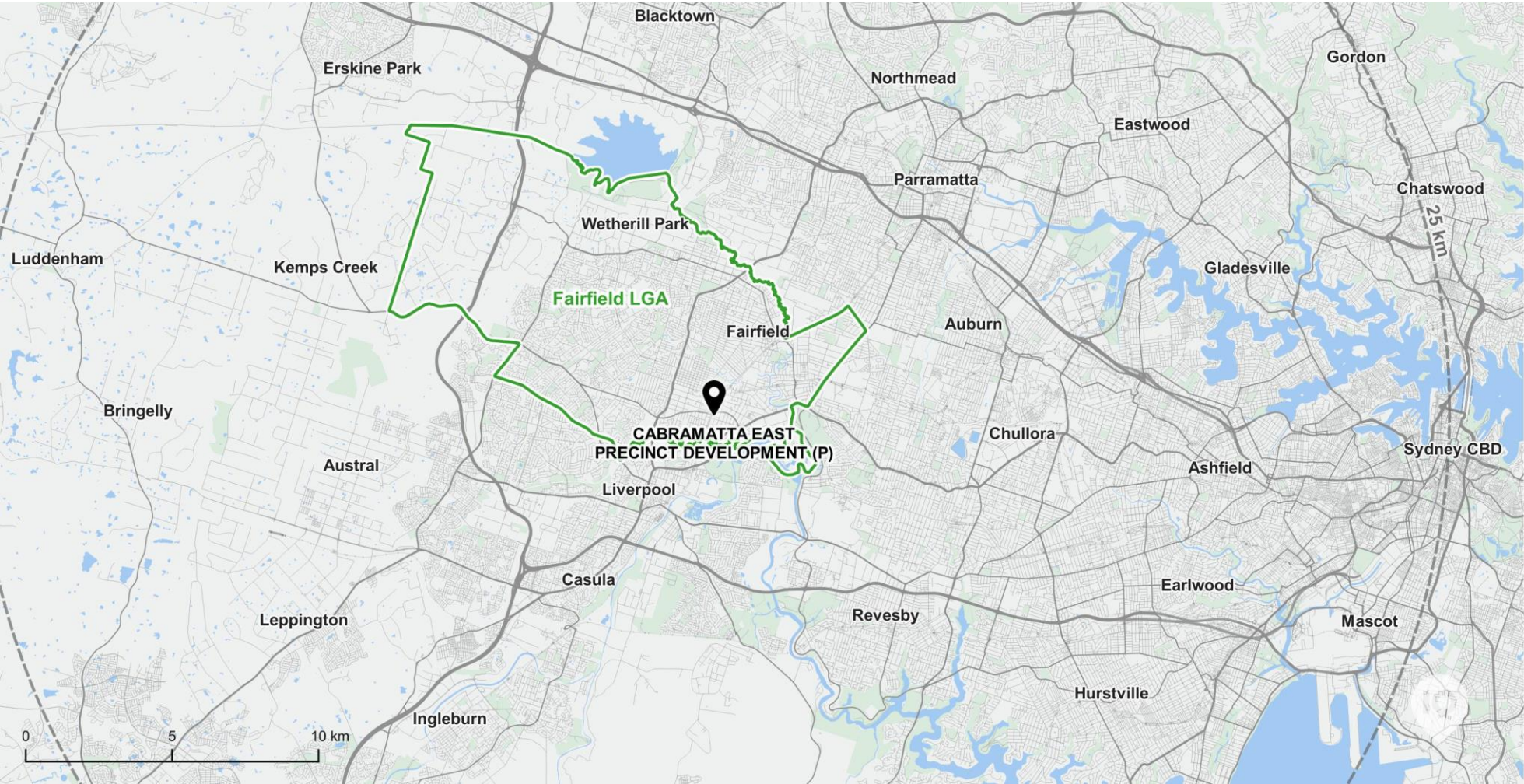
This section of the report reviews the regional and local context of the proposed Cabramatta Town Centre East site and provides an overview of the planned development scheme.

1.1. Regional and Local Context

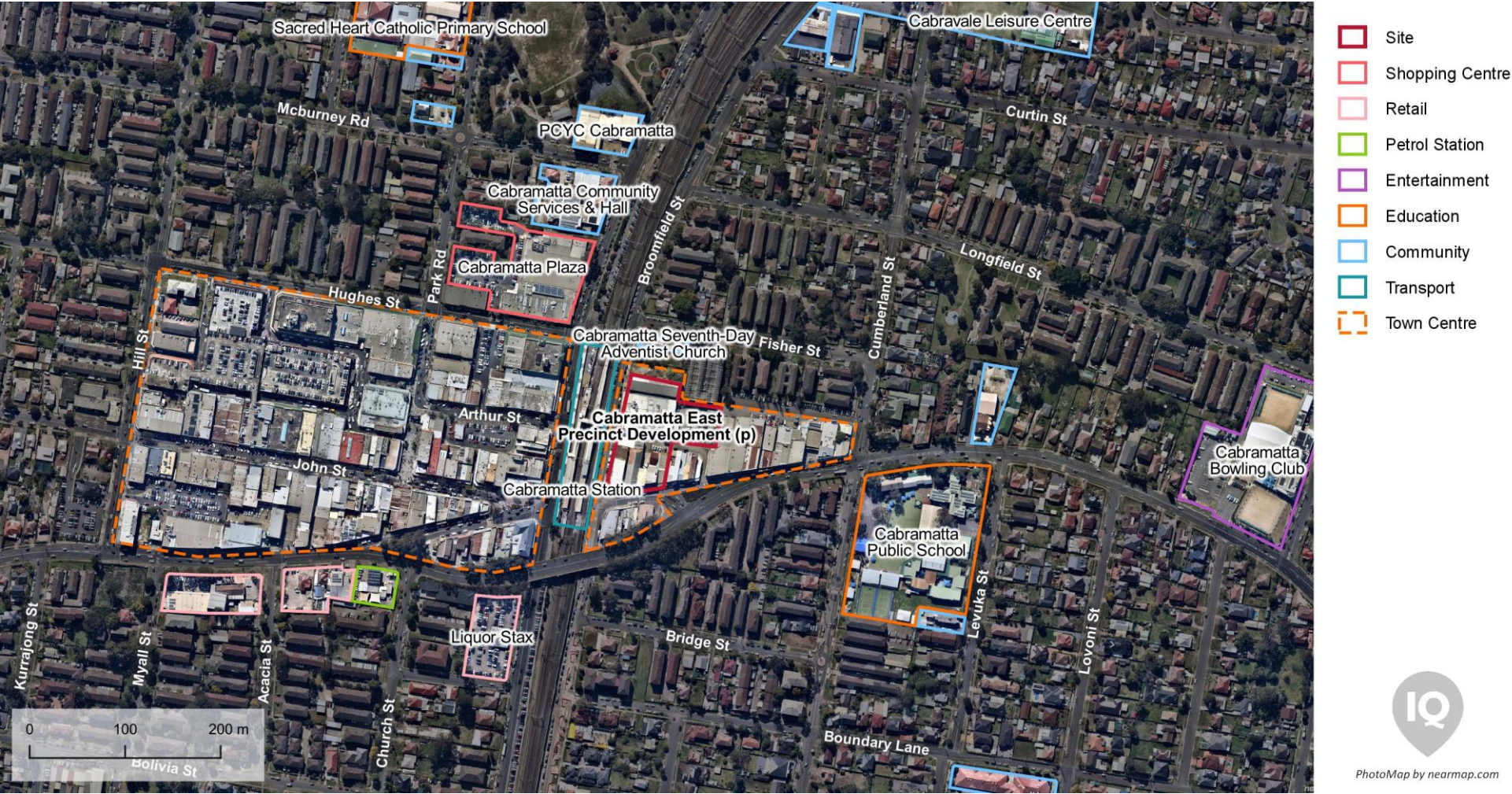
- i. The south-western Sydney suburb of Cabramatta is located approximately 30 km from the Sydney Central Business District (CBD), within the Fairfield City Council Local Government Area (LGA) (refer Map 1.1).
- ii. Fairfield City Council includes a large resident population as well as significant employment lands around industrial and commercial precincts at Wetherill Park, Smithfield, Fairfield, Cabramatta and Lansvale.
- iii. The suburb of Cabramatta is predominantly residential in nature with a dense retail and commercial core centred around Cabramatta Station. Cabramatta Station is the 36th busiest train station in Sydney with average daily combined entries and exits of 8,531, resulting in annual entries and exits of 3.1 million for the 12 months to October 2022. Over the 12 months to October 2019 (i.e. pre-COVID) average daily entries and exits of 15,574 were recorded which equates to annual movements of ~5.7 million.
- iv. The Cabramatta Town Centre generally comprises a number of narrow streets/alleyways lined with small shops and market style stalls. The majority of the retail in the area is dated, however, there have been a number of recent redevelopments which serve to modernise the area. John Street is the focus of retail and commercial and is provided on the western side of the rail line.
- v. There are a number of other side streets which also include retail and commercial floorspace, including Arthur Street and Hughes Street. A smaller provision of retail and commercial floorspace is also provided on the eastern side of the rail line, generally focused around Cabramatta Road.
- vi. A mixed-use development is proposed at the Cabramatta Town Centre East site which is located on the eastern side of the rail line at the intersection of Broomfield Street and Cabramatta Road East, immediately opposite Cabramatta Station. The development will be staged and will include three buildings in the first two stages with additional stages to follow. The buildings will comprise ground floor retail/commercial with residential apartments on the upper levels.

- vii. Map 1.2 illustrates the local context of the Cabramatta Town Centre East site, with key points to note including:
- Freedom Plaza is located within the Cabramatta Town Centre and forms the pedestrian mall between John Street and Arthur Street. The Pai Lau or gateway forms the main ornamental feature of Freedom Plaza and symbolises harmony and multiculturalism. It was opened in 1991, as part of Lunar New Year celebration.
 - Dutton Plaza, a three-storey building located centrally within the Cabramatta Town Centre, was opened in June 2016. The development comprises 31 retail premises and amenities on the ground floor, four offices on the first floor, and 275 car spaces on the first and second floors. The public open space fronting the main entrance on the eastern side of the plaza was named Gough Whitlam Place.
 - Cabramatta Public School is located to around 200 metres to the south-east of the site and includes around 600 students.
 - Sacred Heart Catholic Primary School is situated some 400 metres to the north of the site and is similar in size to Cabramatta Public School, at around 600 students.
 - A number of other entertainment and community facilities are located in the area immediately surrounding the Cabramatta Town Centre, including Cabramatta Bowling Club, Cabramatta Community Services and Hall, PCYC Cabramatta and Cabravale Leisure Centre.
- viii. Overall, the proposed Cabramatta Town Centre East site enjoys a high-profile location as part of Cabramatta Town Centre with exposure to major traffic at the intersection of Cabramatta Road and Broomfield Street. Cabramatta Station is immediately opposite the site.

MAP 1.1. CABRAMATTA TOWN CENTRE EAST REGIONAL CONTEXT



MAP 1.2. CABRAMATTA TOWN CENTRE EAST LOCAL CONTEXT



1.2. Planned Development Scheme

- i. Moon Investments propose a mixed-use development in the Cabramatta Town Centre East comprising:
 - Retail – 3,332 sq.m
 - Commercial – 1,624 sq.m
 - Residential – 358 units
 - Associated car parking – 396 car parks
- ii. The proposal comprises of a total of 8,138 sq.m of both privately held land and a Council laneway with frontage to Broomfield Street and Cabramatta Road East, located on the east side of Cabramatta and opposite Cabramatta Station.
- iii. The existing land uses within the site include several small retail shops and commercial premises. An at grade public car park abuts part of the rear boundary. A private lane traverses from Broomfield Street to access private car parking and links with the public lane off Cabramatta Road East.
- iv. Cabramatta Station and the railway line are located along the western boundary of the site. The development seeks to facilitate high levels of permeability to convey pedestrians through the site via vibrant laneways bordered by shops and cafes, or from the station via a new pedestrian link into a generous central market square incorporating seating, water features, public art and outdoor dining.
- v. Figures 1.1 – 1.5 illustrate the planned layout, which is summarised as follows (refer Table 1.1). The development would be provided across three separate buildings with an underground car park spanning the footprint of all three buildings. The site will be developed across two stages with additional stages indicated at a later date. These additional stages do not form part of this analysis:
 - Some 396 car parks are provided across three basement levels, with 234 allocated to residential uses and 162 car parks for the retail/commercial floorspace components.
 - Access to the car parks is provided off Broomfield Street with the first two levels of car parking generally allocated to retail and commercial uses. The lower level is dedicated to residential car parks.
 - The ground floor generally comprises retail uses with 1,392 sq.m of floorspace provided as part of Stage One and an additional 1,280 sq.m in Stage Two, including a tavern. A small residential lobby and back of house facilities are also provided.

- A mezzanine level is provided which includes some 318 sq.m of retail floorspace. This floorspace is located across two of the buildings only.
 - The first level includes a childcare facility of 569 sq.m as part of Stage One, along with a restaurant (342 sq.m) and commercial floorspace (1,055 sq.m) in Stage Two.
 - Levels Two and above comprise apartments which are not assessed as part of this report. Overall, the first two stages of the development include 358 units across three building that are between 16 and 19 storeys tall.
- vi. Public laneways are provided between the three buildings along with a central market square. The main pedestrian access is from Broomfield Street, integrating with Cabramatta Station. Access is also available from Cabramatta Road East as well as the northern and eastern sides of the development.
- vii. Smaller laneways include public seating for tenants that have internal frontages. A number of tenants are also provided with external frontage, particularly along Broomfield Street. This format helps to promote extended hours of operation to create a buzz and also increases security through activation.
- viii. Based on the size of the retail tenancies and the multi-level built form, targeted tenants are small convenience based retailers or food catering tenants.
- ix. The proposed mixed-use development will provide a modern, quality building with a mix of retail tenants and commercial floorspace use, together with associated car parking. The first full year of trading for the development is assumed to be 2024/25.

TABLE 1.1. CABRAMATTA TOWN CENTRE EAST PLANNED RETAIL COMPOSITION

Tenancy	Retail GLA	
	sq.m	% of Total
Stage One		
Ground Level	1,392	41.8%
Mezzanine	<u>318</u>	<u>9.5%</u>
Total	1,710	51.3%
Stage Two		
Ground Level	1,280	38.4%
First Level	<u>342</u>	<u>10.3%</u>
Total	1,622	48.7%
Total	3,332	100.0%

Source: Moon Investments Pty Ltd

FIGURE 1.1. CABRAMATTA TOWN CENTRE EAST BASEMENT LEVEL 1

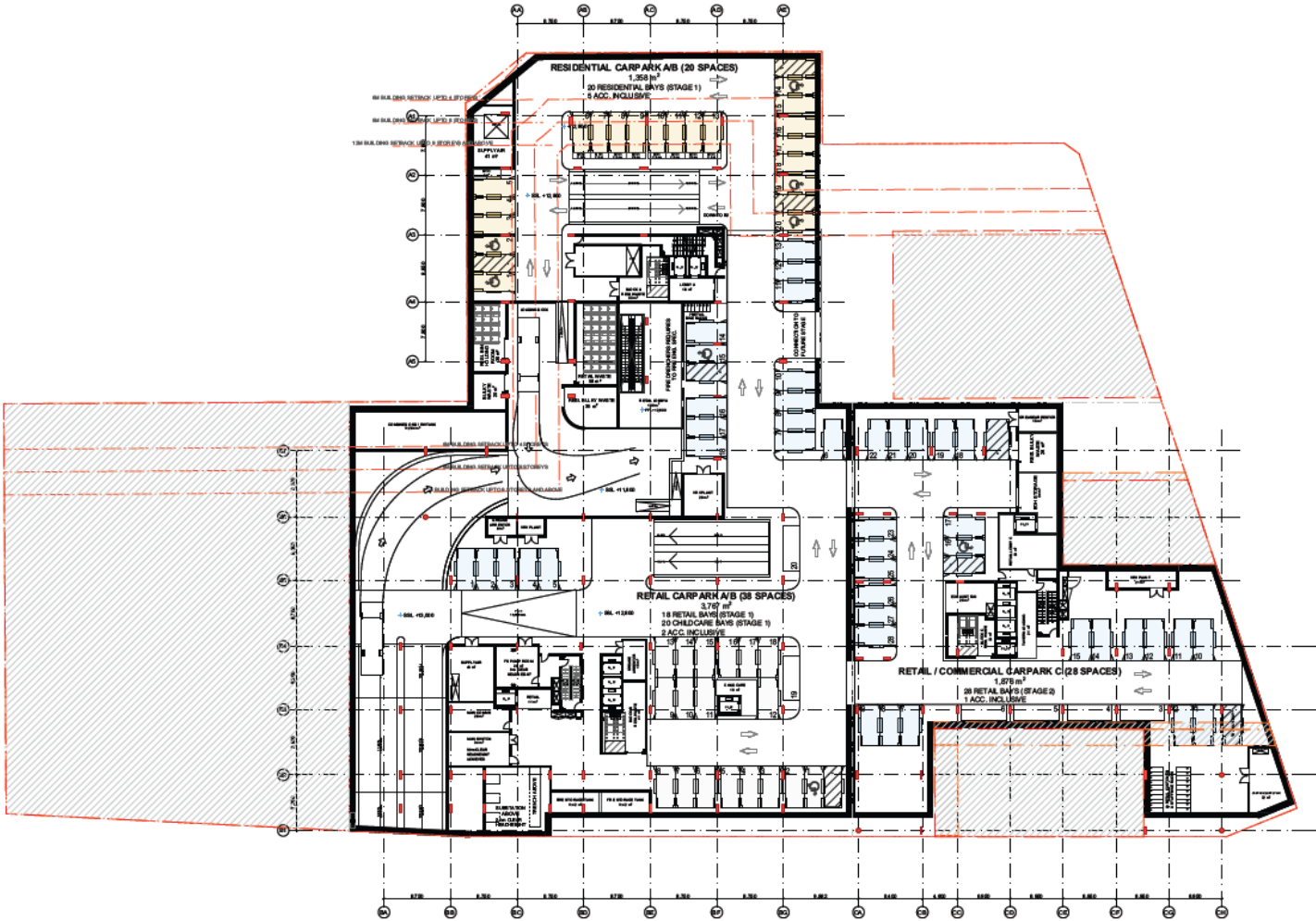


FIGURE 1.2. CABRAMATTA TOWN CENTRE EAST GROUND FLOOR

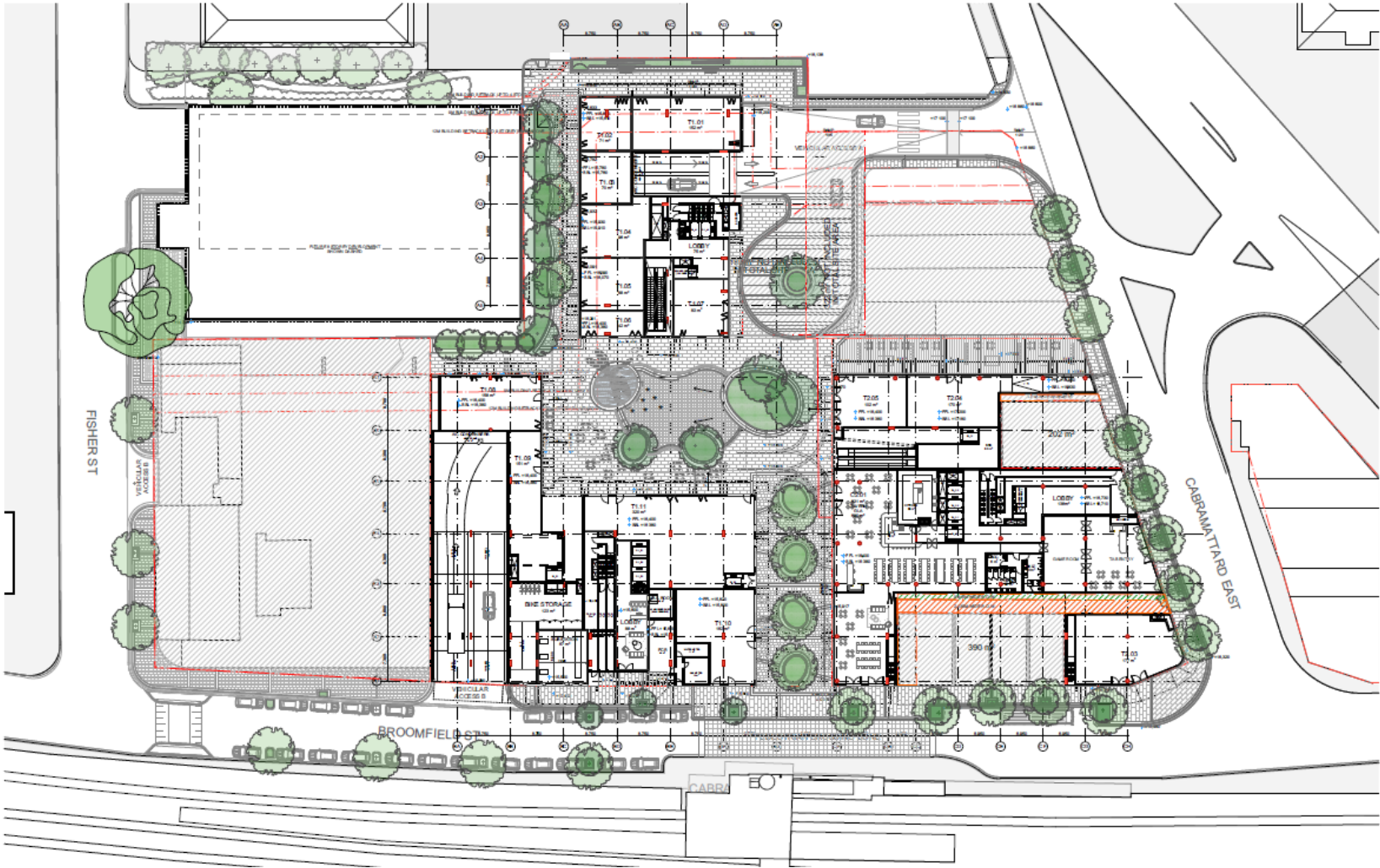
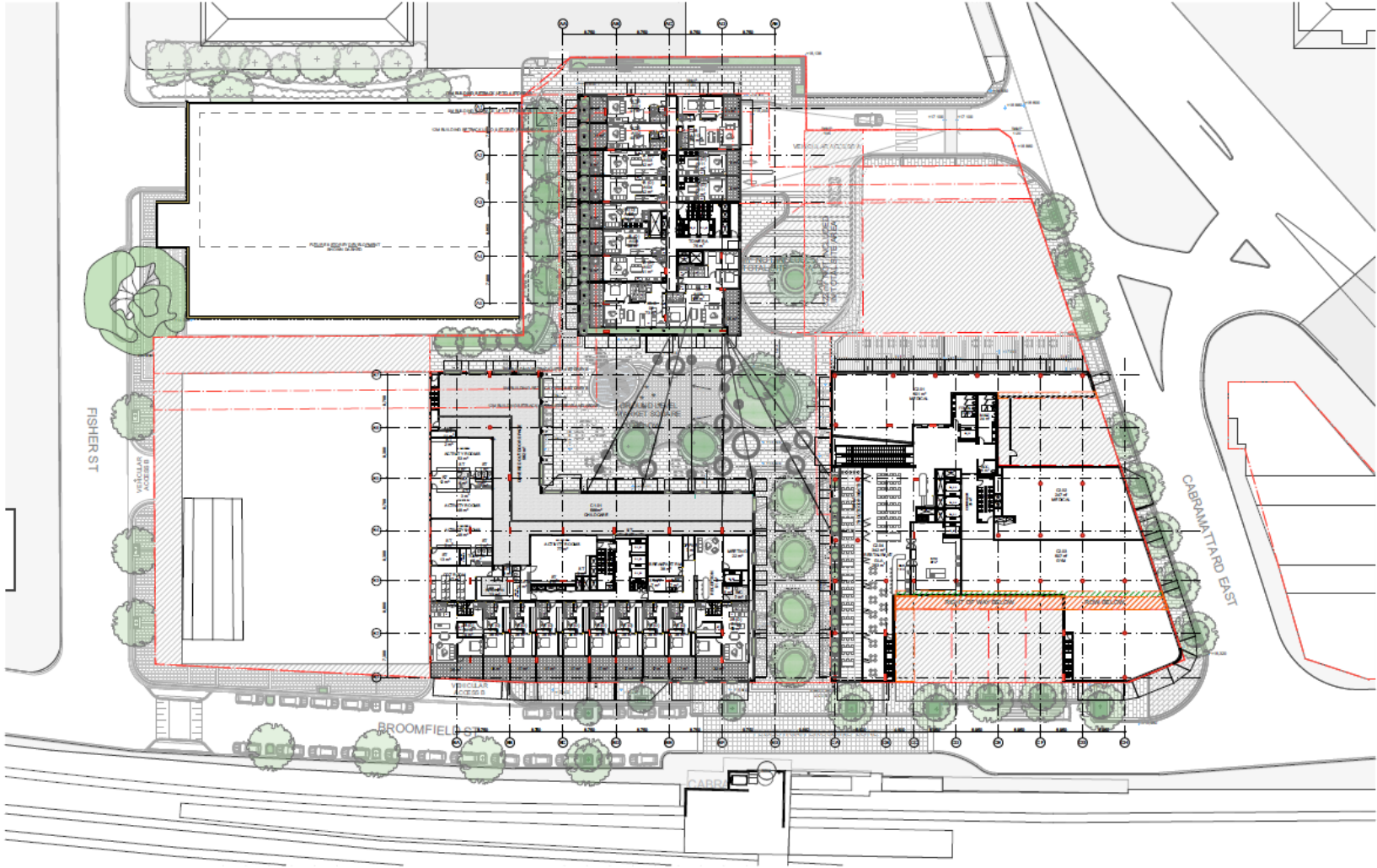
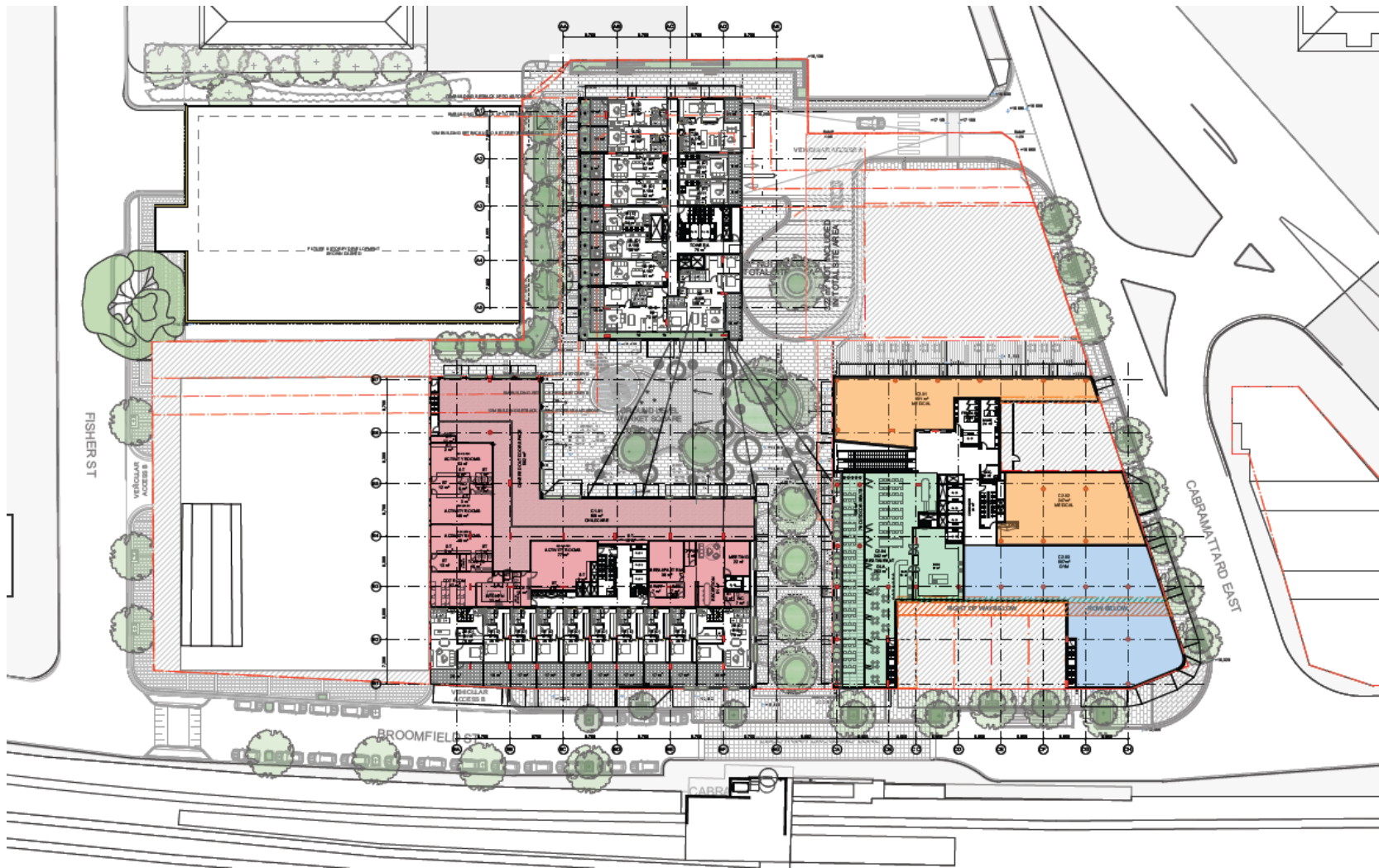


FIGURE 1.3. CABRAMATTA TOWN CENTRE EAST LEVEL 1



The architectural site plan illustrates a proposed development at the intersection of Broomfield St and Cabramatta East. The building footprint is a large rectangle, divided into several color-coded sections: a blue section in the northwest, a yellow section in the southwest, a purple section in the southeast, and an orange section in the east. The plan includes detailed room layouts, such as offices, a lobby, a reception area, a meeting room, a storage area, and a vehicle access point. The building is surrounded by landscaping, including trees and shrubs. The plan also shows a parking area to the east of the building. The surrounding streets are labeled: Fisher St to the west, Broomfield St to the south, and Cabramatta East to the east. The plan includes a north arrow and a scale bar.

FIGURE 1.5. CABRAMATTA TOWN CENTRE EAST LEVEL 1 FLOORSPACE USES



2 TRADE AREA ANALYSIS

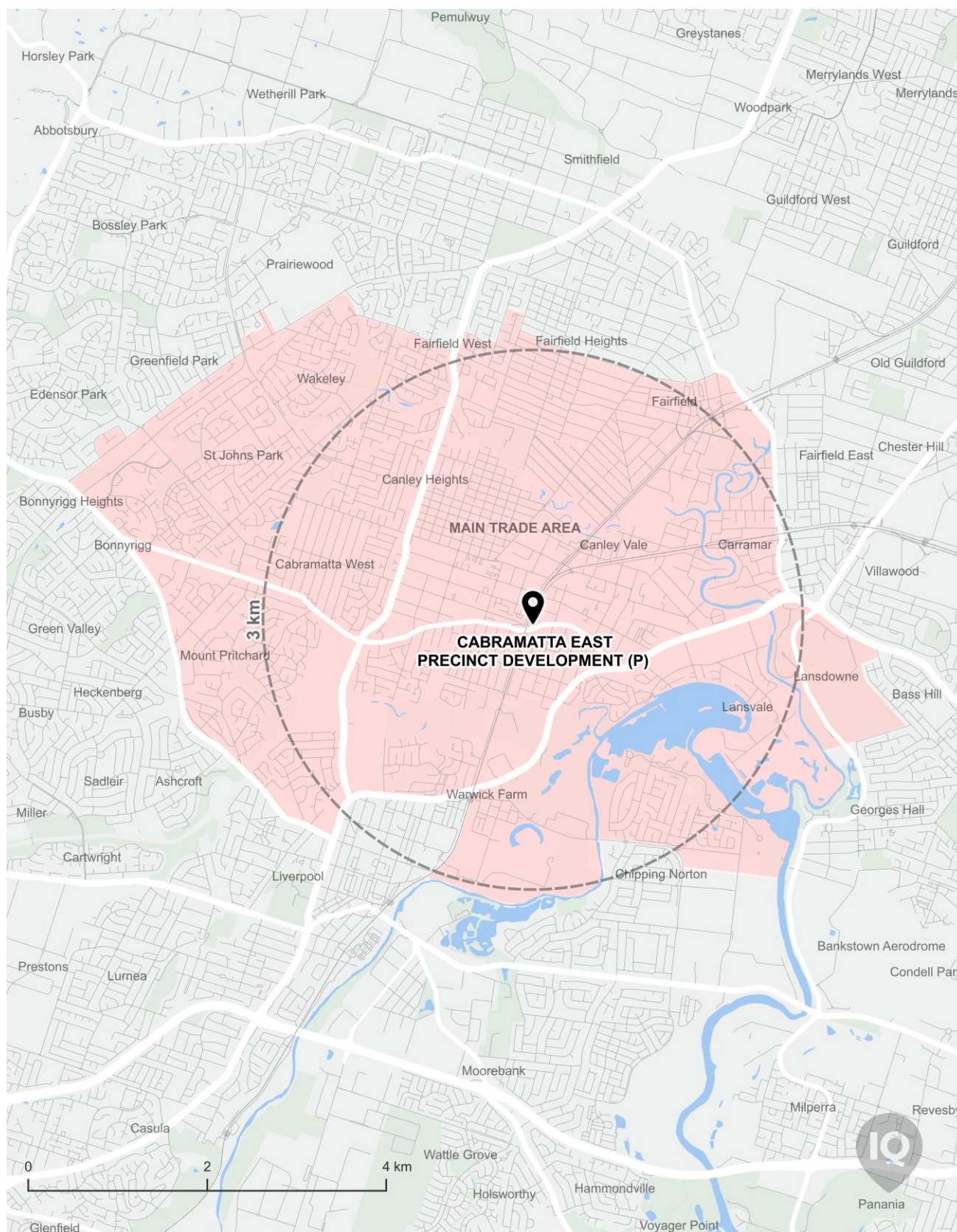
This section of the report outlines the trade area likely to be served by the planned retail floorspace at the proposed Cabramatta Town Centre East site, including current and projected population and retail spending levels over the period to 2041. The socio-economic profile of the trade area population is also reviewed along with the worker and commuter market.

2.1. Trade Area Definition

- i. The trade area for the planned retail floorspace at the proposed Cabramatta Town Centre East mixed-use development has been defined considering the following:
 - The scale and composition of the proposed development.
 - The provision of existing and proposed retail facilities throughout the region, including the draw of the Cabramatta Town Centre.
 - Regional and local accessibility.
 - The pattern of urban development.
 - Significant physical barriers such as major roads.
- ii. The trade area defined for the proposed development is also based on the experience of Location IQ, which has been established and refined over many years across many similar assessments. Location IQ has also been provided with existing store customer data (including exit-survey results, transaction data, mobile phone ping data and the like), which assists in the refinement and cross-checking of trade area boundaries for existing networks and can then be utilised for future scenarios.
- iii. The trade area defined for the proposed development is based on Australian Bureau of Statistics (ABS) SA1 statistical areas, which is common convention for trade area definitions - given SA1's are the smallest unit area released in Census data. SA1s typically have a population of between 200 and 800 persons, with an average population size of approximately 400 persons.
- iv. Map 2.1 illustrates the defined main trade area for the proposed Cabramatta Town Centre East development which extends 2 – 5 km around the subject site, from Bonnyrigg in the west to Lansdowne in the east, and Warwick Farm in the south to Fairfield in the north.

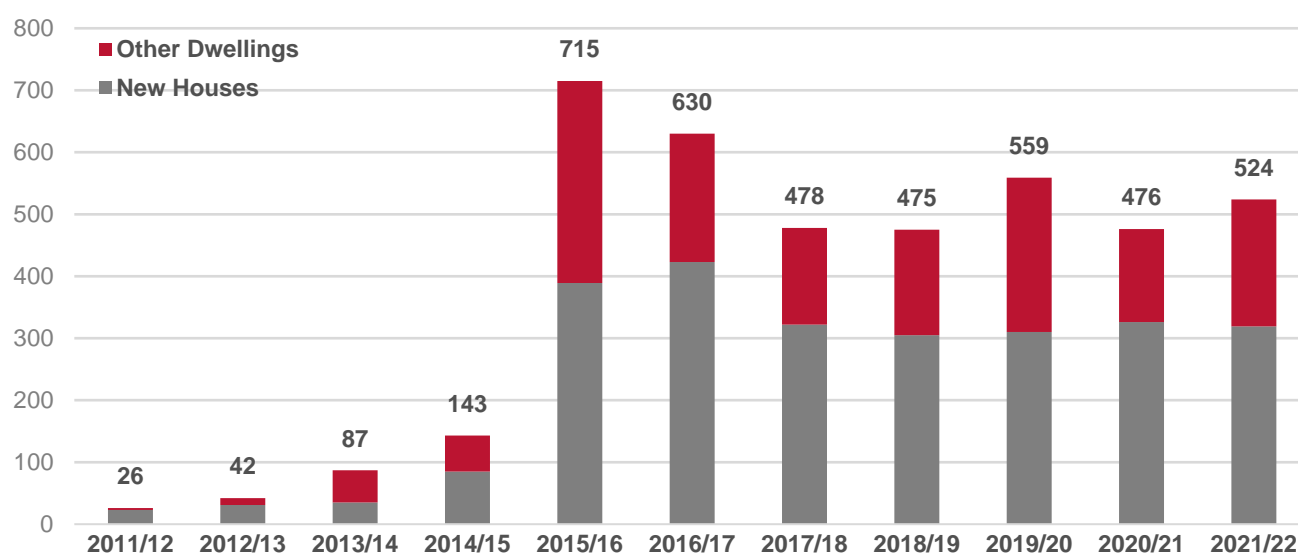
- v. The defined main trade area is consistent with similar mixed-use developments across Australia, acknowledging overlapping catchments are typical in any retail hierarchy. It is observed in any established population area that residents/customers move freely between different shopping facilities depending on choice, offer, complementary trip purposes, place of work, place of education, place of recreation and the like.
- vi. It is not unreasonable to expect consumers to make choices about their shopping patterns based on these types of criteria and conversely, it is highly unlikely that residents would undertake shopping at their closest facility all the time.

MAP 2.1. CABRAMATTA TOWN CENTRE EAST MAIN TRADE AREA



2.2. Main Trade Area Population

- i. Table 2.1 details the current and projected population levels for the proposed Cabramatta Town Centre East main trade area based on the following:
 - The 2011, 2016, and 2021 Census of Population and Housing undertaken by the Australian Bureau of Statistics (ABS);
 - New dwelling approval statistics sourced from the ABS over the period from 2011/12 – 2021/22 (refer Chart 2.1). An average of 378 new dwellings per annum were approved across the catchment area over this period.
 - Population projections prepared by .id Consulting and the New South Wales Department of Industry and Environment (NSW DPIE).
 - Investigations by this office in relation to residential development within the main trade area.
- ii. The main trade area population is currently estimated at ~116,100 (2022) and is projected to increase at an average rate of 0.5% per annum to ~127,700 by 2041.
- iii. According to Common Planning Assumption Projections released by the New South Wales DPIE in June 2022, the population of the overlapping SA2s of the main trade area are projected to increase by over 70,000 persons over the period to 2041. Accounting for the overlap with the defined main trade area indicates the population is projected to increase by ~32,100 persons. Population projections by this office which forecast an ~18,550-person increase can therefore be considered conservative, and thus projected levels of undersupply or excess demand would be further exacerbated if adopting official NSW Government population forecasts.
- iv. Map 2.2 illustrates the residential developments planned or under construction across the main trade area from the Cordell Connect database. As shown, the pattern of residential development is focused in the suburbs of Bonnyrigg, Fairfield, Warwick Farm, and Cabramatta.

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

Source: ABS

TABLE 2.1. MAIN TRADE AREA POPULATION, 2011 – 2041

Population	Actual			Forecast				
	2011	2016	2021	2022	2026	2031	2036	2041
Main Trade Area	109,774	114,679	115,643	116,143	118,943	122,693	125,943	127,693

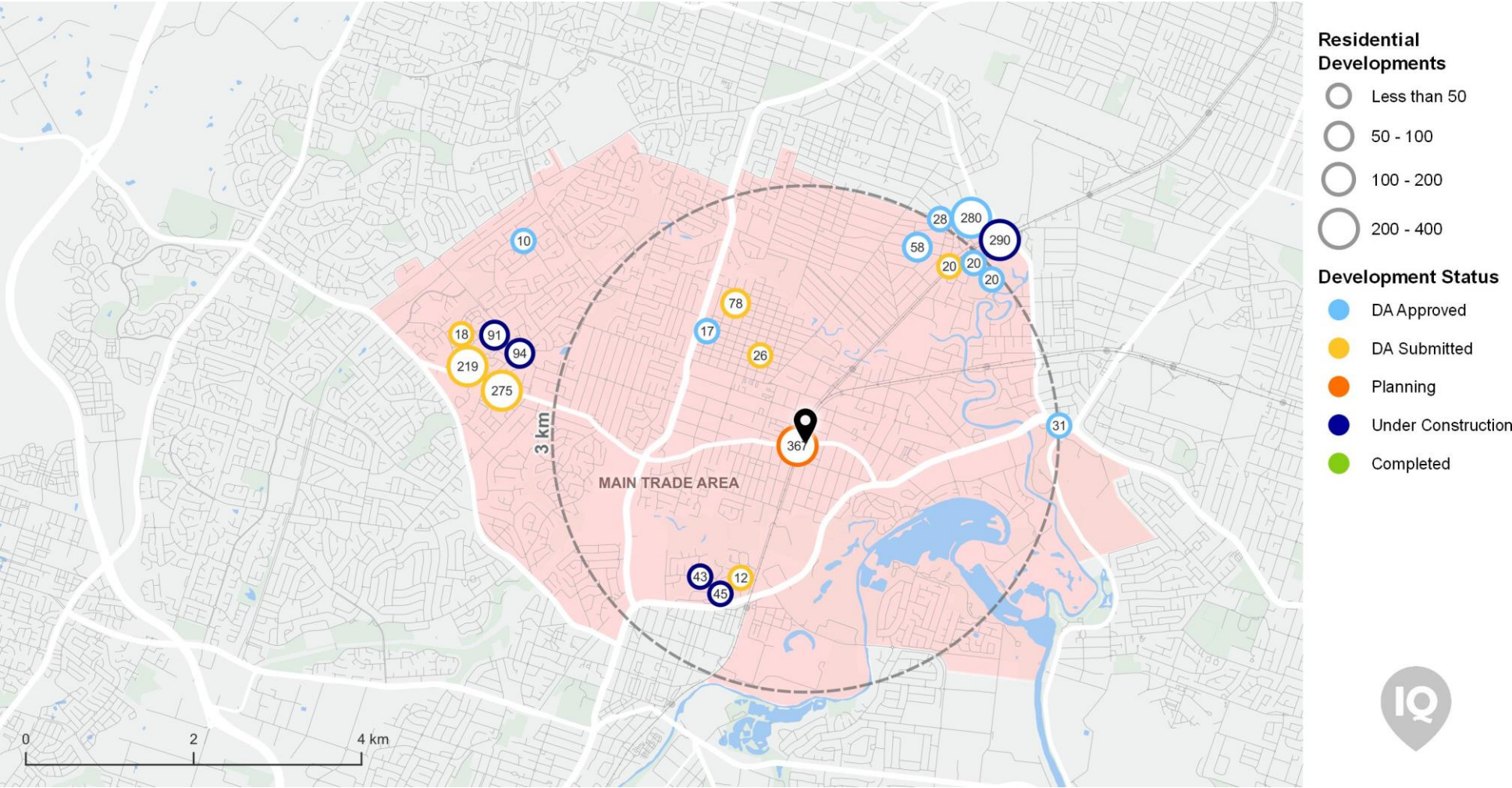
Average Annual Change (No.)	Actual		Forecast				
	2011-16	2016-21	2021-22	2022-26	2026-31	2031-36	2036-41
Main Trade Area	981	193	500	700	750	650	350

Average Annual Change (%)	Actual		Forecast				
	2011-16	2016-21	2021-22	2022-26	2026-31	2031-36	2036-41
Main Trade Area	0.9%	0.2%	0.4%	0.6%	0.6%	0.5%	0.3%
Greater Sydney	1.7%	1.3%	-0.3%	1.2%	1.2%	1.5%	1.3%
Australian Average	1.6%	1.2%	0.3%	1.3%	1.3%	1.2%	1.1%

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

Sources : ABS; NSW DPIE

MAP 2.2. CATCHMENT AREA RESIDENTIAL DEVELOPMENTS



2.3. Socio-economic Profile

- i. Table 2.2 summarises the socio-economic profile of the main trade area population compared with the metropolitan Sydney and Australian benchmarks. This information is based on the 2021 Census of Population and Housing, with key points to note including:
 - Main trade area average per capita and household income levels are lower than the comparable benchmarks.
 - The main trade area population is slightly older than the benchmark, with an average age of 39.5 years.
 - The average household size is larger than the benchmark, reflecting the family-based population throughout the main trade area.
 - Overseas born persons comprise most main trade area residents (60.6%). Notably, persons of Vietnamese decent comprise 24.5% of main trade area residents.
 - Main trade area residents predominantly rent their homes.
 - The dominant household type is traditional families (i.e. couples with dependent children), at 43.1%.
- ii. Table 2.3 summarises the changes in the socio-economic profile of the main trade area population between the 2011, 2016, and 2021 Census periods, compared with the Sydney metropolitan benchmark. Key points to note include:
 - Average household income levels increased at a faster rate to the benchmark.
 - The average age is increasing at a faster rate.
- iii. Overall, the main trade area is characterised by an Asian-born, family-based population who would have a strong affinity for convenience based traditional retail facilities located near public transport such as Cabramatta train station.

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

Characteristic	Main TA	Greater Sydney Average	Australia Average
People			
Age Distribution (% of Pop'n)			
Aged 0-14	17.3%	18.3%	18.0%
Aged 15-19	6.8%	5.6%	5.7%
Aged 20-29	14.2%	14.2%	13.3%
Aged 30-39	12.6%	16.0%	14.6%
Aged 40-49	12.6%	13.6%	13.0%
Aged 50-59	13.8%	12.0%	12.5%
Aged 60+	22.7%	20.4%	23.0%
Average Age	39.5	38.4	39.5
Birthplace (% of Pop'n)			
Australian	39.4%	60.6%	72.0%
Overseas	60.6%	39.4%	28.0%
• Asia	36.4%	20.3%	12.1%
• Europe	3.7%	6.9%	7.2%
• Other	20.5%	12.2%	8.7%
Family			
Average Household Size	3.1	2.7	2.5
Family Type (% of Pop'n)			
Couple with dep't children	43.1%	47.8%	44.2%
Couple with non-dep't child.	13.3%	8.9%	7.7%
Couple without children	14.4%	21.1%	23.8%
Single with dep't child.	13.1%	7.7%	8.6%
Single with non-dep't child.	8.0%	4.2%	4.0%
Other family	1.7%	1.1%	1.0%
Lone person	6.5%	9.2%	10.8%
Employment			
Income Levels			
Average Per Capita Income	\$34,815	\$60,644	\$55,301
Per Capita Income Variation	-42.6%	n.a.	n.a.
Average Household Income	\$88,422	\$125,158	\$109,594
Household Income Variation	-29.4%	n.a.	n.a.
Housing			
Tenure Type (% of Dwellings)			
Owned	56.6%	62.3%	67.4%
Rented	42.0%	36.1%	30.8%
Other Tenure Type	1.4%	1.6%	1.8%

Sources: ABS Census of Population and Housing 2021

TABLE 2.3. MAIN TRADE AREA SOCIO-ECONOMIC CHANGES, 2011, 2016, 2021

Characteristic	Cabramatta East Precinct Development (p) MTA			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	36.5	37.6	39.5	0.6%	1.0%	0.8%	37.2	37.6	38.4	0.2%	0.4%	0.3%
Birthplace (% of Pop'n)												
Australian	41.6%	41.0%	39.4%	-0.6%	-1.6%	-2.2%	63.7%	61.9%	60.6%	-1.7%	-1.3%	-3.1%
Overseas	58.4%	59.0%	60.6%	0.6%	1.6%	2.2%	36.3%	38.1%	39.4%	1.7%	1.3%	3.1%
• Asia	32.7%	35.1%	36.4%	2.4%	1.3%	3.7%	13.7%	18.6%	20.3%	4.9%	1.7%	6.6%
• Europe	7.4%	5.1%	3.7%	-2.3%	-1.4%	-3.7%	9.1%	7.7%	6.9%	-1.4%	-0.8%	-2.3%
• Other	18.3%	18.8%	20.5%	0.5%	1.7%	2.2%	13.5%	11.8%	12.2%	-1.8%	0.5%	-1.3%
Family												
Average Household Size	3.1	3.2	3.1	0.2%	-0.4%	-0.1%	2.7	2.7	2.7	0.2%	-0.4%	-0.1%
Family Type (% of Pop'n)												
Couple with dep't children	46.4%	45.8%	43.1%	-0.6%	-2.7%	-3.4%	48.2%	48.8%	47.8%	0.6%	-1.0%	-0.4%
Couple with non-dep't child.	11.1%	11.6%	13.3%	0.5%	1.7%	2.2%	9.1%	9.2%	8.9%	0.1%	-0.3%	-0.2%
Couple without children	13.9%	13.7%	14.4%	-0.2%	0.7%	0.5%	20.1%	20.2%	21.1%	0.1%	0.9%	1.0%
Single with dep't child.	14.8%	14.3%	13.1%	-0.4%	-1.3%	-1.7%	8.5%	8.0%	7.7%	-0.5%	-0.3%	-0.8%
Single with non-dep't child.	6.2%	6.9%	8.0%	0.7%	1.1%	1.7%	3.9%	4.1%	4.2%	0.2%	0.1%	0.2%
Other family	1.6%	1.8%	1.7%	0.3%	-0.1%	0.1%	1.2%	1.2%	1.1%	0.0%	-0.1%	-0.1%
Lone person	5.9%	5.8%	6.5%	-0.2%	0.7%	0.5%	9.0%	8.5%	9.2%	-0.5%	0.7%	0.2%
Employment												
Income Levels												
Average Per Capita Income	\$25,956	\$29,741	\$34,815	2.8%	3.2%	3.0%	\$42,494	\$50,455	\$60,644	3.5%	3.7%	3.6%
Average Household Income	\$62,909	\$75,131	\$88,422	3.6%	3.3%	3.5%	\$91,262	\$108,486	\$125,158	3.5%	2.9%	3.2%
Housing												
Tenure Type (% of Dwellings)												
Owned	63.1%	59.1%	56.6%	-4.0%	-2.6%	-6.5%	67.2%	64.8%	62.3%	-2.4%	-2.5%	-4.9%
Rented	36.3%	40.3%	42.0%	4.0%	1.7%	5.7%	32.0%	34.5%	36.1%	2.5%	1.7%	4.1%
Other Tenure Type	0.6%	0.6%	1.4%	-0.1%	0.9%	0.8%	0.8%	0.7%	1.6%	-0.1%	0.8%	0.8%

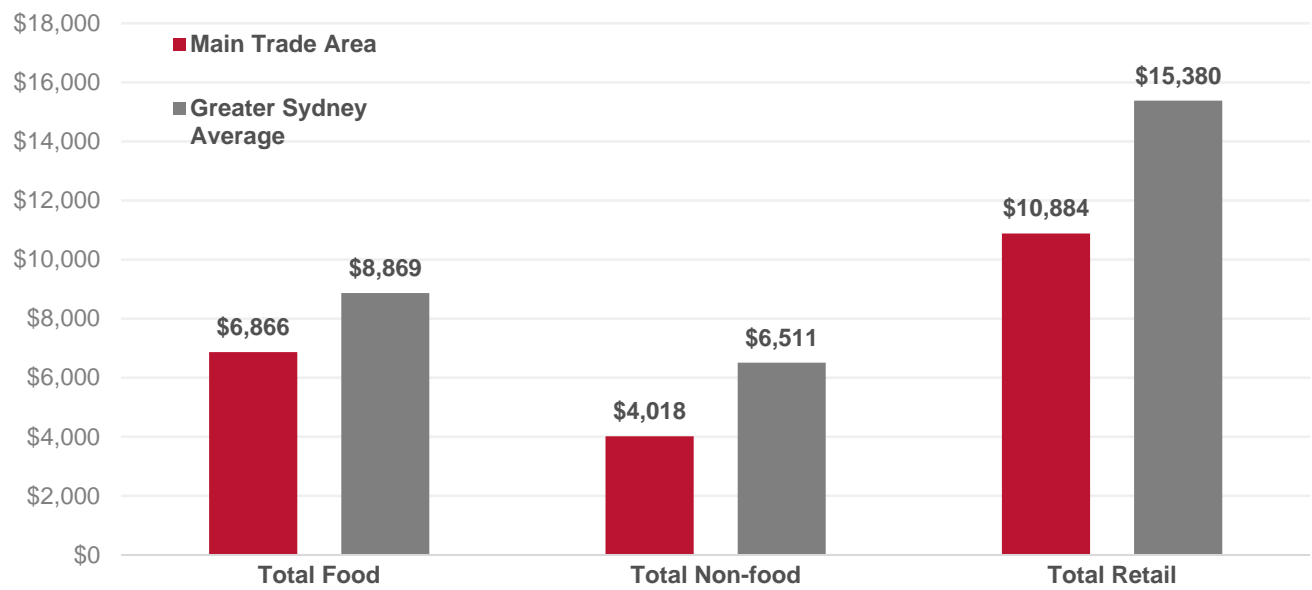
Source: ABS Census of Population and Housing 2011, 2016 & 2021



2.4. Main Trade Area Retail Spending

- i. The estimated retail expenditure capacity of the main trade area population is based on information sourced from MDS Market Data Systems. MDS utilises a detailed micro-simulation model of household expenditure behaviour for all residents of Australia. The MDS model considers information from a wide variety of sources, including the regular ABS Household Expenditure Survey, National Accounts Data, Census Data and other information.
- ii. In New South Wales, Queensland, Western Australia, and Victoria, the MarketInfo estimates of retail spending that are prepared independently by MDS are commonly used by all parties in Economic Impact or Retail Need and Sustainability Assessments.
- iii. Chart 2.2 illustrates the retail expenditure levels per person across the main trade area, as compared with the metropolitan Sydney average. As shown, per capita retail expenditure for main trade area residents is lower than the Sydney metropolitan benchmark.
- iv. Main trade area retail expenditure is currently estimated at ~\$1.3 billion and is projected to increase to nearly \$1.7 billion by 2041, representing an average annual growth rate of 1.5% (refer Table 2.3). All figures presented in this report are in constant 2022 dollars and include GST.
- v. The projected growth rate of the main trade area retail spending market considers the following:
 - Real growth in retail spending per capita of 0.0% is assumed over the period to 2023, reflecting the impact of the COVID-19 pandemic on the economy. From 2023, real growth per capita is assumed at 0.5% annually for food retail and 1.0% for non-food retail over the period to 2036. This is in-line with the national averages over long-term periods. Real growth in retail spending refers to the increase in retail sales consumption of a household adjusted for changes in prices.
 - Main trade area population growth of 0.5% per annum.
- vi. Table 2.3 also presents a breakdown of retail spending by key commodity group, indicating the largest spending market is food and liquor at \$637.5 million, representing 50.5% of the total retail spending market (constant 2022 dollars and including GST).

CHART 2.2. MAIN TRADE AREA RETAIL SPENDING PER PERSON, 2021/22



Source: Marketinfo

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

Y/E June	Food & Liquor	Food Catering	Apparel	H'hold Goods	Leisure	General Retail	Retail Services	Total Spending
2022	637.5	158.2	119.9	197.1	40.2	79.7	28.6	1,261.3
2023	640.8	159.0	120.6	198.1	40.4	80.1	28.8	1,267.8
2024	647.8	161.6	122.5	201.3	41.1	81.4	29.3	1,284.9
2025	654.9	164.2	124.5	204.5	41.8	82.7	29.7	1,302.3
2026	662.1	166.8	126.5	207.8	42.4	84.1	30.2	1,319.9
2027	670.1	169.6	128.6	211.3	43.1	85.5	30.7	1,339.0
2028	678.7	172.7	130.9	215.1	43.9	87.0	31.3	1,359.6
2029	687.5	175.8	133.3	219.0	44.7	88.6	31.8	1,380.6
2030	696.3	178.9	135.7	222.9	45.5	90.2	32.4	1,401.9
2031	705.3	182.1	138.1	226.9	46.3	91.8	33.0	1,423.5
2032	714.6	185.5	140.6	231.0	47.2	93.5	33.6	1,445.9
2033	724.1	188.9	143.2	235.3	48.0	95.2	34.2	1,468.9
2034	733.8	192.4	145.8	239.6	48.9	96.9	34.8	1,492.3
2035	743.7	195.9	148.5	244.0	49.8	98.7	35.5	1,516.1
2036	753.6	199.5	151.3	248.5	50.7	100.5	36.1	1,540.3
2037	763.9	203.2	154.1	253.2	51.7	102.4	36.8	1,565.2
2038	774.4	207.1	157.0	257.9	52.7	104.3	37.5	1,590.9
2039	785.1	211.0	159.9	262.8	53.7	106.3	38.2	1,617.0
2040	796.0	214.9	163.0	267.7	54.7	108.3	38.9	1,643.5
2041	806.9	219.0	166.0	272.8	55.7	110.4	39.7	1,670.5
Expenditure Growth								
2022-26	24.7	8.6	6.5	10.7	2.2	4.3	1.6	58.5
2026-31	43.2	15.3	11.6	19.1	3.9	7.7	2.8	103.7
2031-36	48.3	17.4	13.2	21.6	4.4	8.8	3.1	116.8
2036-41	53.3	19.5	14.8	24.3	5.0	9.8	3.5	130.1
2022-41	169.5	60.8	46.1	75.7	15.5	30.6	11.0	409.1
Average Annual Growth Rate								
2022-26	1.0%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.1%
2026-31	1.3%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.5%
2031-36	1.3%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.6%
2036-41	1.4%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%	1.6%
2022-41	1.2%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.5%

*Constant 2021/22 dollars & including GST

Source : MarketInfo



2.5. Workers

- i. In addition to residents, retail floorspace in Cabramatta Town Centre would also serve workers near the site, noting that a proportion of this worker market can also be a sub-set of the residential market (if they live within the main trade area).
- ii. Information in this sub-section is based on Journey to Work data released by the ABS 2021 Census of Population and Housing at a destination travel zone level.
- iii. Map 2.2 illustrates the worker trade area served by Cabramatta Town Centre. As shown, the worker trade area generally extends 0.5 – 1.0 km from Cabramatta Town Centre, consistent with a 5 – 10-minute walk.
- iv. Table 2.7 provides a snapshot of workers within the defined worker trade area. Key points to note include:
 - In 2021, the worker trade area population was 3,270.
 - The average age of workers is 42.7 years; slightly higher than the Sydney metropolitan benchmark (40.8 years).
 - Worker trade area annual income levels averaged \$56,168; lower than the Sydney metropolitan benchmark (\$85,585).
 - Compared to the benchmark, the worker trade area employs a higher proportion of white collar workers.
- v. Typically, it is estimated that 10% - 15 of workers expenditure in suburban locations will be directed to retail facilities near their place of work. The estimated retail expenditure of the worker population is \$36.2 million, with ~\$5.4 – \$7.2 million likely to be spent near their place of work.

MAP 2.3. CABRAMATTA TOWN CENTRE WORKER TRADE AREA

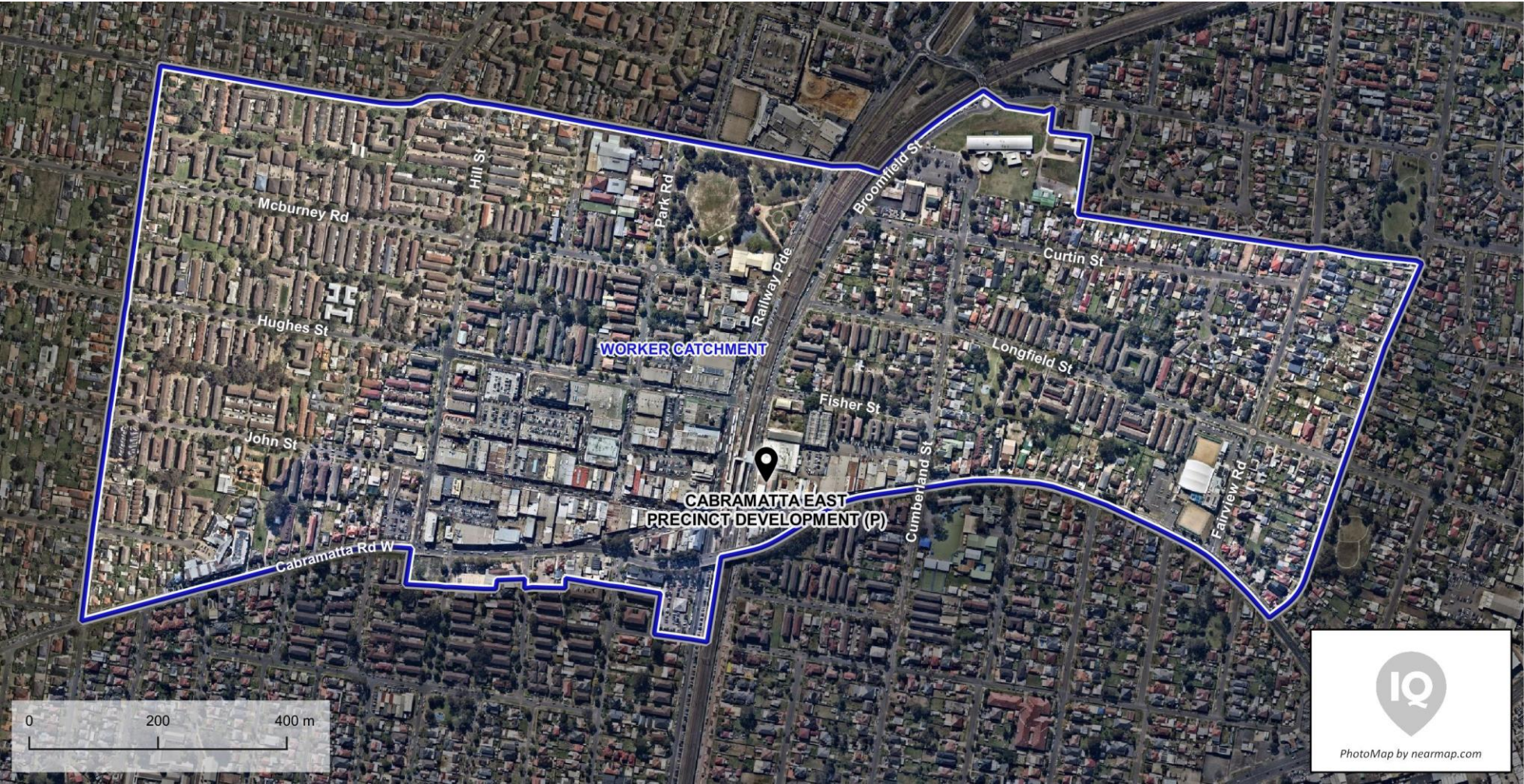


TABLE 2.5. WORKER MAIN TRADE AREA SOCIO-ECONOMIC PROFILE, 2021 CENSUS

Characteristics	Main TA	Worker - Syd Metro* Average
Socio-economic Profile		
Population (2021)	3,270	2,383,521
Average Age	42.7	40.8
Average Income	\$56,168	\$85,585
Industry Split		
White Collar Workers (%)	81.0%	76.5%
Blue Collar Workers (%)	16.9%	21.6%
Other (%)	2.1%	1.9%
Retail Expenditure (2022)		
Est Retail Expenditure Per Capita (\$)	\$11,075.6	n.a.
Total Worker Retail Expenditure (\$M)	\$36.2	n.a.
Retail Expenditure Near Place of Work (15%-20%)	\$5.4M - \$7.2M	n.a.

*Based on 2021 Census

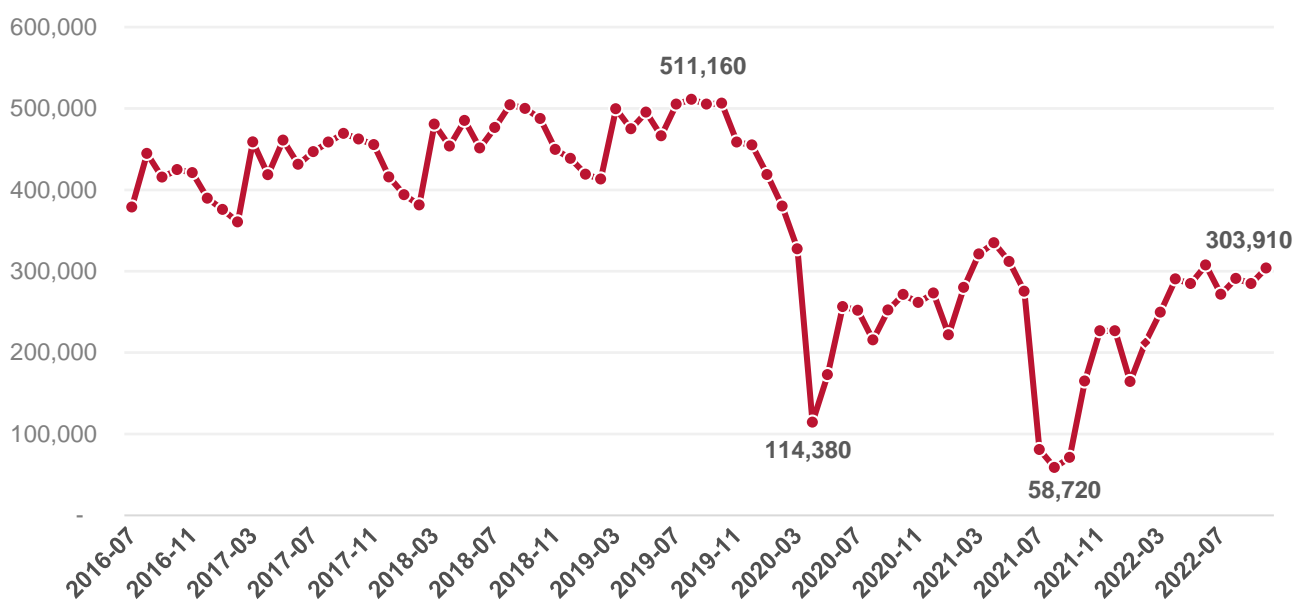
*Source : MarketInfo & based on 10 km resident spend market as a proxy

Sources: ABS Census of Population and Housing 2021 & MarketInfo

2.6. Commuters

- i. Cabramatta is a major suburban train station in the South-West Sydney area, featuring two platforms. Cabramatta is served by Sydney Trains T2 Inner West & Leppington, T3 Bankstown and T5 Cumberland line services.
- ii. Chart 2.5 details the average monthly daily commuter numbers for the station over the June 2016 – October 2022 period. As shown, prior to the impact of the COVID-19 pandemic, average monthly patronage was in the order of 400,000 – 500,000, peaking at 511,160 movements in August 2019.
- iii. On an annual basis, a total of 3,113,810 commuters were recorded over the Y/E October 2022 period. This ranks Cabramatta Station as the 36th busiest in New South Wales, ahead of Bankstown, Penrith, and Campbelltown stations.
- iv. Most commuters would be main trade area residents; however, these residents would likely have a greater chance of visiting the proposed Cabramatta Town Centre East precinct given that they regularly use the train station.

CHART 2.3. CABRAMATTA STATION AVERAGE MONTHLY PATRONAGE, JUN-2016 – OCT-2022



Source: Transport NSW

3 COMPETITIVE ENVIRONMENT

This section of the report reviews the competitive retail environment within which the planned retail and complementary non-retail floorspace at the proposed Cabramatta Town Centre East site would operate, to assist with the assessment of likely trading impacts. Map 3.1 shows the retail floorspace competition.

Information on the size and composition of large format retail facilities outlined (refer Table 3.1) is based on the Location IQ proprietary databases that includes information from the following sources:

- The PCA Database;
- Actual size information provided by retail and property owners;
- Annual reports;
- Cordell database;
- Press releases in relation to new store openings, closures and asset transactions;
- Site visits and floorspace surveys;
- Measurements undertaken by this office

Retail facilities within the South-Western Sydney region form a typical retail hierarchy, including:

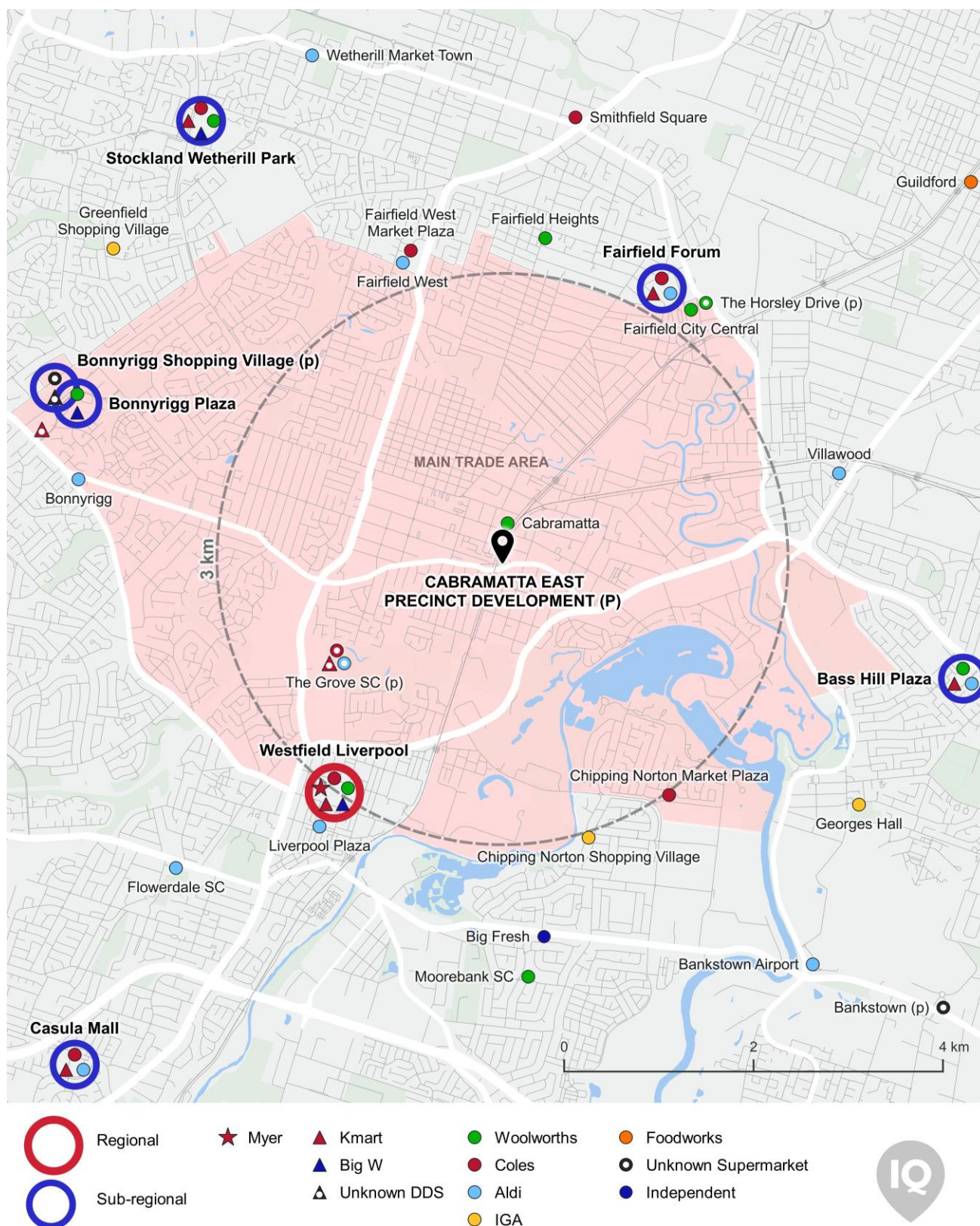
- Regional shopping centres at Liverpool.
- Sub-regional shopping centres including Bass Hill Plaza, Casula Mall, Fairfield Forum, Minto Marketplace, Bonnyrigg Plaza, and Stockland Wetherill Park.
- Neighbourhood centres: A range of supermarkets to serve local populations.

TABLE 3.1. TRADITIONAL RETAIL COMPETITIVE ENVIRONMENT

Centre	Shopfront GLA (sq.m)	Anchor Tenants	Dist. From Site (km)
Regional Shopping Centres			
<u>Liverpool CBA</u>	<u>130,300</u>		<u>4.0</u>
• Westfield Liverpool	82,400	Myer (11,900), Big W (8,290), Kmart (8,250), Coles (3,875) Woolworths (3,660)	
• Liverpool Plaza	7,900	Aldi (1,500)	
• Other	40,000		
Sub-regional Shopping Centres			
<u>Fairfield</u>	<u>46,200</u>		<u>3.6</u>
• Fairfield City Central	24,800	Woolworths (3,840)	
• Fairfield Forum	17,600	Kmart (6,960), Coles (3,055), Aldi (1,600)	
• Fairfield Chase	9,500		
• Fairfield Railway Station	1,100		
• Other	18,000		
<u>Bonnyrigg</u>	<u>28,700</u>		<u>5.9</u>
• Bonnyrigg Plaza	21,700	Big W (8,290), Woolworths (4,060)	
• Other	7,000	Aldi (1,580)	
<u>Bass Hill</u>	<u>24,800</u>		<u>6.3</u>
• Bass Hill Plaza	19,800	Kmart (8,155), Woolworths (3,980), Aldi (1,490)	
• Other	5,000		
<u>Wetherill Park</u>	<u>77,500</u>		<u>9.2</u>
• Stockland Wetherill Park	66,200	Big W (8,095), Kmart (7,020), Woolworths (4,345) Coles(4,195)	
• Wetherill Market Town	8,300	Aldi (1,525)	
• Other	3,000		
Supermarket Based Shopping Centres			
<u>Cabramatta</u>	<u>70,600</u>		<u>-</u>
• Cabramatta Plaza	5,600	Woolworths (3,365)	
• Other	65,000		
<u>Fairfield West</u>	<u>11,000</u>		<u>4.8</u>
• Fairfield West Market Plaza	10,000	Coles (2,825)	
• Other	1,000	Aldi (1,725)	
<u>Chipping Norton</u>	<u>7,600</u>		<u>5.2</u>
• Chipping Norton Market Plaza	4,400	Coles (2,800)	
• Chipping Norton Shopping Village	1,200	IGA (200)	
• Other	2,000		
Moorebank SC	9,500	Woolworths (1,975)	7.8
Wakeley SC	3,400	Supa IGA (2,150)	6.1

Source: Location IQ Database

MAP 3.1. TRADITIONAL RETAIL COMPETITION



3.1. Current Retail Competition

Cabramatta Town Centre

- i. The Cabramatta Town Centre is generally provided to the west of Cabramatta Station and is generally bounded by Hughes Street to the north, Railway Parade to the east, Cabramatta Road West to the south, and Hill Street to the west.
- ii. The Cabramatta Town Centre is estimated to provide over 70,000 sq.m of retail floorspace and is predominantly in strip/free-standing locations. Cabramatta Plaza, which is the only shopping centre in the suburb anchored by a major supermarket, incorporates an estimated 5,600 sq.m (~8% of total). The centre includes a full-line Woolworths supermarket of 3,365 sq.m, which is understood to trade strongly. Specialty retailers at this shopping centre include a butcher, chicken shop, baker and BWS liquor store attached to the Woolworths supermarket.
- iii. The Cabramatta Town Centre incorporates a significant provision of independent, Asian food retail, and food catering. This is reflective of the predominantly Asian-born population who reside throughout Cabramatta and surrounds.
- iv. There are a limited number of national tenants, which are typically provided along John Street, including banks, real estate agents and other convenience-based retailers such as Priceline Pharmacy.
- v. A small provision of retail and commercial floorspace is provided on the eastern side of the Cabramatta Station. The majority of this floorspace comprises smaller tenants of 100 – 200 sq.m. However, larger tenants include Ironchef Chinese Seafood Restaurant and the Stardust Hotel. The majority of this floorspace would be replaced by the proposed development.
- vi. The eastern side of the Cabramatta Town Centre (to the east of the train station) receives significantly less foot traffic than the western side due to a smaller provision of retail floorspace and lower quality tenants. The proposed development represents a strong opportunity to provide activation on the eastern side of the train station.
- vii. There are a number of laneways interspersed throughout the Cabramatta Town Centre (refer figure 3.1). These tend to be short in nature, underutilised, and include two to three food catering tenants with outdoor seating. The proposed development would preserve this aspect of the Cabramatta Town Centre by providing a number of laneways between the residential buildings with an opportunity to improve upon the look and feel of the laneways provided elsewhere within Cabramatta.

FIGURE 3.1. CABRAMATTA LANEWAYS



Belvedere Arcade



Ingall Way

Liverpool Central Business Area (CBA)

- i. The Liverpool CBA is located 4.0 km by road to the south (beyond main trade area) and serves as the region's major retail centre, providing an estimated 130,000 sq.m of retail floorspace.
- ii. The largest component of the Liverpool CBA is Westfield Liverpool (82,400 sq.m). The centre is anchored by a Myer (11,900 sq.m) department store, Big W (8,290 sq.m), Target (8,250 sq.m) and Kmart (8,250 sq.m) discount department stores, and Coles (3,876 sq.m) and Woolworths (3,659 sq.m) supermarkets. According to Shopping Centre News' *Big Guns 2022* publication, the centre recorded sales of \$422 million.
- iii. Liverpool Plaza (7,930 sq.m) is an Aldi-anchored neighbourhood shopping centre located just north of Westfield Liverpool.
- iv. The balance of the Liverpool CBA includes a range of retail and non-retail tenants, predominantly provided along strip locations.

Fairfield

- i. The suburb of Fairfield is situated approximately 3.6 km north of Cabramatta and serves as the major community, civic, administrative, and retail destination for residents of the Fairfield LGA.
- ii. Fairfield incorporates a similar retail floorspace provision to Cabramatta at 71,000 sq.m, of which an estimated 53,000 sq.m is provided within managed shopping centres.
- iii. Fairfield Forum (17,600 sq.m) is the largest enclosed shopping centre in Fairfield and is anchored by Kmart (6,960 sq.m), Coles (3,055 sq.m), and Aldi.
- iv. Fairfield City Central is at the larger end of the typical neighbourhood shopping centre, at 24,800 sq.m. The centre incorporates a full-line Woolworths (3,840 sq.m) and a large provision of national-branded specialty tenants, including BWS, EB Games and McDonald's.

Sub-Regional Shopping Centres

- i. Sub-regional shopping centres include at least one discount-department store.
- ii. Bonnyrigg Plaza (21,700 sq.m) is the only sub-regional shopping centre provided within the main trade area, located 6.2 km to the west. The centre is anchored by Big W (8,290 sq.m) and Woolworths (4,060 sq.m).
- iii. Two sub-regional shopping centres are provided immediately beyond the main trade area, in addition to Fairfield Forum discussed above, including:

- Bass Hill Plaza (19,800 sq.m) is provided 6.0 km to the east. The centre is anchored by a Kmart (8,155 sq.m), Woolworths (3,980 sq.m), and Aldi.
- Stockland Wetherill Park is the largest sub-regional shopping centre in the region at some 66,200 sq.m. The centre is located 9.2 km to the north-west and accommodates Big W (8,095 sq.m), Kmart (7,020 sqm), Woolworths (4,345), and Coles (4,195 sq.m).

Neighbourhood Shopping Centres

- Neighbourhood shopping centres are anchored by at least one supermarket.
- The only other neighbourhood shopping centres within the main trade area is Chipping Norton Market Plaza (4,400 sq.m), a Coles-anchored centre provided 5.2 km to the south-west.

3.2. Future Competition

- Table 3.2 outlines proposed future competition within and immediately beyond the main trade area. There are limited future competitive facilities of note. Future competition generally comprises redevelopment of higher order facilities that would not compete directly with convenience-based facilities located at the Cabramatta Town Centre East site.
- The only competitive development of note is a mixed-use development located at 431 Macquarie Street in Liverpool. A development application was approved in late 2021 for 50,000 sq.m of commercial, residential and business floorspace. The developer is FYVE Developments and the development will include a five-story retail and business podium.
- The Grove Shopping Centre is a planned sub-regional shopping centre in Warwick Farm, 3.1 km to the south-west. The centre is planned to encompass 21,000 sq.m of retail floorspace, however is unlikely to eventuate in the short term with completion assumed post-2026.

TABLE 3.2. CABRAMATTA TOWN CENTRE EAST FUTURE COMPETITION

Name	Additional Retail GLA (sq.m)	Components	Status	First Full Year	Distance from Site (km)
Within Main Trade Area					
Hume Highway Showroom & Warehouse	3,108	Furniture Showroom (1,970), & Warehouse (1,210 sq.m)	DA Approved	2024/25	1.5
The Grove Shopping Centre	21,000	DDS (5,500 sq.m), Coles (3,800 sq.m), Aldi (1,500 sq.m), Mini-Major (1,500 sq.m), Spec. (4,600 sq.m)	Rezoning Application Submitted	Post-2026	3.1
Fashion Spree	4,731	Redevelopment and expansion of Fashion Spree	DA Approved - Unlikely	2025/26	3.5
Warwick Farm Village	15,904	LFR (11,000 sq.m), F&B (1,760 sq.m), Spec.	DA Submitted	2025/26	4.1
Kmart Bonnyrigg	6,820	Conversion of existing Bunnings Warehouse to a Kmart (5,200 sq.m) & café	DA Approved - Deferred	n.a.	6.0
Edensor Park Shopping Village	13,040	Construction of a shopping centre	DA Approved - Site For Sale	n.a.	6.5
Beyond the Main Trade Area					
Westfield Liverpool	5,992	Construction of new entertainment and leisure precinct	DA Approved	2025/26	4.5
Hamilton Road Mixed-Use	971	Ground floor retail as part of mixed-use	DA Approved	2024/25	5.0
431 Macquarie St Mixed-Use	9,715	Restaurants, Cafes, Civic Centre, Spec.	DA Approved	2025/26	5.6

Source: Location IQ Database



3.3. Summary

- i. The Cabramatta Town Centre is estimated to provide over 70,000 sq.m of retail floorspace and is predominantly in strip/free-standing locations. There are a limited number of national tenants, which are typically provided along John Street.
- ii. A small provision of retail and commercial floorspace is provided on the eastern side of the Cabramatta train station. The majority of this floorspace comprises smaller tenants of 100 – 200 sq.m.
- iii. The eastern side of the Cabramatta Town Centre (to the east of the train station) receives significantly less foot traffic than the western side due to a smaller provision of retail floorspace and lower quality tenants. The proposed development represents a strong opportunity to provide activation on the eastern side of the train station.
- iv. The proposed development would improve upon the look and feel of the laneways provided within Cabramatta Town Centre and promote activity and security.

4 RETAIL FLOORSPACE POTENTIAL

This section of the report provides an assessment of the potential types of retail floorspace that could be considered as part of the proposed Cabramatta Town Centre East site.

4.1. Mixed-use Development

- i. Across Australia and the world there has been a shift toward mixed-use development, driven by several of factors such as growing population, land scarcity, innovative building practices, diversified revenue streams, placemaking, transport-orientated development, housing affordability, and more.
- ii. The concept of mixed-use development is not new, with examples dating back decades, however, this type of development has gained momentum over the past five to ten years, with mixed-use design increasingly being embraced for new developments around Australia, most frequently within inner-city areas.
- iii. Mixed-use development typically blends two or more uses across the residential, retail, and commercial categories. Other uses that can be incorporated include entertainment, accommodation, civic and even light industrial facilities.
- iv. The integration and design of these uses is wide and varied, but is typically characterised in one of two ways, or a combination of both:
 - **Vertical mixed-use:** multiple uses are accommodated within the same building. The lower and ground floors typically include public uses, such as retail and commercial floorspace.
 - **Horizontal mixed-use:** a more sprawling development across several buildings that form part of a mixed-use precinct that allows for multiple land uses within a single development.
- v. Mixed-use developments can be appealing to both residents and developers, given they strike a balance between liveability factors (such as affordability, amenity, and locational aspirations) and revenue generation.
- vi. There has also been a shift in the urban planning landscape, whereby land and infrastructure scarcity have promoted the need for densification and efficient land use.

- vii. The COVID-19 pandemic has further accelerated this trend, with traditional large-scale, enclosed retail shopping centres having experienced significant drops in foot traffic and revenue, as well as many commercial office buildings in the cities being well-below capacity.
- viii. At its core, mixed-use development offers diversity, both in terms of use or offer, but also in relation to investment and risk. This agility or adaptability is particularly favourable in times of economic uncertainty.
- ix. As Australian cities continue to grow, mixed-use developments will serve as a crucial tool to enable this densification, but in a progressive and considered manner that brings amenity and placemaking.

4.2. Mixed-Use Examples - Australia

- i. A collection of comparable mixed-use developments has been compiled to examine the retail and complementary floorspace that can form part of similar developments or precincts.
- ii. These projects are generally developed or operated under the traditional mixed-use model, incorporating a range of components on the one site, and selling off residential dwellings to buyers.
- iii. For the purposes of this assessment, these developments are outlined in Tables 4.1 – 4.3, with key points to note including the following:
 - A total of 43 comparable mixed-use developments has been compiled, across several States.
 - These developments comprise a total of more than 12,000 dwellings, noting that several do not include a residential component. Of those with dwellings on site, an average of 408 units are provided at each, most typically on upper levels.
 - The average height of these projects is around 17 storeys.
 - The retail and non-retail composition of each of these developments varies significantly by usage, category, size and more.
 - On average, some 8.0 specialty shops out of 15.6 are dedicated to food catering, or around 50%. Applying this metric to floorspace would result in over 3,000 sq.m of food catering floorspace on average.
 - Non-food retail floorspace is generally limited.
- iv. Overall, the size and scope of the proposed development is in line with the average mixed-used development as described above, including number of units, height of development and number of retail levels. The provision of retail floorspace proposed as part of Cabramatta Town Centre East site

is lower than the average across the sample of mixed-use developments at 3,129 sq.m, compared with 6,551 sq.m.

TABLE 4.1. COMPARABLE MIXED-USE DEVELOPMENTS (1/3)

Metric	Average (All)	Averages by Retail Spec. Shop Count			Bonython Tower	St Leonards Square	Capitol Grand	The Albany	Signia Mascot	ARC Sydney	Urban at Republic	Palko	Constitution Place	Pierside	Parramatta Square	Smith Collect. (Parklands Vill.)	Ovolo (New Acton)	Newmarket Randwick	Southpoint TOD
		<10	10 - 15	15+															
Suburb	-	-	-	-	Gosford	St Leonards	South Yarra	Crows Nest	Mascot	Sydney	Belconnen	Braddon	Canberra	Wentw. Pt	Parramatta	Southport	Acton	Randwick	South Bank
State	-	-	-	-	NSW	NSW	VIC	NSW	NSW	NSW	ACT	ACT	ACT	NSW	NSW	QLD	ACT	NSW	QLD
Dist. to CBD (km)	10.2	15.1	7.6	7.4	66.0	6.0	5.6	7.0	7.0	-	8.0	0.5	-	17.0	24.0	75.0	1.5	7.0	2.0
Storeys	17	24	15	12	12	36	50	70	8	30	22	7	12	16	56	10	7	8	21
Retail GLA (sq.m)	6,551	2,500	5,000	10,000	500	2,400	2,000	5,000	1,000	2,000	6,388	1,500	2,000	3,250	4,310	6,280	2,500	2,300	3,000
Retail Levels	1.8	1.6	1.7	2.0	1	2	2	2	1	2	2	2	2	2	2	1	1	1	1
Dwellings																			
Upper Level Residential	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	-	✓	✓
Total (no.)	408	343	507	621	56	527	377	70	237	73	334	47	-	256	700	1,252	-	124	400
Resident Population																			
<u>800 m Radius</u>																			
• 2016	10,888	9,296	11,438	14,203	3,611	16,605	16,731	14,201	11,530	12,409	4,358	7,175	3,758	2,914	16,248	1,746	5,957	16,953	5,249
• 2031 (SAFI)	17,399	16,056	17,290	21,209	7,446	25,351	25,732	15,379	13,039	15,467	4,844	8,680	9,692	30,725	41,425	1,854	10,101	17,000	14,100
• Ave. Ann. Growth (%)	3.2%	3.7%	2.8%	2.7%	4.9%	2.9%	2.9%	0.5%	0.8%	1.5%	0.7%	1.3%	6.5%	17.0%	6.4%	0.4%	3.6%	0.0%	6.8%
<u>1.6 km Radius</u>																			
• 2016	35,965	30,683	38,313	45,991	11,045	43,705	47,233	43,689	24,750	63,071	9,866	19,703	13,326	26,531	48,749	12,204	10,730	54,559	31,091
• 2031 (SAFI)	51,061	44,751	55,058	61,583	17,479	57,127	65,437	53,630	37,546	75,649	14,261	25,953	19,512	63,695	88,447	19,567	19,512	55,000	58,454
• Ave. Ann. Growth (%)	2.4%	2.5%	2.4%	2.0%	3.1%	1.8%	2.2%	1.4%	2.8%	1.2%	2.5%	1.9%	2.6%	6.0%	4.1%	3.2%	4.1%	0.1%	4.3%
Retail Car Parking																			
Car Bays (no.)	216	78	135	279	0	527	0	200	✓	0	✓	0	✓	0	0	✓	✓	-	✓
Bays per 100 sq.m GLA	3.3	3.1	2.7	2.8	0	22.0	0	n.a.	unk.	0	unk.	0	unk.	0	0	unk.	unk.	-	unk.
Key Anchors																			
Supermarket	60%	40%	71%	71%	-	QE Foods	-	Coles	-	-	WOW Metro	-	-	IGA	-	WOW	-	-	WOW Metro
Second Supermarket	12%	7%	14%	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Sunlit
Retail Specialty Shops																			
Food & Liquor	1.6	0.5	1.1	3.4	-	-	-	-	-	-	1	1	-	1	1	1	-	-	3
Food Catering	8.0	3.7	7.3	16.2	2	1	2	2	2	4	4	1	5	3	6	5	5	8	5
Apparel	1.3	0.2	1.1	2.8	-	-	1	-	-	-	-	2	-	-	-	-	-	-	-
Household Goods	0.6	0.0	0.4	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leisure	0.5	0.1	0.2	1.3	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
General Retail	0.8	0.2	0.4	2.0	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1
Retail Services	2.7	1.0	2.1	5.8	-	1	-	2	2	1	-	1	1	2	-	2	2	1	-
Total	15.6	5.7	12.5	32.9	2	2	3	4	4	5	5	6	6	7	7	8	8	9	9
Other Non-retail Uses																			
Non-retail shopfronts	1.1	0.7	0.9	1.9	1	1	-	1	1	1	2	-	-	1	-	-	-	-	2
Gym & Wellness	0.7	0.4	0.7	0.9	-	1	-	1	1	-	-	-	1	-	1	-	1	-	-
Childcare	0.1	0.1	0.1	0.1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Medical	0.8	0.3	0.8	1.4	-	-	-	-	-	-	-	-	-	1	-	2	-	-	1
Tavern	0.5	0.3	0.4	0.9	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-
Commercial Office	42%	27%	43%	57%	✓	-	-	-	-	-	-	✓	✓	-	-	-	✓	-	-
Other	40%	13%	29%	79%	-	-	✓	-	-	-	-	-	-	-	-	-	✓	-	-
Cinema / Entertainment	16%	7%	14%	29%	-	-	-	-	-	-	-	-	-	-	-	-	✓	-	-
Hotel	28%	40%	14%	29%	-	-	-	-	✓	✓	✓	✓	✓	-	-	-	✓	-	-

Source: Location IQ Database



TABLE 4.2. COMPARABLE MIXED-USE DEVELOPMENTS (2/3)

Metric	Average (All)	Averages by Retail Spec. Shop Count			Lachlans Square Village	Infinity Square	Lighthorse Dee Why	Pentridge	Sky One Plaza	West End (u/c)	Cammeray Square	Lonsdale St Traders (Ori)	Eagle Street Pier	Kiaora Place	Bakehouse Quarter	Calile Hotel	Mascot Central	Tramsheds
		<10	10 - 15	15+														
Suburb	-	-	-	-	Macq. Park	Green Square	Dee Why	Coburg	Box Hill	West Melbourne	Cammeray	Braddon	Brisbane	Double Bay	North Strathfield	Fortitude Valley	Mascot	Harold Park
State	-	-	-	-	NSW	NSW	NSW	VIC	VIC	VIC	NSW	ACT	QLD	NSW	NSW	QLD	NSW	NSW
Dist. to CBD (km)	10.2	15.1	7.6	7.4	15.0	5.0	20.0	9.0	21.0	1.5	5.0	0.5	-	4.0	13.0	2.0	7.0	4.0
Storeys	17	24	15	12	18	20	17	18	36	14	5	6	49	3	5	7	14	2
Retail GLA (sq.m)	6,551	2,500	5,000	10,000	5,104	1,800	6,000	11,000	unk.	3,874	4,665	2,000	7,480	7,847	15,000	2,600	5,300	5,952
Retail Levels	1.8	1.6	1.7	2.0	1	2	1	2	3	2	2	2	2	2	1	2	1	1
Dwellings																		
Upper Level Residential	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	-	-	-	✓	-
Total (no.)	408	343	507	621	900	326	351	1,500	438	442	43	52	-	-	-	-	unk.	-
Resident Population																		
<u>800 m Radius</u>																		
• 2016	10,888	9,296	11,438	14,203	3,515	12,826	18,059	5,661	9,064	25,949	9,382	7,175	12,163	12,207	13,156	10,994	6,532	13,455
• 2031 (SAFI)	17,399	16,056	17,290	21,209	3,777	25,946	20,366	13,721	21,350	47,196	10,413	8,680	14,862	10,041	18,506	18,641	14,504	14,052
• Ave. Ann. Growth (%)	3.2%	3.7%	2.8%	2.7%	0.5%	4.8%	0.8%	6.1%	5.9%	4.1%	0.7%	1.3%	1.3%	-1.3%	2.3%	3.6%	5.5%	0.3%
<u>1.6 km Radius</u>																		
• 2016	35,965	30,683	38,313	45,991	10,214	56,886	35,361	23,130	25,369	80,312	51,200	19,703	37,220	42,774	38,500	37,651	19,568	58,498
• 2031 (SAFI)	51,061	44,751	55,058	61,583	29,362	105,682	37,516	37,620	41,414	169,746	17,390	25,953	53,381	45,404	43,658	61,831	37,373	64,481
• Ave. Ann. Growth (%)	2.4%	2.5%	2.4%	2.0%	7.3%	4.2%	0.4%	3.3%	3.3%	5.1%	-6.9%	1.9%	2.4%	0.4%	0.8%	3.4%	4.4%	0.7%
Retail Car Parking																		
Car Bays (no.)	216	78	135	279	229	0	560	500	0	✓	70	0	-	429	929	-	200	144
Bays per 100 sq.m GLA	3.3	3.1	2.7	2.8	4.5	0	9.3	4.5	0	unk.	1.5	0	-	5.5	6.2	-	3.8	2.4
Key Anchors																		
Supermarket	60%	40%	71%	71%	Coles	Miracle	WOW	Richies IGA	-	Foodworks	Harris Farm	-	-	WOW	Aldi	-	WOW	Supamart
Second Supermarket	12%	7%	14%	14%	-	Good 2 Go Conv	-	-	-	-	-	-	-	-	Komart	-	-	-
Retail Specialty Shops																		
Food & Liquor	1.6	0.5	1.1	3.4	1	1	-	1	-	-	3	1	-	2	-	-	2	4
Food Catering	8.0	3.7	7.3	16.2	5	8	9	4	10	8	5	3	14	4	12	3	8	9
Apparel	1.3	0.2	1.1	2.8	-	-	-	-	-	-	-	3	-	1	-	11	-	-
Household Goods	0.6	0.0	0.4	1.5	-	-	-	1	-	-	1	1	-	1	-	1	-	-
Leisure	0.5	0.1	0.2	1.3	-	-	-	1	-	-	-	1	-	1	-	-	-	-
General Retail	0.8	0.2	0.4	2.0	1	-	-	-	-	-	1	-	-	1	1	-	2	-
Retail Services	2.7	1.0	2.1	5.8	3	1	1	4	1	3	2	4	-	4	1	-	3	2
Total	15.6	5.7	12.5	32.9	10	10	10	11	11	11	12	13	14	14	14	15	15	15
Other Non-retail Uses																		
Non-retail shopfronts	1.1	0.7	0.9	1.9	1	1	3	-	1	-	-	-	-	2	4	-	-	-
Gym & Wellness	0.7	0.4	0.7	0.9	1	-	1	-	-	1	1	2	-	-	4	-	-	-
Childcare	0.1	0.1	0.1	0.1	-	-	1	-	-	-	1	-	-	-	-	-	-	-
Medical	0.8	0.3	0.8	1.4	-	1	-	-	-	1	-	1	-	-	6	-	1	1
Tavern	0.5	0.3	0.4	0.9	-	-	-	-	-	1	-	-	1	1	1	1	-	1
Commercial Office	42%	27%	43%	57%	-	✓	✓	-	✓	-	-	✓	-	✓	✓	-	-	-
Other	40%	13%	29%	79%	-	-	-	-	-	✓	-	-	✓	-	✓	-	-	✓
Cinema / Entertainment	16%	7%	14%	29%	-	-	-	✓	-	-	-	-	-	-	✓	-	-	-
Hotel	28%	40%	14%	29%	-	-	-	✓	-	-	-	-	-	-	-	✓	-	-

Source: Location IQ Database



TABLE 4.3. COMPARABLE MIXED-USE DEVELOPMENTS (3/3)

Metric	Average (All)	Averages by Retail Spec. Shop Count			Coorparoo Square	FOMO Freo	Portside Wharf	The Cannery	Gasworks Plaza	Burwood Brickworks	Kensington Street	Norton Plaza	Marina Square	Stockland Balgowlah	Central Park Mall	East Village	James St Precinct	Darling Square
		<10	10 - 15	15+														
Suburb	-	-	-	-	Coorparoo	Fremantle	Hamilton	Rosebery	Newstead	Burwood East	Chippendale	Leichhardt	Wentw. Pt	Balgowlah	Chippendale	Zetland	Fortitude Valley	Sydney
State	-	-	-	-	QLD	WA	QLD	NSW	QLD	VIC	NSW	NSW	NSW	NSW	NSW	NSW	QLD	NSW
Dist. to CBD (km)	10.2	15.1	7.6	7.4	5.0	21.0	7.0	6.0	4.0	17.0	1.0	6.0	17.0	12.0	2.0	4.0	2.0	-
Storeys	17	24	15	12	16	5	17	2	25	6	2	3	25	10	28	15	Various	6
Retail GLA (sq.m)	6,551	2,500	5,000	10,000	6,677	4,952	9,300	15,000	8,740	10,804	6,000	11,751	10,674	12,832	11,600	32,851	9,728	7,750
Retail Levels	1.8	1.6	1.7	2.0	1	2	2	2	1	1	1	3	2	2	6	2	1	2
Dwellings																		
Upper Level Residential	✓	✓	✓	✓	✓	-	✓	-	✓	✓	-	-	✓	✓	✓	✓	-	-
Total (no.)	408	343	507	621	366	-	1,000	-	unk.	267	-	-	461	unk.	1,426	206	-	-
Resident Population																		
<u>800 m Radius</u>																		
• 2016	10,888	9,296	11,438	14,203	7,716	2,582	5,018	9,145	8,668	6,513	34,792	14,286	2,914	8,330	34,792	22,858	10,994	30,236
• 2031 (SAFi)	17,399	16,056	17,290	21,209	9,838	6,864	5,992	29,527	19,114	14,032	37,362	14,500	30,725	8,400	37,362	32,908	18,641	31,658
• Ave. Ann. Growth (%)	3.2%	3.7%	2.8%	2.7%	1.6%	6.7%	1.2%	8.1%	5.4%	5.3%	0.5%	0.1%	17.0%	0.1%	0.5%	2.5%	3.6%	0.3%
<u>1.6 km Radius</u>																		
• 2016	35,965	30,683	38,313	45,991	25,846	9,627	14,483	40,419	29,143	24,122	102,290	49,593	26,531	31,666	102,290	56,201	37,651	94,014
• 2031 (SAFi)	51,061	44,751	55,058	61,583	29,529	15,409	17,954	74,568	51,932	32,401	116,822	52,476	63,695	32,000	116,822	88,105	61,831	108,619
• Ave. Ann. Growth (%)	2.4%	2.5%	2.4%	2.0%	0.9%	3.2%	1.4%	4.2%	3.9%	2.0%	0.9%	0.4%	6.0%	0.1%	0.9%	3.0%	3.4%	1.0%
Retail Car Parking																		
Car Bays (no.)	216	78	135	279	256	190	406	100	300	488	-	364	578	736	0	663	205	-
Bays per 100 sq.m GLA	3.3	3.1	2.7	2.8	3.8	3.8	4.4	0.7	3.4	4.5	-	3.1	5.4	5.7	0	2.0	2.1	-
Key Anchors																		
Supermarket	60%	40%	71%	71%	Aldi	IGA	IGA	-	WOW	WOW	-	Coles	Coles	Coles	WOW	Coles	-	-
Second Supermarket	12%	7%	14%	14%	-	-	-	-	-	-	-	Harris Farm	-	Hbord Growers	-	-	-	-
Retail Specialty Shops																		
Food & Liquor	1.6	0.5	1.1	3.4	1	1	1	5	6	4	1	4	4	4	2	7	5	2
Food Catering	8.0	3.7	7.3	16.2	11	14	16	6	10	10	27	8	14	7	27	18	20	39
Apparel	1.3	0.2	1.1	2.8	1	2	1	2	2	1	-	1	1	12	7	3	5	1
Household Goods	0.6	0.0	0.4	1.5	-	-	-	4	1	2	-	2	-	3	-	1	7	1
Leisure	0.5	0.1	0.2	1.3	-	-	-	1	1	2	-	3	1	4	-	3	2	1
General Retail	0.8	0.2	0.4	2.0	-	1	1	1	2	2	-	3	2	2	3	6	4	1
Retail Services	2.7	1.0	2.1	5.8	5	1	4	5	4	6	1	9	10	9	3	9	8	7
Total	15.6	5.7	12.5	32.9	18	19	23	24	26	27	29	30	32	41	42	47	51	52
Other Non-retail Uses																		
Non-retail shopfronts	1.1	0.7	0.9	1.9	1	-	2	4	-	-	-	2	1	3	6	5	1	2
Gym & Wellness	0.7	0.4	0.7	0.9	1	1	1	2	1	1	-	1	2	1	-	1	1	-
Childcare	0.1	0.1	0.1	0.1	-	1	-	-	-	-	-	1	-	-	-	-	-	-
Medical	0.8	0.3	0.8	1.4	-	1	1	4	2	1	-	-	5	1	1	2	-	1
Tavern	0.5	0.3	0.4	0.9	-	1	1	3	-	2	2	-	-	-	-	-	1	2
Commercial Office	42%	27%	43%	57%	-	✓	-	✓	✓	-	-	✓	-	-	✓	✓	✓	✓
Other	40%	13%	29%	79%	-	-	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓
Cinema / Entertainment	16%	7%	14%	29%	✓	✓	✓	-	-	✓	-	-	-	-	-	-	-	-
Hotel	28%	40%	14%	29%	-	-	✓	-	-	-	✓	-	-	-	-	✓	✓	-

Source: Location IQ Database

4.3. Retail Floorspace Demand

- i. In Australia, there is around 2.2 sq.m of retail floorspace provided for every resident. This is generally the accepted standard provision used throughout the Australian retail industry, with the last Retail Census undertaken by the ABS in 1991/92. Of this 2.2 sq.m, approximately 30% is estimated to be in large format retail floorspace, or 0.6 – 0.7 sq.m of large format retail floorspace per person.
- ii. Traditional retail floorspace (i.e. excluding large format retail) is generally provided at a rate of 1.5 sq.m per person on average across Australia.
- iii. Table 4.4 outlines the estimated current traditional retail floorspace demanded by main trade area residents and the likely growth in this demand over the period to 2041. There are currently an estimated 116,143 persons residing in the main trade area. Based on the average retail floorspace provision of 1.5 sq.m per person, around 174,000 sq.m of traditional retail floorspace is currently demanded.
- iv. The current provision of traditional retail floorspace within Cabramatta is estimated at around 70,000 sq.m, indicating an under supply of around 104,000 sq.m. Some of this undersupply will be satisfied by higher order non-food bases retail facilities that are provided beyond the main trade area at Liverpool, Fairfield, Wetherill Park and Bass Hill. Other convenience-based retail facilities within the main trade area would also likely be satisfying this demand, including those at Bonnyrigg Plaza.
- v. Considering a 'worst case' scenario where retail supply and demand are considered to be in equilibrium (i.e. there is no over or under supply), the main trade area population is projected to increase by around 18,500 persons over the period to 2041. A commensurate increase in traditional retail floorspace would represent some 27,800 sq.m over the same period for the main trade area.
- vi. The planned traditional retail floorspace at the Cabramatta Town Centre East site of 3,332 sq.m, would account for around 3% of the current under supply, and less than 12% of the additional traditional retail floorspace demand generated by the main trade area projected population growth over the period to 2041.
- vii. Considering a shorter-term view, the projected main trade area population increase between 2022 and 2026 is 2,800, resulting in additional traditional retail demand of 4,200 sq.m. This is approximately 25% larger than the retail component of the proposed Cabramatta Town Centre East site.

TABLE 4.4. MAIN TRADE AREA TRADITIONAL RETAIL FLOORSPACE DEMAND, 2022 - 2041

	Current 2022	Projected				Diff. 2022-2041
		2026	2031	2036	2041	
Population						
Main Trade Area	116,143	118,943	123,693	128,943	134,693	18,550
Traditional Retail Floorspace Demand (@ 1.5 sq.m per person)						
Main Trade Area	174,215	178,415	185,540	193,415	202,040	27,825
Estimated Traditional Retail Supply						
Cabramatta	70,600	70,600	70,600	70,600	70,600	
Traditional Retail Floorspace Over/Sunder Supply						
Cabramatta	-103,615	-107,815	-114,940	-122,815	-131,440	

Over/Under Supply

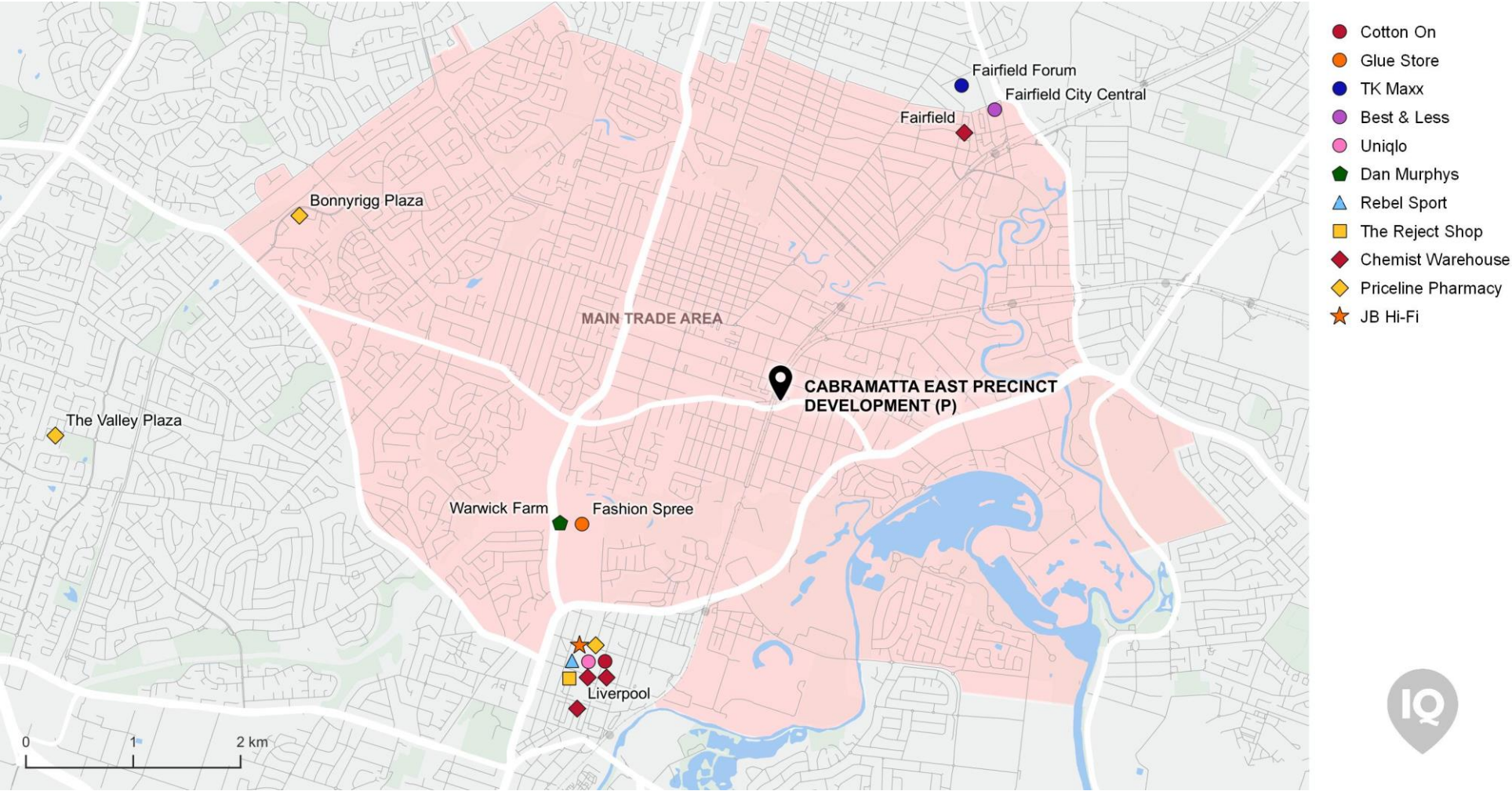
Source: Location IQ

4.4. Mini-major Potential

- i. Mini-major tenants are retail tenants with a floorspace greater than 400 sq.m. The provision of mini-major tenants provided at shopping centres in Australia has increased over the past decade, reflecting new tenants in the category, changing consumer preferences and shopping centre owners looking to provide these types of tenants to increase customer flows.
- ii. National mini-major tenants that are typically included in Town Centre type locations include:
 - A large format fresh produce trader;
 - A large Asian supermarket or similar;
 - A large restaurant;
 - A specialty retailer such as Daiso;
 - A large format pharmacy, such as Priceline, Blooms the Chemist, Chemist Warehouse;
 - A discount variety trader, such as The Reject Shop.
 - A large format liquor store such as Dan Murphy's.
- iii. Map 4.1 illustrates chain brand mini-majors that are typically provided in shopping centres throughout the surrounding area. Mini-majors are generally provided at larger precincts at the edge of the main trade area such as Liverpool, with some nine in total, including most of the key brands. Additional mini-majors are also provided at Fairfield, and Wetherill Park.

- iv. The only mini-major type tenants provided within the main trade area are Dan Murphy's (Warwick Farm), Glue Store (Fashion Spree, Warwick Farm) and Priceline Pharmacy (Bonnyrigg Plaza). There are no chain-brand mini-major tenants provided at Cabramatta.
- v. The most likely uses to be attracted to the site include a pharmacy and Asian restaurant such as the Ironchef Chinese Seafood Restaurant that currently exists at the site.
- vi. The average provision of mini-major tenants in supermarket-based centres in Australia is around one store of approximately 400 - 500 sq.m. Mini-majors typically provided in neighbourhood centres in new growth areas generally include a pharmacy if this is not provided as a specialty shop.
- vii. Although the proposed development will not include a supermarket, a full-line Woolworths supermarket is provided on the western side of the railway line. Additionally, the existing retail provision within Cabramatta is generally provided in smaller boxes in laneway type locations. The Cabramatta Town Centre East site would be the ideal location to include mini-major tenants given the larger box sizes proposed.

MAP 4.1. MINI-MAJORS



4.5. Retail Specialty Floorspace

- i. The provision of specialty floorspace that is supportable at any retail centre or site is typically determined by the amount and sales of major and mini-major tenant floorspace. Major tenants include department stores, discount department stores and supermarkets, while mini majors are retail tenants of 400 sq.m or larger. These traders act as key customer attractors with specialty shops then feeding off the customer flows generated by these tenants.
- ii. This is not the case for strip retailing or mixed-use precincts, whereby the success of the offer depends on a range of factors such as pedestrian flows, multiple customer segments, other attractors in the area, critical masses of tenants, and the strength of key 'hero' tenants.
- iii. Taking the above into consideration, key retail specialty tenant considerations for the Compass Centre development are described as follows.

4.5.1. Food Retail

- i. The food retail category includes shops that trade in the fresh food, grocery and packaged liquor floorspace. Many tenants within this category typically look to co-locate with supermarkets in a shopping centre environment, benefitting from cross-shopping and the establishment of fresh food precincts.
- ii. Based on a review of comparable mixed-use developments, the most common tenant within this category was a liquor store. Other types of fresh food retailers include a providore, bakery, butcher, chicken shop, fishmonger, fruiterer or similar.
- iii. The ability to support several tenants within this category would depend on several factors:
 - A critical mass of food retail tenants across several sub-categories likely forming a market-style offering.
 - The ability to secure an anchor tenant such as a small supermarket or fruit and veg operator.
 - Car parking
- iv. In terms of size, food retail tenants typically have a total GLA of up to 100 sq.m. Larger tenancies are only common for liquor stores (up to 200 sq.m), delicatessens and other grocers (tenant dependent). Food retail-type tenants can trade at strong productivity rates in the order of \$9,000 - \$15,000 per sq.m, with the lower end of this threshold likely to provide an appropriate target (\$9,000 - \$12,500 per sq.m). Liquor stores tend to trade at the upper end of this range, and higher.

- v. A full-line Woolworths supermarket is provided adjacent to the site at Cabramatta Plaza. A number of food retail tenants are collocated with the supermarket, including a butcher, baker and chicken shop. Should a small food store not be provided at the site, it would likely be difficult to attract food retail tenants.

4.5.2. Food Catering

- i. The food catering category is made up of takeaway stores, cafés and restaurants. As highlighted previously, this category is a key focus for mixed-use developments and will be a major consideration at the subject site.
- ii. Food catering facilities help to activate a site and create a destination, with easy access to passing pedestrian traffic and after-hours meal services (i.e. outside regular trading hours), also benefiting from excellent accessibility and visibility. In city centre location, as well as extended hours of operation and the ability to cater to multiple meal services, these tenants provide security as pedestrian generators.
- iii. The food catering landscape within the Cabramatta Town Centre is dominated by Asian cuisine, which is reflective of the Asian-born (36.4%) population throughout the area. The Cabramatta Town Centre comprises predominantly of Vietnamese, Chinese, and Seafood cuisine.
- iv. Across comparable developments, only CBD-located assets comprise greater than 15 food catering tenants, while inner-city developments (such as Newmarket Village, East Village and Gasworks Plaza) each have around 12 - 13 food catering tenants (or some 1,200 – 1,500 sq.m).
- v. Broadly speaking, irrespective of the size of the retail offering, at least half of specialty shopfronts within comparable developments are within the food catering category and each represented development comprised at least one food catering operator. A range of tenants are common within comparable precincts, including:
 - **Smaller Takeaway Operators:** smaller takeaway shops generally have minimal footprints and seating, focusing on quick and convenient service. The types of tenants in the category include grab-and-go coffee shops, juice bars, bubble tea, ice cream/gelato, sushi, pizza, etc.
 - **Larger slow dining offer:** larger tenants that include seating typically cater for at least two meal sessions (i.e. breakfast/lunch or lunch/dinner). In this sense, dine-in tenants promote after-hours activation and can create a destinational food catering precinct for surrounding residents. These types of operators generally benefit from external-facing tenancies with overflow seating etc.

Successful dining precincts typically incorporate 3 – 4 large food catering tenants. The types of offers can include cafes, casual dining offers, or restaurants and bistros. Casual dining examples with multiple outlets around Australia include Belle's Hot Chicken, Guzman Y Gomez, Macelleria, El Jannah, Ribs N Burgers, Soul Origin, Betty's Burgers, 8 Bit, Royal Stacks, Toby's Estate, Zeus Street Greek and more.

- vi. Table 4.5 provides a gap analysis of mid-range food catering tenants within the suburb of Cabramatta and the surrounding region. Mid-range food catering tenants refers to the price point which is generally higher than standard fast food offerings. As shown, there is a very limited supply of mid-range food catering tenants, with Rashay's provided in Carramar and Liverpool, and El Jannah in Liverpool. Mid-range franchise food catering tenants are currently unrepresented within the main trade area and surrounds. This is due to the large quantity of independent, Asian operators within the Cabramatta Town Centre.
- vii. Table 4.6 outlines a gap analysis for fast food type tenants within the suburb of Cabramatta and the surrounding region. Map 4.2 illustrates the provision of food catering tenants by category throughout the Cabramatta Town Centre. As shown, the provision of food catering is focused along John Street and generally throughout the Cabramatta Town Centre.
- viii. The site would be recommended to include several food catering tenants, ranging from takeaway operators up to casual dining. Indicatively, these types of tenants would be appropriate for high exposure portions of the site, with the potential for after-hours trading and overflow seating etc.

TABLE 4.5. FOOD CATERING GAP ANALYSIS

Brand	Ave. GLA (sq.m)	Cabramatta	Elsewhere Within TA	Fairfield	Liverpool	Total Stores in NSW
Food Catering						
Guzman Y Gomez	140					54
Grill'd	200					32
Fishbowl	30					23
Rashay's	340		●		●	17
Bavarian Bier Café	400					16
Nando's	170					15
El Jannah	250				●	14
Sushi Train	120					13
Ribs & Burgers	180					11
Lone Star	430					11
Hog's Breath Cafe	450					9
Sandwich Chefs	50					6
Fratelli Fresh	520					6
Gami Chicken and Beer	n.a.					5
TGI Fridays	430					4
Italian Street Kitchen	150					4
bills	n.a.					4
El Camino	n.a.					4
The Sporting Globe	750					2
Loaded by BL	140					2

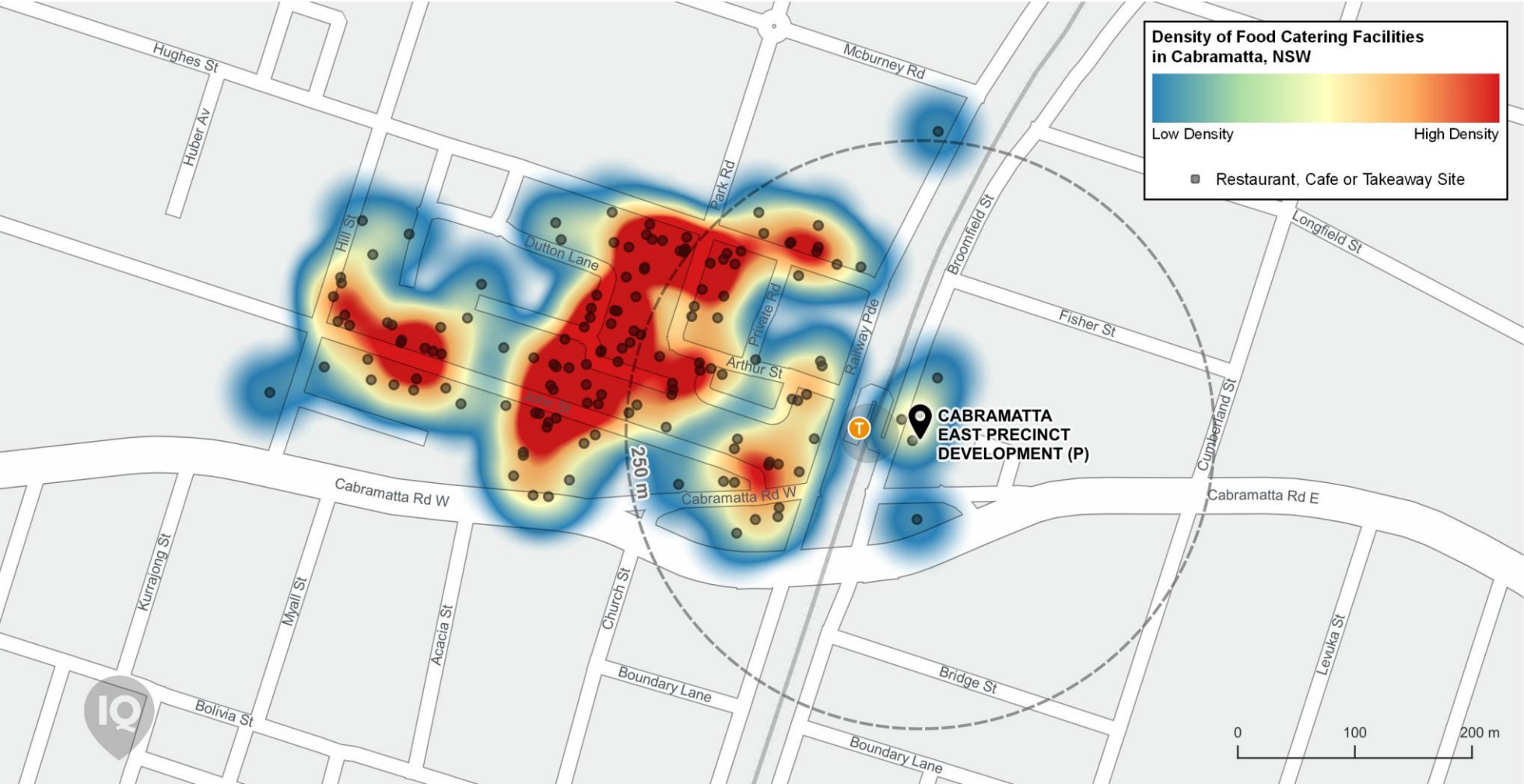
Source: Location IQ

TABLE 4.6. FAST FOOD GAP ANALYSIS

Brand	Ave. GLA (sq.m)	Cabramatta	Elsewhere Within TA	Fairfield	Liverpool	Total Stores in NSW
Food Catering						
Subway	60			●	●	347
McDonald's	330		●	●	●	325
Domino's Pizza	100	●		●	●	242
KFC	190		●	●	●	222
Oporto	70		●		●	114
Hungry Jacks	390	●				97
Gloria Jean's Coffee	60	●	●		●	94
Pizza Hut	50		●	●		87
Red Rooster	170					69
Soul Origin	50				●	66
Crust	90		●	●	●	59
Sushi Hub	50	●		●		53
The Coffee Club	120				●	45
Zambrero	70					38
Mad Mex	110					33
Roll'd	60					31
Jamaica Blue	70				●	30
Baskin Robbins	70					12
Schnitz	140				●	11
SumoSalad	50					8
Zarraffa's Coffee	140					6
Taco Bell	n.a.					6
Carl's Jr	n.a.					6
Shingle Inn	60					5

Source: Location IQ

MAP 4.2. CABRAMATTA FOOD CATERING



4.5.3. Apparel

- i. There are limited examples of apparel floorspace within comparable developments or precincts, with these types of tenants typically located in larger non-food shopping centres, such as at Westfield Liverpool to the south of the site.
- ii. The few developments that include apparel tenants are typically in established precincts that serve multiple customer segments, such as Braddon (ACT), Fortitude Valley (QLD), and Fremantle (WA). Examples of these types of precincts around Sydney and Melbourne would include Newtown (NSW), Darlinghurst (NSW), Paddington (NSW), Chapel Street (VIC), Fitzroy (VIC), and Armadale (VIC). On average, comparable developments comprise less than two apparel tenants, of which the majority are boutique-type operators.
- iii. The ability to support apparel floorspace at the site will be dictated by tenant demand. This means it can be difficult to plan for substantial apparel floorspace unless a key tenant or other pre-commitments are secured beforehand.

4.5.4. Household Goods

- i. Household goods tenants generally sell home decoration items, glassware, tableware, furniture, computers and other furnishings. Smaller tenants within this category are primarily located in large non-food shopping centres, while larger operators often locate within large format retail centres or precincts. Across comparable projects, there are very few examples of household goods retailers locating in developments that have less than 15 specialty shopfronts.
- ii. Overall, it would be unlikely that any significant household goods floorspace could be planned for, noting that a lone tenant or similar may show interest.

4.5.5. General Retail

- i. General retail incorporates a range of pharmaceuticals, cosmetics, mobile phone, toy and pet shops. Given the breadth of the category, general retail tenants are also common tenants within larger mixed-use developments.
- ii. A pharmacy as the anchor tenant, a mobile phone shop, a mobile phone repair shop, and tobacconist would be important tenants to secure to appeal to the customer segments.
- iii. Most of these tenants prefer shops of around 100 sq.m and sales would vary substantially based on the type of tenant. Pharmacies, phone shops and tobacconists can attract very strong sales volumes, while more gift/homewares-aligned brands are generally around \$6,000 per sq.m.

4.5.6. Retail Services

- i. This category includes services traders such as a drycleaner, key cutter, shoe repairer, hairdresser, massage parlour, beauty salon/day spa, and the like. Across the sample of comparable developments retail services made up around 20% of all specialty shops. Smaller developments typically include at least one retail services operator, while larger developments comprised an average of six tenants in this category.
- ii. As a smaller, destination use, retail services tenants can be assigned to less-frequented parts of the development (lower foot traffic), as they do not typically rely on passing pedestrian volumes.
- iii. These types of tenants generally smaller than 100 sq.m, and average closer to 65 sq.m. Sales for hair and beauty tenants are typically the order of \$7,000 - \$9,000 per sq.m.

4.6. Summary

- i. Based on comparable mixed-use developments, the scale of the retail component in the proposed development is appropriate for the site. Key points to note include:
 - A mini-major tenant could be accommodated with the most appropriate being either a pharmacy or large Asian restaurant. If these tenants cannot be secured consideration should be given to splitting the box and providing smaller traders.
 - The majority of retail floorspace will comprise food catering and retail services uses.
 - Limited non-food retail tenants would be supportable.
 - This retail mix would complement the existing Cabramatta Town Centre offer, providing convenience and amenity for the population to the east of Cabramatta Station.

5 NON-RETAIL FLOORSPACE POTENTIAL

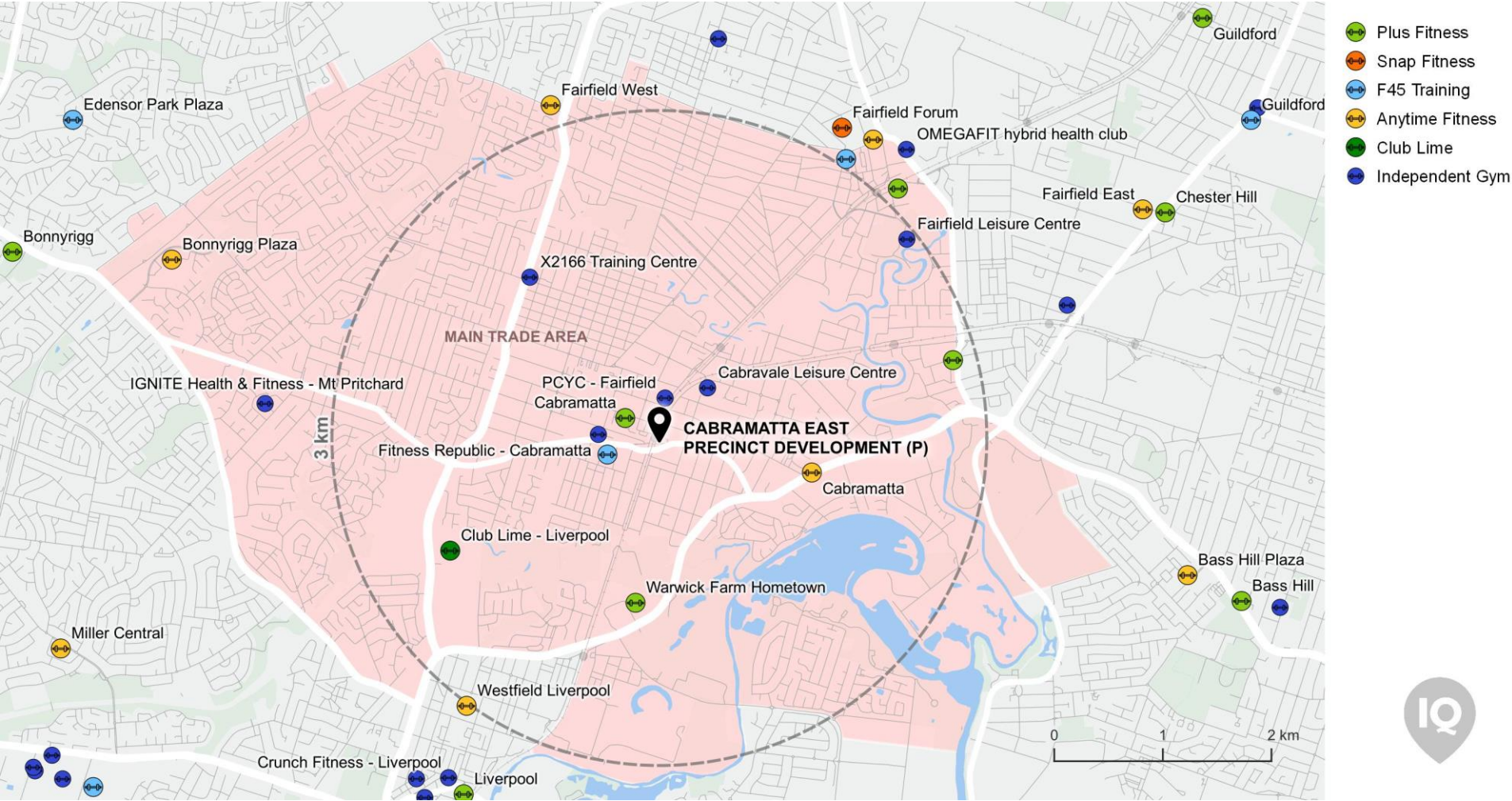
This section of the report outlines a gap analysis of potential non-retail uses that could be accommodated at the site, including a gym, medical, childcare and tavern.

5.1. Complementary Non-retail Floorspace Potential

5.1.1. Gyms

- i. There are many different sizes and forms of gyms provided throughout Australia. National brands such as Virgin Active and Fitness First typically operate large sized gyms of around 1,000 sq.m and serve a catchment of approximately 50,000 – 70,000 persons. Smaller-format gyms are typically around 200 sq.m in size serve a catchment of around 10,000 persons.
- ii. Map 5.1 illustrates the provision of gyms within the region. As shown, there are several major national chain gyms provided, including Plus Fitness, Snap Fitness, Anytime Fitness, F45 Training, and Club Lime.
- iii. According to the IBISWorld publication titled: “Gyms and Fitness Centres in Australia”, there are currently 6,620 gyms and fitness studios in Australia in 2021. This equates to 3,880 people per gym in Australia. Based on the main trade area population of ~116,150 persons, up to 30 gyms and fitness studios can theoretically be supported, with only 15 currently provided.
- iv. The nearest gym is F45 Training Cabramatta, located 800 metres to the west near the intersection of Cabramatta Road West and Myall Street.
- v. The current undersupply of gyms across the main trade area indicates moderate to strong potential for fitness uses at the subject site.

MAP 5.1. GYMS



5.1.2. Childcare Centre

- i. There are a range of early childhood education and care services available to Australian children, including childcare centres (long day care), family day care, outside school hours care and occasional care. Childcare centres are the largest component of the childhood education & care services market, making up 58%.
- ii. Childcare centres provide care for children under school age (up to 6 years of age) within facilities built (or adapted) for early childhood education and care services. Childcare centres can offer all-day or part-time care and can be operated by private operators, community and non-profit organisations.
- iii. Map 5.2 illustrates the location of childcare centres currently provided in the surrounding area. A total of 42 childcare centres are currently provided within the main trade area, accommodating a total of 1,706 childcare places.
- iv. The nearest facility is Roly Poly Child Care (900 metres to the west), which provides 39 childcare places. There are currently no child care centres provided within the Cabramatta Town Centre.
- v. There are 12 proposed childcare centres within the main trade area, including two currently under construction at Enderson Road in Fairfield and Humphries Road in Bonnyrigg.
- vi. The largest childcare centre within the main trade area is Imaginations Pre School and Early Learning Centre which is located 3.5 km to the north and provides 76 childcare places.
- vii. Table 5.1 details the likely demand for childcare centres within the catchment area over the forecast period, based on the following:
 - The total population within the catchment area over the forecast period, as well as the proportional change in childcare aged children (0 - 5 years) based on the Gen Aged Care population projections by SA2.
 - The proportion of 0 - 5-year olds typically attending day long childcare. Based on the ABS 2017 Childcare Survey, around 33.8% of 0 - 5-year olds attend day long childcare in NSW. Due to participation rates typically being lower than average in rural and regional areas, participation rates are consequently higher than average in urban areas. Industry reports state that the proportion of children attending childcare has increased since the introduction of the national Child Care Subsidy program in 2018, indicating that participation rates for 0 – 5 year-olds would be in the range of 40% - 50%, rather than the 33.8% quoted above the for the New South Wales average.
 - The current average of hours attended per week per child, as provided in the ABS 2017 Childcare Survey the mean number of hours spent in day long childcare in New South Wales

per child was 20.8 hours. Given the need for long day care centres to schedule attendances on a daily basis, it can be accepted that the average child enrolled in long day care centres, spends three days in those centres per week.

- An assumed occupancy rate of 80% for existing and proposed facilities.
- viii. Based on all the above, there is currently an indicative undersupply of 771 full-time equivalent childcare places in the main trade area (refer Table 5.1). Considering the six approved and under construction childcare centres providing an additional 368 places, there is projected to be an undersupply of 786 places over the period to 2041. This suggests supportability for a childcare centre at the subject site.
- ix. Childcare centres can vary in size with a range from 250 sq.m up to in-excess of 1,000 sq.m.
- x. The subject development is planned to include a childcare centre of 596 sq.m. Based on the above analysis and the convenient location near Cabramatta Station, there is likely strong potential for a child care centre at the subject site.

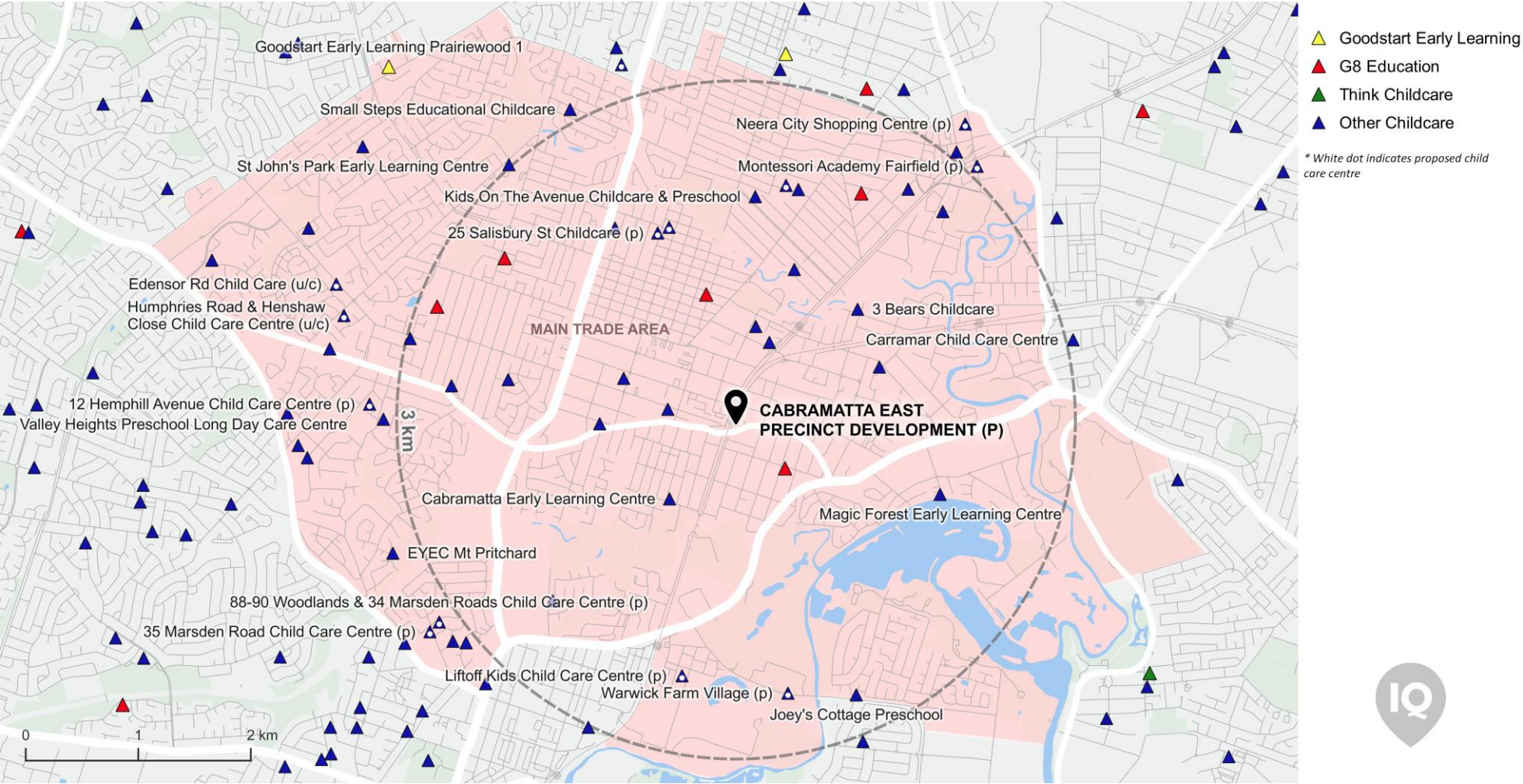
TABLE 5.1. CHILDCARE DEMAND, 2022 – 2041

	2022	Projected Over/Under Supply			
		2026	2031	2036	2041
Population					
Catchment Area Population	116,143	118,943	123,693	128,943	134,693
Catchment Area Proportion of 0 - 5 Years	6.1%	6.2%	6.1%	6.1%	6.1%
Catchment Area Children Aged 0 - 5 Years	7,119	7,376	7,606	7,864	8,150
Demand for Childcare Places					
Children Aged 0 - 5 Years in Childcare*	50.0%	50.0%	50.0%	50.0%	50.0%
Average Days Per Week*	3	3	3	3	3
FTE Demand (Children Aged 0 - 5 Years)	2,136	2,213	2,282	2,359	2,445
Supply of Child Care Places (All)					
Existing	1,706	1,706	2,074	2,074	2,074
Proposed (U/C & Approved Only)	<u>0</u>	<u>368</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Supply	1,706	2,074	2,074	2,074	2,074
Occupancy Ratio @ 80%					
	<u>80.0%</u>	<u>80.0%</u>	<u>80.0%</u>	<u>80.0%</u>	<u>80.0%</u>
Adjusted Supply at 80%	1,365	1,659	1,659	1,659	1,659
Indicative Over/Under Supply	-771	-553	-623	-700	-786

*Source: ABS: Childhood Education & Care, 2017

*Source: Department of Education and Training, Early Childhood and Childcare in Summary

MAP 5.2. CHILDCARE CENTRES



5.1.3. Medical

- i. 'Medical centre' is a term used for a collection of medical services provided at the same site, typically including General Practitioners (GPs) and other services such as a pharmacist, pathology specialists, and the like.
- ii. Map 5.3 illustrates the location and size of surrounding medical centres. There are 84 medical centres within the main trade area. The largest facility in terms of number of doctors is Fairfield Central Medical Practice with a total of 11 doctors. Notably, the majority of GPs within the main trade area operate independently and not within a large medical centre.
- iii. Across Australia, there are approximately 12.4 GPs per 10,000 persons. Based on this, the main trade area population of ~116,150 would indicatively demand ~144 GPs. Across the main trade area, there are 135 GPs which equates to a provision of 11.6 doctors per 10,000 persons indicates that GPs are slightly underprovided.
- iv. Medical centres can range in size from 250 sq.m – 1,000 sq.m, depending on the number of doctors and services offered.
- v. Table 5.2 provides a snapshot of the number of Australian Institute of Health and Welfare (IAHW) workers across the Fairfield SA3 which incorporates the Cabramatta Town Centre. As shown, there is an undersupply across most of the major health practitioner types, excluding dental practitioners and Optometrists.
- vi. Table 5.3 provides a summary of the indicative demand for health professionals based on the AIHW information and assuming the national average is currently achieved. Leaving aside the existing undersupply and based on the study area future population growth over the period to 2041, there is estimated demand for some 444 additional health professionals.
- vii. Overall, there is moderate potential for medical uses at the subject site. With the average main trade area medical centre accommodating 1.6 GPs, residents may associate strongly with a large, conveniently located medical centre which offers a variety of specialists.

TABLE 5.2. FAIRFIELD SA3 MEDICAL PROFESSIONALS PROVISION, 2020

Practitioners	Health Prof. in SA3 (Employed no.)	Health Professionals per 10,000 persons		
		SA3	NSW	AUS
Chiropractors	32	1.6	2.4	2.2
Dental Practitioners	178	9.0	9.0	9.4
GP's	202	10.3	12.5	12.9
Nurses and Midwives	955	48.5	138.6	159.0
Occupational Therapists	78	4.0	8.5	9.7
Optometrists	56	2.8	2.5	2.4
Pharmacists	210	10.7	12.0	12.6
Physiotherapists	141	7.2	13.0	13.7
Podiatrists	17	0.9	1.9	2.2
Psychologists	96	4.9	16.2	15.6

Fairfield

*2020 Headcount of Practitioners

Source: AIHW

Undersupply

Oversupply

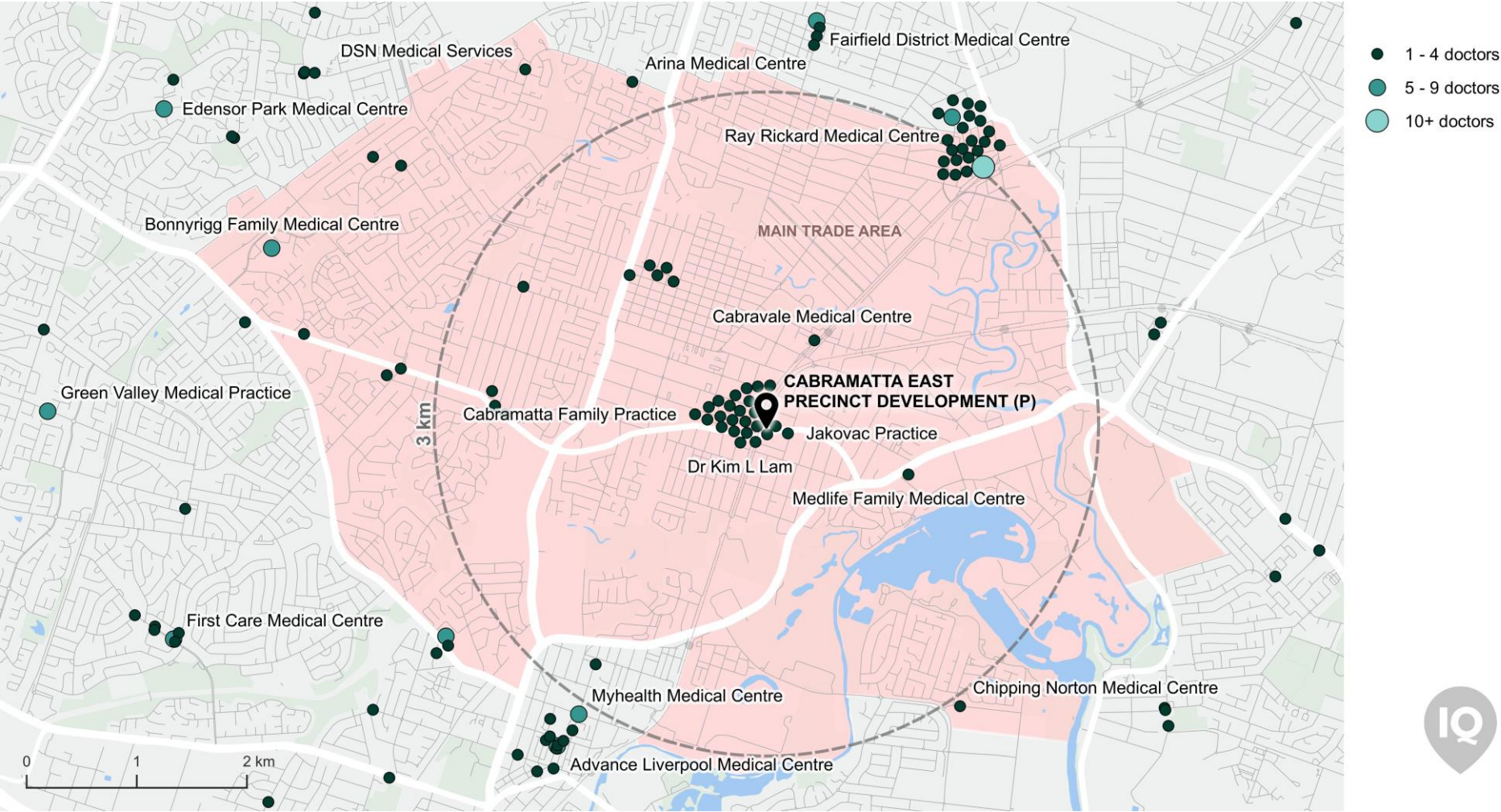
TABLE 5.3. MAIN TRADE AREA INDICATIVE HEALTH PROFESSIONAL DEMAND, 2022 - 2041

	Health Professionals per 10,000 persons*	2022	2026	2031	2036	2041	Diff.
Main Trade Area Population		116,143	118,943	123,693	128,943	134,693	18,550
Practitioners							
Chiropractors	2.2	26	26	27	28	30	4
Dental Practitioners	9.4	109	111	116	121	126	17
GP's	12.9	150	153	159	166	173	24
Nurses and Midwives	159.0	1,847	1,891	1,967	2,050	2,141	295
Occupational Therapists	9.7	112	115	120	125	130	18
Optometrists	2.4	27	28	29	30	32	4
Pharmacists	12.6	146	150	156	163	170	23
Physiotherapists	13.7	159	163	169	176	184	25
Podiatrists	2.2	25	26	27	28	29	4
Psychologists	15.6	181	185	193	201	210	29
Total	239	2,781	2,848	2,962	3,088	3,225	444

Source: AIHW

*Assuming National Average of Health Professionals in 2020

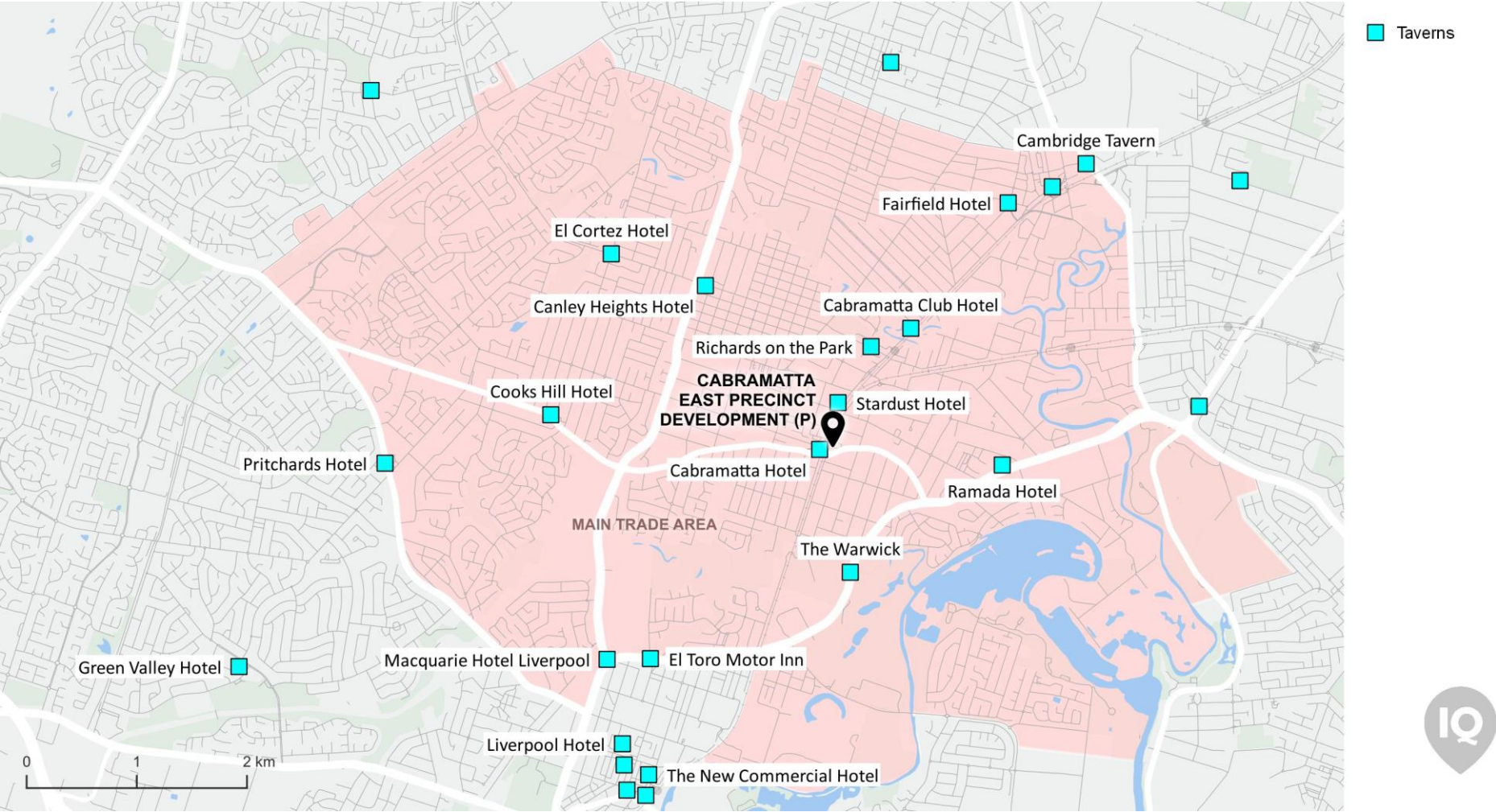
MAP 5.3. MEDICAL CENTRES



5.1.4. Tavern

- i. Taverns are often located adjacent or nearby large retail hubs and vary in size from around 300 sq.m to larger taverns of around 2,000 sq.m. Taverns typically require a population of around 10,000 persons to be supportable in established areas, or a significant worker population.
- ii. Map 5.4 shows the taverns in the area. Stardust Hotel is located at the subject site. Other taverns close to the subject site include the Cabramatta Hotel, the Warwick, and Richards on the Park.
- iii. The main trade area population of ~116,150 indicates supportability of up to 16 taverns, with 14 currently provided.
- iv. Critical factors to ensure the successful execution of a tavern are:
 - **Securing a Quality Tenant:** The overall success of a tavern at the subject site will largely come down to the operator. Securing quality tenants which resonate with both the local resident and visitor markets is critical.
 - **Complementary Uses:** Co-location with other facilities such as shopping centres and entertainment/dining precincts can enhance the destination appeal of a tavern/hotel.
 - **Accessibility and Visibility:** the site is located on a high-profile road to capture trade from passing traffic.
- v. Taverns typically average around 500 – 750 sq.m in size and would be subject to a liquor licensing application.
- vi. There is moderate to high potential for a tavern at the subject site. The Stardust Hotel is currently located at the subject site and could be replaced as part of the redevelopment.

MAP 5.4. TAVERNS



5.2. Summary

- i. Table 5.4 provides a summary of the potential for non-retail uses. As outlined above, including a broad range of complementary non-retail uses will complement the convenience-retail offer and increase foot traffic and dwell time and promote lower vacancy rates.
- ii. Supportability for key non-retail tenants is as follows:
 - **Gym** – a small gym could be included as there are few national brands located in the immediate area and there is an under provision of gyms more generally in the main trade area. This would provide convenience for onsite residents and workers and would be well located near Cabramatta Station.
 - **Childcare** – given the significant undersupply in the current market for childcare there is potential for a childcare facility at the site. This undersupply is projected to continue for the forecast period. A childcare centre at the site would be the only childcare centre within the Cabramatta Town Centre.
 - **Medical** – there are currently a number of smaller medical centres provided immediately within Cabramatta. A larger medical centre could be provided which offers allied health services as a point of difference.
 - **Tavern** – a tavern could be supported at the site based on the current under supply of tavern floorspace within the main trade area. The existing Stardust Hotel could be replaced as part of the redevelopment.

TABLE 5.4. NON-RETAIL POTENTIAL USES

Metric	Supportability Low Med High	Indicative Size (sq.m)
Gym	Med - High	250-350
Childcare	High	250-1,000
Medical	Med	250-1,000
Tavern	Med - High	500-750

Source: LocationIQ

6 SALES IMPACTS

This section of the report considers the retail sales potential for the planned retail floorspace at the proposed Cabramatta Town Centre East development as well as the likely trading and other impacts that can be anticipated following the construction of the proposed development.

6.1. Sales Overview

- i. To assess the potential economic benefits and impacts that may arise from the development of the planned retail floorspace at the proposed Cabramatta Town Centre East site, the retail sales level which the development is forecast to achieve is outlined.
- ii. The sales performance of any retail facility, be it an individual store or 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.

6.2. Methodology

- i. 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.
- ii. Location IQ adopt an evidence-based model that has been tested and refined over more than 10 years 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.

- iii. Location IQ has undertaken more than 80 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.

6.3. Total Retail Sales Potential

- i. Table 6.1 shows total retail forecast sales for the proposed retail floorspace at the Cabramatta Town Centre East development based on an indicative mix. The ultimate forecast sales will depend on the individual tenants that are secured, however, for the purpose of this assessment, a trading level has been adopted which is likely to be higher than that for mixed-use developments discussed in the previous Section 4.
- ii. Assuming a 'maximum' scenario, whereby all planned floorspace is occupied by retail tenants and no non-retail tenants such as those discussed previously are secured, other than where they have been specifically indicated on the plans outlined previously in Section One (i.e. childcare, tavern, medical, gym). Total forecast sales are \$20.7 million, or \$6,199 per sq.m in 2024/25.
- iii. By not assuming any of the planned floorspace is occupied by non-retail tenants, this assessment presents the highest forecast sales level that would be likely to occur. In this regard, resultant projected impacts on surrounding centres should also be considered as a 'worst-case' scenario. If a provision of non-retail tenants were to be allowed for, forecast sales, as well as impacts on surrounding centres, would be lower than presented.
- iv. Forecast sales of \$20.7 million in FY2025 represents a market share of main trade area retail spending of less than 2%. This figure allows for all forecast sales to be generated by main trade area residents (i.e. no sales from residents beyond the main trade area).

TABLE 6.1. CABRAMATTA TOWN CENTRE EAST FORECAST SALES, 2024/25

Tenancy	Retail GLA		Forecast Sales	
	sq.m	% of Total	\$'000	\$ per sq.m
Stage One				
Ground Level	1,392	41.8%	9,048	6,500
Mezzanine	<u>318</u>	<u>9.5%</u>	<u>1,749</u>	<u>5,500</u>
Total	1,710	51.3%	10,797	6,314
Stage Two				
Ground Level	1,280	38.4%	8,320	6,500
First Level	<u>342</u>	<u>10.3%</u>	<u>1,539</u>	<u>4,500</u>
Total	1,622	48.7%	9,859	6,078
Total	3,332	100.0%	20,656	6,199

Source: Moon Investments Pty Ltd

6.4. Sales Impacts

- i. This sub-section of the report outlines the likely sales impacts on competitive retail facilities as a result of the opening of the retail component of the proposed Cabramatta Town Centre East development.
- ii. There is no requirement for the impact on individual retailers to be specifically stated in Retail Need and Economic Impact Assessments.
- iii. 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 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.

- iv. The following key principles are then relied on when assessing the dollar (and percentage) impacts that are likely to be absorbed by existing facilities/centres:
- The greatest impacts are typically absorbed by the closest comparable centres. For example, a new Woolworths supermarket is generally likely to impact the closest nearby Woolworths supermarket to the greatest extent, followed by impacts on other comparable supermarkets (e.g. Coles), and at the lower end of the spectrum, smaller scale supermarkets/foodstores, which serve much more limited roles.
 - Impacts on smaller local supermarkets/foodstores tend to be smaller in scale, as these stores normally attract a lower market share of available main trade area expenditure and perform a different role and function within the hierarchy, often serving the local walkable catchments surrounding them, and/or serving more specialised/discerning needs (e.g. a smaller IGA).
- v. As outlined in sub-section 6.3, the proposed development would indicatively achieve forecast sales of \$20.7 million in FY2025. This would represent a market share of main trade area retail spending of less than 2%. This figure allows for all forecast sales to be generated by main trade area residents (i.e. no sales from residents beyond the main trade area).
- vi. Forecast sales outlined above represent total retail sales for the development, not incremental sales which can be defined as total sales less sales from existing retail at the site that would no longer trade due to the redevelopment. Retail Need and Economic Impact Assessments typically assess impacts based on incremental sales. The use of total forecast sales serves to present a 'worst cast' impact scenario. If incremental sales were used, impacts outlined in this report would be lower.
- vii. On this basis, on average, the estimated impact of large format retail floorspace would be -2%. 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.

- viii. Forecast sales for the proposed development would be generated from three main sources:
- Impacts on existing and planned retail floorspace **within the main trade area**. In total, there is an estimated 70,000 sq.m of retail floorspace within Cabramatta, with indicative sales in the order of \$385 million (assuming a productivity rate of \$5,500 per sq.m in FY2025).
 - Impacts on existing and planned large format retail floorspace **beyond the main trade area**. Liverpool and Fairfield are the nearest significant retail locations, with significant higher order non-food based retail facilities.
 - New spending from the opening of new floorspace/concepts which appeals to customers.
- ix. In this instance, the likely contribution to sales from the three sources would be:
- Main trade area impacts: 80% or \$16.5 million
 - Beyond the main trade area impacts: 10% or \$2.1 million
 - New spending (no impact): 10% or \$2.1 million
- x. The nearby significantly larger destinations of Liverpool and Fairfield would attract retail spending from the main trade area population. The planned retail floorspace at the Cabramatta Town Centre East site would go a small way to reducing the high level of escape spending.
- xi. Overall, the proposed Cabramatta Town Centre East site would not impact on the viability or continued operation of any existing or proposed centres in the surrounding region. Sales impacts will be spread across a range of facilities. Impacts will be in the first year, with all facilities able to capture market growth in future years.

6.5. Employment and Consumer Impacts

- i. The proposed Cabramatta Town Centre East 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 retail facilities near residents' homes.
 - Increased convenience and price competition for residents.
 - Improved customer amenity, design and aesthetic for the local residents by way of a new and modern development.

Ongoing Employment Generation

- Table 6.2 summarises the projected level of ongoing employment likely to be generated by the retail and non-retail components of the Cabramatta Town Centre East site. The employment benchmarks (jobs per 1,000 sq.m) used to calculate the indicative total jobs generated is based on typical floorspace and employment yield benchmarks.
- The retail component of the development is projected to employ around 150 persons, while the non-retail component of the development is projected to employ around 50 persons.
- Taking a conservative view and allowing for an estimated 10% of the total increase to be because of reduced employment at existing facilities, or facilities currently provided at the site that will no longer trade, net additional jobs are estimated at 180 across both components.
- Based on *Average Weekly Earnings* data released by the ABS in May 2022 (Cat. 6302.0), the additional permanent employees would earn combined total salary/wages of some \$6.2 million across retail workers (\$41,323 per worker per year).

Construction

- Construction of the entire development is estimated to incur total capital costs of some \$50 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 produced in 1996/97 and a deflated estimated total capital cost of construction of \$27.63 million (i.e. in 1996/97 dollars), it is estimated that the construction period of the proposed retail and commercial component (in isolation) would directly create 193 full-time, part time and temporary jobs over the development timeline (refer Table 6.3).

Multiplier Effect

- Overall, the subject development is estimated to directly generate 464 jobs, including (refer Table 6.4):
 - **Ongoing Employment from Planned Floorspace:** 180 jobs
 - **Construction Phase:** 193 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 481 jobs will be created indirectly.
- ii. Overall, some 855 jobs are likely to be created both directly and indirectly as a result of the subject development.

TABLE 6.2. ONGOING EMPLOYMENT GENERATING FLOORSPACE

Component	Total Floorspace (sq.m)	Employment Potential		
		Employm. per 1,000 sq.m	Indic. Total Jobs	Net Increase ¹
Retail				
Retail Specialty Shops	2,501	60.0	150	135
Complementary Non-retail				
Gym	507	25.0	13	11
Childcare	569	15.0	9	8
Medical Suites	548	15.0	8	7
Tavern	831	25.0	21	19
Total	4,956		200	180

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 6.3. CONSTRUCTION GENERATED EMPLOYMENT

Metric	Retail Floorspace
Estimated Capital Costs of Construction	
Estimated Capital Costs 2021/22 (\$M)*	\$50.0
Estimated Capital Costs 1996/97 (\$M)	\$27.63
Direct Employment Generation	
Construction Jobs per \$1 million (2021/22)	3.87
Total Construction Jobs¹	193

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 6.4. ESTIMATED TOTAL EMPLOYMENT GENERATED

Metric / Category	Est. Net Employment Increase ¹	Employment Multiplier Effects	Total Employment
Ongoing Employment from Planned Floorspace			
Retail	135	128	263
Complementary Non-retail	45	43	88
Total	180	171	351
Construction Phase			
Direct Employment Generation	193	310	503
Net Additional Employment		481	855

Source: Frasers Property Australia

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

7 NEEDS ANALYSIS

The final section of this report summarises the key conclusions of the impact analysis for the proposed Cabramatta Town Centre East.

‘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, particularly economic need, include:

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

7.1. Population and Retail Floorspace Demand

- i. In Australia, there is around 2.2 sq.m of retail floorspace provided for every resident. This is generally the accepted standard provision used throughout the Australian retail industry, with the last Retail Census undertaken by the ABS in 1991/92. Of this 2.2 sq.m, approximately 30% is estimated to be in large format retail floorspace, or 0.6 – 0.7 sq.m of large format retail floorspace per person.
- ii. Traditional retail floorspace (i.e. excluding large format retail) is generally provided at a rate of 1.5 sq.m per person on average across Australia.
- iii. There are currently an estimated 116,143 persons residing in the main trade area. Based on the average retail floorspace provision of 1.5 sq.m per person, around 174,000 sq.m of traditional retail floorspace is currently demanded.

- iv. The current provision of traditional retail floorspace within Cabramatta is estimated at around 70,000 sq.m, indicating an under supply of around 104,000 sq.m. Some of this undersupply will be satisfied by higher order non-food bases retail facilities that are provided beyond the main trade area at Liverpool, Fairfield, Wetherill Park and Bass Hill. Other convenience-based retail facilities within the main trade area would also likely be satisfying this demand, including those at Bonnyrigg Plaza.
- v. Considering a 'worst case' scenario where retail supply and demand are considered to be in equilibrium (i.e. there is no over or under supply), the main trade area population is projected to increase by around 18,500 persons over the period to 2041. A commensurate increase in traditional retail floorspace would represent some 27,800 sq.m over the same period for the main trade area.
- vi. The planned traditional retail floorspace at the Cabramatta Town Centre East site of 3,332 sq.m, would account for around 3% of the current under supply, and less than 12% of the additional traditional retail floorspace demand generated by the main trade area projected population growth over the period to 2041.
- vii. Considering a shorter-term view, the projected main trade area population increase between 2022 and 2026 is 2,800, resulting in additional traditional retail demand of 4,200 sq.m. This is approximately 25% larger than the retail component of the proposed Cabramatta Town Centre East site.

7.2. Consumer Trends

- i. Retail precincts in Australia play fundamental roles in the economies of Australia's 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 new mix-use developments within the main trade area and in Cabramatta in particular. A large proportion of the existing retail floorspace is dated. New developments would modernise Cabramatta more generally. The proposed development at the Cabramatta Town Centre East site would also provide an opportunity to improve on the laneways which form part of the character of the area.

7.3. Location

- i. The proposed Cabramatta Town Centre East site would enjoy a high-profile location, which would be very convenient and easily accessible for the local population and passing traffic. The adjacent Cabramatta Station would complement the development and add to the wider regional draw.
- ii. The proposed development would provide an anchor for the eastern side of the Cabramatta Town Centre which currently receives significantly less foot traffic and lacks pedestrian friendly thoroughfares.

7.4. Impacts on Existing and Proposed Centres

- i. The analysis of impacts provided in the previous section of this report shows the projected impacts on other centres from the proposed development would not threaten the viability or continued operation of any centre. Further, there would be no depletion or dilution in the range of services which are available to residents.
- ii. The current provision of traditional retail floorspace within Cabramatta Town Centre is estimated at around 70,000 sq.m, indicating an under supply of around 104,000 sq.m. Some of this undersupply will be satisfied by higher order non-food bases retail facilities that are provided beyond the main trade area at Liverpool, Fairfield, Wetherill Park and Bass Hill. Other convenience-based retail facilities within the main trade area would also likely be satisfying this demand, including those at Bonnyrigg Plaza.
- iii. Considering a 'worst case' scenario where retail supply and demand are considered to be in equilibrium (i.e. there is no over or under supply), the main trade area population is projected to increase by around 18,500 persons over the period to 2041. A commensurate increase in traditional retail floorspace would represent some 27,800 sq.m over the same period for the main trade area.
- iv. The planned traditional retail floorspace at the Cabramatta Town Centre East site of 3,129 sq.m, would account for around 3% of the current under supply, and less than 12% of the additional traditional retail floorspace demand generated by the main trade area projected population growth over the period to 2041.
- v. Considering a shorter-term view, the projected main trade area population increase between 2022 and 2026 is 2,800, resulting in additional traditional retail demand of 4,200 sq.m. This is approximately 25% larger than the retail component of the proposed Cabramatta Town Centre East site.

- vi. Overall, the proposed Cabramatta Town Centre East would not impact on the viability or continued operation of any existing or proposed centres within the surrounding region with all impacts within the normal competitive range.

7.5. Impacts on Retail Hierarchy

- i. The subject site is part of the Cabramatta Town Centre which includes a range of uses include retail, childcare, tavern, commercial and residential.
- ii. The retail component of the development would account for less than 5% of retail floorspace in Cabramatta Town Centre.
- iii. The development would provide destinational uses in the area such as medical, childcare and a tavern, the use of which would have flow on benefits for convenience based retailers in the area.
- iv. The eastern side of Cabramatta Town Centre currently receives little foot traffic and is not pedestrian friendly. The proposed development would improve this by providing high quality laneways which is consistent with well patronised areas of Cabramatta.

7.6. Net Community Benefits

- i. It is the conclusion of this report that a substantial net community benefit would result from the development of the proposed Cabramatta Town Centre East. Offsetting the trading impacts on some existing retailers, there are very substantial positive impacts including the following:
 - Improvement in the range of retail facilities and services that would be available to residents.
 - The proposed Cabramatta Town Centre East would improve choice of location and allow for price competition.
 - The subject site is part of the Cabramatta Town Centre which includes a range of uses include retail, childcare, tavern, commercial, medical and residential.
 - The proposed development would enhance the retail and commercial offer on the eastern side of Cabramatta Station which currently receives significantly lower foot traffic compared to the western side.
 - 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 855 jobs are likely to be created both directly and indirectly because of the planned retail and complementary non-retail components of the

proposed Cabramatta Town Centre East site. 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 serves to more than offset the trading impacts that could be anticipated for a small number of existing and proposed retail stores. Further, the impacts would not threaten the viability of any retail facilities, while also enhancing the range of services and amenity available to residents.



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