

Socio Economic Assessment

Backsaddle Pty Ltd and Wallace
Planning Proposal

8201806901-001



Prepared for
Backsaddle Pty Ltd and Mr. Chad Wallace

24 September 2018

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1 Introduction

1.1 Overview

Cardno (NSW/ACT) Pty Ltd (Cardno) has been commissioned by Backsaddle Pty Ltd and Mr. Chad Wallace ('the client') to undertake a Socio Economic Assessment (SEA) study to support a planning proposed for land in Kiama. The SEA provides data and commentary on recent trends related to social, cultural, demographic and economic matters which have informed the application for a Planning Proposal for the site. The site is described in Section 1.1.

A master plan is evolving for the site which accounts for land capabilities and the broader context. The master plan includes restoration and management of heritage items and riparian corridors, long term stewardship of land with environmental assets, new residential land to deliver innovative and diverse housing with exceptional environmental performance targets and a range of public benefits for existing and new community members.

The proposed LEP changes have been selected to deliver best practice in strategic planning, environmental management and residential design from individual dwellings to a broader neighbourhood scale.

Supporting studies have been undertaken to best inform the master plan. Further investigations will refine the delivery of an outstanding comprehensive development program. This SEA is part of the collection of studies aimed to set a commendable precedent for greenfield development in Kiama.

Features of this project delivering socio economic benefit include:

- New greenfield housing to meet projected strategic dwelling targets
- Diversity in lot size, building forms, housing costs and tenure
- A potential partnership with an aged care provider for a variety of accommodation and support
- A Wellness centre ancillary to seniors housing to be available to the general public
- A stewardship arrangement with the Illawarra Local Aboriginal Land Council (ILALC) to provide housing, a cultural and educational facility and environmental management opportunities
- New public open spaces and enhanced existing public space linked with shared pathways
- Protection and enhancement of dry stone walls making these heritage items part of the public realm
- Restoration and management of land with environmental assets
- Design guidelines and incentives for sustainable performance of dwellings, infrastructure and neighbourhood scale functions for long term health and wellbeing benefits and operational cost savings
- Opportunities for a new bus route and bus stops to service West Kiama giving transport options not currently available to new and existing residents
- Direct and indirect employment through design, construction, fit out, maintenance and operation of urban land uses and specific employment generating land uses including an aged care facility, wellness centre and the potential for a child care centre and neighbourhood shop.

The master planned project aims to deliver real-life, day-to-day benefits to the local community and to the environment. This will be proven with the project seeking independent certification as an Envirodevelopment through the Urban Development Institute of Australia (UDIA). Envirodevelopment certification includes performance measures which contribute to short and long term improvements in elements that enhance social and economic factors and achieve overall positive wellbeing for individuals, households, the broader community and the environment. The following symbols are the individual elements of Envirodevelopment.



1.2 Background

The client has engaged Cardno to complete a Planning Proposal (PP) to support an amendment to the development controls and associated mapping within the Kiama Local Environmental Plan 2011(KLEP 2011) for the site shown in **Figure 1.1**.

Figure 1.1 – Site Location



Figure 1.1 illustrates that the proposed development is located in close proximity to the following:

- > Kiama Railway Station (1.6 km walking distance).
- > Centre of the Kiama commercial district (2 km walking distance).
- > Kiama High School (Less than 1 km walking distance).
- > Kiama Leisure Centre and sports complex (1.8km walking distance).
- > Kiama main beaches (1.5 km walking distance).
- > Kiama Harbour (2.3 km walking distance).

The site is north of Old Saddleback Road and west of Greyleigh Drive, Kiama. The site is mostly cleared and has a long history of low intensity grazing and lot fragmentation. The land adjoins urban land and is within the Spring Creek catchment which includes rural, environmental protection and residential land uses.

The site is capable of being connected to all essential services and utilities.

The Planning Proposal application has been prepared based on several specialist investigations which examine land capabilities, environmental and heritage assets, service and infrastructure capacity and strategic land use context and setting. This SEA provides an analysis of demographic and economic factors relevant to the application for a Planning Proposal. This SEA has evolved from providing initial data input to the Planning Proposal application with iterative changes as the scope of investigations and studies related to the planning proposal application expanded to create a concept master plan.

Studies supporting the Planning Proposal application demonstrate that the redevelopment of the site has the potential to anchor the following new land uses, services, facilities and connections not previously available in West Kiama:

- > Regular bus service and bus stops linking to the Kiama town centre, railway station and regional network
- > Reticulated Natural gas
- > Riparian lands, cultural and educational centre, seed bank and bush tucker nursery subject to a stewardship arrangement; and
- > Three stage aged care facility integrated with a wellness centre including recreational and social services and community gardens
- > New public open spaces and enhanced network of public shared pathways and public reserves
- > A neighbourhood shop and child care centre.

These features are shown in the concept plan contained in Section 3.13 to the Planning Proposal application.

2 Reference Materials and Data

2.1 Data Sources

Unless otherwise specifically stated, the socio-economic data used in this report has been extracted from the database and interpretive graphs compiled by REMPLAN for the Community profile of Kiama Council which is tailored from Australian Bureau of Statistics (ABS) data. The data also includes the most recently released ABS data issued 18 March 2018 where appropriate.

2.2 Reference Documents

Other reference documents include:

- > Kiama Urban Strategy 2011
- > Kiama Local Environmental Plan 2011 and Kiama Development Control Plan 2012
- > Illawarra Urban Development Program 2010 to 2017
- > The Illawarra over the next 20 years: A Discussion Paper – NSW Department of Planning and Environment (DPE)
- > The Illawarra over the next 20 years: Consultation Outcomes Report Feb 2014 (DPE)
- > Illawarra Shoalhaven Regional Plan 2015 (DPE)
- > Kiama Community Strategic Plan 2017-2027
- > Kiama Council Annual Reports 2010-2016-17
- > Kiama Economic Development Strategy December 2014 (EDS 2014)
- > Kiama Retail Study 2007
- > BERT 2013-2016
- > Kiama Tourism Plan 2012 and Tourism Strategic Action Plan 2012

2.3 Findings endorsed by Kiama Council to date

Review of the strategic and statutory planning documents listed above as they relate to the Planning Proposal application is contained in Section 3 to the Planning Proposal report.

Review of the community-based documents listed above as they relate to the Planning Proposal application is contained in Sections 3, 6 and 7 to the Planning Proposal application.

Cultural and economic references listed above make conclusions and recommendations relevant to the Planning Proposal application that are summarised below.

Key socio economic challenges for Kiama recognised in studies endorsed by Council to date include the following:

- > Lack of employment opportunities for residents with less than 40% of the resident population working in the Kiama LGA
- > Kiama is a dormitory suburb with the majority of the workforce commuting to neighbouring LGAs
- > Kiama has a large proportion of residents retired from the labourforce and a population ageing at a higher rate than nearby LGAs
- > Limited, seasonal and part-time employment generated from the area's dominant industry, tourism
- > Resident labourforce has higher than average representation of workers in 'accommodation & food services', 'retail trade' and 'health care & social assistance'
- > Jobs available in Kiama are dominated by 'accommodation & food services' and 'retail trade'.
- > Lack of diversity in local employment with a large proportion of jobs in local services and not external income generating businesses
- > Tourism to Kiama is predominantly 'day trip' based with a lack of diversity of overnight accommodation and low percentage of tourism spending on accommodation
- > Population increase is slow due to limited new dwelling opportunities

- > Limited increase in new dwellings
- > Kiama has the highest average median dwelling price in non-Metropolitan NSW
- > High quality NBN access allows SMART home fitouts and work-from-home opportunities
- > Lack of industrial land supply with Bombo Quarry identified for new industrial lands without a foreseeable timeframe for redevelopment
- > Commercial premises in established towns and villages have high rents and lack diversity
- > Council has a dual responsibility for aged care being
 - (i) a direct provider owning and operating Blue Haven and
 - (ii) as a planner and facilitator for appropriate conditions for services and facilities to meet demand.

These dual roles can have potentially conflicting values.
- > Agricultural viability demands larger farm size and is focussed on the Jamberoo locality
- > Farmers markets, farm gate trails, farm-based tourism and diversification are to be investigated for potential viability of rural industries and primary production
- > Cultural development to be investigated by special events, links and connection opportunities such as advertisement and awareness promotion campaigns

Key points for action specified in the Kiama EDS 2014 are as follows:

> Residential issues:

"Kiama faces a number of issues with accommodating its population growth: the community's 'drawbridge mentality,' geographic constraints and a shortage of appropriately zoned land. High prices indicate the high level of demand, and will skew the demographic mix towards older, wealthier groups – to address this affordability issue, it was suggested that the area needs either intensification/infill development or new land released."

> Lessons from economic trends and drivers

"Councils urban planning policies and activities influence a location's investment appeal and, by extension, its economic development prospects."

"Kiama won't be able to compete with larger cities such as Wollongong which have a critical mass of businesses and are going to be able to attract and retain higher order firms. Kiama is still going to be limited by its size and distance from Wollongong and Sydney."

"(L)iveability' actions for Kiama would address items such as:

Access to a more diverse range of job options close to home

The affordability of housing – including innovations to ensure a mix of housing available to residents and households with changing needs and expectations

Provision for new housing that is appropriate to 'place' – that balances urbanity with respect for neighbourhood scale and Kiama's unique natural setting

Provision of cultural, recreational and community facilities

Principles for the physical provision of educational facilities

Access to and the quality of open space – not only the amount but relative access to different types of open space or a recognition that urban spaces, the beach and river foreshores, high quality and walkable 'main streets' should also be considered"

> Health Care and Education

"Growth has occurred in health care and education" with some specialisation in aged care.

> Infrastructure

"While Kiama's 'regional competitiveness' score for infrastructure and essential services is low compared to the nearby LGAs, it is ranked higher than surrounding LGAs for innovation, human capital, technological readiness, building approvals and wages/labour costs. Based on the value add multiplier, investment in the construction industry (\$1.70) has the 'biggest bang for buck' in the local Kiama economy, followed by mining (\$1.49), professional, scientific and technical services (\$1.47), administrative and support services (\$1.46) and manufacturing (\$1.45). Based on employment multipliers, those industries which create the most jobs are rental, hiring and real estate services (1.88 jobs), construction (1.63 jobs), financial and insurance services (1.51 jobs). There are

employment declines and low degrees of specialisation in manufacturing, financial services and public administration. Although these sectors are relatively small employers in Kiama”

The following sections of this SEA verify socio economic data specific to Kiama and its regional context.

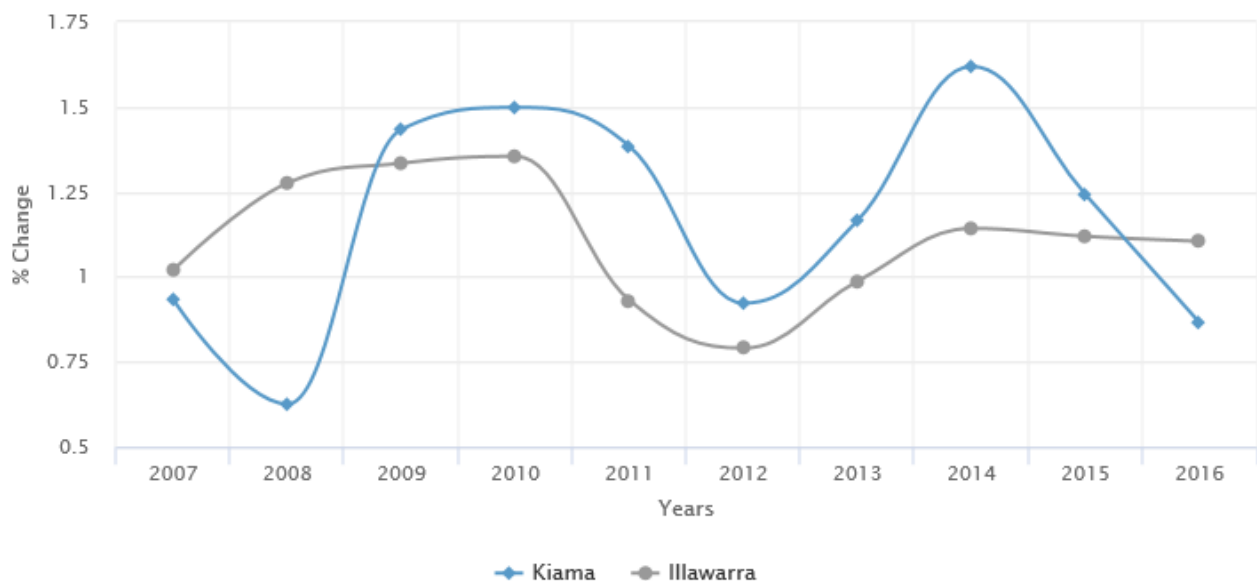
3 Resident Population

3.1 Total Resident Population

ABS Census information for Kiama Local Government Area (LGA) indicates the usually resident population of Kiama on the 2016 ABS Census night was 21,466. Kiama's resident population has increased 7.4% from the 2011 Census. The magnitude of population increase for Kiama from 2011 to 2016 was greater than the Illawarra (6.61%) but less than the increase for NSW which was 8.13%.

The Kiama population has demonstrated a slight but steady increase since 2006. However the rate of increase in the population has been declining since 2014 contrary to the steady trends for the Illawarra and NSW (see Figure 3.1).

Figure 3.1 Change in resident population 2007 to 2016 – Kiama vs Illawarra



The change in resident population is closely correlated to the availability of new dwellings as reflected in the Building approvals data shown in Figure 4.1. The peak changes of 2009-2011 and in 2014 correspond specifically to peaks in the delivery of residential building work in Figure 4.1. Combined with the data for changes in dwelling type (see Figure 3.2), this shows the large majority of new residents were accommodated in new medium density housing.

3.2 Population by Age Groups

The breakdown of the Kiama population by age structure is shown in Figure 3.2 and is presented in comparison to the populations of the Illawarra and of NSW. Figure 3.2 shows that children under 9 years are slightly underrepresented in Kiama and people aged over 50 years are notably overrepresented in Kiama compared to broader areas.

Figure 3.2 – Population by age cohort 2016 census

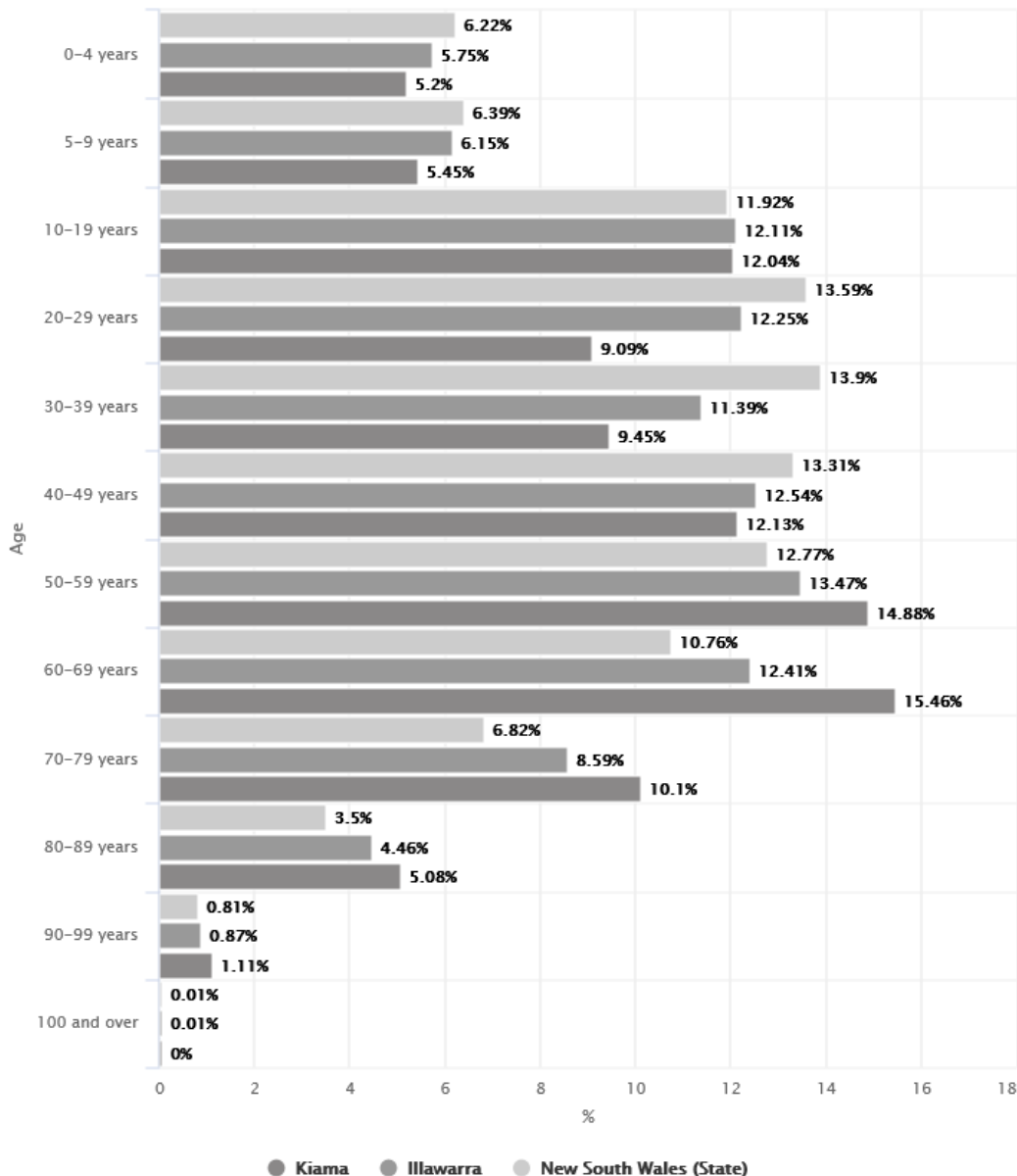
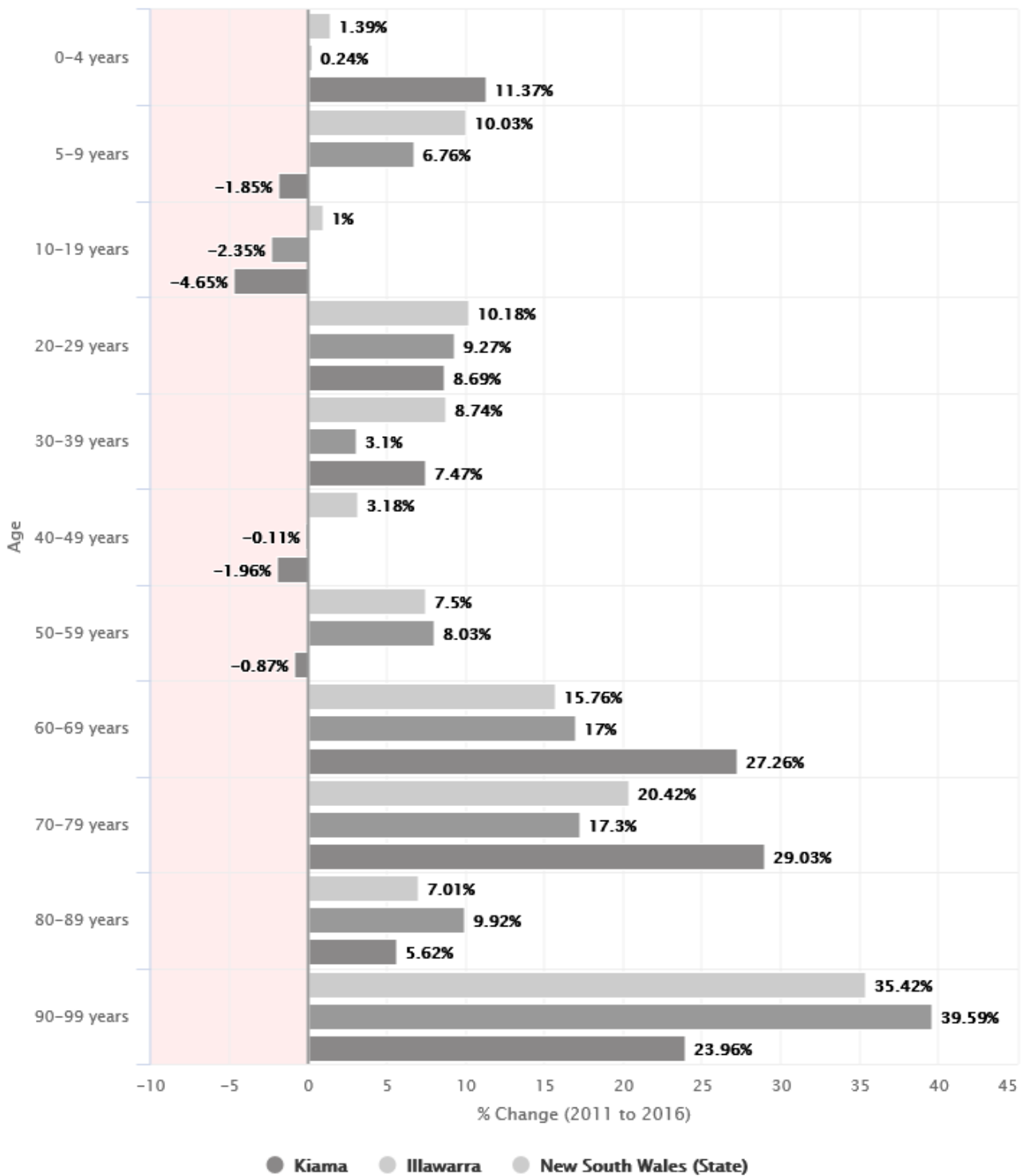


Figure 3.3 shows the percentage change between the 2011 and 2016 Census in age groups of Kiama residents compared to the Illawarra and NSW. It shows Kiama's population change was distinctly different to the broader areas with respect to:

- A greater increase in the percentage of the population aged 0 to 4 years;
- A net decrease in the percentage of the population aged 5 to 19 years and a net decrease in the parental generation of these persons aged 40 to 59 years; and
- A greater increase in the percentage of the population aged 60 to 79 years.

The majority of the population increase in Kiama is attributable to an increase in the percentage of population aged 60 years and over. As identified in Section 3.1, these additional residents were mostly accommodated in new medium density dwellings constructed in 2013 to 2015.

Figure 3.3 – Change in Age cohorts 2011 to 2016



3.3 Movement of Residents

The Kiama population is relatively stable. At the time of the 2016 Census, 84.37% of residents had lived in Kiama for more than one year and 67.89% of residents had been living in Kiama for five years or more. These percentages are far greater than for nearby LGAs.

For those who have recently moved to Kiama, the most common previous place of residence is the nearby LGAs of Wollongong, Shellharbour and the Shoalhaven. Kiama residents who arrived from overseas during the past five years represent 1.68% of the 2016 population.

3.4 Cultural Diversity

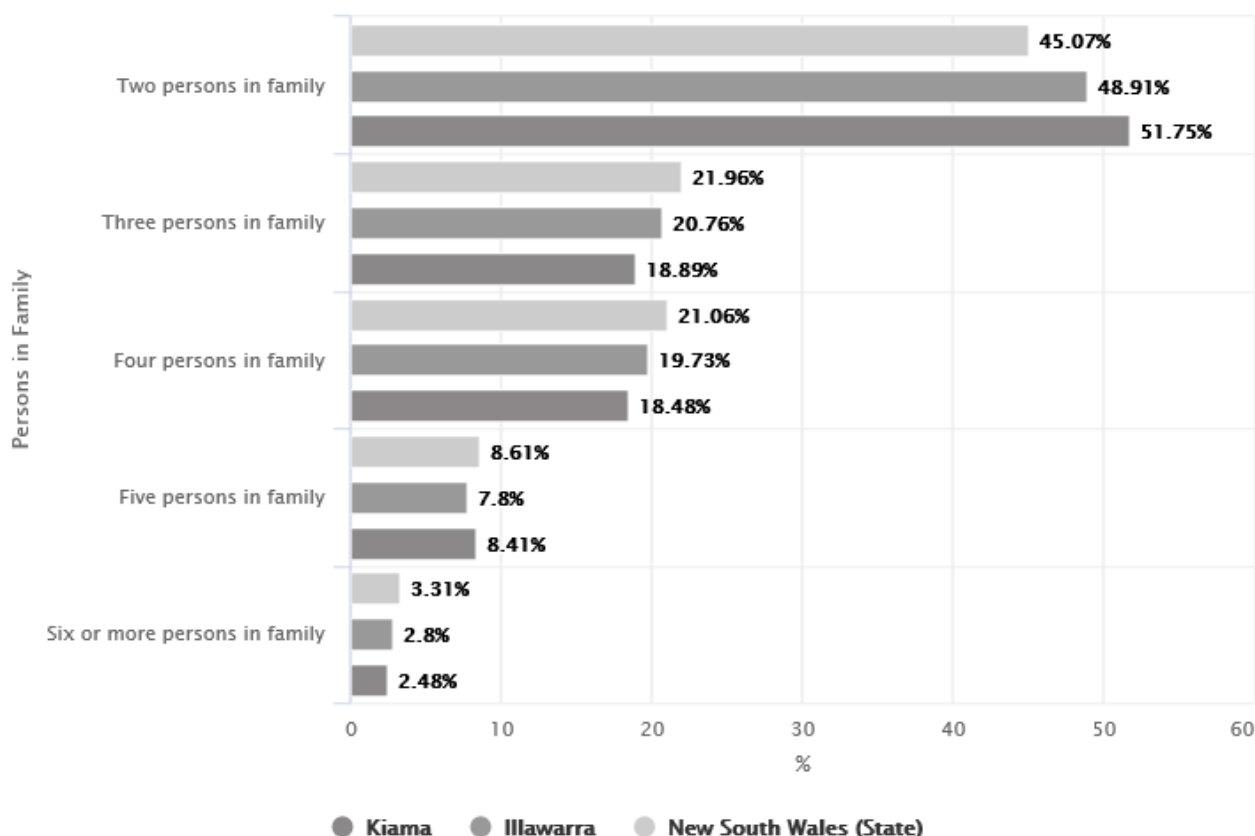
In 2016, 79.52% of the Kiama population were born in Australia. The most common birthplace for non-Australian born Kiama residents is England (5.2%). The percentage of English speaking households in Kiama (89.56%) is notably greater than for the households of the Illawarra (82.55%) and NSW (68.54%).

The percentage of the Kiama population identifying as Aboriginal and Torres Strait Islander is 1.74% which is less than for the Illawarra (3.39%) and NSW (2.17%).

3.5 Household Size and Composition

Two person households are slightly more common in Kiama than in the Illawarra and NSW as shown in Figure 2.4. This is likely to reflect the higher percentage of the population aged over 59 years who are colloquially labelled as “empty nesters”.

Figure 3.4 Distribution of Households by Size and Family Structure



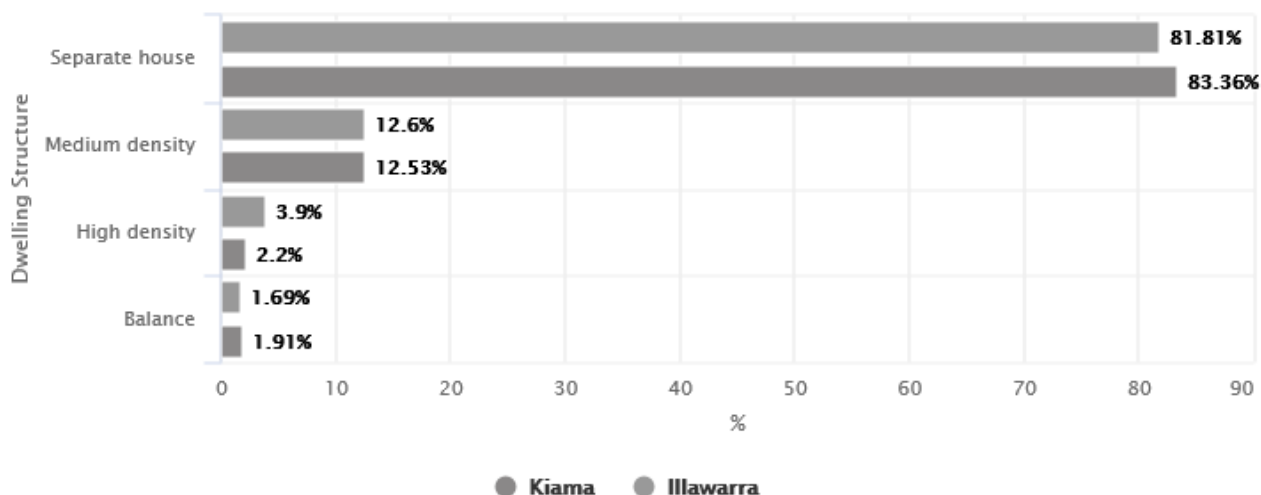
4 Urban form and Construction

4.1 Housing form

At the 2016 Census, 98.1% of the Kiama population lived in housing that fit the categories shown in Figure 4.1. The majority of households (83.36%) lived in separate, detached dwellings and 12.53% of households lived in Medium Density dwellings. These percentages are similar to the data for Illawarra households.

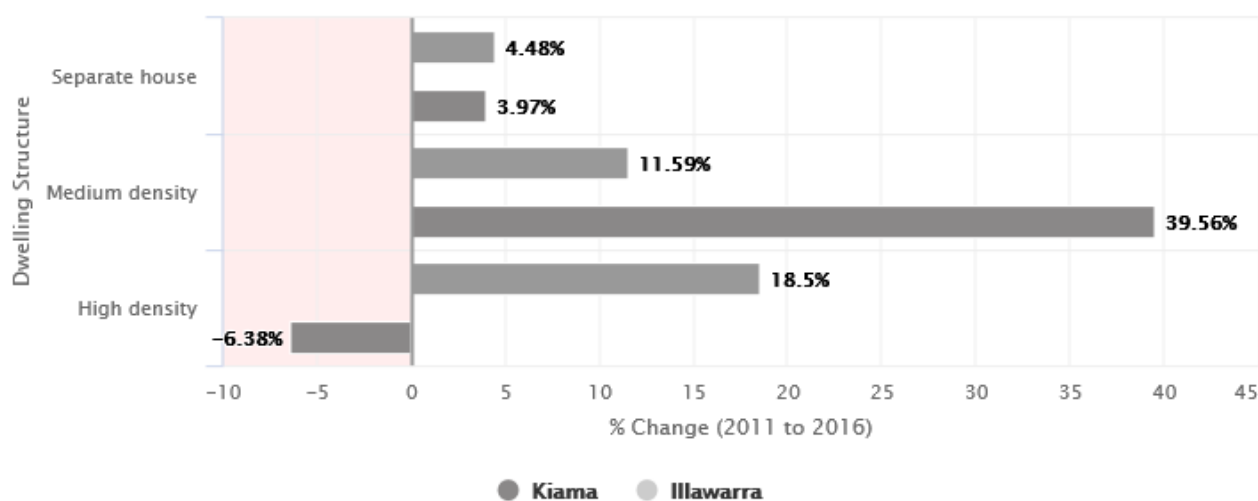
A smaller percentage of households in Kiama lived in high density dwellings than those in the broader locality of the Illawarra.

Figure 4.1 Breakdown of Dwelling type for households in Kiama and the Illawarra



There were striking changes in the type of dwellings and dwelling densities accommodating the Kiama population between 2011 and 2016. Figure 4.2 shows a large increase in the percentage change of households living in medium density dwellings and a decrease in the percentage of households in high density dwellings. Both these figures are notably different to those for the Illawarra region where the largest change was the increase in households accommodated in high density dwellings.

Figure 4.2 - Change in the dwelling types for households in Kiama and the Illawarra between 2011 and 2016



The data in Figure 4.2 combined with data previously presented in this report indicates that the most notable recent changes for the Kiama population have been an increase in residents aged over 60 years moving into new medium density dwellings. A notable longer term trend is the highly stable resident population and low turnover of dwellings in the local housing market.

5 Home Tenure

Figure 5.1 shows the tenure breakdown for households in Kiama compared to Illawarra households. It shows outright home ownership and mortgages are more prevalent in Kiama than for the Illawarra area and conversely that the proportion of households renting their homes is far less in Kiama.

Figure 5.1 Tenure types for households in Kiama and the Illawarra

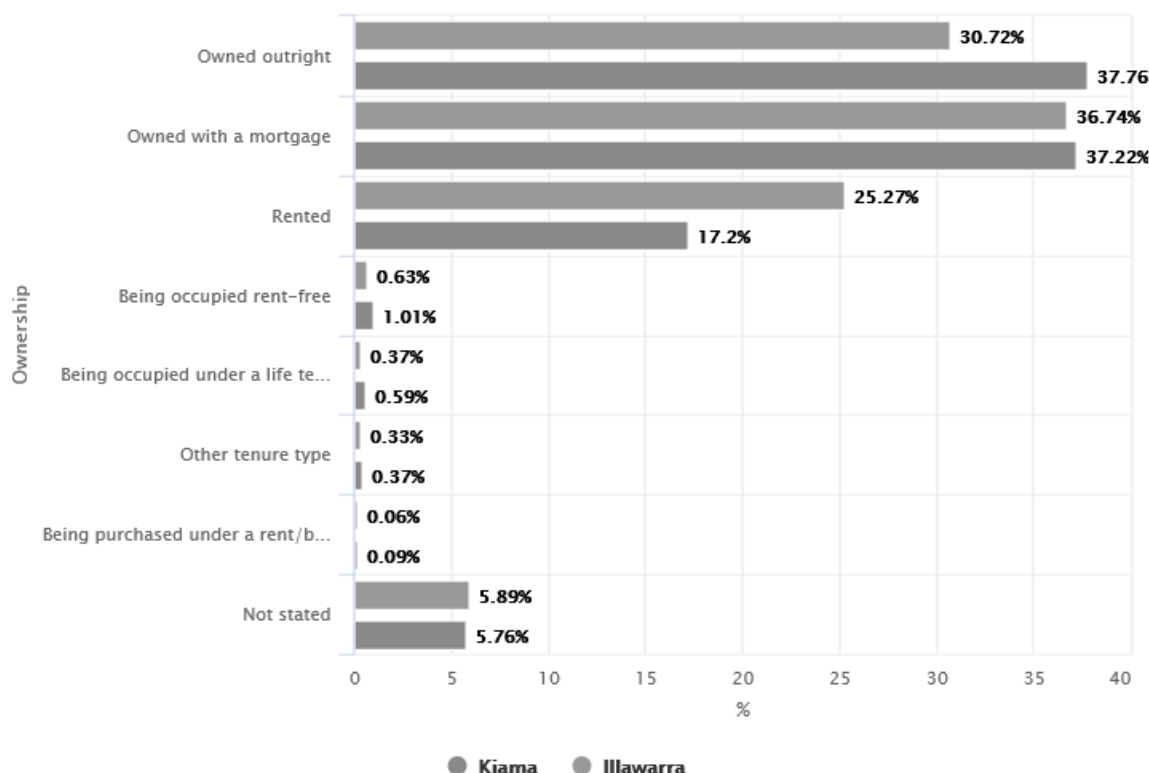


Figure 5.2 shows the change in tenure data from 2011 to 2016. It shows the increase in the percentage of households in Kiama who owned their home outright was more than double that for the Illawarra. Figure 3.2 also shows that there was a decrease in the percentage of Kiama households who are renters. This is likely to correlate with the decrease in high density housing types (Figure 4.2) and the displacement of renters from this housing.

Figure 5.2 also shows a contrast between households in a rent/buy agreement between Kiama and the Illawarra. Rent/buy agreements include private contracts and agreements for social housing where rental payments are made over a fixed term. Rent/buy give a tenant the option of purchasing outright at the end of the contract period. In both cases the total numbers of households in this tenure type is small (being less than 1% of all tenure categories). However, as is demonstrated below, this tenure group is an important component of affordable housing.

For Illawarra households in rent/buy schemes there was a 56.61% decrease in rent/buy households. This corresponds with a large number of social housing dwellings being sold into the private market during this time. For Kiama there was a 50% increase in the households under rent/buy although this form of housing still represents less than 1% of all Kiama households.

Rent/buy is an important issue when considering the data on weekly rents and household incomes in Figures 3.3 and 3.4. A 2016 study by the Consumer Action Law Centre (*Fringe dwellings – the vendor finance and rent-to-buy housing black market: October 2016*) could not identify a single successful case of a rent to buy scheme in Australia over the last 15 years where the tenant had completed an agreement and owned a home outright.

Combined with the changes in age groups (Section 3) and the change in dwelling types (Section 4) there is a strong correlation indicating that the increased proportion of the population aged over 60 years were highly likely to have moved into medium density housing and own that home outright.

Figure 5.2 Change in housing tenure types 2011 to 2016

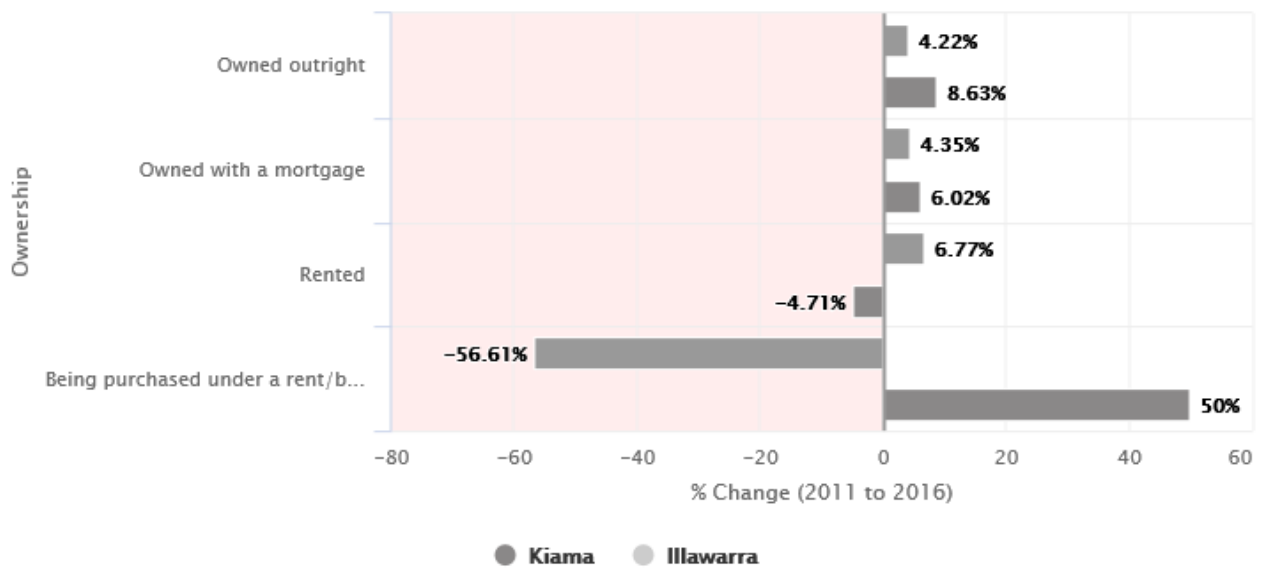


Figure 5.3 is a breakdown of the weekly rental for households in Kiama compared to the Illawarra and shows that there is a consistently larger percentage of 'lower cost' rented dwellings in the Illawarra than in Kiama. In part this reflects the greater percentage of smaller (medium and higher density) dwellings that make up the dwelling stock in the Illawarra. Kiama has a higher percentage of rented dwellings where rents exceed \$400 per week.

Figure 5.4 is a breakdown of the weekly mortgage repayments for households in Kiama and the Illawarra. It shows that there is no notable difference between the two regions in terms of the percentage of households paying similar amounts for mortgages.

The data for weekly household income in Figure 5.5 shows the weekly household income distribution is similar for Kiama and Illawarra residents.

Figure 5.3 Weekly rental amounts for households renting in Kiama and the Illawarra

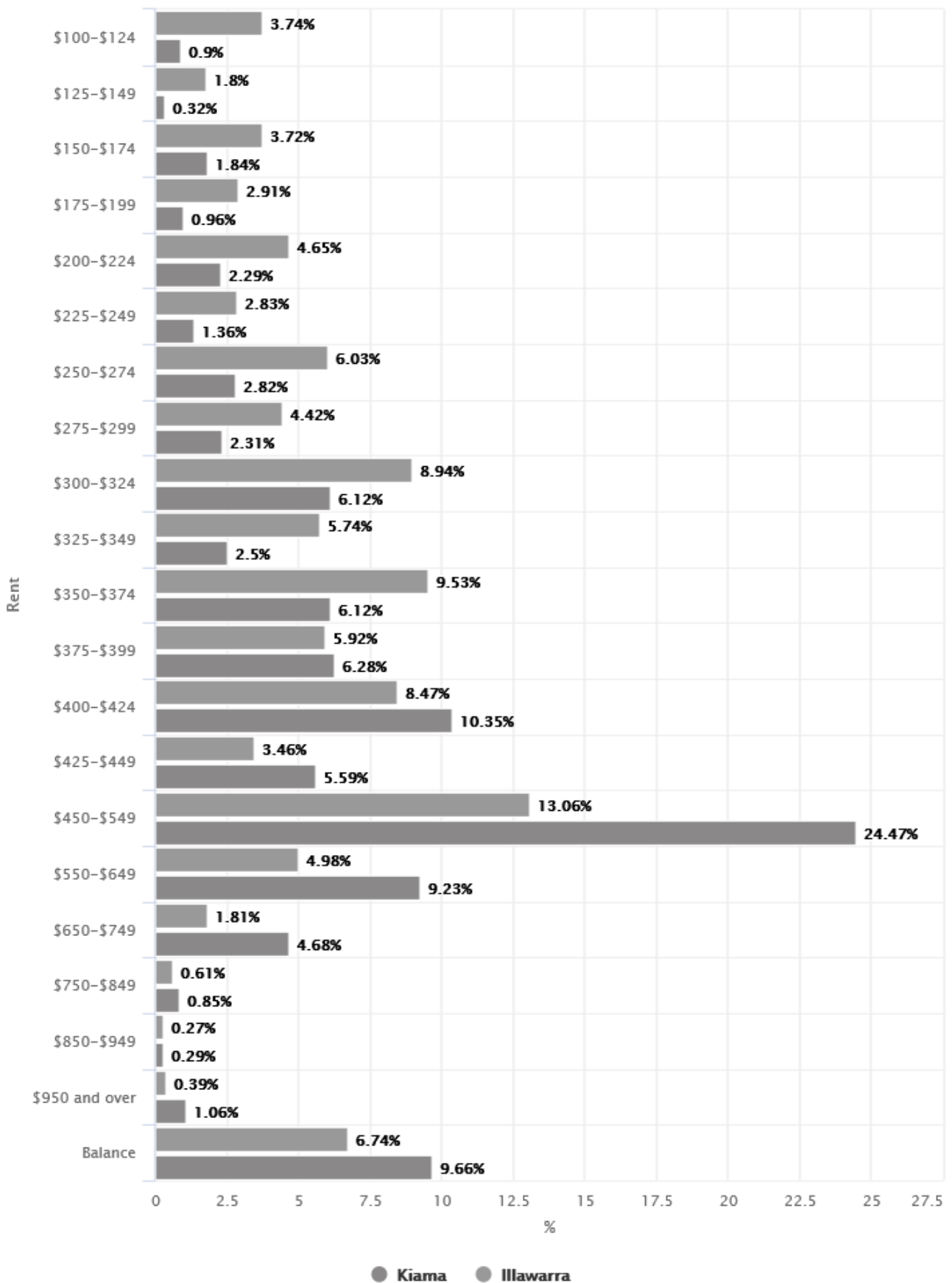


Figure 5.4 Weekly mortgage repayments Kiama and the Illawarra

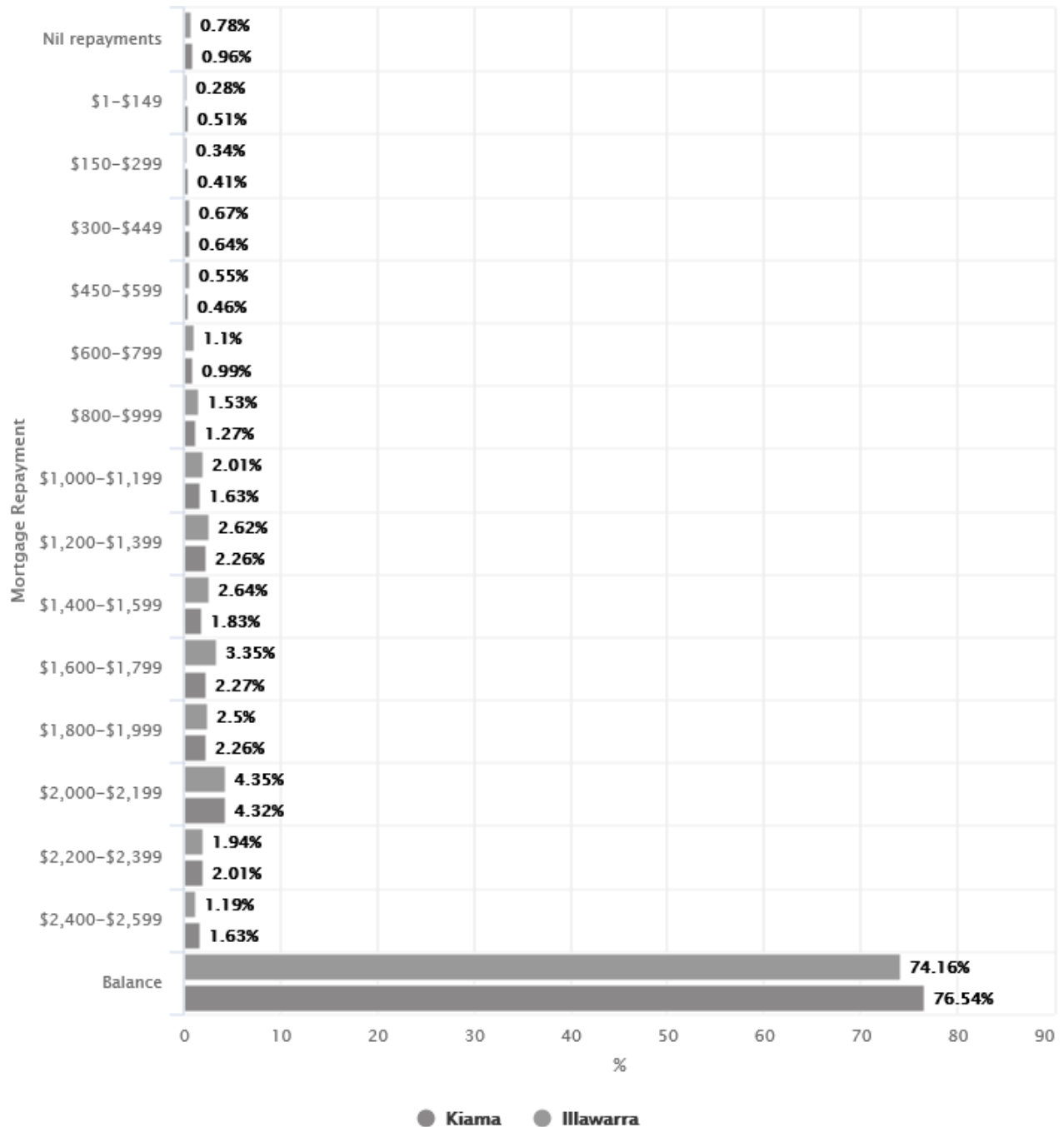
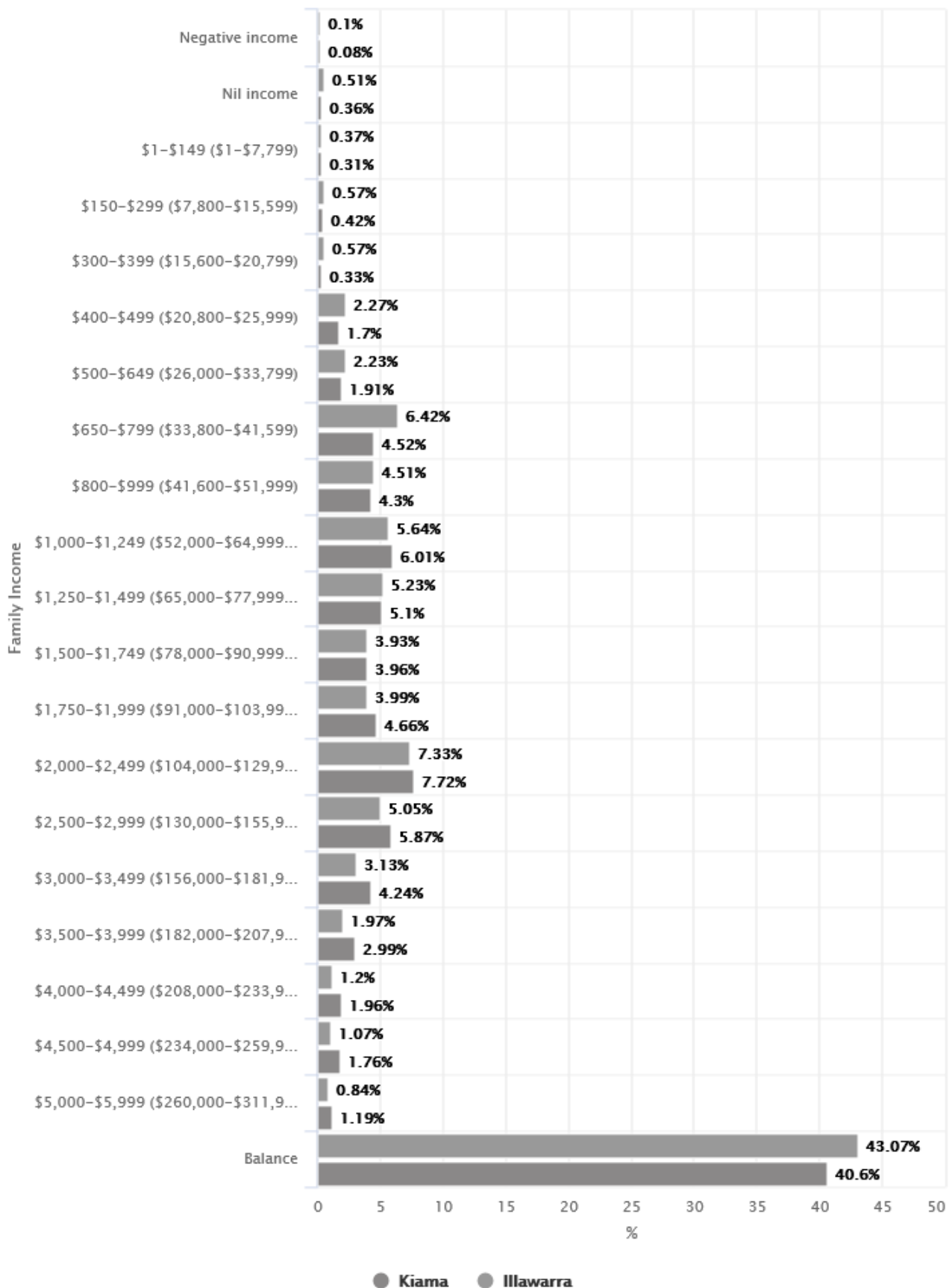


Figure 5.5 Weekly Household income for Kiama and the Illawarra



Combining the data from Figures 5.1 to 5.5 inclusive there is a mismatch between household income and the diversity of rental costs and mortgage costs for Kiama residents with the following major consequences:

- Rental stress
- Mortgage stress
- Housing market inertia

The lack of lower cost rental accommodation in the Illawarra compared to the rest of NSW is even more acute for households in Kiama and results in a high degree of rental stress for Kiama residents as confirmed by information quoted by the Department of Family and Community Services Centre for Affordable Housing which states as follows:

“All Illawarra region LGAs have higher levels of very low income households in rental stress than the already high average of 87% for the Rest of NSW.

Purchase affordability for very low income earners in the Illawarra region has been at close to 0% for the last 7 years, well below the level for the Rest of NSW. The situation for low income purchasers in the Illawarra region is a little better, with the exception of Kiama, although still well below the low 18.0% average in the Rest of NSW at September 2013 (0.5% of properties in Kiama were theoretically affordable for purchase by low income households, 4.0% in Shellharbour, 4.2% in Wollongong and 9.2% in Shoalhaven). This is an extraordinarily low proportion affordable for purchase, particularly given the high proportion and growing numbers of low income households.”

... “A proactive stance is required to increase the number of one and two bedroom dwellings suitable for single and couple only households. This would provide greater flexibility in the dwelling stock to meet the range of housing needs in the local community, including for older age groups – particularly as smaller household types are forecast to grow strongly to 2031 in the Illawarra. This has the potential of assisting in affordability.

The region generally has a lower provision of private rental and poor match of household type to bedroom mix. There is a very clear need for more affordable rental accommodation to begin to address the significant demand supply imbalance particularly for lower income households, the increasing number of seniors and frail aged and for students at the University of Wollongong, and there is insufficient diversity in the housing stock to meet local needs now and into the future.”

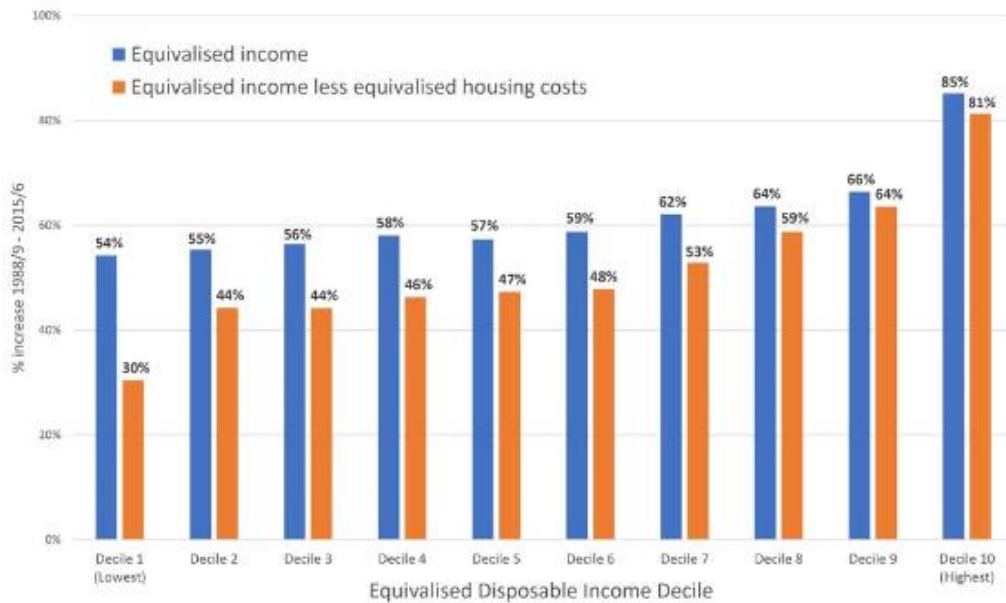
Recent research responding to the Federal Government's Productivity Commission report titled Rising Inequality includes data referencing the ABS Equivalised Income compared to Equivalised housing Costs as reported by the Urban Development Institute of Australia (UDIA). The data is summarised in Figure 5.6.

The trend shown in Figure 5.6 is a polarisation of the housing market from the recent boom in housing prices nationally. The rate of increase in disposable incomes for the top 10% of households was up to 2.7 times greater than for the bottom 10% from 1988 to 2015. In short, housing cost impacts decline as income rises.

The resulting inequity means higher income households are comparatively substantially benefitted from increased house prices at the same time as lower income households are increasingly financially stressed.

New strategic planning for housing needs to be mindful of catering for a very wide range of housing options particularly in localities such as Kiama where the established resident population is dominated by high home ownership, long term resident occupancy and low housing market turnover and high household incomes.

Figure 5.6: Comparison of Average Income and Income – Housing Cost (Source: ABS HECS Microdata Household Expenditure, Income and Housing 2015-'16 (Cat. No.6540.0 3/08/2018))



6 Construction Activity

Figure 6.1 displays data on the value of Building Approvals issued between the financial years of 2001-'02 and 2016-'17 for construction projects in Kiama and the Illawarra. The data is displayed for non-residential and residential building projects. Figure 6.1 shows for both localities:

- the value of approved residential development typically exceeds non-residential development; and
- the total value of approved residential development has more than doubled in the most recent two to three years.

Combining this data with the change in dwelling types in Figure 5.1, a large portion of the new residential development in Kiama has been directed towards construction of medium density housing.

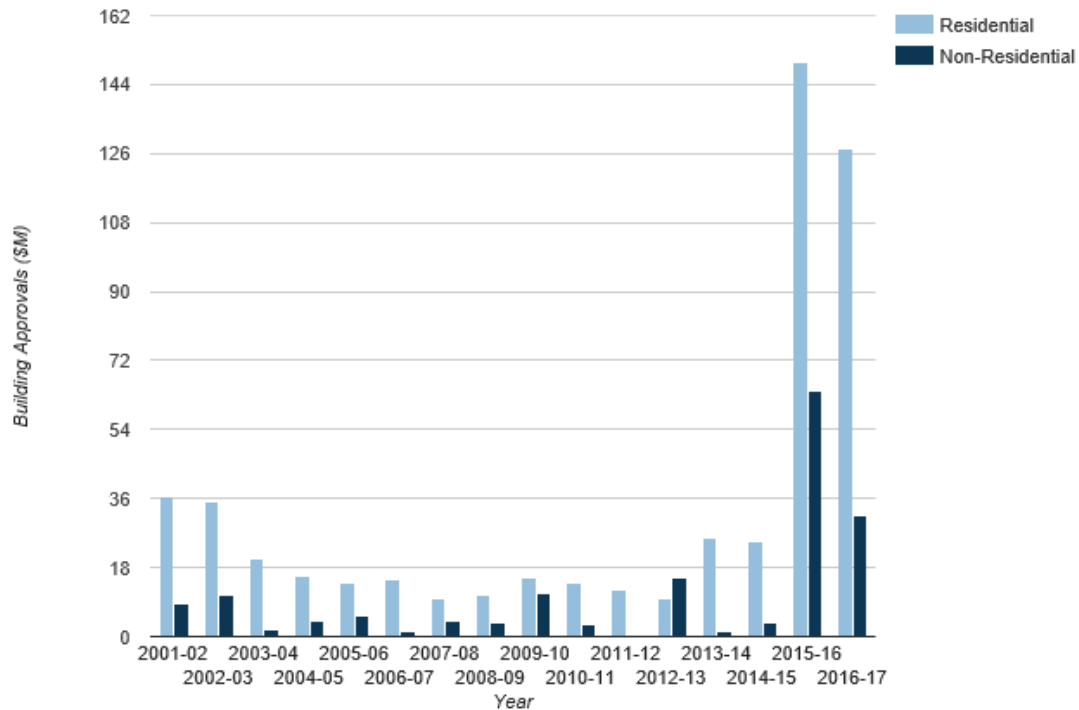
Combining this data with the information on changes in housing tenure (Figure 5.2) and weekly rentals (Figure 5.3) the increase in medium density dwelling investment in Kiama:

- has delivered housing for older households who own their home outright and are likely to remain in that home long term;
- has not improved affordability of home purchase (no reduction in weekly mortgage payments per household); and
- has not reduced rental stress.

Figure 6.1 Building approvals 2001 to 2017 for Kiama and the Illawarra

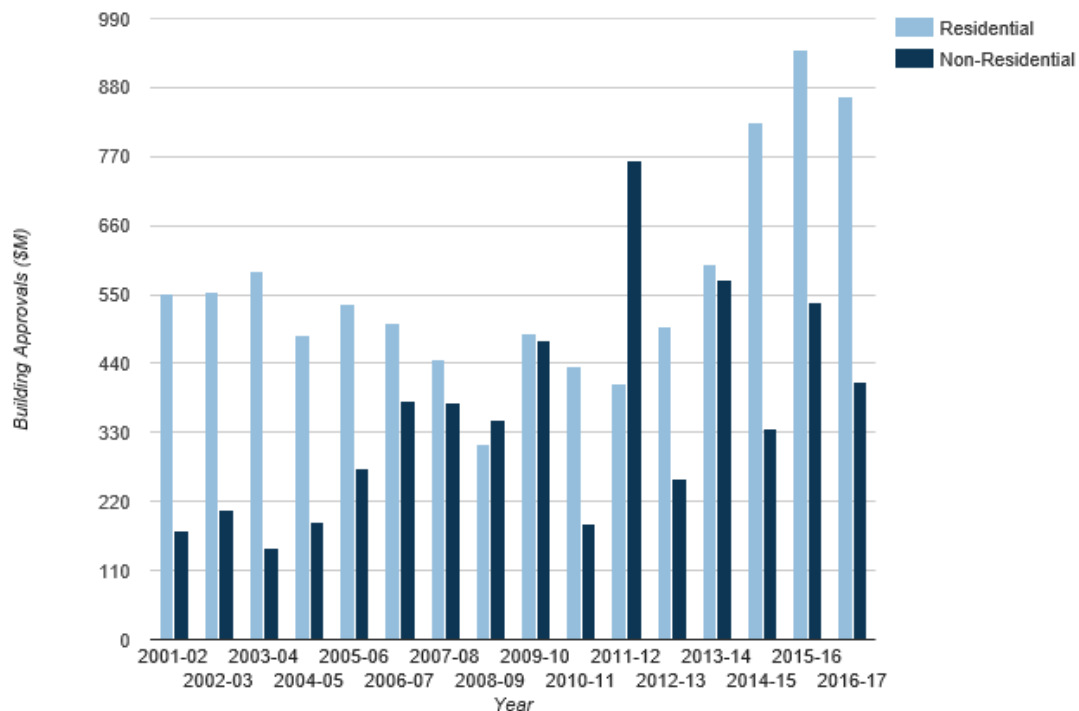
Kiama

Building Approvals



Illawarra

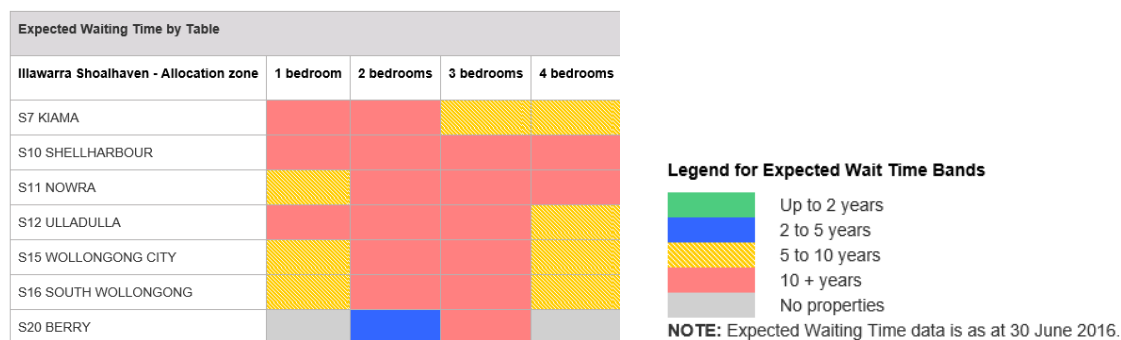
Building Approvals



7 Housing Availability and Waiting Lists

Expected waiting times for social housing are regularly updated by Family and Community Services (FACS) by region (see <http://www.housingpathways.nsw.gov.au/how-to-apply/expected-waiting-times/illawarra-shoalhaven-and-southern-nsw>). Data for the Kiama region indicate that the wait list for smaller dwellings (studio, one and two bedroom dwellings) is 10+ years and the wait for dwellings with three or more bedrooms is 5 to 10 years. In practical terms this equates to nil housing supply for social housing in Kiama.

Figure 6.1 is a comparison of social housing availability in regions of the Illawarra.



FACS also reports data on unoccupied dwelling stock. Unoccupied dwellings are defined by the ABS as those built specifically for living purposes which are habitable but unoccupied on census night and include vacant houses, holiday homes, huts and cabins (other than seasonal workers cottages) and newly completed dwellings not yet issued with an occupation certificate. Unoccupied dwellings in Shoalhaven LGA represent 27.5% of the 2016 Census dwelling count, those in Kiama are 18.9% and for NSW the percentage is 13.4%.

According to FACS database from the 2016 ABS Census, 0.5% of properties in Kiama were theoretically affordable for purchase by low income households, 4.0% in Shellharbour, 4.2% in Wollongong and 9.2% in Shoalhaven. Kiama has an extraordinarily low proportion of housing affordable for purchase, particularly given the high proportion and growing numbers of low income households leaving the locality as discussed in Section 3.

FACS makes the following commentary on the housing markets in the Illawarra:

“Studio, one and two bedroom dwellings combined comprise just 9.1% of all dwellings in Shellharbour, 11.3% in Kiama, 12.7% in Shoalhaven and 18.6% in Wollongong. This is in spite of the fact that lone person and couple only households combined comprise 57.9% of all households in Shoalhaven, 53.8% in Kiama, 49.3% in Wollongong and 45.5% in Shellharbour. Despite the increasing numbers of single people, the existing house stock has been built for families. A proactive stance is required to increase the number of one and two bedroom dwellings suitable for single and couple only households. This would provide greater flexibility in the dwelling stock to meet the range of housing needs in the local community, including for older age groups – particularly as smaller household types are forecast to grow strongly to 2031 in the Illawarra. This has the potential of assisting in affordability.”

8 Economic Data

8.1 Labour force

Labour force participation data relates to persons aged 15+ years minus those persons who have nominated in the Census survey as neither employed nor unemployed (including people who are retired, pensioners and people engaged solely in home duties).

Figure 8.1 shows:

- a greater percentage of the populations of Kiama and the Illawarra are not participating in the labour force in comparison to NSW (these people include retired persons and pensioners); and
- there are slightly more part-time workers and slightly fewer full time workers in Kiama and the Illawarra than for NSW.

Figure 8.2 shows data on recent changes in unemployment rates as collected by Australian Government Department of Jobs and Small Business for Small Area Labour Markets (SALM). It shows unemployment for Kiama residents has slightly decreased in the last three years and has been consistently lower and less volatile than unemployment in for Illawarra residents.

The number of jobs available in the Kiama LGA in 2016 has been estimated at approximately 5,200. The total resident workforce was approximately 10,000 persons. Based on these estimates from different data sources it is possible that half the workforce are likely to travel outside the LGA for work.

Figure 8.1 – Participants in the Labour force for Kiama, the Illawarra and NSW

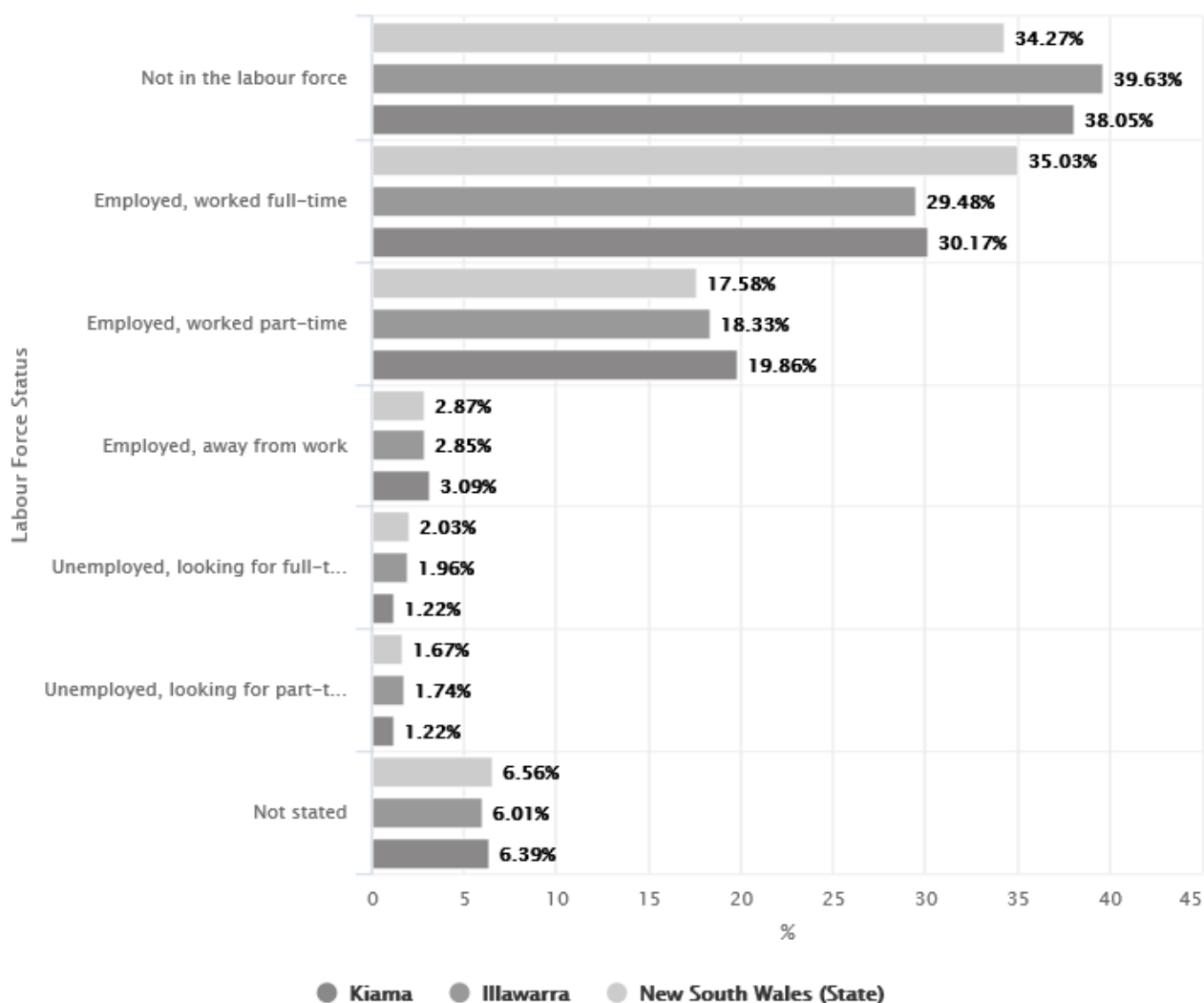
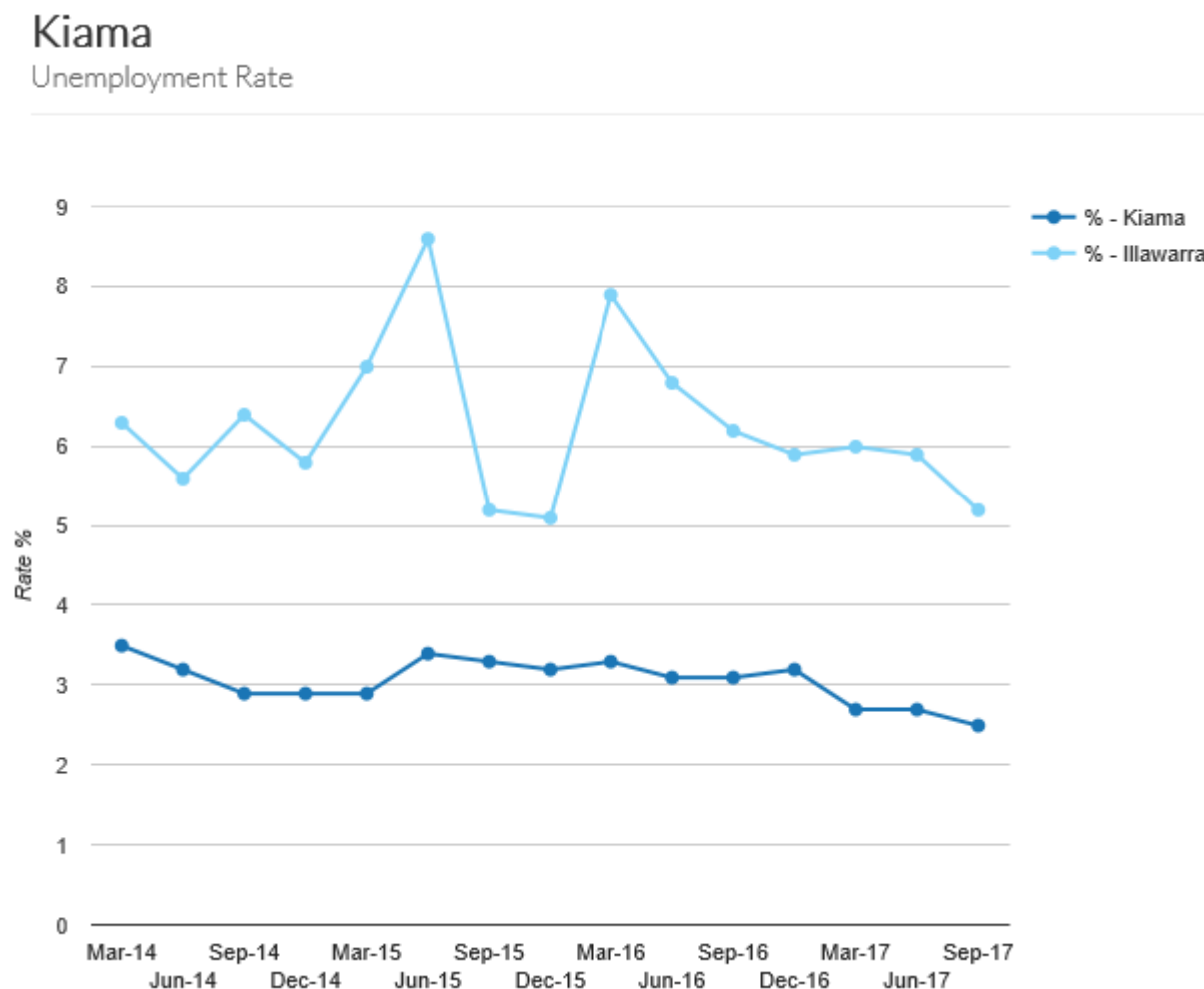


Figure 8.2 Trends in unemployment for Kiama and the Illawarra 2014 to Present



8.2 Industry sector participation

Figure 8.3 shows the industry sector participation for the workers living in Kiama compared to the Illawarra. Stand out features of this data are the higher percentage of Kiama's workers employed in Teaching and Construction Trades. People in these occupations along with Health Care and Emergency Services Workers are typically identified as experiencing housing stress. Construction trades are subject to fluctuating and unpredictable incomes and Teachers, Health Care staff and Emergency Service Workers have been traditionally subject to slow wages growth. Workers in Education, Health Care, Construction Trades and Emergency Services have been identified in studies of housing affordability as "Key Workers" and their presence within the resident population is considered essential for supporting an efficient and vibrant settlement.

Figure 8.4 displays the change in jobs undertaken by the workforce participants in Kiama and the Illawarra between 2011 and 2016. For Kiama workers there was increased participation in Construction, Public and Private Sector Administration and Accommodation and Food Industries and decreased participation in Wholesale trade and Information and Media.

Figure 8.3 – Employment by Industry sector

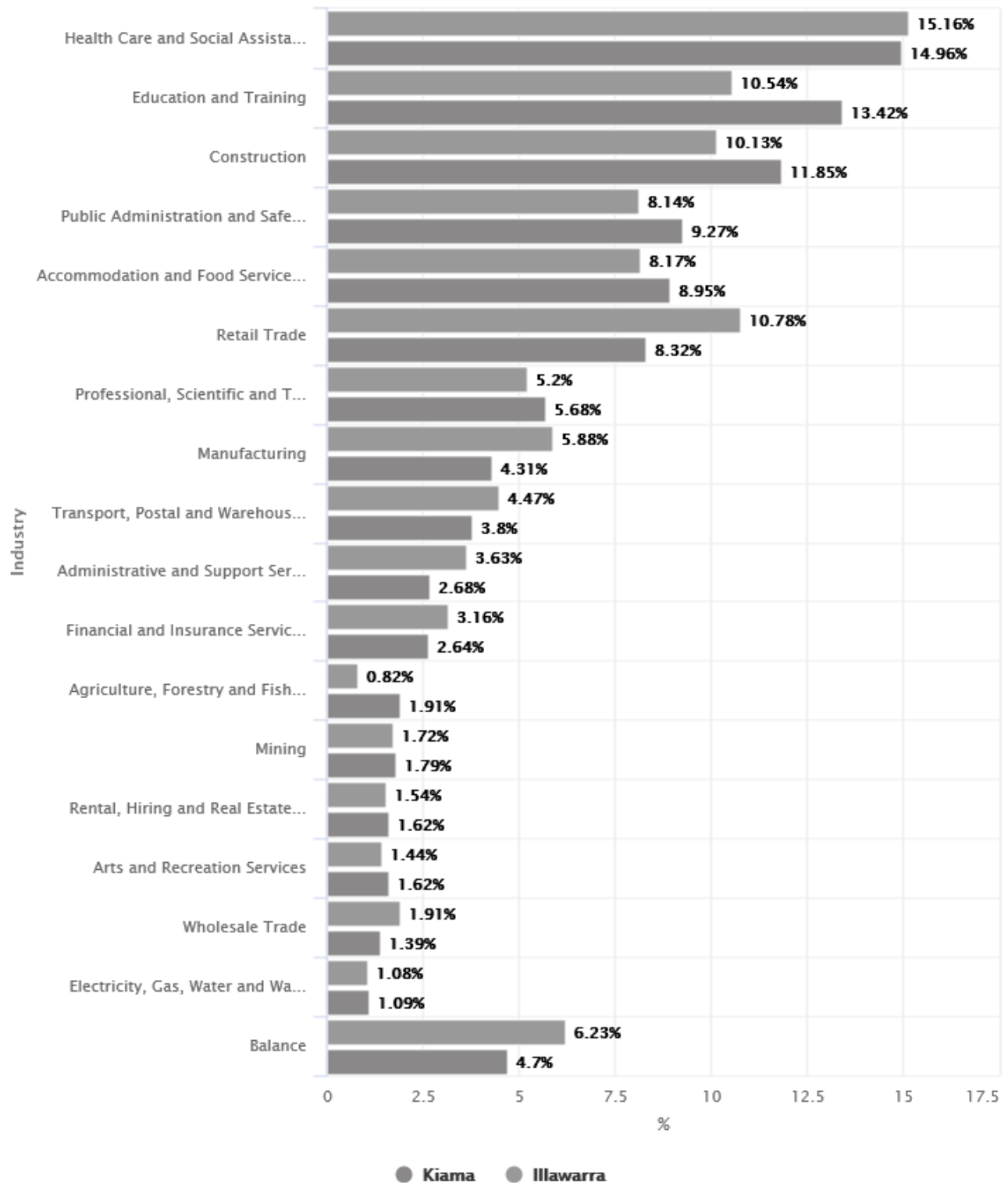
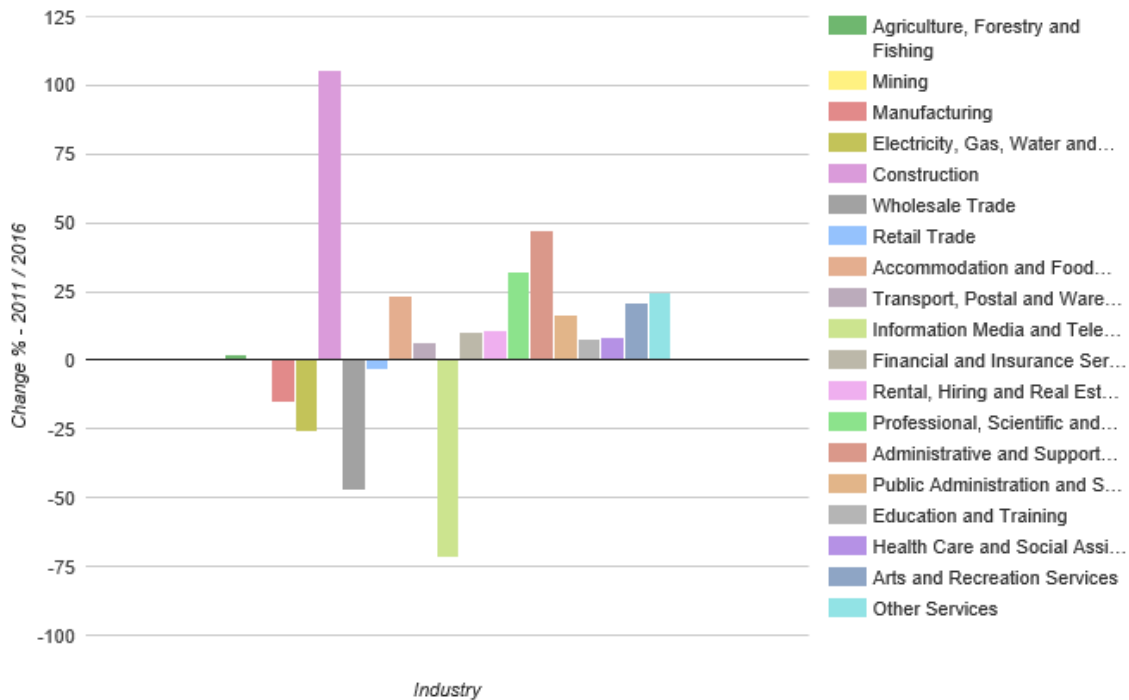


Figure 8.4 Change in jobs by industry sector available in Kiama LGA and the greater Illawarra 2011 to 2016

Kiama

% Change in Jobs (2011 - 2016)



Illawarra

% Change in Jobs (2011 - 2016)

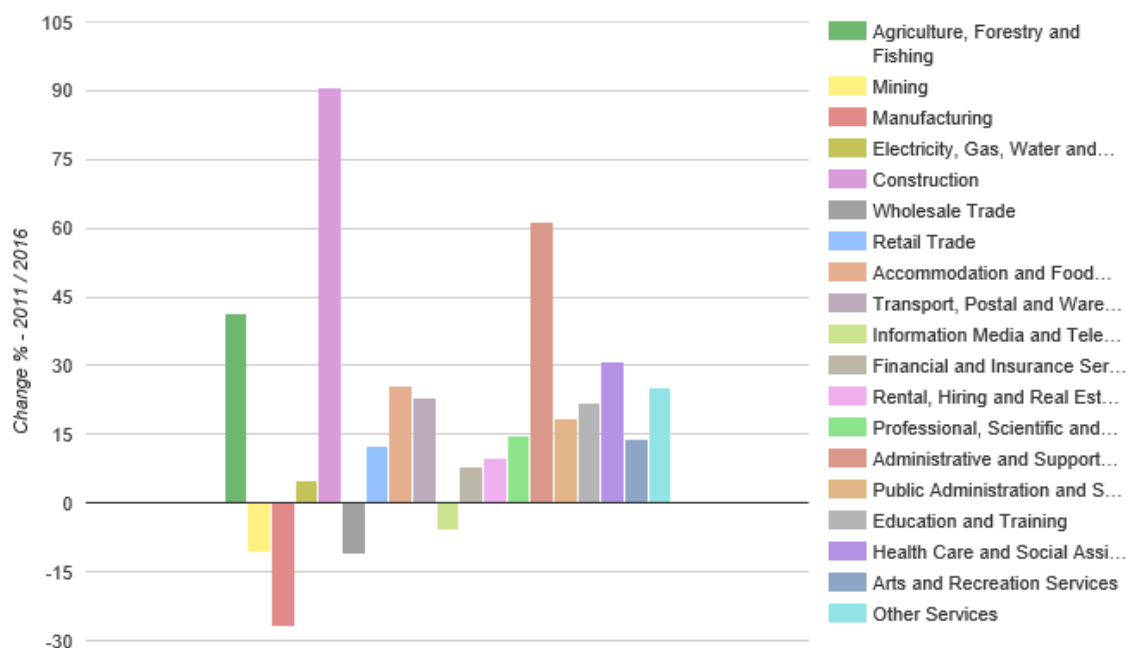


Figure 8.5 - Employment by type of occupation

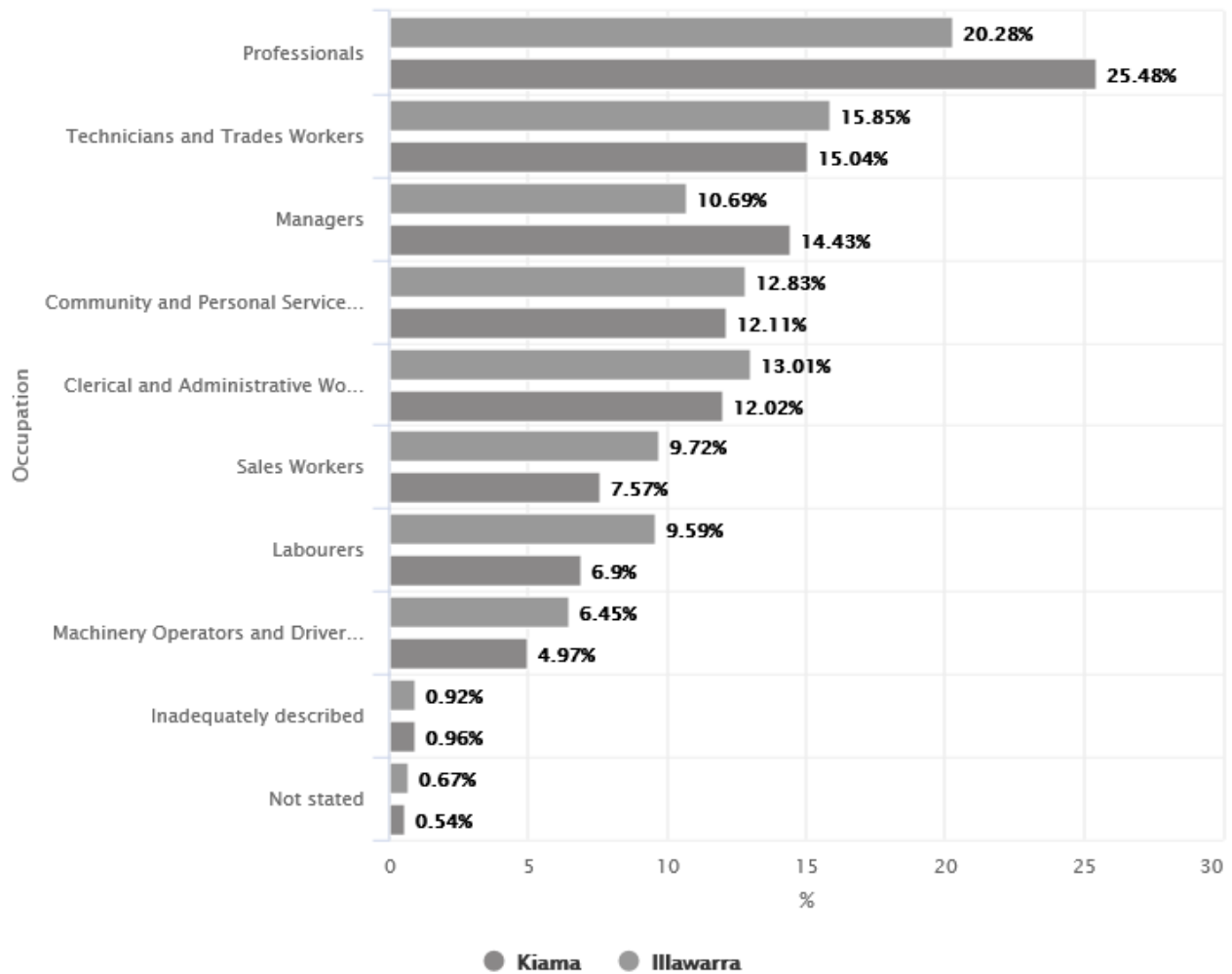
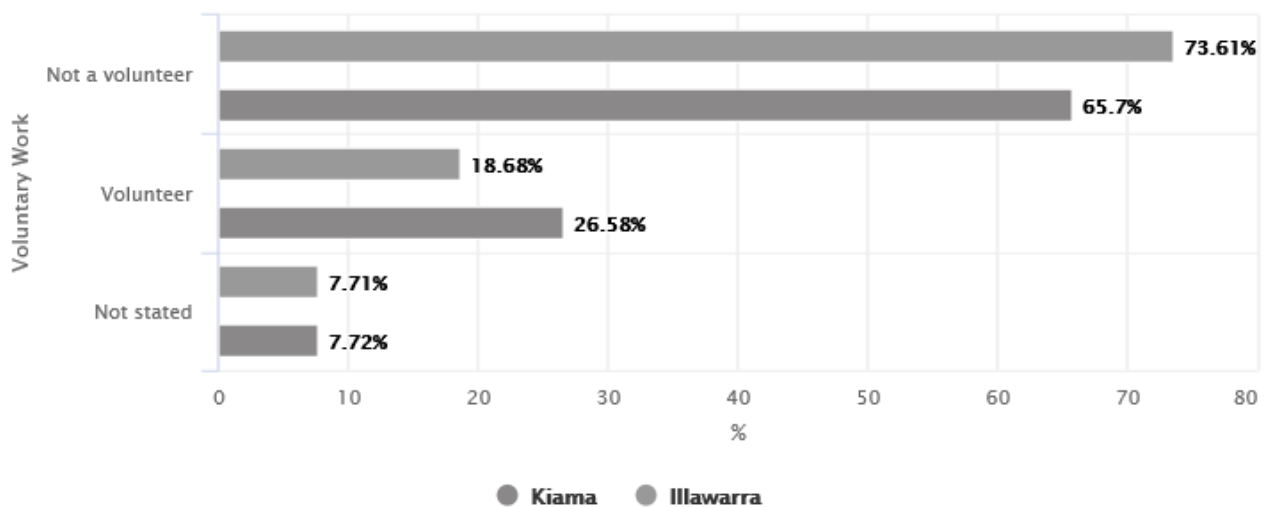


Figure 8.6 - Voluntary work for an organisation or group in the 12 months prior to the 2016 Census



9 Measure of Disadvantage

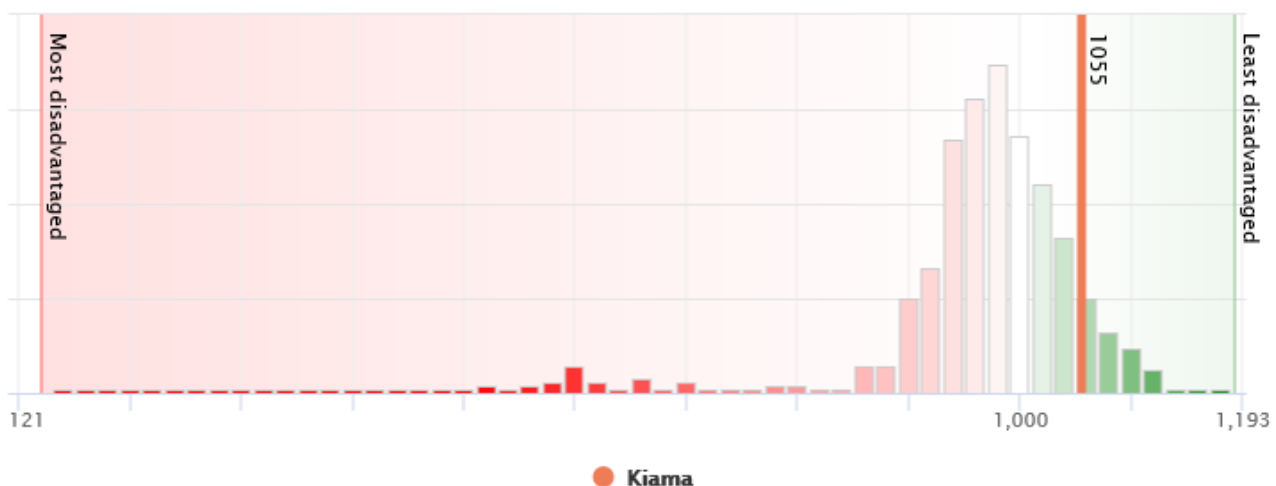
The SEIFA (Socio Economic Indexes for Areas) Index of Disadvantage measures the relative level of socio-economic disadvantage for residents of a locality based on a range of Census characteristics. It is a good place to start to get a general view of the relative level of disadvantage in one area compared to others and is used to advocate for an area based on its level of disadvantage.

The index is derived from attributes that reflect disadvantage such as low [income](#), low [educational attainment](#), high [unemployment](#), and jobs in relatively unskilled [occupations](#). When targeting services to disadvantaged communities, it is important to also look at these underlying characteristics as they can differ markedly between areas with similar SEIFA scores and shed light on the type of disadvantage being experienced.

A higher score on the index means a *lower* level of disadvantage. A lower score on the index means a *higher* level of disadvantage. The SEIFA score for Kiama is 1,055 which is a high score and indicates the area has a comparative low level of disadvantage. Reflected in this score is resident population with high skill and education levels, high home ownership and reliable and consistently low unemployment.

The percentile position within the distribution chart shown in Figure 9.1 indicates Kiama is ranked highly in comparison to all listed Australian localities.

Figure 9.1 SEIFA Index measure for Kiama



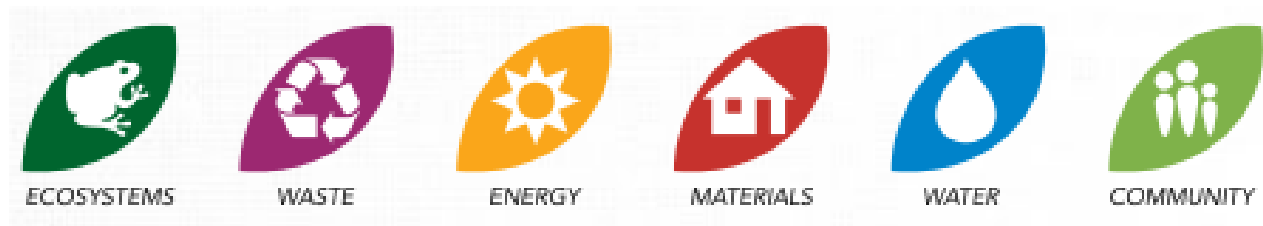
10 Summary of Socio Economic Issues for Kiama

The following summary statements for Kiama draw together the outcomes of the data contained in Sections 3 to 9 inclusive:

- The population is increasing at a slower rate than the Illawarra and NSW
- The population is aging at a higher than the broader region and state. This is strongly linked to a consistent trends in the outmigration of people aged 5 to 19 years and 40 to 59 years and immigration and long term residency of people aged over 60 years;
- Recent new dwellings are mostly likely to have been purchased outright by older households aged 60+ years who are likely to be long term residents with low turnover of dwelling stock to the market;
- There is a lack of cultural diversity, affordable housing, rental dwellings, low cost rental dwellings and housing diversity
- There is no practical supply of social housing
- There is a higher percentage of unoccupied dwellings
- There is a high representation of Key Workers in teaching, construction, health care, personal services and food services in the resident labour force who traditionally have basic incomes and less volatile employment security and are likely to be highly represented amongst households experiencing housing rental or mortgage stress.
- The SEIFA index indicates the quality of life opportunities for the Kiama population are positive.

11 Who and What are we Planning for?

In aiming for Envirocertification this project will keep the following factors as its focus:



These factors are interrelated and all have implications for measures of health and wellbeing for individuals, households and the community.

Ecosystems – increasing the areas of land in Zone E2 and applying a permanent vegetation management plan and stewardship arrangement for long term rehabilitation and improvement to land with high environmental value

Waste – creating homes, infrastructure and open spaces which make it easy to choose day to day activities that reduce waste such as energy and water efficient dwellings, transport alternatives to private cars, reduced travel for daily convenience and work from home options to offset commuting and a community garden to recycle organics on a community scale

Energy – homes and infrastructure designed specifically for 20% reduction in greenhouse gas emissions, reduced dependence on artificial heating and cooling, optimum use of natural and ambient lighting, reduced peak energy demands

Materials – partnerships with local builders and infrastructure providers to use materials sourced locally with low embodied energy ratings, discount purchasing of efficiency rated appliances and fittings

Water – water capture and reuse at a household scale, locally endemic landscaping, reuse options for neighbourhood scale stormwater within the environmental management lands and public open spaces

Community – In addition to all the lifestyle benefits imparted from achieving the abovelisted performance standards, this project aims to implement programs towards a safe, vibrant and participatory community where existing and new residents develop and value a sense of place as part of Kiama. The Engagement Strategy applies to existing and potential new residents and people with a broader interest in creating an outstanding new addition to Kiama. Public realms will be designed to achieve Crime Prevention Through Environmental Design (CPTED) principles, be functional, accessible, efficient to maintain and pleasant and inviting to use for a variety of purposes. The variety of housing is intended to accommodate all manner of household types for diversity, cultural and social vibrancy, tolerance and inclusiveness. The use of outdoor space and sense of community will be encouraged with community events and use of space to be planned with community members.

12 Conclusions and Recommendations

The master planned land use concept for the site has been developed with the knowledge of these socio economic indicators for Kiama and the findings already endorsed by Kiama Council as listed in Section 2.

The following table is a summary of the positive contributions potentially achievable with the implementation of the master plan.

Issue of Concern for Kiama	Positive Outcomes from the Planning Proposal Application
Shortage of appropriately zoned land for new housing	Release new greenfield land close to established infrastructure, services and facilities
Recent imbalance of dwelling supply dominated by medium density infill taken up by older, owner occupied households And Loss of younger, newly established households (young families, young singles, young couples)	New greenfield development with a range of lot sizes and housing forms and tenures
Access to new jobs	New Seniors Housing, Wellness Centre and opportunities for a local Child Care Centre and Neighbourhood shop to provide a variety of long term employment Construction and maintenance to create short and long term jobs Construction industry jobs provide the greatest return to the local economy with \$1.70 generated for every \$1 invested. Rental and property-related services generate the highest rate of multiplier jobs at 1.88 jobs generated for every 1 job direct in the employment sector for real estate and property-related workers.
Innovations to improve housing affordability	Potential partnerships with aged care providers, Local Aboriginal Land Council (LALC) and Housing Trust for housing supply and tenure options. Partnerships and connections with local builders, service providers and tradespersons for discount package deals for construction phase. Innovations in sustainable design, construction and operation for reduced lifetime operating costs of housing and independent sustainability certification.
New cultural, recreational, educational and community facilities	Dry stone walls to become part of the public realm. New public open space areas and improvements to existing public reserves. New Wellness Centre to be available to the broader community for recreational and social and cultural experiences. Stewardship arrangement with the LALC for cultural and educational facilities.
Access to quality open space	A variety of new and existing public open space areas available to the broader community and links by shared pathways and walkable, accessible routes.

Long term prosperity for Kiama should aim for improvements in a variety of locally relevant indicators including:

- > Gross regional product
- > Net investment
- > Employment totals, participation, diversity and matching workforce to opportunities
- > Valuing volunteer contributions and community resources in-kind
- > Education opportunities
- > Health and well being
- > Environmental and natural assets health, management and protection

- > Lifestyle and liveability measures in addition to the above include:
 - Availability and diversity of housing
 - Cultural participation
 - Social participation
 - Education options and uptake
 - Facilities and services quality and connective availability (including NBN)
 - Sustainability in day to day measures independently certified
 - Attractiveness to a diverse future population
 - Natural assets, open space and recreation qualities and accessibility

The independent sustainability certification sought by this Planning proposal process is a multifaceted measure of all of the above indicators. It is the intention of this project to achieve and maintain this certification and set a standard never before achieved for greenfield development in Kiama.

About Cardno

Cardno is an ASX200 professional infrastructure and environmental services company, with expertise in the development and improvement of physical and social infrastructure for communities around the world. Cardno's team includes leading professionals who plan, design, manage and deliver sustainable projects and community programs. Cardno is an international company listed on the Australian Securities Exchange [ASX:CDD].

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