

PRELIMINARY DOCUMENTATION

ATTACHMENT P

**PPM CONSULTING 2021
SOCIO-ECONOMIC IMPACT
ANALYSIS**



PPM CONSULTING

p 0402 011 974
e martin@ppm-consulting.com.au
w ppm-consulting.com.au
PO Box 1398
North Sydney NSW 2059

17 March 2021

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Socio-Economic Impact Analysis for Manyana Beach Estate

The purpose of this letter is to advise on the social and economic impacts of the residential subdivision of Lot 172 DP755923 and Lot 823 DP247285 Berringer Road, Cunjurong Point Road and Sunset Strip, Manyana.

The site, currently bushland, is approximately 20.4 hectares. It is proposed that 182 residential lots will be built in six stages. Depending on demand, Stage 1 is likely to be cleared in the first year (7.41 hectares), stage 2 in the next year and then the remainder over 5-6 years. The development is likely to take 7-8 years to be fully developed.

Consent was granted for this development in July 2008 pursuant to the former Part 3A of the *Environmental Planning and Assessment Act, 1979* ("the Planning Act").

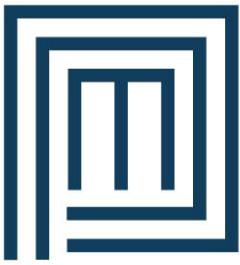
The Commonwealth Minister for the Environment has decided that, under Section 75 of the *Environment Protection and Biodiversity Act 1999* ("the EPBC Act"), development of the site "is a controlled action and, as such, it requires assessment and a decision about whether approvals for it should be given under the EPBC Act.", and that the action will be assessed by preliminary documentation. The Preliminary Documentation Requirements require the Proponent to "provide information about the expected economic and social impacts of the proposed action."

Strategic Context

Manyana is located in the City of Shoalhaven. There are 652 houses in the suburb of Manyana, 251 of which are occupied and 402 unoccupied (at the time of the 2016 Census), suggesting a large number of holiday homes with a large number of holiday-makers at different times of the year.

The strategic planning documents that apply to this area consistently raise the need to increase the supply of available land for housing to help reduce the costs of home ownership, due to the expected increase in population. The NSW State Plan 2011 estimated an increase to the NSW population by 2.25 million people to 2036. The Shoalhaven Local Strategic Planning Statement 2020 ("LSPS") estimated that the Shoalhaven population would grow by 23,000 people by 2041.

These strategic planning documents also recognise the attractiveness of the Shoalhaven region being close to the major regional employment centres of Wollongong, Sydney and Canberra (see the Shoalhaven Regional Economic Development Strategy for 2017-2036), and given the relatively affordable house prices, rural and coastal lifestyle choices, small community feel, natural beauty, and diverse economy also make the Region liveable and an attractive place to raise a family, retire or semi-retire. The Draft Illawarra Shoalhaven Regional Plan 2041 acknowledges that, post-COVID, people are likely to seek digital connectivity to work flexibly and look for opportunities to work



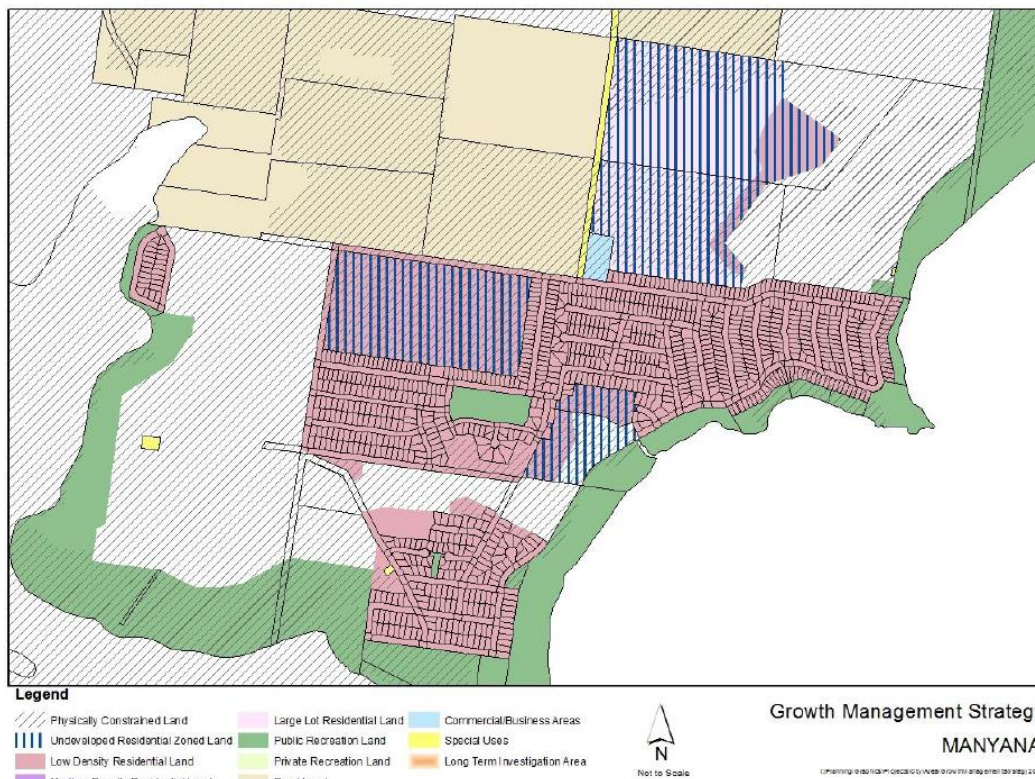
remotely – including living in the Shoalhaven area while working for businesses based in Sydney, Canberra or anywhere in the world.

The attractiveness of this region, including townships like Manyana, has increased during the COVID-19 pandemic, which has led to increased house prices and rents in the short-run. This may lead to an upward step-change in house prices which, if not countered by increased supply, could result in damaging social outcomes for the poorest members of the community who may find themselves priced out of housing in their local area despite the high number of unoccupied houses within Manyana.

The LSPS notes that *“existing suburbs and villages with limited expansion opportunities need in-fill development to support the supply of housing types and allow people to change homes as their needs change. Smaller, more easily maintained homes allow communities to age-in-place and young adults to live close to the family home. However, change needs to be managed to ensure development contributes to neighbourhood character.”*

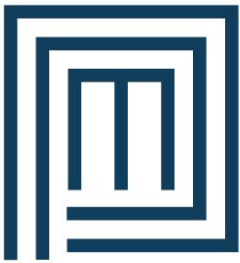
The future growth in Manyana will be through the utilisation of the existing residential zoned land that has not yet been developed, over which existing subdivision approvals and services exist. Figure 1 shows the expected growth management for Manyana, which includes the land upon which the current proposal is expected to be built.

Figure 1: Growth Management Strategy for Manyana



Source: Shoalhaven City Council Draft Growth Management Strategy – Version 1, 2008

The strategic documents therefore support housing development in the area, including on the subject site.



PPM CONSULTING

p 0402 011 974
e martin@ppm-consulting.com.au
w ppm-consulting.com.au
PO Box 1398
North Sydney NSW 2059

Zoning

The site has been zoned residential for more than 50 years (since 1964) which in itself creates a signal about the appropriateness for the site to be developed.

It is currently zoned R2 Low Density Residential in the Shoalhaven Local Environmental Plan 2014. The main objective of the zone is to provide for the housing needs of the community within a low density environment.

As mentioned above, a development consent for the subdivision proposed and which is permitted under this zoning exists, has been activated, and for which a construction certificate (for stage 1) has been issued.

Local Population

The resident population as at the 2016 Census was 523, up by 139 people since the 2011 Census. There were 634 total dwellings but only 230 occupied dwellings (only 36.2 per cent of all dwellings were occupied), suggesting a small permanent population and a large holiday population.

The 2016 Census is the latest population data, however, there have been a number of small developments over the last five years that has increased the population.

The population is ageing, with the 55 and over population increasing by 57 per cent over the five years from 2011 to 2016, and the 0-19 age group falling by 2 percentage points over the same time. As with many regional towns and centres, there is a hollowing-out of the population in the 20s to early 30s age group, with only 3.3 per cent of the population aged 20-24 years.

The average household size was 2.0 persons, and the median total household income was \$947, nearly \$50 per week less than Shoalhaven Local Government Area (LGA) as a whole. Offsetting this, the median mortgage was \$1,354 or around \$160 less than Shoalhaven as a whole, and rents were \$265 per week, or \$15 lower than for all of Shoalhaven.

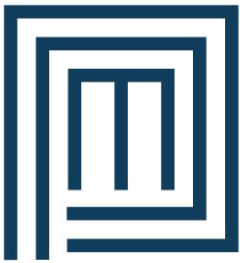
According to the SEIFA Index of Disadvantage, Manyana is a relatively disadvantaged area. It is in the fourth decile for Relative Socio-Economic Disadvantage, and in the third decile for Relative Socio-economic Advantage and Disadvantage, Index of Economic Resources, and Education and Occupation.

Social and Public Infrastructure

The nearest major services are located in Milton or Ulladulla.

However, the proponent also has an approval for the development of a 14 shop shopping centre on the corner of Curvers Drive and Inyadda Drive. Construction of this is expected to be triggered by the completion of Stage 2 of the residential development outlined in this report, when demand for such a small shopping centre will justify the development.

This shopping centre will cater for the daily needs of the current and future residents of Manyana, and likely provide some of the higher order needs as well. It is also likely that this will reduce dependence on road transport.



Local Economy

While there are no retail or service businesses currently operating in Manyana, the development of the shopping centre, linked to completion of Stage 2 of the residential development, will bring jobs to the area both during construction and once the shopping centre is operational. The local shopping centre is expected to drive demand for local amenity and provide services and employment to Manyana. The construction of the 182 residential dwellings are estimated to generate 217 jobs in the first year of construction.

In the 2016 Census, Manyana's unemployment rate was 2 percentage points higher than Shoalhaven as a whole and 2.4 percentage points higher than all of NSW. Over two-thirds of all employed people worked in Construction. Retail Trade and Public Administration and Safety were the next highest employing industries. A number of those employed in construction could be expected to work on the residential or commercial projects associated with this present proposal.

Potential Social Impacts

Since the 2019-2020 bushfire in the local area, significant community concern has been raised in relation to this development due to concerns about the impact of the development on the environment. An element of those environmental concerns relate to social impacts, with some members of the community raising that it is too soon after that bushfire to develop the land, given the trauma experienced as a result of that bushfire.

The other social impacts that this development will include:

- The public boardwalk and preservation of an EEZ, as well as a park being provided in the middle of the development site are likely to have a positive effect on current and future residents (noting that current use of the site by members of the community occurs without permission on land owned by the proponent). Based on the Zanon model¹, I have estimated that there would be 58,304 visits² to the park per year once Stage 4 is complete;
- the small local shopping centre, linked to the completion of Stage 2 of the development, will also have positive social and economic impacts for current and future residents; and
- development contributions paid by Ozy Homes are also earmarked for sporting, cultural and recreational facilities in the Manyana and in the broader Shoalhaven local government area, which will have flow-on economic and social benefits.

Potential Economic Impact

The proponent entered a Voluntary Planning Agreement (VPA) with Council. Along with statutory contributions, contributions to facilities in Manyana and Shoalhaven will total \$715,430 (indexed).

It is estimated that the park and boardwalk will have a positive social benefit, as well as having an estimated net economic benefit of \$33 million to the community over 50 years in economic benefits.³ That is excluding any additional economic impact deriving from the boardwalk, which has not been calculated.

¹ *A Model for Estimating Urban Park Visitation*, Parks Victoria Occasional Paper Series, Dino Zanon, 1998

² Note that these are visits, not the number of unique people visiting each year.

³ Using a three percent discount rate.



The \$81 million investment in this development over 7 years is expected, in its first year, to create 217 jobs in the Shoalhaven LGA, adding \$63.1 million in output to the LGA economy, with smaller subsequent stages. Table 1 shows the assumed annual value of the investment.

Table 1: Annual Investment

Year	Investment (\$m)
1	27.0
2	9.0
3	9.0
4	9.0
5	9.0
6	9.0
7	9.0
Total Investment	81.0

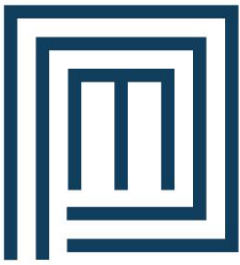
Source: Ozy Homes Pty Ltd, PPM Consulting

This investment will have a greater effect on the Shoalhaven economy through flow-on effects. This is shown in Table 2.

Table 2: Economic Impact of Development in Year 1

	Output (\$m)	Value-added (\$m)	Jobs (no.)
Starting position Shoalhaven Local Government Area (year ended June 2019)			
Building Construction	573.1	132.7	1,650
All industries	8,932.9	3,667.1	40,082
Impacts on Shoalhaven economy			
Direct impact on Building Construction sector	27.0	6.3	78
Industrial impact	27.1	10.5	100
Consumption impact	9.0	3.8	39
Total impact on Shoalhaven City economy	63.1	20.5	217
Type 1 multiplier (direct & industrial)	2.0	2.7	2.3
Type 2 multiplier (direct, industrial & consumption)	2.3	3.3	2.8
Impact on New South Wales economy			
Total impact - New South Wales outside Shoalhaven	7.0	3.1	28
Total impact New South Wales economy	70.1	23.6	245
Impact on Australian economy			
Total impact outside New South Wales economy	6.7	3.0	27
Total impact on Australian economy	76.8	26.6	272

Source: .id Profile model of the Shoalhaven LGA economy



PPM CONSULTING

p 0402 011 974
e martin@ppm-consulting.com.au
w ppm-consulting.com.au
PO Box 1398
North Sydney NSW 2059

In Year 1, the economic impact is expected to be \$27 million, directly into the Building Construction sector of Shoalhaven economy. This would lead to an increase in indirect demand for intermediate goods and services across related industry sectors.

There would be an additional contribution to Shoalhaven City economy through consumption effects as correspondingly more wages and salaries are spent in the local economy. It is estimated that this would result in a further increase in Output of \$9 million.

The combination of all direct, industrial and consumption effects would result in total estimated rise in Output of \$63.1 million on the Shoalhaven economy. Industrial and consumption effects would flow outside the region to the wider Australian economy to the tune of \$13.7 million in Output. The combined effect of economic multipliers in Shoalhaven City and the wider Australian economy is estimated to be \$76.8 million added to Australia's Output.

The direct addition of \$27.0 million annual output in the Building Construction sector of the Shoalhaven economy is estimated to lead to a corresponding direct addition of 78 jobs in the local Building Construction sector. From this direct expansion in the economy it is anticipated that there would be flow on effects into other related intermediate industries, creating an additional 100 jobs. This would likely lead to a corresponding increase in wages and salaries, a proportion of which would be spent on local goods and services, creating an estimated further 39 jobs through consumption impacts.

The combination of all direct, industrial and consumption effects would result in a total estimated increase of 217 jobs located in the Shoalhaven economy. This represents a Type 2 Employment multiplier of 2.79. The combined effect of economic multipliers in Shoalhaven and the wider Australian economy is estimated to be an addition of 272 jobs.

This impact is for the first year. A smaller economic benefit will flow through the Shoalhaven economy over the subsequent 6 years of development. It is expected that impact on output for the Shoalhaven economy will be \$21 million per year over 6 years, and the jobs impact will be 72 in each of those years (the jobs impact does not accumulate).

Conclusion

This site has been earmarked for residential development since 1964, and approved for the proposed development since 2008. Shoalhaven City Council's strategic documents support the development, which is zoned R2 Low Density Residential. Council has already invested in services infrastructure to enable the development to proceed.

The value of the contributions to be spent by Shoalhaven City Council around Manyana, the economic impact of the park, and the jobs and output impact of the development is expected to be significant for Manyana and this part of the South Coast.



PPM CONSULTING

p 0402 011 974
e martin@ppm-consulting.com.au
w ppm-consulting.com.au
PO Box 1398
North Sydney NSW 2059

One of the main impacts that has been raised by the community is that this is a site that should not be developed following the 2019-2020 bushfire. While there is a social element to that concern (set out above), it principally derives from a concern about the ecology of the site and its surrounds. This advice does not relate to the environmental impact of the development, which in part has already been assessed by the NSW Government, and which is also now currently being addressed in other reports of the proponent and subsequent assessment by the Commonwealth Department of Agriculture, Water and the Environment.

This development is expected to produce several positive social impacts, including as a result of the park and boardwalk within the site, the use of development contributions for local facilities, the benefits to housing supply and affordability, and the benefit for Manyana of having a small shopping centre built (triggered by stage 2 of this development) where residents are currently required to do most of their shopping in the larger towns of Milton and Ulladulla.

Putting aside the question of environmental impact (which is being addressed by the proponent separately to this report), a project like this which fulfills many of the strategic planning aims for the Shoalhaven can be expected to produce positive socio-economic impacts.

[Redacted]

m.f.

[Redacted]
[Redacted]

PRELIMINARY DOCUMENTATION

ATTACHMENT Q QUALIFICATIONS OF ECOPLANNING STAFF INVOLVED IN PRELIMINARY DOCUMENTATION

Ecoplanning Staff Qualifications		
Name	Role	Qualifications
BS	Senior Ecologist	BSc Evolution & Ecology
LM	Director, Principal Ecologist	BScEnv (Hons), GradCert Ornith, Accredited BAM Assessor, Accredited Biobanking Assessor
JD	GIS Officer	BEnvSc (Hons)
EC	Operations Manager, Senior Ecologist	BSc Hons (Environmental Biology), Accredited BAM Assessor
DM	Ecologist	BConsBio (Hons) (Dean's Schol)
GG	Ecologist	BBus, BEnvSc
BF	Ecologist	BA, JD (Environmental Law), LLM

PRELIMINARY DOCUMENTATION

ATTACHMENT R ENVIRONMENTAL HISTORY OF DESIGNATED PROPONENT

The designated proponent is Manyana Coast Pty Ltd.

No proceedings have ever been taken against Manyana Coast Pty Ltd under a Commonwealth, State or Territory law for the protection of the environment, or the conservation and sustainable use of natural resources.

No proceedings have ever been taken against the executive directors and office holders of Manyana Coast Pty Ltd under a Commonwealth, State or Territory law for the protection of the environment, or the conservation and sustainable use of natural resources.

Although a different company, as the proceedings related to the same project as this controlled action, it is also noted that Federal Court proceedings were brought against Ozy Homes Pty Ltd by Manyana Matters Environmental Association (**MMEA**) in May 2020. MMEA sought a declaration that the Project (which is the subject of this preliminary documentation submission) is likely to have a significant impact on listed threatened species protected under sections 18 and 18A in Part 3 of the Environment Protection and Biodiversity Conservation Act 1999 (Cth) (**EPBC Act**), and seeking an injunction from carrying out the Project unless and until the Project is approved under Part 9 of the EPBC Act.

Manyana Matters Environmental Association discontinued the proceedings on 5 June 2020 and no adverse finding against Ozy Homes Pty Ltd was made.