

**14 George Street  
Marulan  
Hotel and Motel  
Social Impact  
Assessment**

Prepared for  
DIB Group

December 2020

**HIIPDA**  
CONSULTING

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## Quality Control

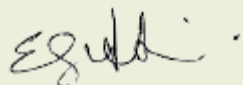
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## Reviewer

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## Executive summary

This Social Impact Assessment has been prepared to accompany an application to Goulburn Mulwaree Council for a proposed hotel and motel with attached bottle shop at 14 George Street, Marulan. The SIA has been developed in alignment with the NSW Department of Planning, Industry and Environment (DPIE) *Social Impact Assessment Guideline*. The SIA assesses the suitability of the proposal in the context of relevant state and local government policies, the demographics of Marulan and the wider region, the characteristics of the site and potential conflicts with surrounding land uses.

### Key findings

- Marulan is relatively more socio-economically disadvantaged compared to other regions across NSW and nationally
- The proposal is situated near to some land uses that may be sensitive to activities on site, an impact that can be mitigated through the development a Plan of Management
- A review of information from the NSW Bureau of Crime Statistics found that alcohol related crime is at a minimum in Marulan, with no recent concentrations within the town
- The proposal may result in some positive social impacts through increased local investment, employment opportunities and tourist activity
- Overall the proposal is supported by this SIA.

# INTRODUCTION

## 1.0 INTRODUCTION

HillPDA have been engaged by DIB Group to prepare an SIA to accompany a Planning Proposal (PP) that is seeking to amend the Goulburn Mulwaree LEP to allow for additional uses on the site for future developments, including a new hotel and motel with attached bottle shop at 14 George Street, Marulan. The PP may also seek to allow for additional food and drink use, potential impacts relating to which are not considered in this report. Goulburn Mulwaree Council (Council) have requested the preparation of reports to consider the social and economic effects of the hotel and motel with attached bottle shop. This report examines the potential social impacts of the proposed development. Economic impacts are considered in a separate report.

**Figure 1: Rendering of the proposal**



Source: TFA Project group

It is understood that Council has identified Marulan as a particularly deprived area and, as such, a proposal for a new hotel and motel with attached bottle shop would need to address the social and economic impacts of the scheme. The SIA will identify measures to mitigate, minimise or resolve any negative outcome of the proposed development and enhance public benefit. In lieu of specific guidelines available from Council, this SIA will be prepared in alignment with the NSW DPIE Social Impact Assessment Guideline.



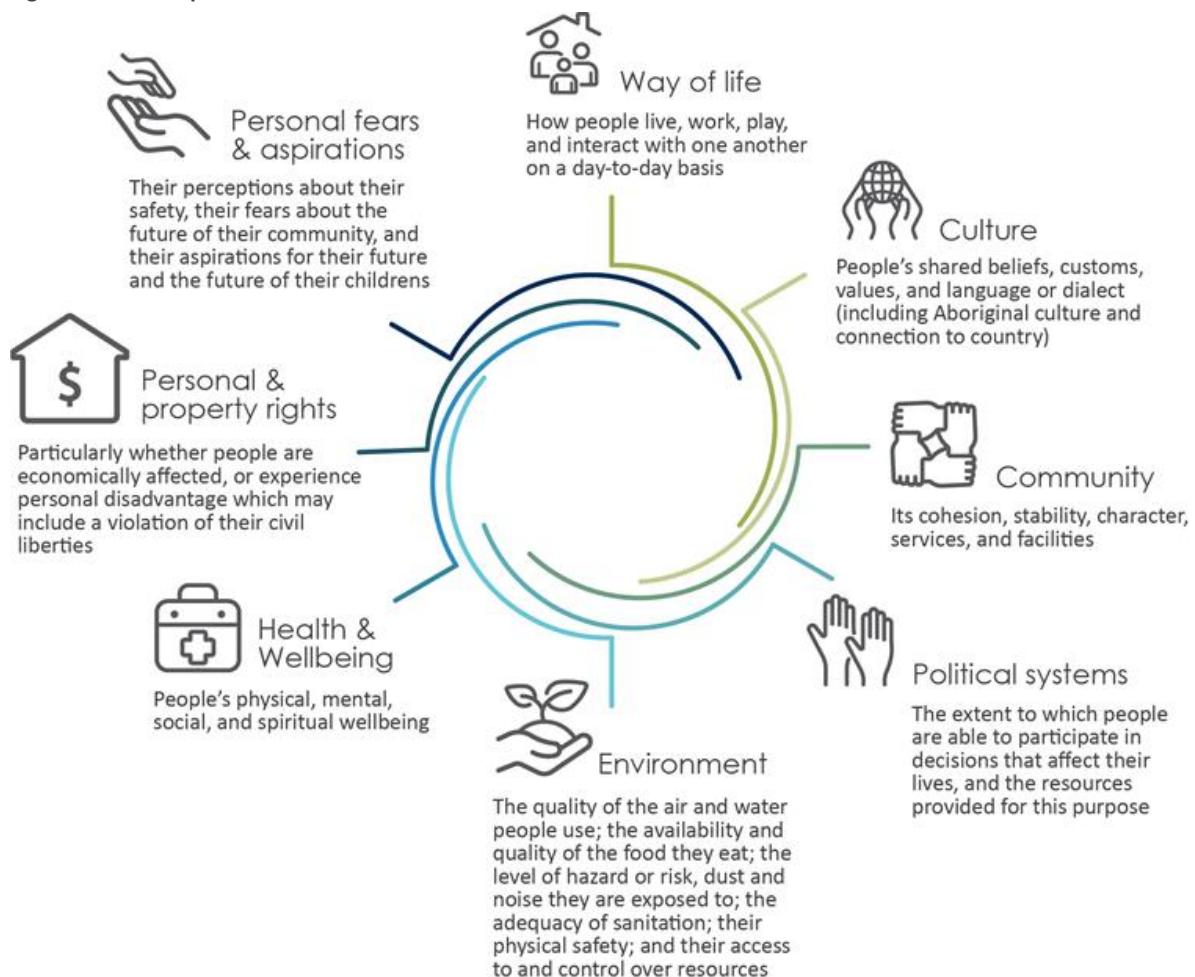
# METHODOLOGY

## 2.0 METHODOLOGY

### 2.1 Defining social impacts

A social impact can be defined as the net effect of an activity on a community and the well-being of individuals and families. For the purpose of this assessment, social impacts are changes to one or more of the matters identified in Figure 2.

Figure 2: Social impacts



Source: Adapted from Vanclay, F. (2003). International Principles for Social Impact Assessment. *Impact Assessment & Project Appraisal* 21(1), 5-11

The NSW DPIE *Social Impact Assessment Guideline* defines social impacts as arising from changes that impact people in one of nine key areas:

- way of life, including:
  - how people live, for example, how they get around, access to adequate housing
  - how people work, for example, access to adequate employment, working conditions and/or practices
  - how people play, for example, access to recreation activities
  - how people interact with one another on a daily basis
- community, including its composition, cohesion, character, how it functions and sense of place

- **access to and use of infrastructure, services and facilities**, whether provided by local, state, or federal governments, or by for-profit or not-for-profit organisations or volunteer groups
- **culture**, including shared beliefs, customs, values and stories, and connections to land, places, and buildings (including Aboriginal culture and connection to country)
- **health and wellbeing**, including physical and mental health
- **surroundings**, including access to and use of ecosystem services, public safety and security, access to and use of the natural and built environment, and its aesthetic value and/or amenity
- **personal and property rights**, including whether their economic livelihoods are affected, and whether they experience personal disadvantage or have their civil liberties affected
- **decision-making systems**, particularly the extent to which they can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms
- **fears and aspirations** related to one or a combination of the above, or about the future of their community

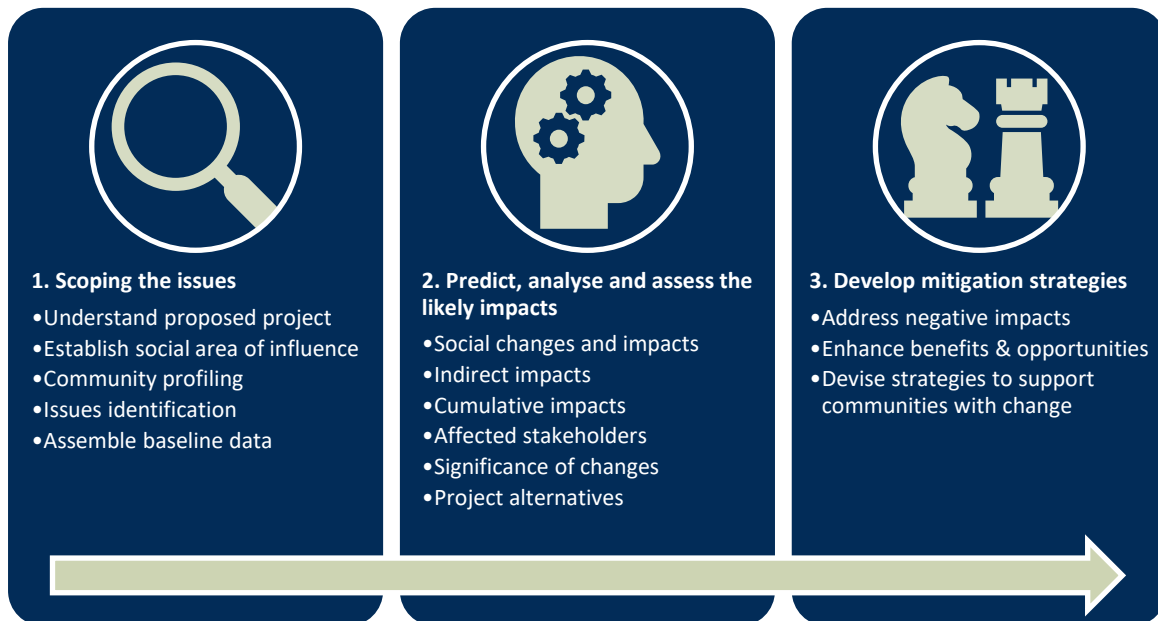
Source: NSW DPIE (2017)

These categories correspond to a range of social and environmental matters that could be impacted by the Proposed Development.

## 2.2 Assessment methodology

Figure 3 presents the key steps and tasks undertaken as part a Social Impact Assessment.

Figure 3: Assessment methodology

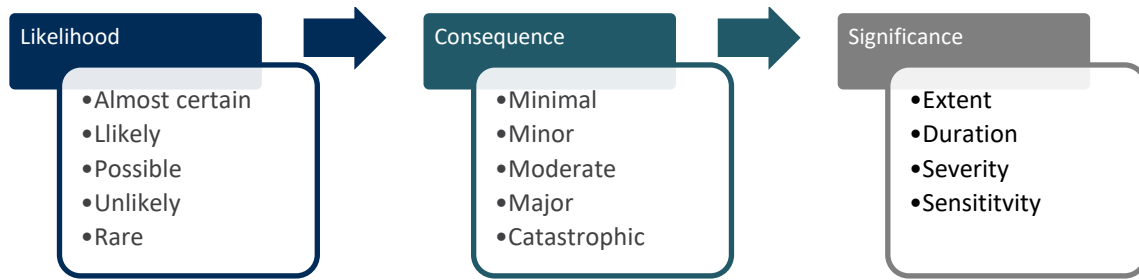


Source: Adapted from Vanclay, F., et al. (2015): p. 7

## 2.3 Impact assessment framework

The impact assessment presented in this report identifies and evaluates changes to existing social conditions due to the project. This includes the assessment of direct and indirect benefits and effects/impacts, as well as consideration of any cumulative impacts. Individual impact are evaluated in terms of the likelihood of the impact occurring, the magnitude of the consequence and the significance of the impact.

**Figure 4: Social impact assessment process**



### 2.3.1 Likelihood of impact

The likelihood of a potential impact is a primary element of considering each social impact and its risk rating. The criteria used to determine the likelihood of any potential impact are described below in Table 1.

**Table 1: Likelihood of impact**

Likelihood	Description	Indicative Probability
Almost certain	Expected to occur, almost frequently	90 percent
Likely	Could occur in many instances	70 percent
Possible	Just as likely to happen as not	50 percent
Unlikely	Limited occurrence	30 percent
Rare	Very limited occurrence	10 percent

### 2.3.2 Consequence of impact

The consequence of a potential impact is a key consideration to determine a risk rating. Each consequence is detailed below in Table 2.

**Table 2: Consequence**

Consequence	Description
Insignificant	No lasting detrimental or negligible impact on the community or environment.
Minor	Minor, short-term isolated impact on the community or environment.
Moderate	Modest, medium-term, widespread impact on the community or environment.
Major	Serious, long-term, widespread impact on the community or environment. Widespread community unrest or discomfort.
Catastrophic	Severe/ extensive on-going, widespread impact on the community or environment.

### 2.3.3 Significance of impact

Potential impacts have been identified as part of the scoping process. They are then analysed based on the nature of the impact and its predicted severity. A mitigation strategy is proposed if necessary and finally, both impacts are assigned a Social Risk Rating (SRR) for a scenario with and a scenario without mitigation. The matrix used to calculate SRR is included below in Table 3. Using this rating system, the social risks for the proposed development are assessed as follows:

**Table 3: Social risk matrix**

		Consequence				
		Minimal	Minor	Moderate	Major	Catastrophic
Likelihood	Almost certain	High	High	Extreme	Extreme	Extreme
	Likely	Moderate	High	High	Extreme	Extreme
	Possible	Low	Moderate	High	Extreme	Extreme
	Unlikely	Low	Low	Moderate	High	High
	Rare	Low	Low	Moderate	High	High

Source: NSW Planning & Environment (2017) | Vanclay, F; Esteves, A; Aucamp, I; Franks, D (2015)

# THE PROPOSAL

## 3.0 THE PROPOSAL

### 3.1 The proposed development

The proposal seeks to amend the Goulburn Mulwaree LEP to allow for additional uses on the site for future developments, including a new hotel and motel with attached bottle shop at 14 George Street, Marulan. The PP may also seek to allow for additional food and drink use, potential impacts relating to which are not considered in this report. The particulars of the development are included below:

- Motel: 48 rooms with a combined GFA 3,261 square metres (two buildings containing 18 rooms over three storeys and one building containing 12 rooms over three storeys)
- Hotel: three floors including roof terrace (GFA 1,204 square metres)
- Basement and at grade parking
- Associated landscaping support facilities.

Concept plans for the proposal are shown below in Figure 5.

Figure 5: Concept plans for the proposed development



### 3.2 The site

The site is located at 14 George Street Marulan and is legally defined as Lot 3 of DP 1053945, within Goulburn-Mulwaree LGA. The site and its immediate surrounding are shown in Figure 6 below. The site currently contains a small house and shed.

Figure 6: The site and surrounds



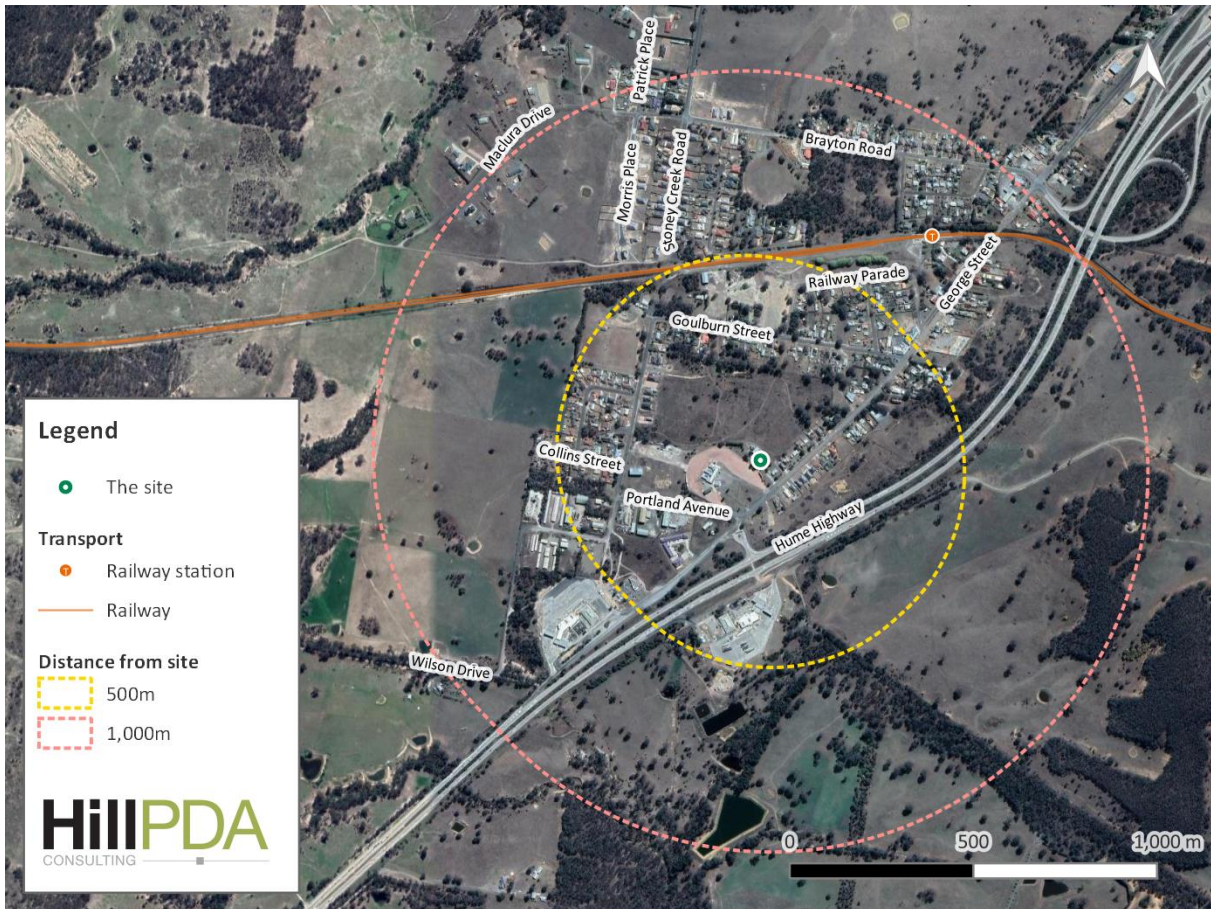
Imagery: Google

The site is roughly rectangular in shape and front George Street along its south east boundary. Along its north east the site is bounded by a residential property also fronting George Street with grassed open farmland to its rear. The north western boundary of the site also fronts this open grassed area. To the south west of the site is the existing truck stop, which is the subject of a separate redevelopment proposal under which it would retain its existing function.

The site is situated on the south western fringe of Marulan, directly north of an interchange with the Hume Highway. The town centre is located approximately 500 metres north east, as shown in Figure 7.



Figure 7: The site and wider Marulan



Imagery: Google

### 3.3 Access

The site is accessed via George Street, a main artery through Marulan. The site is adjacent to an at-grade intersection with the northbound (Sydney-bound) lane of the Hume Highway, allowing for relatively direct access. Access to the southbound (towards Canberra and Melbourne) is via the main interchange for Marulan, approximately a kilometre north east along George Street.

Marulan Railway Station lies approximately 800 metres north east of the site, which receives 4 northbound services per day (3 to Campbelltown, 1 to Moss Vale), 3 southbound services to Goulburn and 2 bus services (one to Goulburn and one to Moss Vale). The town receives one other bus services that calls once a day in each direction, north to Wollongong via Moss Vale and south to Canberra via Goulburn, stopping at the twin service stations to the south and south west of the site on the Hume Highway.

# POLICY AND PLANNING CONTEXT

## 4.0 POLICY AND PLANNING CONTEXT

This section summarises the proposal in the context of local and state government policies and strategies, highlighting relevant actions, strategies and implications for the proposal.

### 4.1 State Government

#### 4.1.1 South East and Tablelands Regional Plan 2036

The South East and Tablelands Regional Plan 2036 is a strategy prepared to guide development in South East and Tablelands, a region stretching from outer South West Sydney to the Snowy Mountains and the Sapphire Coast. The Regional Plan is a product of extensive consultation with councils, stakeholders and the wider community to produce a framework to guide the delivery of the identified regional vision.

In the local context of the proposal, the strategy identifies Goulburn Mulwaree as being well situated along major arterial routes (Melbourne-Sydney and Canberra-Sydney), noting that *“an increasing number of start-ups, businesses and industries are taking advantage of the cost-effective opportunities and range of supporting and serviceable businesses.”* As such, the strategy identifies the transport and tourism sectors as essential drivers of employment and economic growth to be supported under the plan, which the proposal would assist with. Furthermore, the strategy identifies Goulburn Mulwaree as a region well positioned to use Western Sydney’s growth as an impetus to create new jobs. In order to achieve this supporting services and infrastructure like the proposal will be of assistance.

The plan identifies four overall strategic goals which establish the aspirations for the region to 2036, each goal is translated into several directions. The following directions are relevant and supported by the proposal:

- **Goal 1: A connected and prosperous economy**

- *Direction 9: Grow tourism in the region*

The proposal will provide accommodation and related services for visitors, supporting tourism in the area.

- *Direction 12: Promote business activities in urban centres*

The proposal will introduce additional economic activity and employment during construction and operation within the town of Marulan.

#### 4.1.2 Guide for Establishing and Managing Night Time Economy Uses



The NSW Department of Planning, Industry and Environment has published a guide for establishing and managing night time economy uses. The guide is designed to act as *“a guidance tool for entrepreneurs seeking to operate or owners wishing to expand existing day time businesses into the evening and night time economy. The Guide has an emphasis on promoting arts, music and culture given its positive effect on life in NSW.”* In addition to outlining the basic steps in applying for the relevant permits to operate a business that would be classified within the night time economy, the guide includes a list of things to consider before lodging a proposal. The list includes reference to:

- Evaluating proximity to neighbours and potential amenity impacts (such as noise impacts)
- Evaluating potential community impacts, including local crime rates and trends
- Preparing a Plan of Management for the proposed venue.

## 4.2 Local Government

This section summarises policy set by Local Government highlighting relevant actions, strategies and implications for Goulburn Mulwaree LGA in relation to social infrastructure.

### 4.2.1 Southern Tablelands Regional Economic Development Strategy (REDS)

The Southern Tableland REDS was prepared by Goulburn Mulwaree Council, Upper Lachlan Shire Council and Yass Valley Council, with support from the NSW Government. The strategy sets out a long term economic vision and associated strategy for the three LGAs, identifying actions crucial to achieving the regional vision. The strategy also identifies example projects that have emerged from the initial application of the framework.

The strategy identifies five strategy elements, key pillars that build upon the region's existing strengths and specialisations, as well as noting potential risks. Of those strategic elements identified, the proposal is relevant to the following:

- **Enhancing the liveability of the region and grow its visitor economy:** by investing in infrastructure that enriches the lives of its residents and attracts visitors from outside the region. While focussing on attracting residents to the area through affordable lifestyle options compared to Sydney and Canberra, it also highlights that enhanced liveability can also grow the visitor economy potential of the region. In addition to further strategic priorities, like localising the tourism supply chain, the strategy identifies a range of infrastructure priorities to support this objective, including a range of arts and culture, sporting and general tourist infrastructure.

### 4.2.2 Goulburn Mulwaree Local Strategic Planning Statement (LSPS)

The Goulburn Mulwaree LSPS sets out a 20 year vision for land use in LGA identifying what Council preserve, and how growth and change will be managed into the future. The strategic priorities within the LSPS most relevant to the proposal aim to increase the attractiveness of the LGA to tourists and potential residents and increase employment opportunities within existing centres:

- Planning Priority 2: City, Town and Village Centres
  - Actions:
    - › Promotion of Goulburn Mulwaree as a destination
- Planning Priority 6: Industry and Economy
  - Challenges for land use
    - › Local employment is available for a growing population, opportunities to attract employment generating business need to be maximised.
    - › Shortage of short term accommodation for fly in fly out (FIFO) workers and medical personnel.
  - Actions:
    - › Promoting Goulburn Mulwaree as a destination for tourism.
  - Strategies:
    - › Jointly develop appropriate tourism opportunities and promote the region as a destination

The proposal will increase the employment opportunities within Marulan both during construction and operation, it will total available tourist accommodation within the town and LGA, while also providing an additional venue within the town for socialisation and recreation.

### 4.2.3 Tablelands Regional Community Strategic Plan 2016-2036

Goulburn Mulwaree Regional Council has prepared a Regional Community Strategic Plan jointly with Upper Lachlan Shire Council and Yass Valley Council (jointly identified as "The Tablelands"). The plan aims to guide development in The Tablelands region to 2036. The Regional Community Strategic Plan identifies the aspirations

of the community through clear strategic priorities with all three councils sharing similar visions. The plan developed through extensive community, stakeholder and council engagement sets high level expected outcomes and broad strategies to be implemented across relevant local governments. There are five identified strategic pillars which are broken down into multiple further strategies. The second pillar concerns the region's economy, promoting the area as a destination for business and supporting the development of the region as a tourism destination. The proposal will assist with development of local economic activity and employment, as well as providing tourist accommodation within the town, and therefore supports this pillar.

#### **4.2.4 Goulburn Mulwaree Employment Land Strategy 2016**

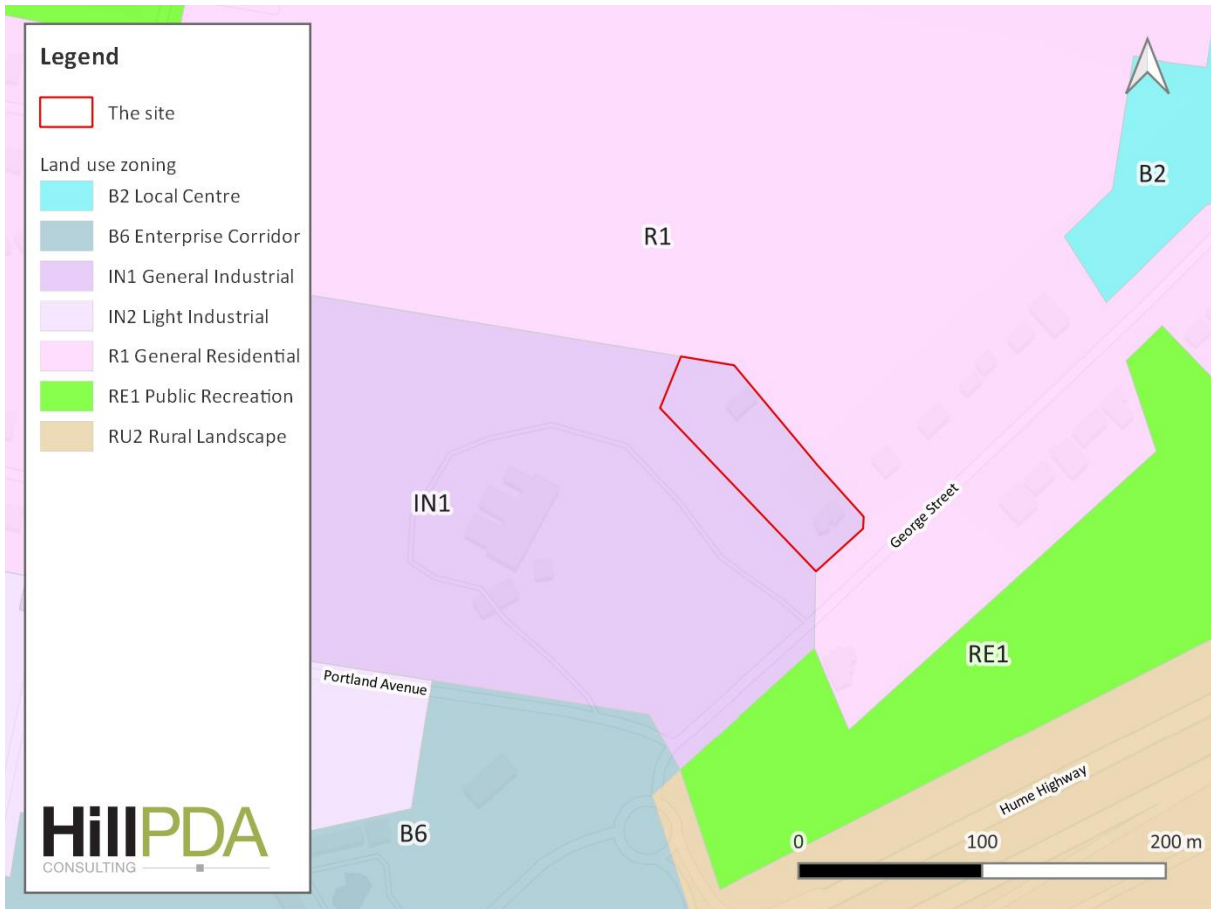
The Employment Land Strategy was prepared to provide a framework for the development and use of employment land within the LGA over the short (2021), medium (2027) and long term (2038). The preparation of the strategy was undertaken in consultation with a range of stakeholders across the LGA.

The strategy includes recommendations for Marulan, in particular. The site is not included in the Marulan Industrial Precinct, which includes the wider industrial area to the west of the site, nor is it included in the town centre business area or enterprise corridor. The strategy identifies a need to define the overall future character and function of Marulan and a need to ensure that employment land is developed in concert with local business in a way that capitalises on the town's locational strengths (e.g. location along the Hume Highway). With respect to the proposal, the strategy does not provide scope for commentary on its appropriateness, save identifying a general desire to drive complementary activity in the centre, while also highlighting the risk presented by the existing service station south of the site in attracting business away from the town centre.

#### **4.2.5 Goulburn Mulwaree Local Environmental Plan 2009**

The Goulburn Mulwaree Local Environmental Plan (LEP) 2009 is the principal local planning instrument applying to the Goulburn Mulwaree Local Government Area. The plan outlines the specific planning controls applying to the site.

Figure 8: Land use zoning applicable to the site and surrounds



Under the LEP, the site is currently zoned IN1 General Industrial, under which *tourist or visitor accommodation* is a prohibited land use. As such the proposal is seeking to amend the LEP to allow for additional uses on the site for future developments, including a new hotel and motel with attached bottle.

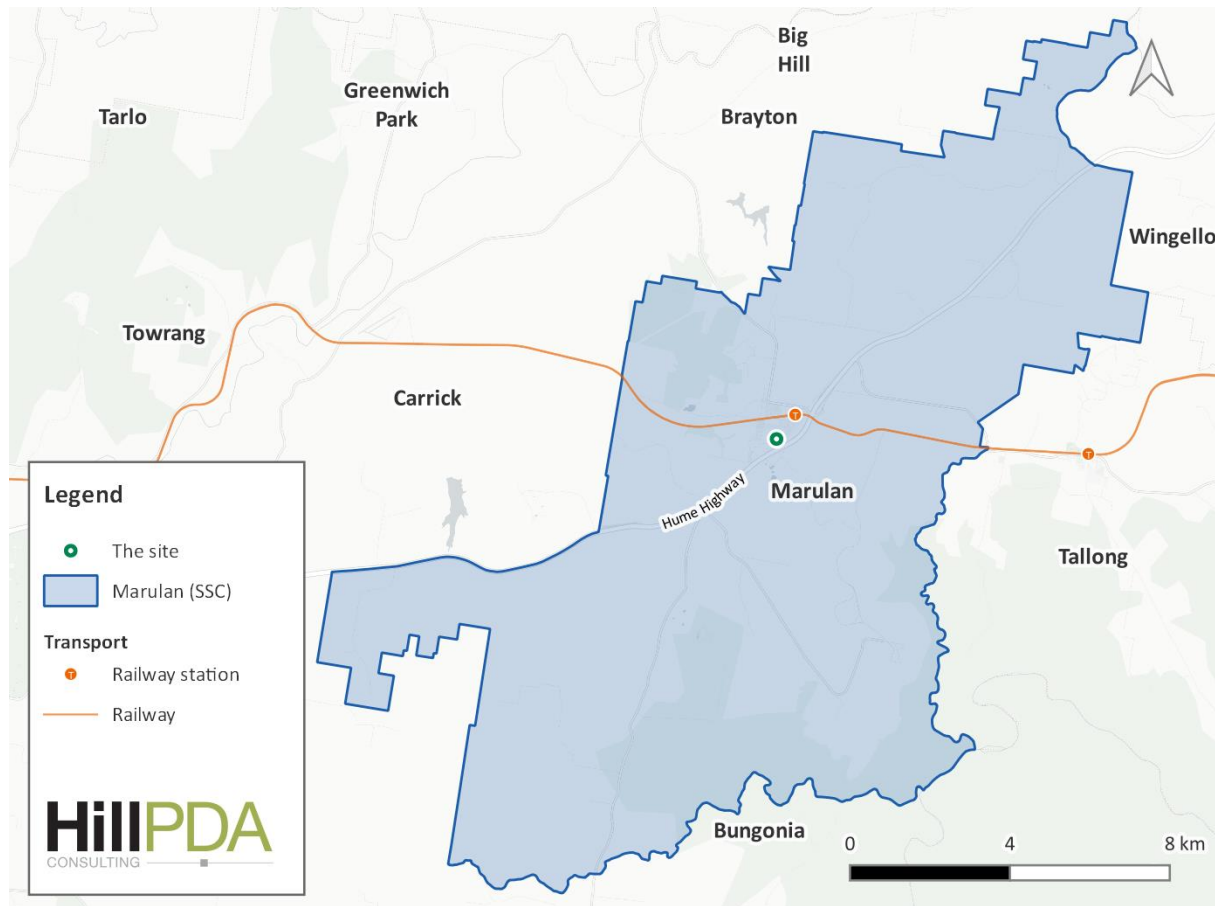
# COMMUNITY PROFILE

## 5.0 COMMUNITY PROFILE

### 5.1 Definition of study area

For the purposes of this demographic profile the study area has been identified as the Australian Bureau of Statistics State Suburb Code (SSC) of Marulan, shown below in Figure 9. Demographic data for areas in NSW outside the Sydney Greater Capital City Statistical Area (GCCSA) has been included as a secondary study area, defined by ABS as Rest of NSW (GCCSA).

Figure 9: The site and study area



### 5.2 General characteristics

Usual resident population (2016)	Aboriginal and/or Torres Strait Islander	Median household income (2016)	Average household size (2016)
<b>1,178</b>	<b>46</b>	<b>\$1,143</b>	<b>2.6</b>

Source: ABS (2016, *Australian Census of Population and Housing* (accessed via Census QuickStats))



At the 2016 Census, there were approximately 1,178 people living within the suburb of Marulan. Table 4 shows the key characteristics of the population compared to that of Rest of NSW (GCCSA). The study has a lower proportion of Aboriginal and Torres Strait Islander people (3.9 per cent), a marginally lower median household income (\$1,143) and higher average household size (2.6), compared to the Rest of NSW (GCCSA).

**Table 4: Persons count based on place of usual residence on Census Night 2016**

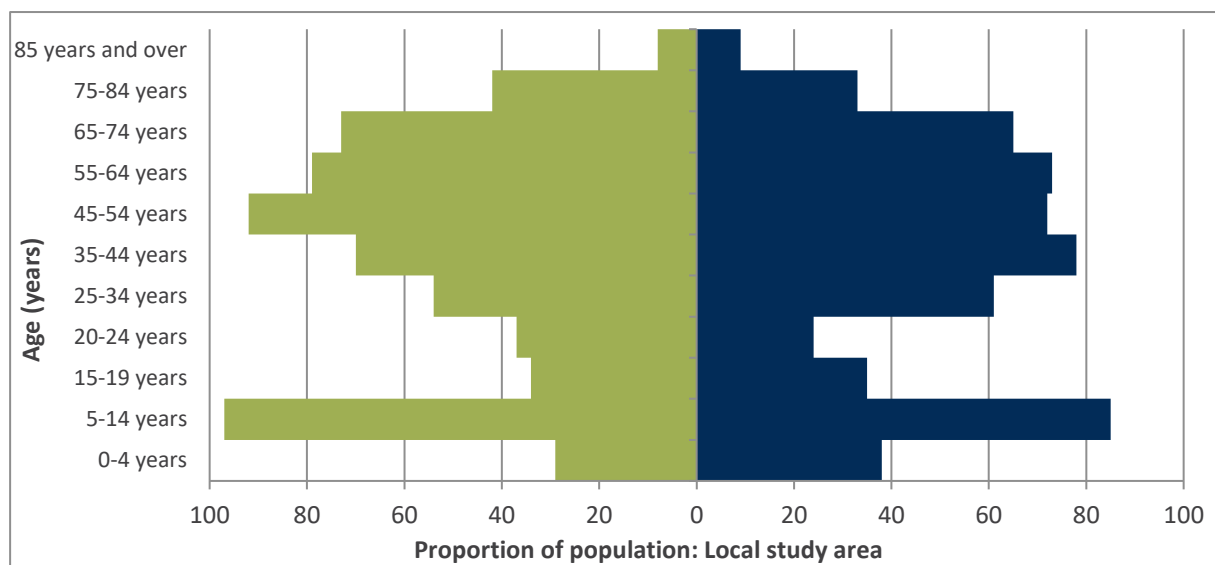
	Marulan (SSC)		Rest of NSW (GCCSA)	
	Total	Percent	Total	Percent
Total population	1,178	-	2,643,536	-
Aboriginal and/or Torres Strait Islander people	46	4%	145,189	6%
Median Age				
Median household income	\$1,143	-	\$1,168	-
Average household size (people per household)	2.6	-	2.4	-

Source: ABS (2016, *Australian Census of Population and Housing* (accessed via Census QuickStats))

### 5.3 Age structure

The age structure of Marulan SSC is shown in Figure 5-3. In 2016 the median age was 41, compared to 43 for Rest of NSW. The lower median age reflects the suburban nature of the surrounds with a higher proportion of younger families.

**Figure 10: Age structure**



Source: ABS, 2016 Census Quickstats

### 5.4 Family composition

Family composition is examined in Table 5-2. The majority (45 per cent) of family households in the suburb of Marulan were couple families with children, followed by couple families without children (39 per cent).

**Table 5: Comparison of household composition**

	Marulan (SSC)		Rest of NSW (GCCSA)	
	Total	Proportion	Total	Proportion
Couple family without children	143	45%	292,934	42%
Couple family with children	124	39%	269,939	39%
One parent family	50	16%	120,862	17%
Other family	0	0	9,450	2%
<b>Total family</b>	<b>317</b>	<b>100%</b>	<b>693,185</b>	<b>100%</b>

Source: ABS (2016, *Australian Census of Population and Housing* (accessed via Census QuickStats))

\* Excludes other and not stated

## 5.5 Dwellings

At the 2016 Census, there were 554 private dwellings in Marulan. There was relatively no dwelling diversity. Of the total dwelling stock 98 per cent were separate houses the remaining were, 1 per cent flat or apartments and 1 per cent other dwellings. There were no Semi-detached, row/terrace house or townhouses which is a stark contrast with the Rest of NSW, where 9 per cent of all dwellings are within this category.

**Table 6: Comparison of dwelling structure**

	Marulan (SSC)		Rest of NSW (GCCSA)	
	Total	Proportion	Total	Proportion
Separate house	422	98%	805,591	82%
Semi-detached, row or terrace house, townhouse etc.	0	0%	90,212	9%
Flat or apartment	3	1%	63,144	7%
Other dwelling	3	1%	14,462	2%
<b>Total</b>	<b>428</b>	<b>100%</b>	<b>973,409</b>	<b>100%</b>

Source: ABS (2016, *Australian Census of Population and Housing* (accessed via Census QuickStats))

\* Excludes other and not stated

Most dwellings in Marulan are owned with a mortgage (50 per cent) or owned outright (48 per cent) (Table 5-4). The proportion of rented dwellings is relatively low (2 per cent) compared to the Rest of NSW (29 per cent).

**Table 7: Comparison of household tenure**

	Marulan (SSC)		Rest of NSW (GCCSA)	
	Total	Per cent	Total	Per cent
Owned outright	162	48%	367,033	39%
Owned with a mortgage	168	50%	300,087	32%
Rented	8	2%	273,674	29%
Other tenure type	0	0%	9,788	1%
<b>Total (excluding not stated)</b>	<b>338</b>	<b>100%</b>	<b>950,582</b>	<b>100%</b>

Source: ABS (2016, *Australian Census of Population and Housing* (accessed via Census QuickStats))

\* Excludes other and not stated

## 5.6 Income

Table 5-6 shows median incomes from the 2016 Census. Median incomes in Marulan are low relative to the Rest of NSW Region. In 2016 the median household income in Marulan was \$1,143/week compared to \$1,168/week in the Rest of NSW Region.

**Table 8: Median weekly income comparison**

	Marulan (SSC)	Rest of NSW (GCCSA)
Personal	\$562	\$584
Family	\$1,380	\$1,449
Household	\$1,143	\$1,168

Source: ABS (2016, *Australian Census of Population and Housing* (accessed via Census QuickStats))

\* Excludes other and not stated

## 5.7 Housing

Table 5-5 shows that at the 2016 Census housing costs was higher in Marulan than in the Rest of NSW region. In 2016, the median mortgage was \$1,733/month and the media rent was \$365 per week.

**Table 9: Comparison of occupations coded under ANZCO**

	Marulan (SSC)	Rest of NSW (GCCSA)
Median rent	\$365/week	\$250/week
Median mortgage	\$1,733/month	\$1,517/month

## 5.8 Social advantage and disadvantage

The Socio-Economic Indices for Areas (SEIFA) has been developed by the ABS to provide an overview of social and economic wellbeing and welfare of communities across a range of spatial scales. The SEIFA measures the relative level of socio-economic advantage and disadvantage based on various census characteristics, such as income, education, unemployment and occupations. In the context of this Index, a lower score indicates an area that is relatively disadvantaged compared to an area with a higher score. Table 16 below identifies the index rankings and quantiles.

**Table 10: SEIFA rankings and quartiles**

Measure	
Rank	To determine the rank of an area, all the areas are ordered from lowest score to highest score. The area with the lowest score is given a rank of 1; the area with the second-lowest score is given a rank of 2 and so on, up to the area with the highest score which is given the highest rank.
Decile	Deciles divide a distribution into ten equal groups. In the case of SEIFA, the distribution of scores is divided into ten equal groups. The lowest scoring 10% of areas are given a decile number of 1, the second-lowest 10% of areas are given a decile number of 2 and so on, up to the highest 10% of areas which are given a decile number of 10.
Percentile	Percentiles divide a distribution into 100 equal groups. In the case of SEIFA, the distribution of scores is divided into 100 equal groups. The lowest scoring 1% of areas are given a percentile number of 1, the second-lowest 1% of areas are given a percentile number of 2 and so on, up to the highest 1% of areas which are given a percentile number of 100.

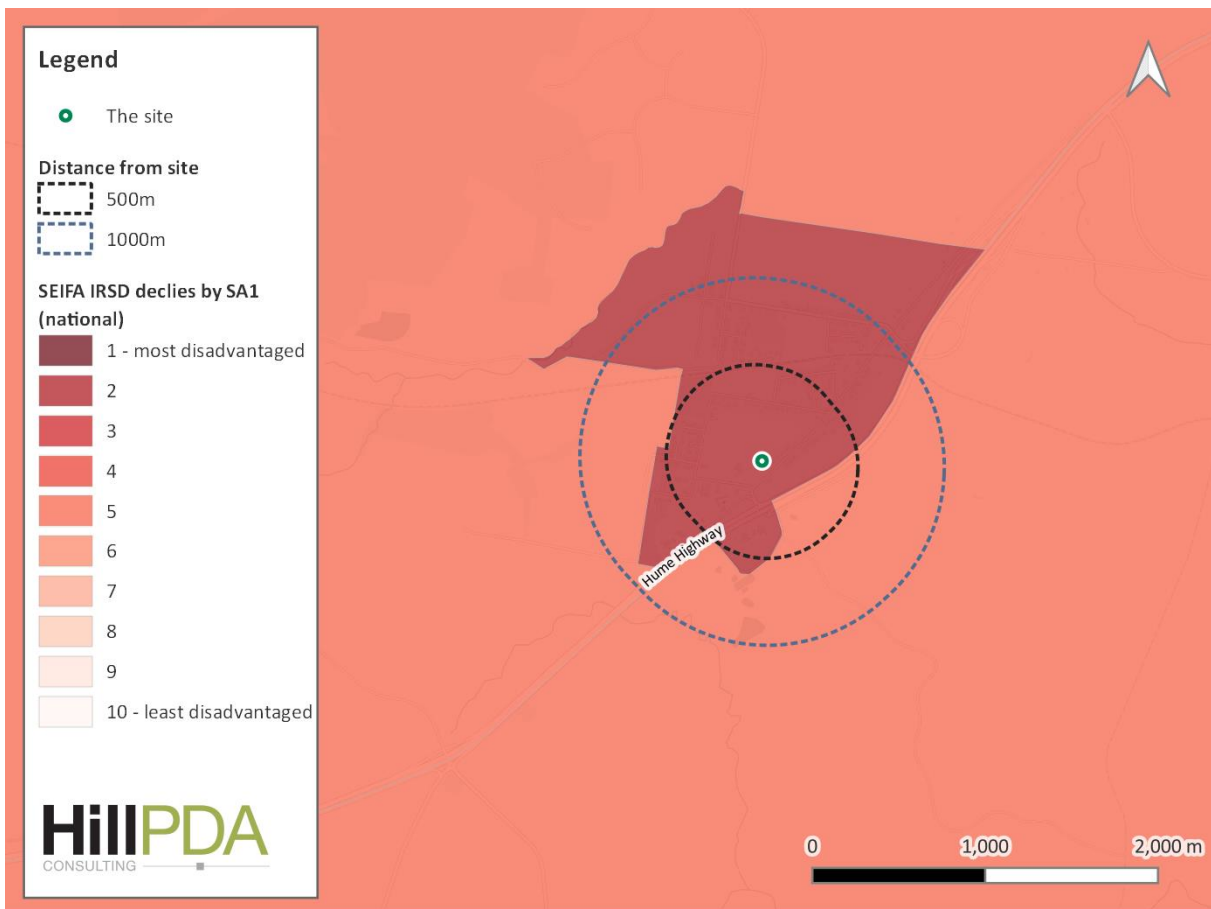
**Table 11: SEIFA rankings for Marulan (SCC)**

	Marulan (SCC)					
	Within Australia			Within NSW		
	Rank	Decile	Percentile	Rank	Decile	Percentile
Advantage and disadvantage (IRSAD)	2,332	2	18	661	2	17
Disadvantage (IRSD)	2,724	2	20	839	3	21
Economic resources (IER)	4,811	4	36	1381	4	34
Education and occupation (IEO)	1,084	1	8	250	1	7

Source: ABS 2016

On the Index of Economic Resources (IER), Marulan (SCC) is ranked in the bottom 40 percent of all localities, indicating marginally lower access to economic resources relative to other areas. On the Index of Education and Occupation, Marulan (SCC) is ranked in the bottom 10 percent, in both NSW and nationally, indicating that residents in the area generally have a significantly lower level of education and are highly likely to be working in lower skilled roles. The Index of Relative Socio-economic Disadvantage (IRSD) concerns levels of overall disadvantage and is also mapped below in Figure 11. Both Marulan (SCC) and the SA1 containing the Marulan town centre (mapped below) are in the second IRSD decile indicating a high level of disadvantage overall. The map shows that the SA1 surrounding Marulan has a lower level of disadvantage.

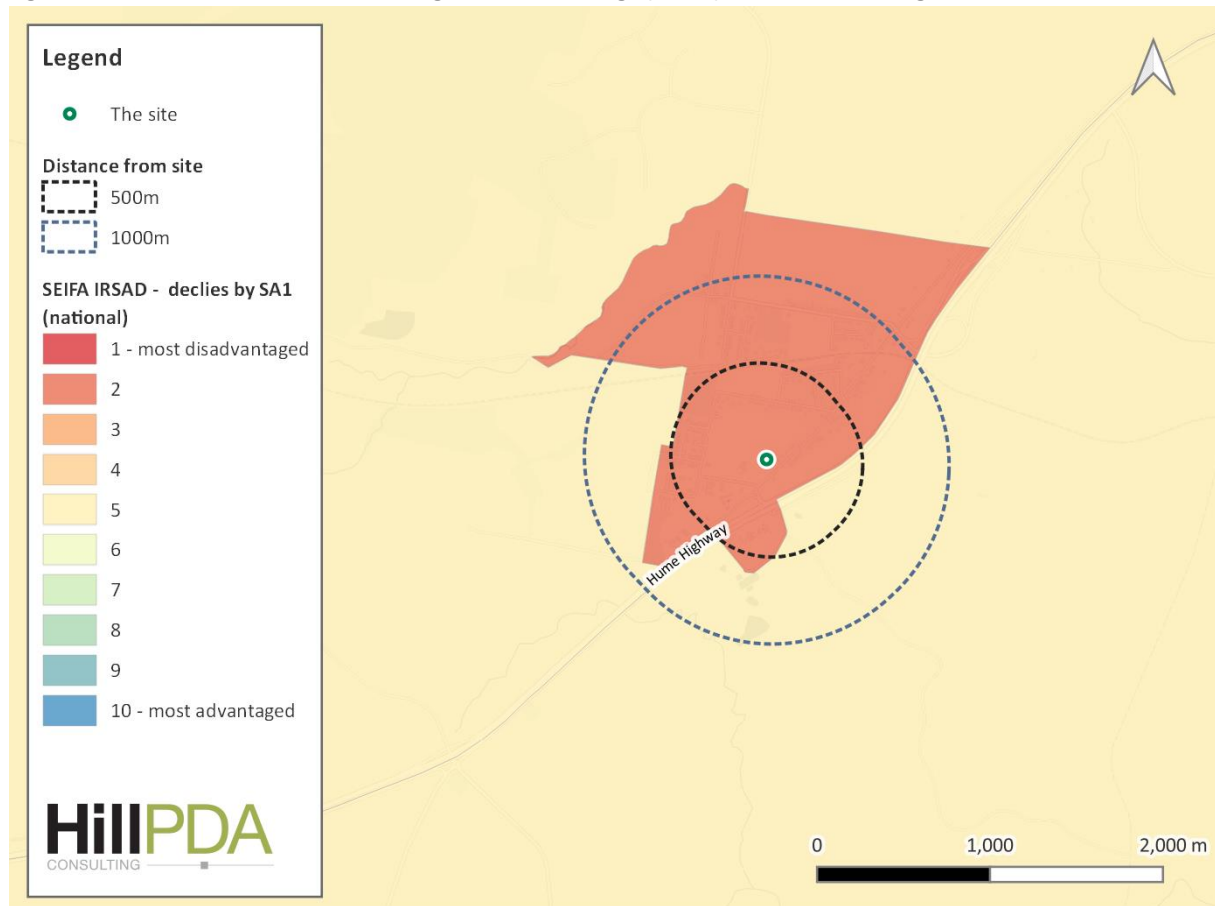
**Figure 11: SEIFA Index of Relative Socio-economic Disadvantage (IRSD) for SA1s surrounding the site**



The Index of Relative Socio-economic Advantage and Disadvantage (IRSAD) examines measures for both advantage and disadvantage and is mapped below in Figure 12. The SA1 containing the site and wider suburb are both in the second lowest decile, indicating a lower level of advantage and a relatively higher level of

disadvantage in general, meaning more households with lower incomes, or fewer people in skilled occupations, a greater number of lower income households and more of people in unskilled occupations.

**Figure 12: Index of Relative Social Advantage and Disadvantage (IRSAD) for SA1s surrounding the site**



## 5.9 Crime

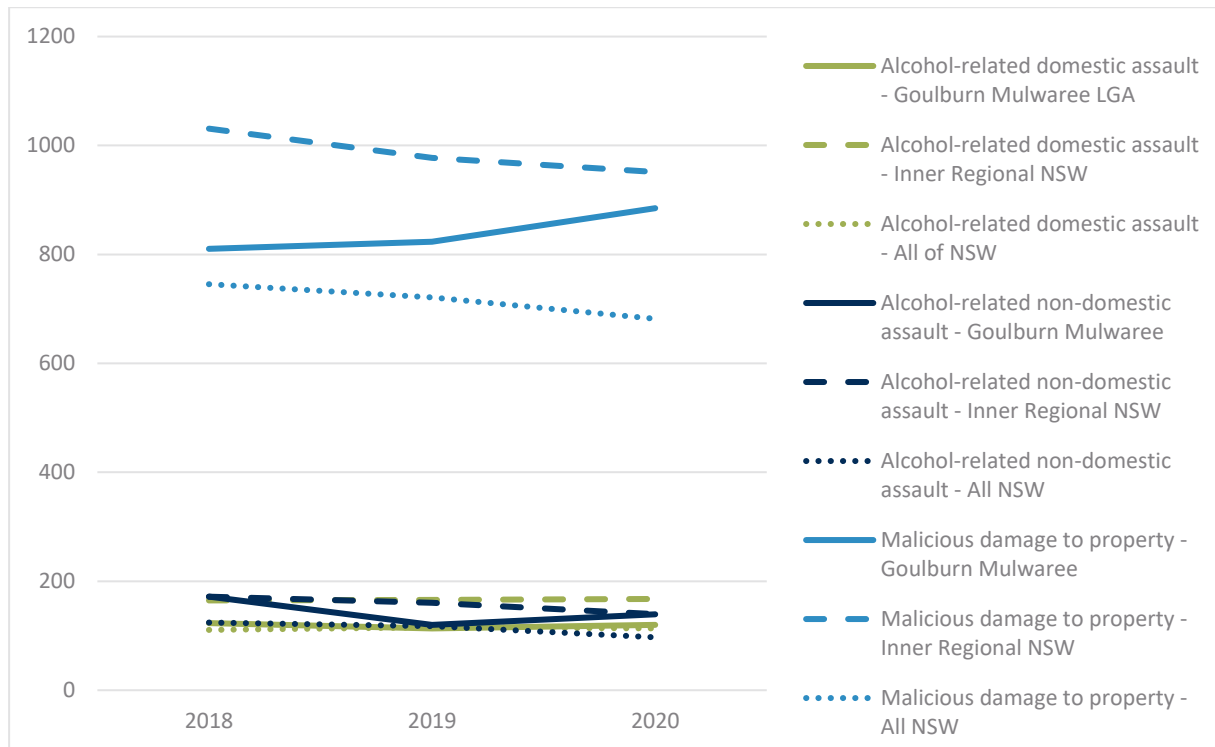
Crime levels for the site and surrounds have been mapped using NSW Bureau of Crime Statistics (BOCSAR) for concentration of recent crime incidents (alcohol related assaults, domestic and non-domestic assault, robbery, theft break-and-entry and malicious damage to property), the mapping tool identified no concentrations within or surrounding Marulan between July 2019 and June 2020.

As NSW BOCSAR does not calculate rates of crime for suburbs with a population of less than 2,000, rates for the wider Goulburn Mulwaree LGA will be used instead.

- The rate of alcohol-related domestic assault in Goulburn Mulwaree LGA was 119.9. The rate for Inner Regional Australia (NSW) was 167.5, and the rate for all NSW was 113.2
- The rate of alcohol-related offensive conduct in Goulburn Mulwaree LGA was 68.1, the rate for Inner Regional Australia (NSW) was 44.3, and the rate for all NSW was 28.4
- The rate of malicious damage in Goulburn Mulwaree LGA was 884.9, the rate for Inner Regional Australia (NSW) was 951.4 and the rate for all NSW was 681.9

Recent annual rates for these three crime types is graphed below in Figure 13, it can be seen that crime rates have remained relatively stable across the LGA, with the exception of malicious damage to property, which has increased since 2018.

**Figure 13: Selected crime rates per 100,000 residents by region, 2018-2020**



Source: NSW Liquor LiveData (2020)

The tables below include the recent historic rates for the three regions graphed above, as well as offence counts for Marulan (SSC). It can be seen that incident counts in Marulan have remained relatively stable in recent years.

**Table 12: Alcohol-related domestic assault (rate per 100,000 residents) in Goulburn Mulwaree LGA, Inner Regional NSW and NSW (2017 to 2019)**

Year	Marulan		Goulburn Mulwaree LGA		Inner Regional Australia (NSW)	All NSW
	Count	Rate	Count	Rate	Rate	Rate
2020	0	n/c	37	119.9	167.5	113.2
2019	1	n/c	35	113.4	166	115.4
2018	0	n/c	38	123.2	164.8	110.7

Source: NSW Liquor LiveData (2020)

**Table 13: Alcohol-related non-domestic assault (rate per 100,000 residents) in Marulan, Goulburn Mulwaree LGA, Inner Regional NSW and NSW (June 2018 to June 2020)**

Year	Marulan		Goulburn Mulwaree LGA		Inner Regional Australia (NSW)	All NSW
	Count	Rate	Count	Rate	Rate	Rate
2020	3	n/c	43	139.4	139.7	97.1
2019	0	n/c	37	119.9	160.6	117.8
2018	0	n/c	53	171.8	171.7	124.2

Source: NSW Liquor LiveData (2020)

**Table 14: Malicious damage to property (per 100,000 residents) in Marulan, Goulburn Mulwaree LGA, Inner Regional NSW and NSW (June 2018 to June 2020)**

Year	Marulan		Goulburn Mulwaree LGA		Inner Regional Australia (NSW)	All NSW
	Count	Rate	Count	Rate	Rate	Rate
2020	9	n/c	273	884.9	951.4	681.9
2019	9	n/c	254	823.3	977.6	721.2
2018	4	n/c	250	810.3	1031	745.4

Source: NSW Liquor LiveData (2020)

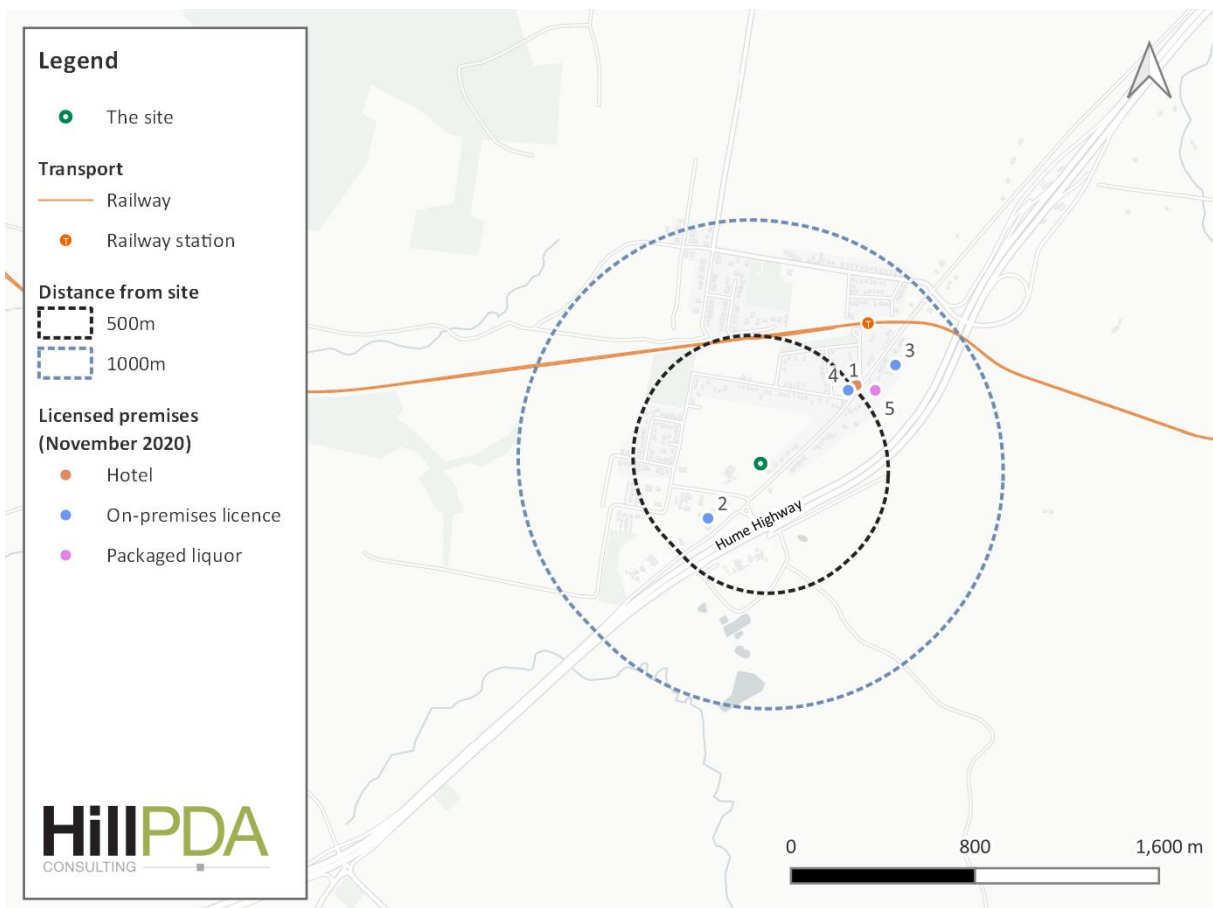
### 5.10 Existing licensed premises nearby

(we have this database on file to be mapped, Liquor and Gaming LiveData will also have info this)

According to the register of liquor licences within NSW, there are five existing licences active within one kilometre of the subject site. Of those licences, one is a packaged liquor licences, three are on-premises licence and one is an existing hotel.

According to the Liquor and Gaming public register there are no pending liquor licence applications presently in the suburb of Marulan. It should also be noted that data from NSW Liquor LiveData indicates that the overall saturation of liquor outlets in Marulan has decreased from 254.7 in December 2018 per 100,000 residents to 424.4 per 100,000 residents in December 2020, while the rates in the wider LGA, Inner Regional NSW and NSW increased overall.

**Figure 14: Existing licensed premises near the site**



Source: NSW and Gaming (2020)

**Table 15: Licensed premises near the subject site**

Map ID	Licence type	Name	Trading hours
1	Hotel	Terminus Hotel	N/A
2	On-premises	Marulan Motor Inn	N/A
3	On-premises	Meridian Cafe	Mon 8:00 AM – 9:00 PM Tues – Wed Closed Thu 8:00 AM – 9:00 PM Fri 8:00 AM – 5:30 PM Sat 8:00 AM – 5:00 PM Sun 8:00 AM – 5:00 PM
4	On-premises	The Marulan General Store & Cafe	Mon – Fri 7:00 AM – 5:00 PM Sat – Sun 8:00 AM – 3:00 PM
5	Packaged liquor	IGA Marulan	N/A

Source: NSW and Gaming (2020)



# SENSITIVE LAND USES

## 6.0 SENSITIVE LAND USES

The following section provides an overview of potential sensitive land uses located within the study area. This audit has been informed by a desktop analysis of geographical data and resources, including:

- NSW DPIE GIS Point of Interest data
- Australian Curriculum Assessment and Reporting Authority MySchool website
- Australian Children's Education & Care Quality Authority (ACECQA)
- NSW Health website
- Australian Institute of Health and Welfare: GEN Aged Care Data.

The audit is indicative and based on the data available at the time of preparing this report.

### 6.1 Sensitive receivers

Residential properties and social infrastructures facilities may be particularly sensitive to social impacts associated with the construction and operation of a licenced premises. Social infrastructure is an asset that accommodates social services or facilities. Social infrastructure is an important aspect of society as it provides the community with tangible or perceived benefits linked to the safety, health and wellbeing of that community. It also links to the economic growth and the sustainability of the community, therefore playing a critical role in society.

Specifically, this report has been produced to address the sensitivity of particular infrastructure types within close proximity (500 metres), which include the following:

- Residential properties
- Education: child care, schools and tertiary facilities
- Active and passive recreation – such as parks, sporting ovals and social clubs, halls etc.
- Places of worship
- Community and culture – libraries and community centres

For the purposes of clarity, this report excludes businesses such as retail or commercial services.

### 6.2 Identifying potentially sensitive land uses

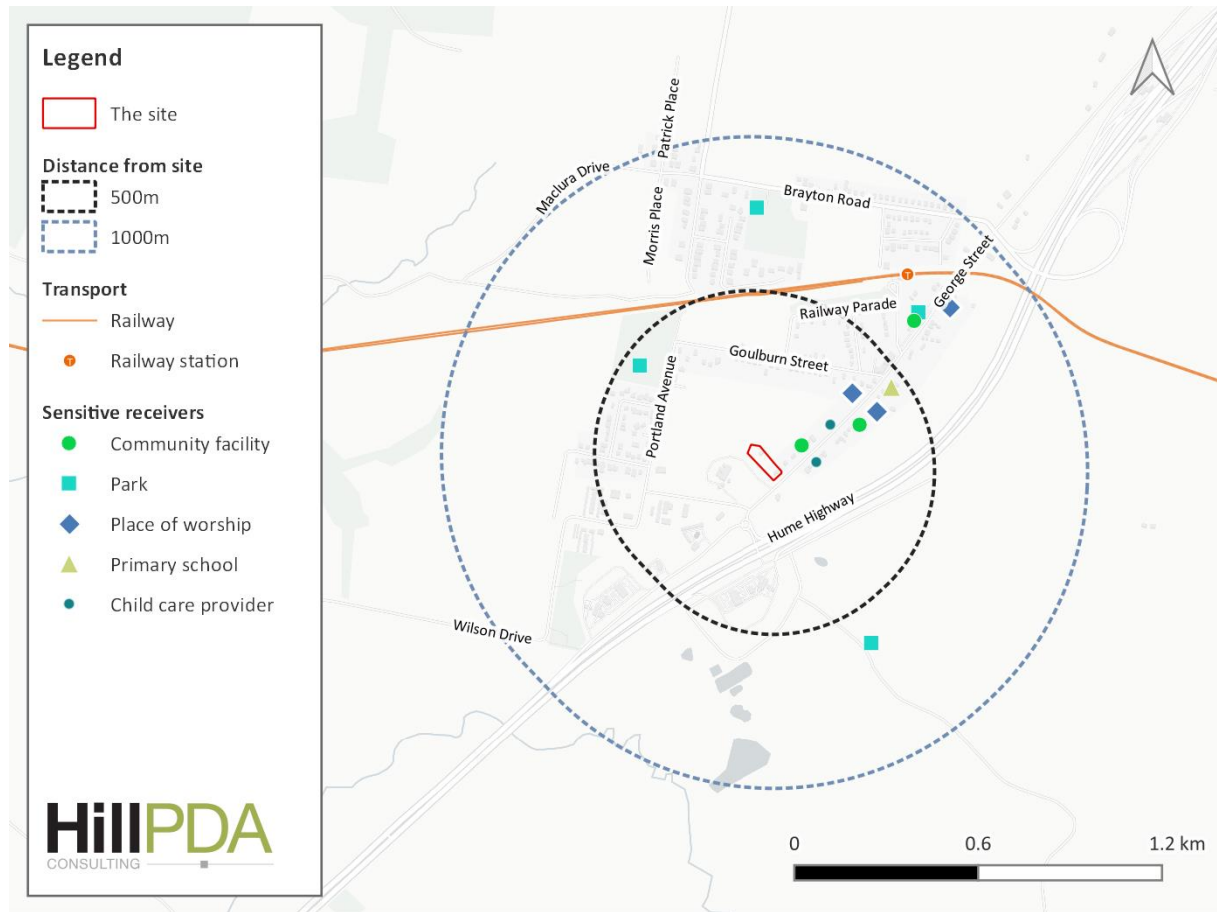
The proposed development is located in the southern part of Marulan. Development south of the site is predominantly industrial, in addition to other service stations and a hotel servicing passing traffic on the Hume Highway. To the immediate west and north are open areas, while to the east are residential properties fronting George Street. The density and configuration of the housing follows along the roadside with no development behind. There are also residential properties within 500 metres of the site to the north and north west, but these are located beyond a significant area of open grassland.

Potential sensitive receivers, as described above, have been mapped below in Figure 15. It can be seen that, much as with housing, the nearest sensitive receivers are distributed amongst the housing fronting George Street to the north east of the site. Located within 500 metres are:

- Two community halls (the CWA Hall and the Brewer Centre multi-purpose hall)
- Two centre-based child care facilities (a long day care and a preschool)
- Two places of worship (an Anglican Church and a Catholic Church)
- Marulan Primary School (approximately 99 enrolled students K-12)

Approximately 500 metres north west of the site is the Marulan Soccer Ground and attached park.

Figure 15: Potential sensitive receivers located near the site



# SOCIAL IMPACT ASSESSMENT

## 7.0 SOCIAL IMPACT ASSESSMENT

This Chapter details the potential social impacts of the proposed development and mitigation measures designed to minimise negative impacts and maximise positive impacts. This is based on the analysis from the previous chapters.

### 7.1 Area of influence

Throughout this study the area of influence has been defined as the town of Marulan, being a small regional town surrounded by open farmland, sufficiently isolating it from other nearby towns by distance alone. Impacts have been assessed in the context of the known demographics of the resident population at the 2016 Census, as described in Section 5.0.

### 7.2 Way of life

Way of life refers to how people live work and interact with each other. The potential impacts of the proposal to people's way of life is considered below.

#### 7.2.1 Potential Negative Impacts

##### *Transport and dispersal*

How patrons arrive to and from a licensed premise can have a significant impact on the amenity and safety of an area. The longer a patron must wait for transport generally increases the opportunity for antisocial behaviour.

As identified previously the proposed development is in a location with minimal existing access to public transport, meaning visitors and staff would be required to arrive solely by personal vehicles, coaches or taxis. While it is understood that the proposed bar would also be for the use of hotel guests, it is possible that all bar patrons would be staying within the hotel. Ensuring that the proposed development has adequate alternatives to private transport (e.g. access to public transport, courtesy bus, or a high quality and frequent taxi service) would improve safety and amenity of the area. It is anticipated that this could be addressed at the development application stage.

##### **Mitigation measures**

- Implementing CPTED Principles and secure access and dispersal into the design

##### **Operational traffic impacts**

Operational traffic can generate congestion and impact community access to facilities as well as overall amenity and health and wellbeing, through stress increased travel times. While traffic along George Street is understood to be minimal, considering the presence of the existing truck stop to the south and the location of nearby interchanges, there exists the potential for cumulative traffic impacts arising from the proposal when completed. Subject to the approval of the planning proposal, a traffic impact assessment should be conducted at the DA stage to consider the impacts arising from potential additional traffic from the site and suggest mitigations. In addition, this assessment would assess the final design against the parking needs of potential staff and patrons.

##### **Mitigation measures**

- Traffic impact assessment to be conducted at DA stage, subject to approval of planning proposal.

## 7.3 Community cohesion

### 7.3.1 Potential Positive Impacts

#### *Social integration*

There is significant research that indicates that better social outcomes are achieved within socially connected and cohesive communities. As identified in Section 6.0, the site is within walking distance of two community facilities, in addition to two places of worship. Limited access to community facilities and high car dependency can result in limited opportunities for residents to 'cross paths' and interact and engage.

The proposed development would be publicly accessible and would act as a place for social interaction. As such, it could increase the opportunities for residents within Marulan surrounding areas to interact, which subsequently would be beneficial to community cohesion within the study area and provide social benefits.

#### **Benefit enhancements**

- Raise awareness of the proposed public facilities and services available
- Encourage surrounding residents to walk to the proposed facilities on site, reducing private vehicle use and increasing opportunities for social interaction.

## 7.4 Local amenity

Amenity is defined as the 'pleasant or normally satisfactory aspects of a location which contribute to its overall character and the enjoyment of residents or visitors'<sup>1</sup>. Amenity impacts are changes which specifically affect the attractiveness and enjoyment of an area.

Changes to local amenity can affect the ability of a resident, a visitor or the community to enjoy or undertake activities within the local area. The construction and operation of the proposed development has the potential to alter the local amenity and character of Marulan.

### 7.4.1 Potential positive impacts

#### *Supporting Council's vision*

The proposal supports Council's vision as outlined in the LSPS and regional strategic planning documents by providing additional infrastructure to support the local tourist and visitor economy by adding to the volume of short term accommodation available within the town, as well as introducing additional spaces for recreation and social interaction, improving liveability. The proposal could assist in housing temporary workers, which the Regional Economic Development Plan identifies as having insufficient accommodation options.

### 7.4.2 Potential negative impacts

#### *Reduced amenity during construction*

During the construction process the proposed development has the potential to affect the amenity of sensitive receivers within the surrounding area. Sensitive receivers generally relate to residents but may also include child care centres, community and recreational facilities or businesses (such as cafes and restaurants) that rely on the amenity of a locality to attract customers.

During construction, the following may affect local amenity:

- The removal of established vegetation
- The introduction of construction facilities to the environment
- Noise, dust arising from construction activities
- Unpleasant odours

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<sup>1</sup> Planning language The Planning Academy, viewed at: [www.theplanningacademy.com.au/planning-language](http://www.theplanningacademy.com.au/planning-language) on 10<sup>th</sup> October 2016

- Increased traffic volumes and/or congestion.

Short term reduction in amenity may impact the residential properties immediately to the north. However, construction impacts on local amenity are generally contained in close proximity to construction sites.

A range of mechanisms can be applied to minimise any potential impacts on amenity. Such mechanisms are employed by most building contractors and implemented through a Construction Management Plan. Such plans tend to focus on issues such as demolition and construction staging, noise, air and water quality, construction traffic management, pedestrian safety and site management. They include simple but effective measures such as screening, noise mitigation at source and varying work hours.

These mechanisms can be as simple as avoiding noisy or disruptive construction activities during the hours when residents are likely to be more exposed to impacts, for example on evenings and weekends. Another example of an effective mitigation measure is providing residents with a phone number to call if they have concerns regarding construction.

#### **Mitigation measures**

- Construction Management Plan.

#### ***Operational noise impacts***

The proposed development has the potential to generate additional noise during operation, which can prove disruptive to the amenity of surrounding residents. Subject to the approval of this proposal, an acoustic assessment, undertaken by a qualified individual, should be conducted as part of the DA. This would identify any possible noise impacts and recommend appropriate attenuation measures.

Licensed premises and commercial operations have the potential to result in additional environmental noise. Unwanted noise may result in reduced residential amenity for residents within Marulan. However, the proposed development would be subject to development controls and conditions of consent enforceable under the Environmental Planning and Assessment Act 1979.

It is recommended that the Plan of Management reviews the patron noise generated by the proposed development and ensures it complies with the NSW Government's Office of Liquor, Gaming and Racing (OLGR) noise limits. The operation has a low likelihood of resulting in any discernible noise impacts on the social environment.

#### **Mitigation measures**

- Making residents aware of the process to make complaints to NSW Police
- Undertaking an acoustic assessment by a qualified professional and implementing standard noise mitigation measures.

## **7.5 Community health and safety**

As previously described, Goulburn Mulwaree Council is seeking to enhance the liveability of centres within the LGA to attract tourists and visitors. A key element of liveability is ensuring that current and future communities feel safe. It is generally accepted that the introduction of liquor and gaming venues has the potential to impact how some residents perceive the safety and amenity of their community. Community attitudes and a sense of well-being are important factors to consider when evaluating the impacts and benefits of a DA, however they should not be considered in isolation.

The final operation of the proposed venue will be contingent upon the success of the PP, subsequent DA and application to the Office of Liquor and Gaming, which will identify detailed conditions and restrictions around licensing for the venue.

### 7.5.1 Potential negative impacts

#### Community vulnerability to alcohol

Health surveys and clinical studies have demonstrated that some groups are more at risk of alcohol related harm than others. In order to reduce alcohol related health issues in disadvantaged and vulnerable communities, local Councils may consider:

- Limiting the accessibility to alcohol
- Improving access to non-alcohol related services and facilities.

Social capital and community connectedness in an area can also reduce alcohol related harm. Groups considered more at risk are detailed in Table 16.

**Table 16: Groups most at risk of alcohol related harm**

Group	Considerations	Marulan (SSC)	Rest of NSW (GCCSA)	Risk
Young people and young adults (15-24 years)	<ul style="list-style-type: none"> <li>● There is an increased tendency to consume alcohol at levels of high-risk</li> <li>● Demonstrated issues include risk-taking, lower alcohol tolerance, increased risk of cognitive impairment and alcohol dependence in later life<sup>2</sup></li> <li>● Increased hospitalisation and admission rates at emergency departments over the past decade<sup>3</sup></li> <li>● Brain development is not complete until around 25 years of age, and excessive consumption before this point is a developmental risk<sup>4</sup></li> </ul>	10.2%	11.6%	Low
Older adults (75+ years)	<ul style="list-style-type: none"> <li>● Older adults are the most likely to drink daily, despite having a lower tolerance to alcohol consumption, and the presence of co-morbidity factors or risky interactions with medicines<sup>5</sup></li> </ul>	6.8%	9.1%	Low
Aboriginal and Torres Strait Islanders	<ul style="list-style-type: none"> <li>● Seventeen per cent of Aboriginal and Torres Strait Islanders were drinking at long term risk levels<sup>6</sup></li> </ul>	3.9%	5.5%	
Gender	<ul style="list-style-type: none"> <li>● Males are more likely to drink at long-term and short-term risky levels than women</li> <li>● Women are more likely to experience some negative health and wellbeing impacts associated with alcohol consumption – including road related trauma, sexual abuse, interpersonal issues and family violence<sup>7</sup></li> </ul>	Males 51.5% Females 48.5%	Males 49.2% Females 50.8%	Low
Disadvantaged communities	<ul style="list-style-type: none"> <li>● There is a complex evidence base in the relationship between socio-economic disadvantage and alcohol related harm. There is a correlation between the high levels of disadvantage and an increased likelihood of suffer from alcohol related health concerns.</li> </ul>	The immediate surrounds score lower on the SEIFA index and is more disadvantaged		Moderate

Source: ABS (2016), *Australian Census of Population and Housing*. Accessed via QuickStats.

As identified above, the general population of Marulan is not at relatively higher risk, although the town and surrounding region are more socio-economically disadvantaged compared to the rest of NSW. Considering this

<sup>2</sup> Australian Government Preventative Health Taskforce (2009)

<sup>3</sup> Australian Government Preventative Health Taskforce (2009)

<sup>4</sup> Australian Government Preventative Health Taskforce (2009)

<sup>5</sup> Australian Institute of Health and Welfare (2011) 2010 National Drug Strategy Household Survey report

<sup>6</sup> Australian Bureau of Statistics (2010) The Health and Welfare of Australian's Aboriginal and Torres Strait Islander Peoples

<sup>7</sup> National Institute on Alcohol Abuse and Alcoholism (1999)



in the context of potential additional economic activity and employment the proposal may create within the town, the vulnerability of existing and future communities to alcohol related harm is considered to be low. With appropriate management plans described above and below in place, the proposed development is unlikely to result in any health or social impacts for members, guests or residents of the Marulan community.

#### **Mitigation measures**

- Raise awareness of the health impacts associated with increased alcohol consumption
- Raise awareness of alternative, non-alcohol related recreational facilities in close proximity

#### ***Crime and antisocial behaviour***

As identified above there is often a perception that venues that serve liquor may result in an increase in crime and antisocial behaviour within a suburb. Alcohol is involved in a very large proportion of assaults in Australia.<sup>8</sup> In New South Wales, alcohol was involved in 60 per cent of all calls for police.<sup>9</sup> However, various studies have found that alcohol related violence within or around licensed venues is generally limited to a small minority of venues. A study in 1998 found that only 5 per cent out of 400 licensed venues had a higher than average number of alcohol related incidents.<sup>10</sup> Inner city venues, especially those hotels that trade late at night, have been shown to have higher rates of assault than other licensed venues.

As identified in Section 5.9, the subject site is considered lower risk and it is located in an area with very low crime rates. The perception of crime and antisocial behaviour can impact people's desire to live or recreate in an area.

To reduce any potential alcohol related social impacts and to promote the benefits of the proposal, it is recommended that the proposed development collaborates with Council, the Hume Police District and the Goulburn Liquor Accord. The Goulburn Liquor Accord is a voluntary industry-based partnership that works with local communities to improve the safety of licensed venues and find practical solutions to reduce liquor-related health and crime related issues and promote responsible service of alcohol in the Goulburn Mulwaree Local Government Area.

#### **Mitigation measures**

- Implementing CPTED Principles
- Ensuring secure access and dispersal, adequate crowd control
- Staff training in responsible service of alcohol (mandatory in NSW)
- Access to sufficient public transport and taxis services would also mitigate any potential negative impacts associated with late night dispersal
- Signage, including directions to transport and requests that patrons respect the residential amenity of the area
- Collaboration with key stakeholders and government agencies.

#### ***Cumulative impact of licensed premises***

Cumulative impact refers to both the positive and negative impacts that can result from clustering a particular land use. Negative cumulative impacts can include increased occurrences of:

- Nuisance including noise and anti-social behaviour from intoxicated persons
- Infrastructure capacity problems including limited availability of transport and car parking for patrons and local residents
- Violence and perceived threats to safety

<sup>8</sup> National Institute on Alcohol Abuse and Alcoholism (1999)

<sup>9</sup> Australian National Preventative Health Agency, 2013

<sup>10</sup> Alcohol and Licensed Premises: Best Practice in Policing, Doherty & Roche, 2003

- Crime including vandalism, trespass and property damage.

The extent of impact would vary depending on the number of venues, the mix of venues, the way they are managed, and the capacity of the local area to accommodate those venues. As identified in Section 5.10, there are two on-premises licenses within close proximity (500 metres) to the site, however both are on-premises licenses (one for the General Store and Café and the other is the Marulan Motor Inn), consequently the cumulative impact on the social environment is considered negligible.

### Venue operations and design

The design and operation of venues with liquor licenses can have a notable influence on the levels of alcohol consumption within the venue, the interaction between patrons, and the relationship to surrounding land uses. Table 17 identifies assesses the risk associated with the venue design and operation.

**Table 17: Venue design assessment**

Venue design	Considerations	Assessment	Risk of impact
Capacity, crowding and movement:	Venues with high levels of movement (e.g. dance floors, pool tables) have elevated issues with violence and aggression. High movement areas can reduce on premise alcohol related harms.	<ul style="list-style-type: none"> <li>• The proposed development has been designed to promote patron flow and discourage overcrowding</li> <li>• The venue would include clear lines of sight from bar to toilets, drinking and dancing areas</li> <li>• The venue has been designed to ensure entries and exits are free of congestion.</li> </ul>	Low
Venue access, street access and queuing	Entries and exits are the interface between a venue and the street. The street interface creates opportunities for passive surveillance, increased perceptions of safety, as well as the antisocial behaviour is less likely, when passers-by can see into a venue. Queuing may result in amenity issues for surrounding land uses. Smoking and other activities that patrons may engage in outside of a venue can have amenity impacts for the local area.	<ul style="list-style-type: none"> <li>• The venue has been designed to maximise passive surveillance</li> <li>• The venue has been designed to ensure entries and exits are free of congestion</li> <li>• The proposed development is unlikely to result in any external queuing and would not have any amenity impacts on surrounding residential properties</li> <li>• The venue is unlikely to cause any conflict between patrons and surrounding residents</li> <li>• The venue has been designed to deter general loitering and antisocial behaviour.</li> </ul>	Low
Access to seating and vertical drinking	Vertical drinking refers to those venues where the vast majority of patrons are standing while drinking (often a nightclub, or bar that focuses on standing room). Vertical drinking establishments are generally considered higher risk due to faster drinking behaviour, more opportunity for physical altercation, generally more overcrowding, and limited opportunities for food consumption.	<ul style="list-style-type: none"> <li>• The venue is not a vertical drinking establishment</li> <li>• The proposed development should provide sufficient seating which would reduce risk related alcohol consumption.</li> </ul>	Low
Noise and Lighting	Low levels of noise and light can be seen to promote heavier drinking behaviour and opportunities for physical disagreements.	<ul style="list-style-type: none"> <li>• The proposed development maintain clear pathways and lines of sight throughout the venue</li> <li>• The proposed development would be designed to maintain a high amenity and comfortable environment</li> </ul>	Low

Venue design	Considerations	Assessment	Risk of impact
		<ul style="list-style-type: none"> <li>Staff would be required to undertake NSW mandatory training regarding responsible serving of alcohol.</li> </ul>	

The proposed development is designed to be low risk and is unlikely to result in any health or social impacts for guests, existing and future residents of Marulan or the surrounding area.

#### Mitigation measures

- A venue-specific Plan of Management
- Implementing of CPTED Principles
- Undertaking a Community Impact Statement and Local Impact Assessment.

## 7.6 Local population, economy and employment

Goulburn Mulwaree LGA is projected to experience moderate population and employment growth. The population of the LGA is forecast to reach 37,202 persons by 2036<sup>11</sup>, representing a 23 per cent increase over the 2016 base population of 30,158 residents. Total households within the LGA are also forecast to increase significantly from 12,235 households in 2016 to 15,405 households by 2036<sup>11</sup>. This represents an increase of 3,170 households or 26 per cent increase over the period.

### 7.6.1 Potential Positive Impacts

#### *Construction related expenditure*

The construction of the development is expected to have short-term benefits with respect to construction employment and the purchase of materials. An economic impact assessment prepared by HillPDA found that construction on site would provide 35 job years directly on site and 17 indirect (or flow-on) job years in the LGA. The wider town and nearby centres are also likely to benefit from increased construction related trade. The construction industry is a significant component of the economy, accounting for 6.7 per cent of Gross Domestic Product (GDP) and employing almost one million workers across Australia. The industry has strong linkages with other sectors, so its impacts on the economy go further than the direct contribution of construction.

#### *Improved and more equitable access to employment*

Historically job growth in the Goulburn Mulwaree has not matched population growth over the last decade, with jobs growth in the LGA averaging 1.05 per cent annually (2010-19) versus population growth averaging 1.19, compared to 1.88 per cent annually for NSW.<sup>12</sup> At time of the 2016 Census, approximately 18 per cent of Goulburn Mulwaree residents were working outside the LGA, 39 per cent of whom were working in the ACT. This means more residents are required to undertake longer commute times to access the same range of jobs and have less choice about the location and type of jobs they wish to work in.

Upon operation, the proposed development is expected to generate additional hospitality and administration jobs. With more jobs in Marulan and the wider LGA, more residents will be working locally and experiencing shorter commutes and increase opportunities for social activities. The EIA for the proposal, prepared by HillPDA found that, when operational, the proposal would generate an additional 32 jobs on site in hotel and motel operations, of which about half would be part-time positions. Total salaries of the workers would amount to \$1.16 million per annum (constant 2020 dollars), with gross value added (contribution to the local economy) amounting to some \$1.52 million each year.

<sup>11</sup> Forecast.id (2017), *Population and household forecasts, 2016 to 2036*

<sup>12</sup> Economy.id (2019)

***Additional tourist and visitor investment***

The proposed motel and food/beverage offerings is expected to contribute a number of economic benefits in the locality or Marulan Township and in the wider local government area, positively impacting livelihoods for residents and businesses. Some \$1.56 million per year would be captured in room revenue, while food and retail expenditure from overnight visitors would total a further \$900,000 per year.

# SIGNIFICANCE OF IMPACTS

## 8.0 SIGNIFICANCE OF IMPACTS

Table 8-1 provides the assessment of the level and significance of the social benefits and impacts which are likely to result from the proposed development. This includes an assessment of the duration, extent, severity, consequence rating, likelihood, overall significance. Management measures and benefit enhancements have been provided. This is based on the criteria and methodology identified in Section 2.0.

**Table 18: Significant impact assessment**

	STAKEHOLDER	DURATION	EXTENT	LEVEL	LIKELIHOOD	SIGNIFICANCE OF IMPACT
<b>Benefits</b>						
Public transport viability	<ul style="list-style-type: none"> <li>Surrounding residents</li> <li>Employees</li> <li>Future patrons</li> </ul>	Medium Term	Suburb/town	Minor	Possible	Low
Reduced car dependency	<ul style="list-style-type: none"> <li>Surrounding residents</li> </ul>	Medium Term	Locality	Minor	Possible	Low
Visual amenity	<ul style="list-style-type: none"> <li>Surrounding residents</li> <li>Employees</li> <li>Future patrons</li> </ul>	Medium Term	Locality	Moderate	Possible	Moderate
Social integration	<ul style="list-style-type: none"> <li>Surrounding residents</li> <li>Future patrons</li> </ul>	Medium Term	Suburb/town	Moderate	Possible	Moderate
Construction related expenditure	<ul style="list-style-type: none"> <li>Region</li> </ul>	Medium Term	LGA	Moderate	Likely	Moderate
Supporting economic development	<ul style="list-style-type: none"> <li>Region</li> </ul>	Long Term	LGA	Moderate	Likely	High
Improving the local economy	<ul style="list-style-type: none"> <li>Region</li> </ul>	Long Term	LGA	Moderate	Likely	High
Improved access diverse to employment	<ul style="list-style-type: none"> <li>Region</li> <li>Local residents</li> <li>Future employees</li> </ul>	Long Term	LGA	Moderate	Likely	High
<b>Impacts</b>						
Reduced road network efficiency during construction	<ul style="list-style-type: none"> <li>Local residents</li> </ul>	Short Term	LGA	Minimal	Unlikely	Low
Reduce road network efficiency upon operation	<ul style="list-style-type: none"> <li>Local residents</li> <li>Patrons</li> </ul>	Long Term	LGA	Minimal	Unlikely	Low
Parking availability upon operation	<ul style="list-style-type: none"> <li>Local residents</li> <li>Patrons</li> </ul>	Long Term	LGA	Minimal	Unlikely	Low
Transport and dispersal	<ul style="list-style-type: none"> <li>Local residents</li> <li>Patrons</li> </ul>	Long Term	LGA	Minor	Unlikely	Low

	STAKEHOLDER	DURATION	EXTENT	LEVEL	LIKELIHOOD	SIGNIFICANCE OF IMPACT
Reduced amenity during construction	<ul style="list-style-type: none"> <li>Local residents</li> <li>Patrons</li> </ul>	Short Term	Locality	Minor	Unlikely	Low
Operational road traffic noise	<ul style="list-style-type: none"> <li>Local residents</li> <li>Patrons</li> </ul>	Long Term	LGA	Minimal	Unlikely	Low
Community vulnerability to alcohol	<ul style="list-style-type: none"> <li>Local residents</li> <li>Patrons</li> </ul>	Long Term	LGA	Minimal	Unlikely	Low
Alcohol and crime	<ul style="list-style-type: none"> <li>Local residents</li> <li>Patrons</li> </ul>	Long Term	Locality	Minimal	Unlikely	Low
Cumulative impact of licensed premises	<ul style="list-style-type: none"> <li>Local residents</li> <li>Patrons</li> </ul>	Long Term	LGA	Minimal	Unlikely	Low
Venue operations and design	<ul style="list-style-type: none"> <li>Patrons</li> </ul>	Long Term	LGA	Minimal	Unlikely	Low



# CONCLUSIONS

## 9.0 CONCLUSION

This report has assessed the potential positive and negative social impacts arising from a proposal to permit the development of a proposed hotel and motel with attached bottle shop at 14 George Street Marulan within Goulburn-Mulwaree LGA. The planning proposal is seeking to amend the Goulburn Mulwaree LEP to allow for additional uses on the site for future developments, including a new hotel and motel with attached bottle shop.

Potential benefits arising from the proposed development include:

- Provision of facilities and commercial services which will support the existing and future residents and wider community
- Improved opportunity for social integration and community cohesion
- Improved employment diversity and job creation
- Significant contribution to the local and regional economy.

Potential negative impacts arising from the development include:

- Adverse noise impacts during construction and during occupation and operation
- Anti-social behaviour and liquor related incidences occurring on or around the site.

This risk of these negative impacts can be minimised through mitigation measures. The following measures are recommended to reduce the potential negative impacts and maximise the potential benefits of the proposed development:

- Undertaking and implementing the recommendations of an acoustic impact assessment and a traffic impact assessment at the DA stage
- Implementing CPTED principles in the design of the building and provide secure access points
- Developing a Construction Management Plan
- Development and implementation of a Plan of Management in line with industry and regulatory standards to ensure that venue operation and, specifically liquor service meets requirements and that the venue has a responsive to any community concerns.

Overall, the negative impacts of the proposed development can be successfully managed with the implementation of the above mitigation measures. As such, it is anticipated that overall, the proposed development would have a beneficial impact on the local community in terms of social outcomes.

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