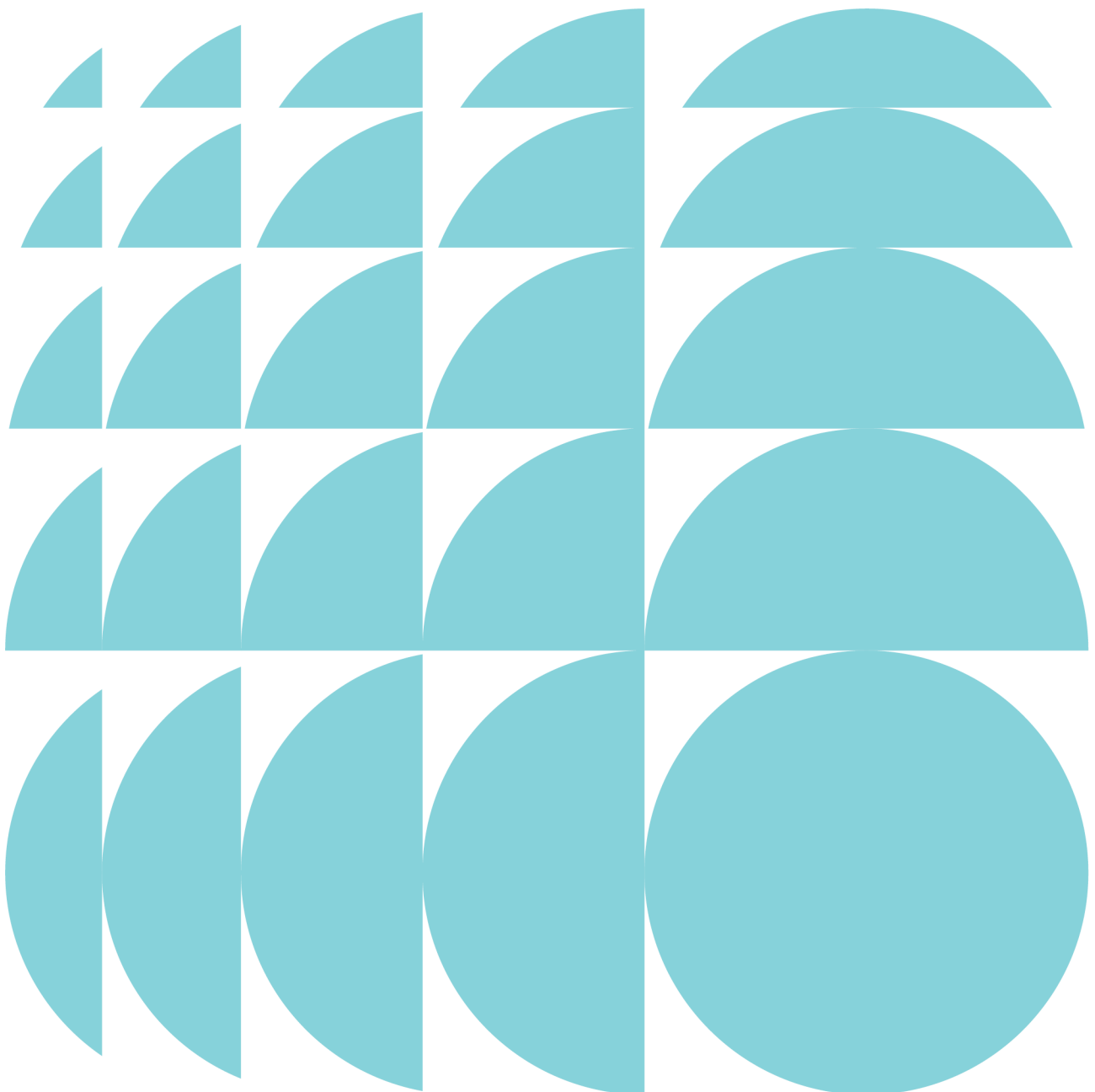


The Star Key Site Master Plan

Submitted to The Department of Planning,
Industry and Environment

On behalf of The Star

10 September 2021 | 2200827



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10/09/2021

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The Star Key Site Master Plan

Summary of Social and Economic Benefits

This Social and Economic Benefits Statement has been prepared by Ethos Urban on behalf of The Star, in support of the proposed development as part of the Key Site Master Plan. There are compelling social and economic drivers associated with the development which will align with the broader local government and regional planning initiatives, including the Pyrmont Peninsula Place Strategy.

The project is committed to achieving the goals outlined in the Pyrmont Peninsula Place Strategy (2020) including enhancing the attractiveness of the Pyrmont Peninsula for visitors, supporting jobs growth and development in key industry sectors (including tourism and entertainment) in this part of Sydney, and further activating the 24-hour economy.

The proposed development at The Star will result in a range of key social and economic benefits for Pyrmont and the City of Sydney. Key benefits of the proposed development include:

- **Delivering high quality visitor accommodation to the Pyrmont Peninsula:** The proposed 463 hotel rooms across the two towers (including a 6 Star hotel) will enhance the destination appeal of the Pyrmont Peninsula, by providing high quality accommodation that is not currently offered in this part of Sydney and therefore, attracting more visitors to the local area. These additional visitors will enhance local tourism activity within the City of Sydney, which is a key contributor to economic output and jobs within the LGA.
- **Catalysing local economic growth and sustainability:** The proposed development will be a key contributor to economic activity and the socio-economic sustainability of the Pyrmont Peninsula. The project is estimated to invest around \$800 million during the construction phase, which will help to stimulate the local and regional economy, supporting and providing new opportunities for local workers and businesses.
- **Creating increased employment opportunities:** The project is estimated to support some 1,568 jobs in the construction industry and a further 2,509 jobs in related (supplier) industries over the development period. A further 734 ongoing jobs across the accommodation and retail sectors are estimated to be created on an ongoing basis once the project is complete and operational – these ongoing jobs are estimated to contribute approximately \$48.7 million in value added activity to the economy annually.
- **Supporting local business opportunities through increased retail spending:** The project will support local businesses by enabling greater activity in the local area through increased visitor numbers, and additional residents at the site. These customer segments will support additional retail expenditure throughout the local area, enhancing local employment and business opportunities.
- **Enhancing the night-time economy:** The provision of visitor accommodation as well as food and beverage facilities at the site will enhance opportunities for night-time activation and expenditure in the local area. This will be supported by additional residents and visitors at the site that will benefit from a tailored, night-time food and entertainment offering. These facilities will encourage safe and active use of the street network as well as public spaces, and will support the social and economic sustainability of the Pyrmont Peninsula.
- **Establishing the precinct as a vibrant, entertainment and 24-hour destination:** There is an opportunity for The Star to create a stronger community destination, and contribute towards enhancing the renewal of Pyrmont by offering a mix of premium and affordable food and beverage options, entertainment and facilities that will appeal to a range of age groups and visitors.
- **Enhancing the amenity and activation of the site:** As part of the proposed development, there is potential to incorporate both innovative retail initiatives and placemaking strategies that will further improve the connectivity and amenity of the area and deliver social benefits. The project will also enhance access to public transport, including the proposed Metro, improving the daily routine of residents, visitors and workers at The Star, allowing people to attend events and hospitality venues with a safe and reliable option for travelling home at night.
- **Delivering a new retail and restaurant destination for the Pyrmont Peninsula:** As the local population continues to increase, demand will likely increase for a diverse range of retail and entertainment offerings,

during the day and night. Introducing new retail facilities, a new roof top terrace hosting food and beverage, destination restaurants and day spa/wellness facilities will all increase the diversity of activities available to residents, workers and visitors in the area, helping to enhance Pymont as a key community and tourist destination.

- **Increasing housing diversity and choice:** The proposed 160 apartments will support the delivery of new housing opportunities, and housing choice within a high amenity inner city metropolitan suburb close to the Sydney CBD and major transport connections.
- **Delivering regional economic benefits:** The project will provide the opportunity to align with broader strategic targets for Pymont and Sydney including:
 - Unlocking employment opportunities within a central, well connected precinct that is close to the Sydney CBD and within a highly active tourism precinct.
 - Enhancing the tourism experience and attractiveness of Pymont Peninsula, through providing premium accommodation and new food and dining offerings, as well as other uses that will create a more active and safe night time economy in this part of Sydney.
 - Supporting the vision for 30-minute cities through the provision of a true live and play environment that is close to major transport connections.
- **Delivering local social benefits:** The Star is committed to working with local and state government, as well as the local community and stakeholders to deliver a tailored community benefits package that responds to strategic government priorities, and community needs and aspirations. While the final composition and end scope remain unknown at this stage, The Star is committed to contributing positively to the community including providing community space within the Union Street site for the benefit and use of the local population.

1.0 Introduction

This report has been prepared on behalf of The Star Entertainment Group (The Star) in support of its Key Site Master Plan under the Pyrmont Place Strategy.

The Master Plan is developed under the framework established under the Pyrmont Peninsula Place Strategy (PPPS), where The Star has been identified as one of four 'key sites'. The PPPS creates a 20-year vision and planning framework to support the NSW Government's vision to transform the Pyrmont Peninsula to "*be an innovative, creative and cultural precinct and an engine room of the Eastern Harbour CBD*" while meeting the aspirations of the business, industry, visitors, local and future residents.

The Master Plan ultimately seeks to inform updated planning controls related to 20-80 Pyrmont Street and 37-69 Union Street, Pyrmont to facilitate redevelopment of both sites and enable the Star's contribution to the Precinct as "a renowned and treasured cultural and entertainment precinct".

In particular, this report provides a Social and Economic Benefit Statement for The Star Key Site Master Plan submitted to the Department of Planning, Industry and Environment (DPIE) for the proposed development at 20-80 Pyrmont Street and 37-69 Union Street, Pyrmont. The site is referred to as the 'subject site' with the proposed scheme referred to as the 'proposed development'.

The purpose of this statement is to assess the social and economic benefits of the proposed development on the local community, and surrounding area. Specifically, this statement aims to review the alignment of the proposed development with the objectives of Pyrmont Peninsula Place Strategy (2020).

It should be acknowledged this report has been prepared based on the provided information in the PPPS and the technical consultant reports that accompany the document.

This report is structured as follows:

- Section 1: Introduction
- Section 2: Site location and description
- Section 3: Proposed development
- Section 4: Social and economic context
- Section 5: Strategic Policy Drivers
- Section 6: Social benefits of the development
- Section 7: Economic benefits of the development

1.1 Pyrmont Peninsula Place Strategy

The PPPS provides a 20-year framework that identifies areas that can accommodate growth in Darling Island, Blackwattle Bay, Tumbalong Park and Ultimo sub-precincts, while enabling more growth in the Pyrmont Village and Wentworth Park sub-precincts. The PPPS is implemented in the statutory planning system by a Ministerial Direction that requires all land use and planning proposals to be consistent with the Place Strategy.

The first phase in implementing the PPPS is the preparation of master plans for each of the seven sub-precincts that make up the Peninsula (Error! Reference source not found.). As a 'Key Site' located in the Darling Island sub-precinct, The Star has been identified to progress its own Master Plan for its 'Key Site' alongside the broader Precinct-wide master planning being undertaken by the Department, in consultation with the City of Sydney.



Figure 1 Pyrmont Peninsula Sub Precincts

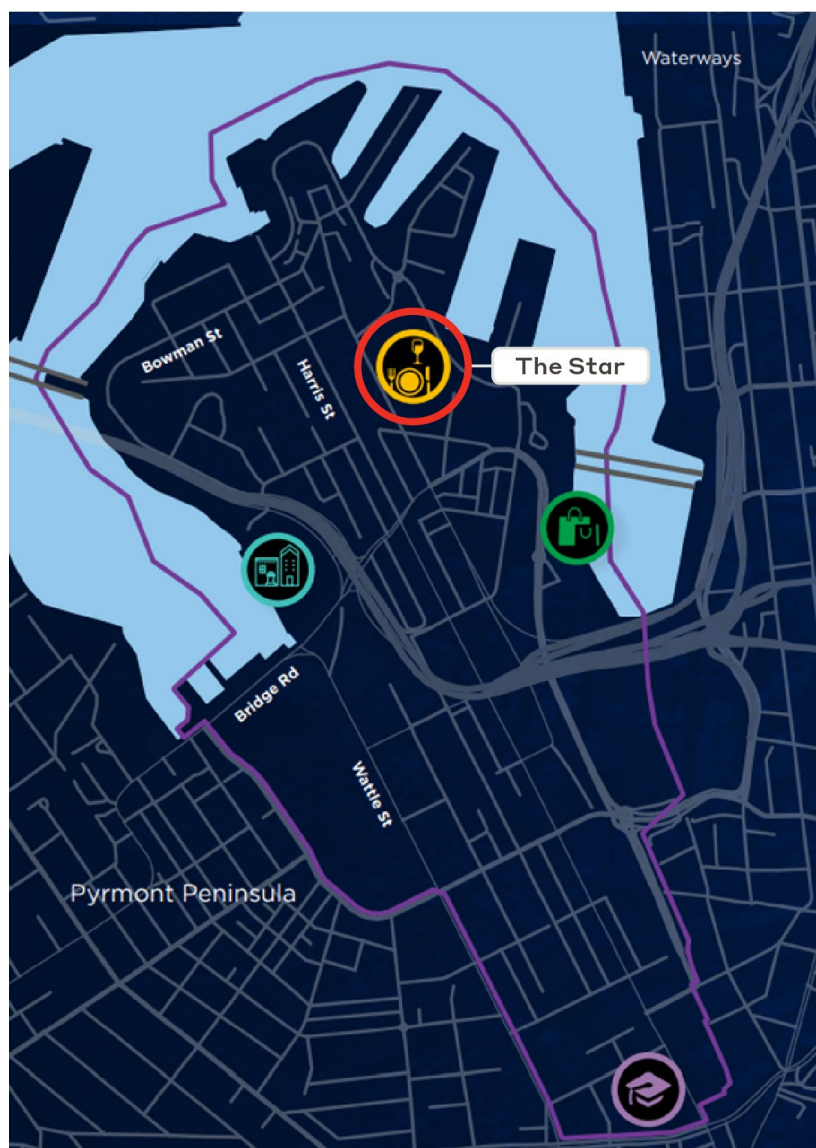


Figure 2 The Star Key Site

1.2 The Star

The Star is an ASX 100 listed company that owns and operates The Star Sydney, Treasury Brisbane and The Star Gold Coast.

The Star Sydney is Sydney's leading entertainment, dining and tourism destination. More than 11 million people, including locals, domestic visitors and international tourists visit The Star annually, facilitated by a workforce of approximately 4,500 people (pre-COVID). As Sydney's only integrated resort, The Star Sydney focuses on the development of tourism and entertainment products across four key segments – accommodation, F&B, gaming and entertainment.

1.3 The Proposal

The Star Key Site Master Plan is proposing to rezone 20-80 Pyrmont Street and 37-69 Union Street, Pyrmont to establish new planning controls to enable redevelopment on the site to accommodate future mixed uses including retail, commercial uses, hotel and residential. The site is outlined in **Figure 3**.



Figure 3 Site Aerial

Source: Nearmap/Ethos Urban

The rezoning and proposed planning controls have been informed by detailed site planning considerations as well as existing and future local context analysis. The proposed new controls that comprise amendments to the Sydney Local Environmental Plan 2012 (Sydney LEP 2012) and a Design Guide, respond to the objectives for The Star site Master Plan as listed in the PPPS as well as the Strategy's directions, big moves and place priorities.

It should be noted that subsequent development applications will be required in line with the relevant provisions of the *Environmental Planning & Assessment Act 1979* to deliver the proposed developments.

The key development outcomes sought to be achieved for The Star site from the proposed Master Plan include:

Northern Site (20-80 Pyrmont Street)

- A new 27 storey six star hotel (capped at RL 110) on Pirrama Road (North Tower) comprising:
 - 6 storey podium that retains the existing ground level setback on The Star site
 - 21 storey tower with 1.5m street setback from podium and increased minimum 7m street setback to the north in line with wind advice and view sharing principles
 - Total gross floor area of 26,000m² (excluding through-site link)
 - New porte-cochere drop off servicing hotel
- Additional built form to Level 5 rooftop of the main Star site comprising:
 - A collection of indoor and outdoor spaces with complementary functions such as indoor/outdoor dining opportunities, recreational spaces, wellness spaces and hotel amenities, including an existing hotel pool
 - Total of approximately 3,000m² (additional to existing)
- Opening up of Pirrama Road frontage to reveal light rail and to provide improved connectivity to public realm and waterfront including:
 - Active uses such as retail, food and beverage and wellness uses at street level; and
 - Total GFA of approximately 200m² (additional to existing).
- New through-site link connecting Jones Bay Road and Pirrama Road

- Re-configured and expanded entry to the Lyric Theatre
- Façade upgrades to existing Astral Towers

Southern Site (37-69 Union Street)

- A new 37 storey mixed use building (capped at RL 140) on Union Street (South Tower) comprising:
 - 5 storey podium mixed use podium with a 3m ground level setback along the Pyrmont Bridge Road boundary to increase footpath width, comprising uses such as retail, residential and hotel amenities and/or dedicated hotel levels
 - 32 storey tower generally setback 5-7m from the podium, comprising uses such as retail, residential and hotel amenities and/or dedicated hotel levels and 2 plant levels
 - Total GFA of approximately 32,000m²

Public Realm

- Upgrades to corner of Edward Street and Union Street
- Upgrades to corner of Union Street and Pyrmont Street
- Improvements to public domain along Edward Street
- Improvements to public domain along Pirrama Road
- Upgrades to Union Street with potential for shared zone, including upgrades to walkway and cycleway

Once new planning controls are adopted, The Star will progress with the detailed design and planning of the future development on the site, including progressing with a design competition and securing development approval for the winning design.

1.4 General Requirements

This report has been prepared with reference to the *General Requirements for Preparing Key Site Master Plans under the Pyrmont Peninsula Place Strategy* and the alignment review prepared by the Department of Planning, Industry and Environment (DPIE) dated 26 April 2021.

2.0 Site location and description

2.1 Site description and surrounding context

For the purposes of this Social and Economic Benefit Statement it is important to review key attributes of the site.

The Star is currently located at 20-80 Pyrmont Street, Pyrmont, within the City of Sydney Local Government Area (LGA). The site occupies around 40,000m² and is bound by Pirrama Road to the north-east, Jones Bay Road, to the north-west, Pyrmont Road to the south-west, Union Street to the south and Edward Street to the south-east.

The site is one of the largest consolidated landholdings within the Western Harbour Precinct and the Pyrmont Peninsula. It is accessible via light rail on the L1 Dulwich Hill Line and is also walkable from destinations within the Sydney CBD, as well as heavy rail services at Central and Town Hall Stations.

North of the site is Jones Bay Wharf and Darling Island comprising of a mix of high rise commercial and residential uses as well as parkland including Metcalfe Park, Ballarat Park and Pirrama Park.

East of the site is Pyrmont Bay Park. Pyrmont Bay wharf and the Australian National Maritime Museum are located further east of the park. South of the site includes mid-rise commercial and residential uses. Southeast of the site is Darling Harbour which is the focus for ongoing redevelopment for a higher density mixed-use development. To the west of the site are predominately commercial buildings fronting Pyrmont Street.

The Star landholdings also include the site at 37-69 Union Street. This site has been identified for future development as part of the Place Strategy and Master Plan.

3.0 Social and Economic Context

3.1 Study area definition

The subject site is located within the Pyrmont Peninsula, as defined within the Pyrmont Peninsula Place Strategy. This precinct is considered of most relevance to the proposed development, and as such has been adopted as the study area - defined using ABS Statistical Area One (SA1) boundaries for the purposes of this social and economic analysis.

The geography of the study area is shown in **Figure 4** below. The study area broadly covers the suburbs of Pyrmont and Ultimo, and small components of Haymarket and Glebe.



Figure 4 Study Area Map

Source: Mapinfo, Nearmap, Ethos Urban

3.2 Current socio-economic profile

The following community profile of the study area uses results of the 2016 ABS Census of Population and Housing to identify key socio-economic and demographic characteristics of the resident population surrounding the site, with comparisons made to the Greater Sydney benchmark.

Key characteristics of the study area resident population:

- Residents earn higher median annual household incomes of \$108,920, 18.1% higher than the Greater Sydney median of \$92,200.
- A median age of 32.0 years, slightly lower than the Greater Sydney median age of 36.0. This lower age profile in the study area is driven by a high share of persons aged 25-34 years, which account for 32.9% of the total resident population in the area. This is in contrast to Greater Sydney, where only 16.2% of residents are aged 25-34 years.
- Families are the primary household type in the study area, accounting for 54.1% of total households. Of these families 20.3% are couples or singles with children, which is low as compared to the Greater Sydney average of 48.6%. The study area has a high share of lone person and group households at 29.3% and 16.6%, respectively.
- The majority of dwellings are flats, units or apartments, representing 91.2% of all dwellings in the study area.
- The average household size is 2.3 persons per household, lower than the Greater Sydney benchmark at 2.8.
- Of total occupied dwellings, 63.7% are rented, which is significantly higher than the share of rented dwellings in Greater Sydney at 35.1%.
- The median weekly rent of \$640 per week in the study area is 42.2% higher than the Greater Sydney median of \$450 per week. Similarly, mortgage repayments are also high at \$2,550 per month as compared to Greater Sydney at \$2,240 per month. This data is reflective of housing and rental constraints for persons seeking to reside in this part of Sydney.
- The area has a high student population, where over a quarter (25.7%) of the resident population are attending education. Of these students, 53.6% are studying at university or another tertiary institution.
- Over half of the study area resident population were born overseas (62.9%), with a large share born in China (14.0%), England (4.6%), and South Korea (4.4%). Some 20.0% of residents speak prominent Chinese languages at home (including Mandarin and Cantonese).

A detailed resident demographic profile is provided at **Appendix A**.

3.3 Forecast socio-economic profile

Population estimates of future growth have been analysed with reference to multiple sources, including the ABS, Pyrmont Peninsula Place Strategy and the Pyrmont Economic Development Strategy (EDS).

Pyrmont and Ultimo are key inner city destinations for a range of uses and services. As such, the study area accommodates both residents, students and workers as key customer segments. Estimates of the forecast resident and worker profile are highlighted below.

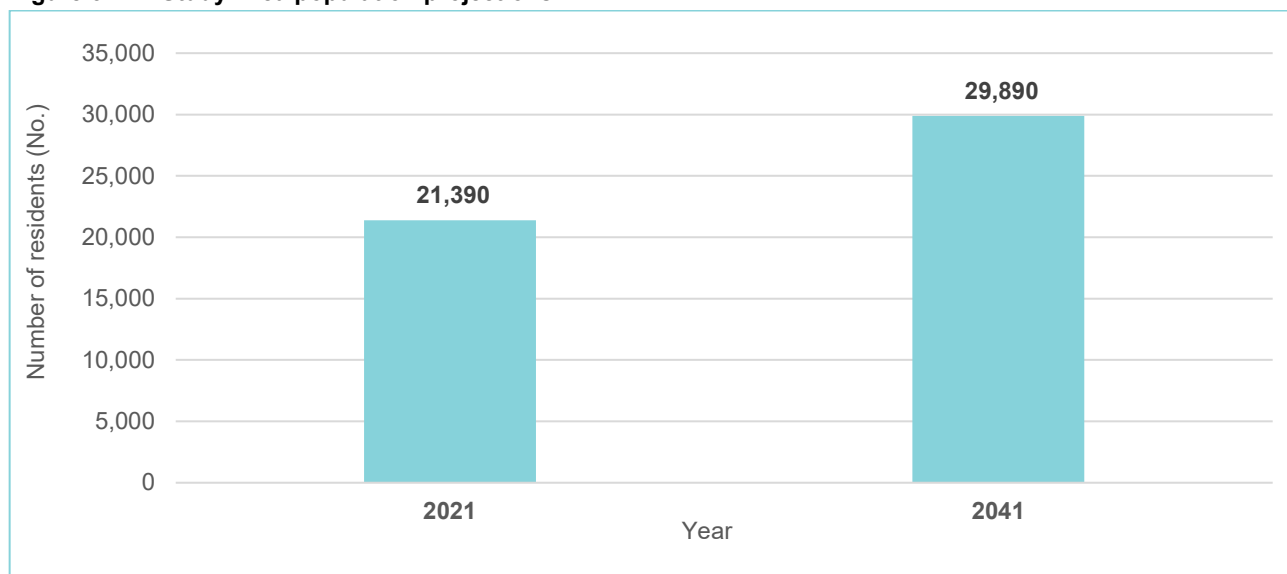
Residents

- The resident population of the study area in 2021 is estimated at 21,390, taking into consideration the latest population release from the ABS.
- The resident population of the study area has increased by +3,736 since 2011, representing an average annual growth rate of 1.9% per year for the past ten years.
- The Pyrmont Peninsula Place Strategy (2020) outlines that the total resident population in the precinct is forecast to increase by +8,495 residents between 2021 and 2041. On this basis, it is estimated that the resident population in the study area will increase to approximately 29,890 by 2041 when considering the 2021 population of 21,390.

- These additional residents will drive demand for new housing, employment and other social infrastructure facilities in the precinct over the next 20 years.

Population projections for the study area are shown below in **Figure 5**.

Figure 5 Study Area population projections



Source: ABS 2020, Pyrmont Peninsula Place Strategy 2020, Ethos Urban

Workers

- The Pyrmont Peninsula EDS outlines that there were 36,900 workers in the study area in 2017.
- The largest employment sectors in the study area were tourism and entertainment, media, professional services, and education. These broad industry groups demonstrate the range of prominent sectors and roles in the Pyrmont Peninsula.
- The diverse employment sectors in the study area are driven by the presence of a strong tourism and commercial industry in this part of Sydney. The presence of major facilities such as The Star and high profile tenants and facilities such as Google, UTS, museums and the International Convention Centre (ICC), all play a role in shaping the diverse nature of the precinct.
- Employment forecasts outlined in the Pyrmont Peninsula EDS estimate that the number of workers in the study area is projected to increase by up to +23,100 by 2041 when adopting the 'upper range' projections. Accordingly, based on the current 36,900 workers, it is estimated that the total worker population of the study area will increase to 60,000 workers by 2041.
- Of these projections, significant growth is anticipated in industries such as professional services (+6,400 workers), other knowledge services (+6,000 workers), and tourism and entertainment (+3,300 workers).

Note that the above forecasts assume the opening of a new Metro Station at Pyrmont, forming part of the Metro West project that connects the Sydney CBD and Westmead/Parramatta, and that is due to be completed in 2033.

A summary of the employment projections for the study area are outlined below in **Table 1**.

Table 1 Study area employment projections

	2017		2041 (upper range)		Change (2017-2041)
	No.	%	No.	%	No.
Tourism and Entertainment	8,100	22.0%	11,400	19.0%	+3,300
Media	7,100	19.2%	9,000	15.0%	+1,900
Professional services	6,800	18.4%	13,200	22.0%	+6,400
Education	5,500	14.9%	7,800	13.0%	+2,300
Information and technology	1,500	4.1%	3,000	5.0%	+1,500
Healthcare	800	2.2%	1,200	2.0%	+400
Other knowledge services	3,000	8.1%	9,000	15.0%	+6,000
Industrial and other services	4,100	11.1%	5,400	9.0%	+1,300
Total Workers	36,900	100.0%	60,000	100.0%	+23,100

Source: Pyrmont Peninsula Economic Development Strategy 2020

3.4 Local and regional tourism trends

The City of Sydney has set out the future direction and priorities for tourism in the City through its Tourism Action Plan (2013). The Plan aims to develop and enhance Sydney's tourist precincts and villages, with a specific focus on developing local tourism infrastructure within the City's village precincts, to offer unique and authentic visitor experiences outside of the city centre itself.

The proposed development at The Star will result in additional, quality visitor accommodation, within a high-profile tourism destination. Importantly, the site is located outside of the city centre, but in close proximity to the CBD and nearby entertainment, cultural and retail facilities associated with the Pyrmont and Darling Harbour area. Importantly, The Star plays an important role in the region, with the complex receiving on average 11 million visitors annually (prior to COVID-19) and supporting a workforce of 4,500 people. This highlights the significance of the site as a major tourism attractor and entertainment destination within the City of Sydney, and Pyrmont Peninsula. The proposed uses at the site will enhance and complement the tourism experience within the area.

An analysis of tourism trends within the City of Sydney area highlighted below.

Visitor numbers

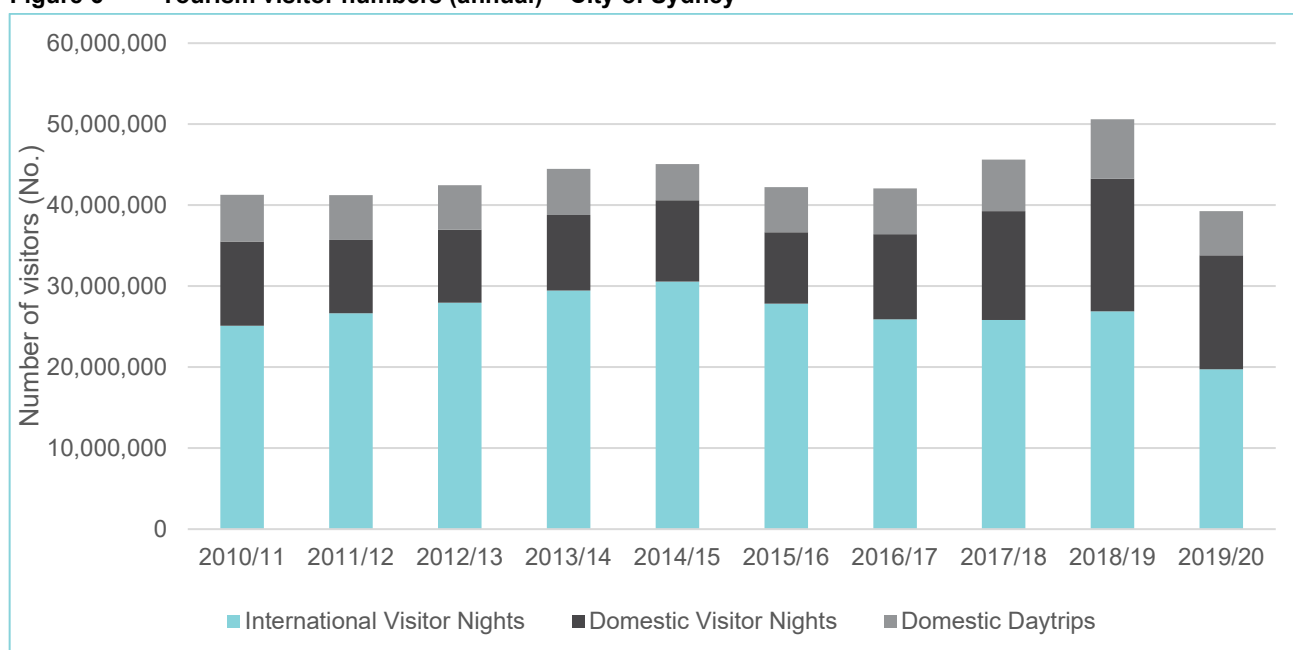
The Star is a leading entertainment, dining and tourism destination and remains focused on the development of tourism and entertainment products and services that reinforce its role in the economy. While the existing Star includes a range of hotel and accommodation facilities that support short-stay lodging demand, the Star is committed to continuing to provide high quality accommodation in the future to help serve Sydney's visitor economy.

Tourism visitation to the City of Sydney is driven by a mix of international and domestic visitors. In 2018/19, there were approximately 50.5 million visitors to the City of Sydney, of which 53.2% were attributed to international visitor nights and 32.3% to domestic visitor nights. The remaining 14.5% visitors were from domestic day trips.

Despite historical tourism visitation numbers remaining relatively stable over the past decade, there has been a notable increase in visitation since 2016/17, driven by an increase in the number of domestic overnight visitors to the City of Sydney. In total, visitation to the City of Sydney has increased from approximately 42.2 million in 2016/17 to around 50.5 million in 2018/19, representing an increase of around 4 million additional visitors each year during this period.

Growth in visitors to the City of Sydney is illustrated in **Figure 6** over page.

Despite recent growth, the data displayed in **Figure 6** shows a decline in visitors in 2019/2020. This decline is largely attributed to travel restrictions imposed in response to the COVID-19 pandemic, and as such the decline does not represent long term tourism trends. Data remains incomplete for the most recent survey period, with the latest tourism data displayed above being released for the period ending March 2020. As such, the full extent of COVID-19 impacts are yet to be fully understood.

Figure 6 Tourism visitor numbers (annual) – City of Sydney

Source: *Economy.id*

Visitor economic contribution

The tourism industry generates significant economic activity within the City of Sydney LGA. **Figure 7** below shows that the economic value of tourism and hospitality in the City of Sydney is much higher than the relative contribution across New South Wales.

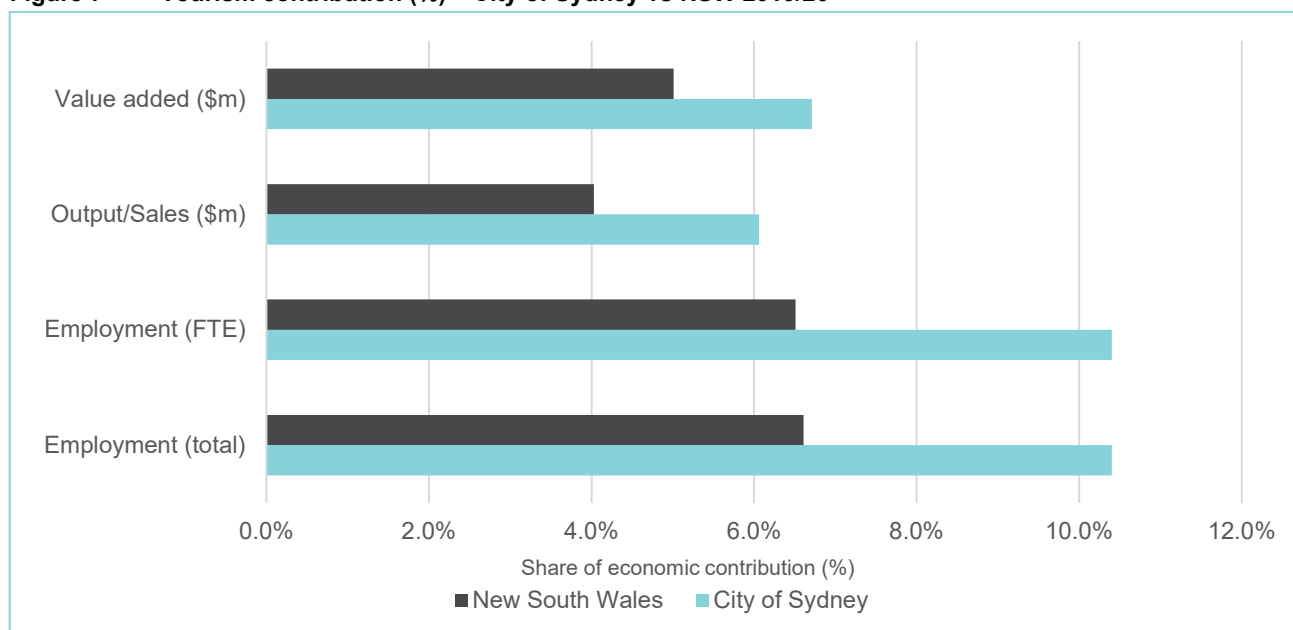
In particular, the tourism and hospitality industry contributed to over 10% of total employment in the City of Sydney, and 6% in economic value added activity in 2019/20, demonstrating the importance of the industry to the economy. Value added economic activity generated by the tourism industry within the City of Sydney has increased in recent years, generally in line with the increase in visitor numbers. This includes an increase in value added from around \$6 to \$10 billion per annum. Most of this growth is attributed to an increase in value added activity directly related to the tourist industry (as compared to flow-on benefits) (refer to **Figure 8**).

The City of Sydney tourism industry is supported by more than 10,000 tourism businesses (*City of Sydney Tourism Action Plan 2013*) operating throughout the LGA, including within the Pyrmont Peninsula.

Reflecting the importance of the tourism industry it is vital that the sector remains supported in the longer term, particularly as the sector recovers from the impacts of the COVID-19 pandemic. The support and growth for the sector is a critical component in delivering on the growth and vision for the Pyrmont Peninsula in the longer term.

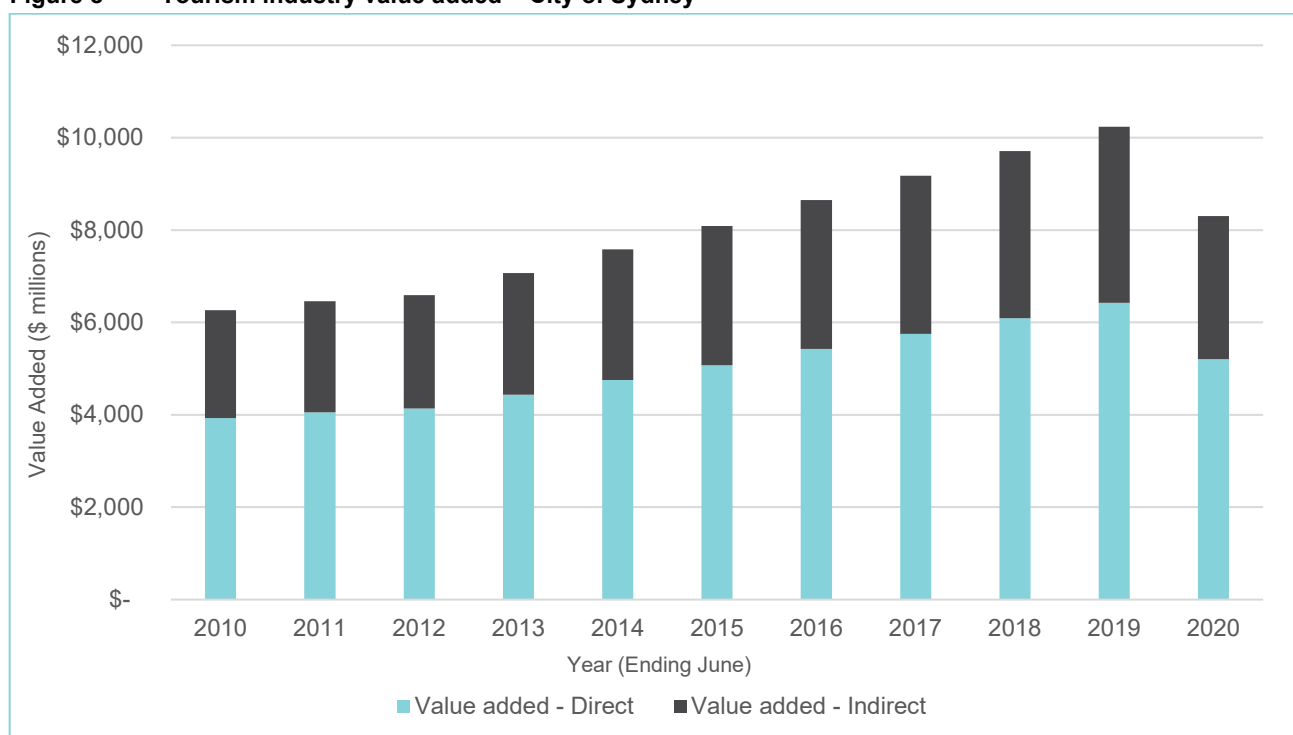
The proposed development at The Star would support growth in this important industry sector and align with the vision for the Pyrmont Peninsula.

Figure 7 Tourism contribution (%) – City of Sydney vs NSW 2019/20



Source: Economy.id

Figure 8 Tourism industry value added – City of Sydney



Source: Economy.id

4.0 Strategic Policy Drivers

4.1 Strategic policy context

The following section synthesises the findings of a review of state and local policies, strategies, and documents that articulate the desired social, cultural, and economic outcomes relevant to the proposed development. \

Key themes:

- It is a state, regional, and local government objective to establish Pyrmont Peninsula as a major destination for tourism, entertainment, and creative industries. The proposed development will assist in delivering on this objective.
- The Greater Sydney Commission and the City of Sydney support the realisation of 30-minute cities through the delivery of additional social infrastructure, public domain improvements and supportive transport infrastructure. The delivery of this infrastructure will enhance the economic competitiveness of Sydney.
- As the population of residents and workers in the Pyrmont Peninsula is forecasted to continue to grow, it is a regional priority to accommodate this growth through the delivery of additional residential and employment floorspace in appropriate locations.
- It is a priority of the City of Sydney to diversify and expand the night-time economy by providing a variety of daytime activities, and a mix of retail, food, drink, entertainment, and general services through the night.
- It is a priority of the City of Sydney to allow for the growth of visitor accommodation by assisting in the delivery, diversity and improving public domain works that are important in enhancing the tourist experience.

The following synthesises the findings of key state and local policies, strategies, and documents that articulate the desired social, cultural, and economic outcomes of most relevance to the proposed development. These include:

- **Pyrmont Peninsula Place Strategy** – A 20-year framework to accommodate future growth in the Pyrmont Peninsula. Desired outcomes of the Pyrmont Peninsula Place Strategy include improving and activating the public domain, particularly surrounding key sites such as The Star. The strategy recognises the role of the Peninsula as a major tourist destination, and that there is a unique opportunity to continue to grow the Peninsula's attractiveness to visitors.

Pyrmont Peninsula is already a thriving hub of media, tourism, entertainment, creative and educational industries. It is a priority of the Strategy to ensure that this cluster grows and remains viable in order to attract further 'job-creating' investment.

The Place Strategy highlights that the Pyrmont Peninsula has a role to play in the 24-hour economy, and that there is an opportunity to further enhance and build on the existing vibrant night-time economy of the area, and diversify the offer through a mix of restaurants, cafes, pubs, live music and events. The Darling Island sub precinct (which includes The Star site) is recognised as a strategic area to promote 24-hour activities.

- **Pyrmont Peninsula Economic Development Strategy (EDS)** – The EDS highlights the potential of Pyrmont Peninsula in furthering the economic strength of the overall Sydney Harbour CBD. More specifically, the strategy suggests enhancing the role of Pyrmont Peninsula as an attractive waterfront tourism and entertainment district that supports the global attractiveness of Sydney Harbour as a 24-hour economy. The EDS estimates that by 2041, the Darling Island sub precinct will accommodate 600 more residents and 2,735 more jobs.

The EDS outlines that the new metro station at Pyrmont will catalyse growth of 20,000-23,000 additional workers in the area and approximately \$2.1 billion in economic activity.

The EDS provides a breakdown of additional floorspace requirements by 2041 within Pyrmont Peninsula. In total, up to 823,000m² of additional floorspace is required by 2041, of which up to 228,000m² (or 27.7%) will be supported by new floorspace in the tourism and entertainment industry. This includes visitor accommodation and hotel facilities, in which the proposed development plans to create new hotel facilities and associated entertainment facilities such as food and beverage operators, wellness centres, and events space.

- **Sydney 24 Hour Economy Strategy** – An ambitious and collaborative vision to extend Sydney’s economic activity into the night. It is the objective of the NSW Government to “*create a 24-hour city that is world-renowned for its vibrancy, diversity, safety and access to amenity right throughout the day and night*” (pg. 5). It is a Government priority to ensure a diverse mix of retail, food, drink, entertainment, and general service offerings that can operate for extended hours and which fill gaps in community need and make use of under-utilised public space. The proposed development includes the provision of food and dining facilities, as well as podium bars and a destination restaurant. This will contribute to enhancing the night time offer in Pyrmont, drawing visitors to the area and creating an active urban environment in this part of Sydney.
- **Eastern City District Plan** – Supporting the 30-minute city aspiration. It is a priority of the Greater Sydney Commission to co-locate social and community infrastructure with housing and active transport links in order to ensure equitable access and facilitate a 30-minute city. The plan outlines the importance of the Harbour CBD to the economy of Greater Sydney, and plans to continue building upon its’ economic strength and global competitiveness. The proposed development is planned to deliver around 160 dwellings that will provide additional housing choice within a high amenity area; on the door step of the Sydney CBD and close to employment opportunities and transport connections. As such, the development will deliver on the 30-minute city aspiration.
- **City of Sydney Local Strategic Planning Statement** – A 20-year land use vision for the City of Sydney. It is a Council priority to maintain a high standard of amenity throughout the Sydney LGA, with safety and cleanliness as key features. The City of Sydney aims to deliver social infrastructure which meets community needs now and into the future. The delivery of social infrastructure should align with forecasted population growth and foster community cohesion.
- **City of Sydney Community Strategic Plan** – A long-term plan for creating a more sustainable, prosperous, and liveable Sydney. It is a community priority to see development incorporate both small and large-scale civic gathering spaces, vibrant streets, and places for people to relax and socialise.
- **City of Sydney Open Space, Sports and Recreation Needs Study** – Strategic direction for the provision, use, and management of open space, sports, and recreation facilities. The City of Sydney is committed to improving the quality and capacity of the LGA’s open space network, including the “*design, appearance, safety, maintenance and layout of individual sites*” (pg. 50). The delivery and improvement of open space should consider community enjoyment and inclusion.

4.2 Suitability of the proposed development

The subject site is ideally positioned for redevelopment, taking advantage of the high-profile and easily accessible location on the fringe of Sydney CBD, and proximity to major transport connections including the existing light rail, and the future Pyrmont Metro Station.

The proposed development will deliver premium visitor accommodation within an active tourism precinct, as well as ancillary accommodation services and facilities including fine dining, wellness, and other food and beverage offerings that will appeal to a range of consumers, including both visitors, residents and workers.

In addition, the provision of up to 160 apartments will provide additional housing diversity and choice, within a highly desirable suburb close to employment, amenity and transport. The location of the proposed development is well suited to accommodate additional density, and more active uses that better align with transit-oriented development.

Notably, the suitability of the site is recognised within the Pyrmont Place Peninsula Strategy (2020) where The Star is identified as a ‘key site’ for future development. The proposed development will support the growth and objectives outlined in the Pyrmont Place Peninsula Strategy including through satisfying directions highlighted in the Strategy including:

- Direction 02 - Jobs and industries of the future: where additional employment will be supported in targeted sectors.
- Direction 03 - Centres for residents, workers and visitors: with the ability to provide additional accommodation and reinforce the site as a key community destination.

- Direction 06 - Creativity, Culture and Heritage: with the project facilitating growth and development in these key areas by activating the precinct and enabling additional visitation through the delivery of accommodation and entertainment venues and services.
- Direction 07 - Making it easier to move around: the project will improve connectivity with the future Metro station as well as result in a safer, more vibrant precinct through increased activation.

As such, The Star is a highly strategic and important precinct, and the proposed development will enhance amenity for residents, visitors and workers in the area, all while continuing to deliver on the vision for Pyrmont including:

- Strengthening the attractiveness of the Peninsula as a tourist destination through the provision of a hotel and entertainment facilities, including a planned 6 Star hotel.
- Boosting employment, creativity, tourism and night life by supporting a number of new jobs in the accommodation and retail sectors and increasing the number of visitors and residents present in the local area.
- Providing additional housing choice and types within a strategic location close to employment, transport and high quality social amenity.

5.0 Social benefits of the development

The proposed development at The Star brings an exciting opportunity to invigorate and revitalise the Pyrmont Peninsula. The site has the potential to accommodate additional housing – responding to demand for housing choice, additional retail, short-term accommodation and associated amenities - supporting growth of tourism and the night-time economy.

Pyrmont encompasses a strong mix of community, retail and entertainment activity, positioned on the periphery of the CBD. As Pyrmont is a peninsula, future growth is constrained by limited accessibility, despite the geographic proximity to major strategic centres. The NSW Department of Planning, Industry and Environment have prepared the Pyrmont Peninsula Place Strategy (2020), a 20-year plan to accommodate growth.

As a major landholding in Pyrmont, the site creates an opportunity to enhance local amenity and liveability and contribute towards the wider revitalisation of Pyrmont, aligned with state and local government policy. The proposed development will create opportunities for local employment, enhanced community wellbeing and improved local amenity, particularly for the surrounding Pyrmont neighbourhood. More broadly, there is an opportunity to better integrate the site with the rest of the Peninsula and the wider CBD through improved access and connections.

Key social benefits likely to result from the proposed development align with strategic government policy drivers and include:

- Establishing the precinct as a vibrant, entertainment and 24-hour destination.
- Enhancing the amenity and activation of the site – during the day and night.
- Delivering a new retail and restaurant destination for the Pyrmont peninsula.
- Creating new housing and jobs to support social and economic growth.

5.1 Establishing the precinct as a vibrant, entertainment and 24-hour destination

The City of Sydney contributes a significant proportion of economic output to the NSW economy. Within that, the tourism industry has contributed at least \$600M in value to the City's economy annually since 2010, as well as over 10% of the LGA's total employment.

The Star is strategically positioned in a key entertainment precinct through this part of Sydney, including the International Convention Centre. The Star is a major entertainment destination and place of cultural activity, for not only Pyrmont, but for Greater Sydney as a region. It provides a diverse range of cultural entertainment, hospitality, and retail facilities, contributing to the tourism economy by attracting domestic and international visitors.

It is a vision of the Pyrmont Peninsula Place Strategy (2020) to create "a renowned and treasured cultural and entertainment precinct". The proposed development at The Star seeks to supplement the existing tourism infrastructure and deliver additional uses that will help the precinct to evolve as a vibrant place for entertainment. The proposed additional uses including hotels (and a 6-star hotel), retail floorspace and a rooftop terrace with dining options and a spa/wellness facility, will create an opportunity to further establish The Star's status as a vibrant, entertainment destination, attracting for domestic and international visitors.

Establishing the precinct as a vibrant, entertainment destination will also support growth of the night-time economy. It is an objective of the NSW Government to "create a 24-hour city that is world-renowned for its vibrancy, diversity, safety and access to amenity right throughout the day and night". The City of Sydney's 24-hour Economy Strategy identifies Pyrmont as a key precinct in achieving Council's focus on activating and diversifying entertainment, food and beverage, cultural and other supporting venues in the LGA.

There has been a shift in thinking around planning for the 24-hour city, driven by popular demand for diverse experiences in an evening, rather than one event. The shift focuses more on the idea that alcohol should be ancillary to the activities occurring during the evening and later into the night, no longer the primary focus of night-time activity. Design considerations for catering for diverse uses during both day and night, need to take into account the street structure, public spaces and how they will be used in terms of safety and security, lighting and building structures to encourage active use of the street network and public spaces.

Research shows that business and social activities conducted in the night time play a vital role within the Australian economy and society. The positive benefits gained from night-time activities, such as small wine bars and dining options can deliver jobs, local security provisions and create an urban space which is enjoyed by citizens, each contributing to the appeal of a place for businesses and tourism (National Local Government Drug and Alcohol Advisory Committee, 2013).

There is an opportunity for The Star to contribute towards enhancing Pyrmont's night-time economy by offering a mix of premium and affordable food and beverage options, activities and events for a range of age groups, as well as provide critical short-term accommodation for overnight visitors.

Diversifying the night-time entertainment options at The Star presents an opportunity to enhance the local entertainment offering for surrounding residents seeking local places to gather, and domestic and international visitors drawn to a vibrant, entertainment destination.

5.2 Enhancing the amenity and activation of the site – during the day and night

The Star is strategically located within close proximity to the Sydney Harbour foreshore. The foreshore area is a major natural and public asset of local and national significance. Improving amenity and walking and cycling links within Pyrmont and along the Sydney Harbour foreshore is a major focus of the NSW Government and policies have been established.

Big Move 1 under the Pyrmont Peninsula Place Strategy (2020) focuses on delivering a world-class harbour foreshore walk. Under this direction, Action 4 identifies the need to investigate repurposing Glebe Island Bridge to link Pyrmont Peninsula with Bays West. The Star masterplan has the opportunity to connect to this key piece of infrastructure.

Activating the harbour foreshore will create walking and cycling links for tourists, visitors and new recreation opportunities for residents. It will also create opportunities to connect active transport links to existing parks and open space, contributing to active lifestyles and the health and wellbeing of local workers and residents in Pyrmont. As part of proposed development at The Star, there is an opportunity to apply best practice urban design principles and improve pedestrian and cycle connections to the harbour foreshore walk, taking advantage of the strategic nature of this large, central landholding. There is vested interest for The Star to achieve this as improved connections have the potential to enhance exposure to ground floor retail uses and increase access and visitation.

It is a state and local priority to deliver neighbourhoods and places that are vibrant and activated. Big Move 5 in the Pyrmont Peninsula Place Strategy (2020) focuses on more, better and activated public spaces. This is particularly important in a high-density urban renewal area accommodating significant population and job growth. The project has the potential to incorporate both innovative retail initiatives and placemaking strategies that will improve the amenity of the area and deliver social benefits including:

- Fostering community identity and culture through entertainment, food and beverage
- Increased opportunity for active transport and reduced car-dependency
- Increased opportunities for socialisation during the day and night

Improving accessibility plays a critical role in the activation of The Star. Big Move 3 focuses on connectivity to the Metro, and this is critical in delivering on the vision for an activated and vibrant Pyrmont Peninsula. The strategic location of The Star and the proposed Metro will enhance access to employment, health, education and services in Sydney CBD and other strategic centres across Greater Sydney, aligning with the Greater Sydney Commissions vision for a 30-minute city.

Improved access to public transport, will improve the daily lives and routine of residents, visitors and workers at The Star, and will support growth of The Star as 24-hour destination, allowing people to attend events and retail venues, with improved safe and reliable options for travelling home at night.

At night, the venues and activities at The Star have the potential to activate the peninsula and improve perceptions of safety. Some parts of Pyrmont are typically quiet after 9pm, and diversifying the night-time offering at The Star will attract visitors to the site, activating the broader street and contributing not only to vibrancy of the area, but also

to improved passive surveillance, activation and perceptions of safety. This will be achieved under the proposed development and mix of uses that are currently proposed.

5.3 Delivering a new retail and restaurant destination for the Pyrmont peninsula

Analysis of the socio-economic profile of the study area (refer to **Section 3**) illustrates that the local population are typically young, well-educated and high income earning. Most of the population currently reside in high density living, with apartments making up almost 92% of total dwellings in the area.

The composition of the community profile demonstrates higher levels of market demand for venues that are vibrant at night, and provide entertainment. It also signifies the importance of providing a destination that supports social gatherings and enhances social interactions - which is critical for a community in high density locations. As the local population continues to increase in the future, there will be increase pressure for new housing, and demand will likely increase for a diverse range of entertainment offerings during the day and night.

The proposed development at The Star presents an opportunity to enhance the liveability and amenity of the local community by providing improved access to retail, diverse food and beverage, entertainment, and short-term accommodation. Introducing an improved retail offer, a new roof top terrace hosting food and beverage, destination restaurants and a day spa/wellness facility, will increase the diversity of activities available to residents, workers and visitors in the area, creating a new and improved destination for Pyrmont.

The food and beverage offer will likely include the provision of quality restaurant and dining options, and wine bar experiences. There is an opportunity to increase visitation, attracting domestic visitors to experience the restaurant offerings along with the option to stay overnight at the proposed hotel facilities, each planned to accommodate some 250 hotel rooms. A focus on increasing visitation supports economic growth through the tourism market, and aligns with the City of Sydney's Visitor Accommodation Action Plan and the Sydney 24 Hour Economy Strategy.

The proposed retail and restaurant experiences contribute towards The Star becoming a more attractive destination. As a major landholding in Pyrmont, the proposed development has the potential to further catalyse activation of the peninsula, realising the vision of the Pyrmont Place Strategy (2020).

5.4 Creating new housing and jobs to support social and economic growth of Pyrmont

The proposed development at The Star will support the NSW Government's planned transformation of Pyrmont by providing increased housing and employment opportunities in a highly accessible location. This will contribute towards achieving the Greater Sydney Commission's vision of a '30-minute city' where employment, social infrastructure, retail services and other daily needs are accessible within 30 minutes of one's place of residence.

There are positive social impacts associated with the development that includes the proposed delivery of 160 residential apartments in the South Tower. The residential component of the development will enhance overall housing supply in Pyrmont and positively contribute to residents' 'way of life' in the following ways:

- Meeting growing demand for housing in the Pyrmont Peninsula
- Providing diversity in housing products, in a location close to employment opportunities and public transport
- Creating housing choice for inner city urban residents

In light of local and state governments focus on building integrated communities where people can afford to live, close to employment opportunities, the provision of additional residential dwellings at the site will assist in adding new supply to dwelling stock.

The Star currently employs at least 4,500 workers and holds significant potential to increase opportunities for employment on its premises in the future. In 2017, there were 36,900 workers employed within the study area (see **Section 4**) and it is forecast that this could increase by 23,100 over the period to 2041. The proposed development at The Star will generate significant positive benefits to livelihoods associated with new jobs in hospitality, accommodation, retail and entertainment.

The delivery of new housing and jobs will contribute to the transformation of Pyrmont and further support the social and economic growth of the peninsula as it evolves - aligned with the strategic directions in the Pyrmont Peninsula Place Strategy (2020).

5.5 Social Benefit offer

The Star is committed to working with local and state government, as well as the local community and stakeholders to deliver additional community benefits. While the final composition and end scope remains unknown at this stage, The Star is committed to providing community space within the Union Street site for the benefit and use of the local community.

The Star remains invested in actively engaging with the City of Sydney and the NSW Government in order to determine a tailored community benefits package that aligns to local needs and aspirations. It is understood that the City Of Sydney has advised that they are currently preparing a contributions plan for public lands including parks and foreshore connections (such as Metcalfe and Pyrmont Bay Parks). The Star is committed to assist in funding these important public benefits.

6.0 Economic benefits of the development

The Pyrmont Peninsula EDS outlines that in the next 20 years the peninsula should aim to expand its local economy by 60%, resulting in \$4.2-\$4.9 billion more economic output each year compared to current levels. One of the main economic objectives outlined in the EDS is for the peninsula to *'enhance its role as an attractive waterfront tourism and entertainment district, supporting the global attractiveness of the Sydney Harbour with a 24-hour economy.'* The Star project is uniquely positioned to be able to deliver on this key economy vision for Pyrmont.

The Star is already a significant contributor to economic activity and generates a range of economic benefits for the local and regional community. Estimates of the economic contribution of The Star were highlighted in the September 2020 submission to NSW Department of Planning, Industry and Environment in support of the Pyrmont Peninsula Place Strategy and include:

- Create an additional 7,000 jobs (4,800 direct and 2,200 indirect);
- Contribute \$6.9 billion to the NSW economy in additional Gross State Product;
- Contribute \$4.1 billion to NSW's exports;
- Increase direct nominal tax revenue for the NSW Government by \$2.4 billion; and
- Increase direct nominal tax revenue for the Commonwealth Government by \$2.2 billion.

**Estimates were provided by PwC for existing operations at The Star Sydney over the period FY2017 to FY2030.*

As outlined, the proposed development will support the role and function of Pyrmont an entertainment destination and tourist hub, however, will also support increased employment opportunities directly as a result of the proposed development. The project will generate new employment both during construction and on an ongoing basis once the development is complete and fully occupied.

6.1 Increased employment opportunities

Jobs supported by the proposed development at the site will accrue through both direct and indirect employment generated during the construction phase and ongoing employment.

Construction employment

Direct employment in the *construction industry* is expressed as FTE job years. A 'job year' is a full-time job for one year.

Indirect, or flow on, employment will also be supported in other industries, for example, suppliers of materials and financial and legal services. Employment estimates in the wider economy are derived from ABS national accounts input-output analysis, specifically, employment multipliers.

Direct employment in the construction industry depends on the nature of the building, in particular, the capital intensity of the project. It is estimated 1.96 FTE direct construction industry job years per \$1 million of expenditure (or 1.0 FTE job year per \$510,000) will be generated by the construction activity, based on research and the type of work expected to be undertaken during the construction phase of the project.

In addition, these direct construction industry jobs lead to demand for employment in supplier industries in the wider economy. The ABS construction multiplier is 2.6 - that is, for every single FTE job in the construction industry a further 1.6 FTE jobs are supported elsewhere in the economy.

The initial economic benefits generated by the project will occur during the construction phase. It is understood that the construction costs for the project will be in the order of \$800 million.

Assuming total direct construction costs of \$800 million, this would support 1,568 jobs in the construction industry and support a further 2,509 jobs in related (supplier) industries over the development period.

In total, approximately 4,077 FTE construction jobs will be supported during the construction phase (refer to Table 2).

Table 2 Jobs generated during construction stage

Metric	Value
Direct Jobs	
Estimated cost of construction (\$)	\$800 million
Estimated direct jobs	1,568 FTE jobs
Indirect Jobs	
Indirect jobs per construction job	Approximately 1.6
Estimated indirect jobs	2,509 FTE jobs
Total FTE Construction Jobs	4,077 FTE jobs

Source: ABS 2015; Ethos Urban

Ongoing Employment

The proposed development will support a number of ongoing jobs associated within the operation and maintenance of the hotel, retail and accommodation uses. Ongoing employment at the project has been estimated for the purposes of this analysis as follows:

- Accommodation uses:** The estimated 32,520m² of visitor accommodation floorspace comprising 463 hotel rooms would **support up to 298 workers** across both the North and South Tower.
 These estimated take into consideration the workspace ratio of 1 worker per 109.0m² across the Tourism, Culture and Leisure sector - as outlined within the City of Sydney Floor Space and Employment Survey 2017.
- Retail uses:** The proposed retail facilities as part of the development include food and beverage, a sports bar, function space and other retail operators across the north and south tower, and wellness facilities as part of the Level 5 rooftop dining and event space. Together it is estimated that these uses will support around 13,170m² of predominately retail floor space. This amount of floorspace is estimated to **support around 436 retail workers** (based on the average workspace ratio of 1 worker per 30.2m² across retail floorspace - City of Sydney Floor Space and Employment Survey, 2017).

In total, the proposed development at The Star has the potential to accommodate up to 734 FTE jobs once the development is complete and fully occupied (refer to Table 3).

These 734 ongoing jobs will contribute to delivering on the vision for Pyrmont Peninsula which proposes to account for an additional +23,100 jobs by 2041, including +3,300 in the tourism and entertainment industry.

Table 3 Ongoing Employment Estimates

Use	Total
Accommodation	298
Retail	435
Total Jobs	734

Source: City of Sydney Floor Space and Employment Survey 2017, Ethos Urban

6.2 Increased economic output

Additional levels of employment generated by the project will result in additional flow-on economic activity throughout the local and regional area.

Value Added

Value added by industry is an indicator of business productivity. It shows the net economic uplift by excluding the value of production inputs. Value added is estimated at around **\$48.7 million each year** (2019 dollars) at full occupancy of the development (refer to **Table 4**).

The above analysis has been sourced from economy.id (based on modelling by the National Institute of Economic and Industry Research) for the City of Sydney LGA, with 'best fit' industry sectors applied to likely economic activities at the new development. The results of the analysis assume no substitution effects from outside the regional economy, rather, the activities undertaken at the new asset represent increased net demand associated with population, labour force and industry growth.

Table 4 Economic Output – Value Added

Activity	Accommodation Uses	Retail Uses	Total
<i>Economy.id category</i>	<i>Accommodation</i>	<i>Food and Beverage Services</i>	-
Employment (jobs)	298	436	734
Value added per job	\$76,788	\$59,168	-
Value added total	\$22,900,000	\$25,800,000	\$48,700,000

Source: Economy.id; Ethos Urban

In addition to the above, additional economic activity would also be generated by additional visitors to the new hotel facilities, with the net gain in visitor activity to have flow-on benefits to the local and regional economy. Specifically these additional visitors would support expenditure and use of a range of tourism activities at The Star, within Pyrmont, the City of Sydney as well as across Greater Sydney and beyond. The addition of more exclusive facilities, such as a 6 star hotel, would also help to broaden the attraction and appeal of Pyrmont for visitor activity. The more affluent demographic would also result in a higher expenditure profile across a range of accommodation, retail, services and activities. Consequently, the increased levels of visitor accommodation will support the tourism industry as well as help to stimulate the 24-hour economy. Overall, the additional visitor activity resulting from the project would support new economic activity and generate flow-on employment benefits.

6.3 Increased retail expenditure for on-site residents

The proposed development is planned to deliver 160 residential apartments. Additional residents at the subject site will support higher levels of activity, including retail expenditure throughout the local area. Based on the indicative development concept for 160 apartments, up to 368 residents could be accommodated on the site (taking into account the average household size of 2.3 persons across the Pyrmont Peninsula).

These additional residents at the site may direct around \$7.0 million each year to retail goods and services in the area, taking into account the average level of retail spending per capita within the Pyrmont Peninsula of around \$19,000 each year (refer **Table 5** below). Importantly, these residents will support year-round spending on a broader range of goods and services, including spending on food, liquor and groceries, food catering, non-food items and services.

Table 5 Retail expenditure estimates for on-site residents

Activity	Professional
Expected number of new residents	368
Per capital retail expenditure per annum (Pyrmont Peninsula)	\$19,000
Increase in retail expenditure per annum (\$m)	\$6,992,000

Source: Marketinfo, Ethos Urban

Overall, the increase in expenditure from new residents will benefit the local and regional community, providing additional activity, and directing a substantial amount of retail expenditure towards local operators. This will also assist to enhance vibrancy and appeal in the region including after-hours and on weekends.

6.4 Other economic benefits

The proposed development will deliver an array of economic benefits to the local and regional community. In particular, the proposed development will deliver quality accommodation and dining options in an active tourism precinct, as well as support residential housing within a high amenity area that is close to employment and transport. A summary of key benefits, and other economic considerations, that the proposed development is likely to produce include:

- Delivering increased employment opportunities and flow-on economic activity both during construction and on an ongoing basis once operational.
- Increasing the economic viability and vibrancy of the Pyrmont Peninsula through increased activation and expenditure, including in the important tourism and entertainment industries.
- Providing new opportunities for local businesses and tourism operators through the provision of a range of additional retail and community facilities and activity, in a well-connected development that will be well suited to meet contemporary tenant, customer and visitor requirements.
- Providing a catalyst for economic growth at a time of economic recovery, through stimulating investment, construction and business activity.
- Supporting additional housing supply, improving resident choice, and supporting population growth within a high amenity inner city suburb close to transport, employment opportunities as well as social and community infrastructure.
- Enhancing the visitor and tourism experience in the region, by providing new, and premium, visitor accommodation and a wide range of retail and dining options as well as services within a popular tourist destination.
- Providing local and regional economic benefits that are aligned with the objectives of the City of Sydney and Pyrmont Place Peninsula Strategy, including:
 - Improving the attractiveness of Pyrmont Peninsula as a tourism destination by providing a new 6-star hotel that is currently not offered within the City of Sydney;
 - Enhancing the 24 hour economy through increased activity, and the provision of additional food and beverage operators in the local area, that will contribute to the economic strength of the Harbour CBD;
 - Contributing to the employment target for the Darling Island sub-precinct of +2,735 more jobs by 2041, through the provision of +734 new ongoing jobs at the site, associated with the tourism, accommodation and retail industry sectors;
 - Supporting local infrastructure investment by providing increased density in a high-profile and easily accessible location, with the proposed development planned to deliver a contemporary mixed use development;
 - Adding an estimated 32,520m² of additional short term accommodation floorspace to the local area, contributing towards satisfying the need for the Pyrmont Peninsula to increase tourism and entertainment floorspace by +228,000m² over the period to 2041.
 - Improving connectivity and business and tourism clustering benefits throughout Pyrmont and the broader area.
 - Supporting continued growth in Pyrmont as a recognised tourism and entertainment destination. The project would enable The Star to position itself for long term success and better compete with tourism and entertainment precincts across Greater Sydney as well as interstate and overseas.

Appendix A. Resident demographic profile

Category	Study area	Greater Sydney
<u>Income</u>		
Median household income (annual)	\$108,920	\$92,200
Variation from Greater Sydney median	18.1%	na
% of Households earning \$2,500pw or more	38.8%	31.8%
<u>Age Structure</u>		
0 years	0.9%	1.2%
1-2 years	1.7%	2.6%
3-4 years	1.2%	2.6%
5-6 years	0.8%	2.6%
7-11 years	1.9%	6.2%
12-17 years	1.5%	6.9%
18-24 years	17.2%	9.6%
25-34 years	32.9%	16.2%
35-49 years	21.8%	21.3%
50-59 years	8.9%	12.3%
60-69 years	7.0%	9.4%
70-84 years	3.8%	7.1%
85 years and over	0.5%	1.9%
Median Age (years)	32.0	36.0
<u>Country of Birth</u>		
Australia	37.1%	61.9%
<i>Aboriginal and Torres Strait Islanders</i>	0.9%	1.4%
Other Major English Speaking Countries	10.5%	7.6%
Other Overseas Born	52.4%	30.5%
% <i>speak English only at home</i>	48.5%	62.5%
<u>Household Composition</u>		
<i>Couple family with no children</i>	31.8%	23.8%
<i>Couple family with children</i>	14.1%	37.5%
Couple family - Total	45.9%	61.3%
One parent family	6.2%	11.1%
Other families	2.0%	1.3%
Family Households - Total	54.1%	73.7%
Lone person household	29.3%	21.7%
Group Household	16.6%	4.6%
<u>Dwelling Structure (Occupied Private Dwellings)</u>		
Separate house	0.8%	57.2%
Semi-detached, row or terrace house, townhouse etc.	8.0%	14.0%
Flat, unit or apartment	91.2%	28.2%
Other dwelling	0.0%	0.5%
<i>Occupancy rate</i>	90.8%	92.3%
Average household size	2.3	2.8
<u>Tenure Type (Occupied Private Dwellings)</u>		
Owned outright	16.6%	30.0%
Owned with a mortgage	19.4%	34.2%
Rented	63.7%	35.1%
Other tenure type	0.3%	0.7%
<u>Attending Education (% of those attending)</u>		
Pre-school	3.0%	6.9%
Infants/Primary Total	9.9%	32.2%
Secondary Total	7.3%	25.0%
Technical or Further Educational Institution	12.6%	7.6%
University or other Tertiary Institution	53.6%	24.2%
Other type of educational institution	13.6%	4.0%
% of total population attending education	25.7%	25.2%
<u>Highest Level of Non-School Qualification</u>		
Postgraduate degree	21.4%	13.9%
Graduate diploma or certificate	3.3%	3.4%
Bachelor degree	49.7%	36.4%
Advanced diploma or diploma	14.5%	17.7%
Certificate	11.2%	28.6%
% of persons with non-school qualifications (persons 15 years and above) - excludes not-stated and inadequately described	61.2%	52.7%

Source: ABS Census of Population and Housing 2016, Ethos Urban