

Wollongong Bulky Goods Proposal



In a recent case in Wollongong, applicants were proposing development of large format retail on valuable employment land located next to Port Kembla. Pracsys was engaged by Wollongong City Council to review prior economic impact assessments, which focused on community need for retail and impact on surrounding centres; yet did not take a long term strategic approach by looking at the greater regional value of industries and employment linked

to the port and export markets.

Pracsys assessed the wider economic benefits of retaining the land for port-related industry, including agglomeration externalities, export and wages income and productivity gain from transport, manufacturing and distribution industries compared to retail. The quantitative analysis and site weighting, based on business locational decisions, found that the opportunity cost of approving the bulky goods application in proximity to Port Kembla to be too high. This conclusion was subsequently endorsed by the Department of Planning with the introduction of a major projects amendment to the State Environmental Planning Policy to protect land surrounding the three main operating ports in New South Wales.

Client:

Wollongong City Council