

Kooroowall-Undi (Peat Island) Foreshore Development Project

Tourism and visitor facility

Economic Impact Assessment



Prepared for:
Darkinjung Local Aboriginal Land Council

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This document is for discussion purposes only unless signed and dated by a Principal of HillPDA.

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Acknowledgment of Country

HillPDA acknowledges the Traditional Custodians of Country throughout Australia and their continuing connection to land, waters, culture, and community.

We acknowledge the Gadigal people of the Eora Nation, the Traditional owners of the land on which this report is prepared and show our respect to elders' past, present and emerging.

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EXECUTIVE SUMMARY

HillPDA was commissioned by ADW Johnson Pty Limited on behalf of the Darkinjung Local Aboriginal Land Council (the Applicant) to prepare an Economic Impact Assessment (EIA) for Development Application (DA 110 001). The DA pertains to the subject site located at Pacific Highway, Mooney Mooney, and 1 Peats Ferry Road, Mooney Mooney, and seeks approval for the Kooroowall-Undi (Peat Island) and Foreshore Development.

Development Application

The DA seeks approval for a new tourism and visitor facility including cultural facility, café, jetty and caretakers' accommodation. This is stage 1 of an overall masterplan that includes accommodation as a future stage.

Specifically it seeks approval for:

- adaptive reuse of the former Burrumbilla office and administration building into a tourism and visitor facility and caretakers accommodation.
- adaptive reuse of the former dairy and secondary store buildings as café with indoor and outdoor seating (up to 80 seats)
- guided walking tours of Peat Island
- water-based (river) tours
- new jetty
- vehicular access and car parking
- stormwater and drainage works
- construction of utility services and
- landscape works.

The foreshore component will provide the base for guided tours of Peat Island and for river cruises of the immediate cultural landscape.

Planning context

The DA aligns with key Central Coast strategies and plans by supporting sustainable tourism, economic growth, and community enrichment. It contributes to the CCRP 2041 objectives by enhancing tourism infrastructure, creating local jobs, and promoting sustainable water-based and cultural tourism that respects the region's natural and cultural heritage.









Consistent with the EDS 2020 and its Economic Growth Priorities, the DA fosters economic diversification, strengthens the visitor economy with a focus on attracting the day tripper market, and supports local industries such as hospitality and agriculture through the café and water-based and cultural tours. It also advances the LSPS by leveraging the region's natural assets, fostering tourism innovation, and integrating waterways, national parks, and open spaces into the visitor economy.

The DA directly addresses the DMP 2022–2025 by activating waterways, promoting eco-tourism, and enhancing the region's identity through cultural and oyster-focused experiences. These initiatives diversify the region's tourism offerings, support growth in visitation, and contribute to achieving the DMP's ambitious visitor economy targets, positioning Mooney Mooney as a vibrant and sustainable tourism destination.

Importantly, the DA is consistent with the aims and objectives of the Aboriginal Land Rights Act 1983, and recent planning reforms designed to promote Aboriginal participation into the broader economy and economic self-determination.

Economic benefits

The economic benefits of the new tourism and visitor facility, café, jetty, caretaker's accommodation, escorted Peat Island walking tours and water-based tours during the design and construction phase and operation phase are summarised in the below table.

Construction benefits*	
	<p>Creates 8 direct jobs years**</p> <p>Supports 24 indirect job years statewide</p>
	<p>Generates \$0.7m direct combined salaries</p> <p>Supports \$1.9m indirect combined salaries statewide</p>
	<p>Directly contributes \$4.1m of output</p> <p>Indirectly supports \$8.0m of output statewide</p>
	<p>Directly contributes \$1.2m of GVA</p> <p>Indirectly supports \$3.7m of GVA statewide</p>
Net operational benefits	
	<p>Creates 17 FTE ongoing jobs onsite</p> <p>Supports 16 FTE ongoing indirect jobs statewide</p>
	<p>Generates \$0.9m direct combined salaries annually</p> <p>Supports \$1.3m indirect combined salaries annually statewide</p>
	<p>Directly contributes \$3.2m of output annually to the State economy</p> <p>Indirectly supports \$5.7m of output annually to the State economy</p>
	<p>Directly contributes \$1.2m of GVA annually to the State economy</p> <p>Indirectly supports \$2.9m of GVA annually to the State economy</p>

* Design and construction value of \$6.2m ** One job year is equivalent to one full time equivalent job for one year

The DA offers significant additional benefits, serving as a catalyst for further growth and establishing a foundation for future on-site projects with significant economic potential, such as accommodation and event spaces. It is expected to increase tourist visitation, particularly from M1 travellers and day trippers from Sydney and the Central Coast, while boosting tourism spending. This, in turn, will generate flow-on benefits for local businesses and contribute to broader economic growth in the region.

As summarised in the table above, the inclusion of employment-generating uses on-site supports local job creation and economic activity, with additional indirect employment and economic ripple effects statewide during both the design and construction phases, as well as the operational phase. These outcomes highlight the economic merit of the proposal and reinforce its alignment with the region's strategic objectives for sustainable growth and economic resilience.

The current DA represents Stage 1 of a broader masterplan. This initial stage establishes the site as a key tourism destination and lays the groundwork for future stages, including the addition of commercial accommodation facilities. Preliminary plans suggest retrofitting the existing building to support 44 rooms, with potential for further expansion. Conservatively, this could accommodate 19,000 visitors annually, generating \$1.4 million in tourism spending on retail goods and services and \$3.4m in accommodation revenue, significantly boosting the local economy.

Aligned with the Central Coast Destination Management Plan 2022–2025, the proposed accommodation addresses the identified need for additional overnight options, supporting tourism growth. It will also create an estimated 15 full-time equivalent jobs. By delivering Stage 1, the DA sets the foundation for these economic and social benefits, ensuring the site's long-term success as a vibrant tourism and economic hub for the Central Coast.

INTRODUCTION

1.0 INTRODUCTION

HillPDA was commissioned by ADW Johnson Pty Limited on behalf of the land owner, Darkinjung Local Aboriginal Land Council (the Applicant) to prepare an Economic Impact Assessment (EIA) for Development Application (DA 110 001). The DA pertains to the subject site located at Pacific Highway, Mooney Mooney, and 1 Peats Ferry Road, Mooney Mooney, and seeks approval for the development of a new tourism and visitor facility, café, jetty, and caretaker's accommodation.

1.1 The subject site

The subject site is located at Mooney Mooney, situated on the northern shore of the Hawkesbury River, approximately 55 kilometres north of the Sydney CBD via the M1 Motorway. Covering an area of about eight hectares, the site land legally described as Lot 2 in DP 239249 (part), Lot 12 in DP 1158746 (part), Lot 11 in DP 1157280, Lot 7 DP 1180499 and Lot 10 DP 1157280.

The subject site is adjacent to the Hawkesbury River Interchange, where the M1 Motorway connects to the Old Pacific Highway. This interchange allows vehicles to travel north to Cheero Point and beyond and east to Mooney Mooney's residential area or south across the historic Brooklyn Bridge to the village of Brooklyn. The nearest train station is the Hawkesbury River Station at Brooklyn, which can be accessed by car or via Bus Route 592, operating between Mooney Mooney and Brooklyn.

Currently, the site is zoned SP2 (Hospital infrastructure), with a small area designated as RE1 Public Recreation. The water surrounding Peat Island is zoned W2 Recreational Waterways. Notably, there are no prescribed building height or floor space ratio (FSR) limits assigned to the site.

An aerial photograph provided on the following page illustrates the site boundaries, marked in red, alongside the designated precinct plans.

Figure 1: The subject site boundaries and precinct plan



Source: CKDS Architecture 2024

1.2 Development Application

The DA seeks approval for a new tourism and visitor facility including cultural facility, café, jetty and caretakers' accommodation. This is part of an overall masterplan that includes accommodation as a future stage.

Specifically it seeks approval for:

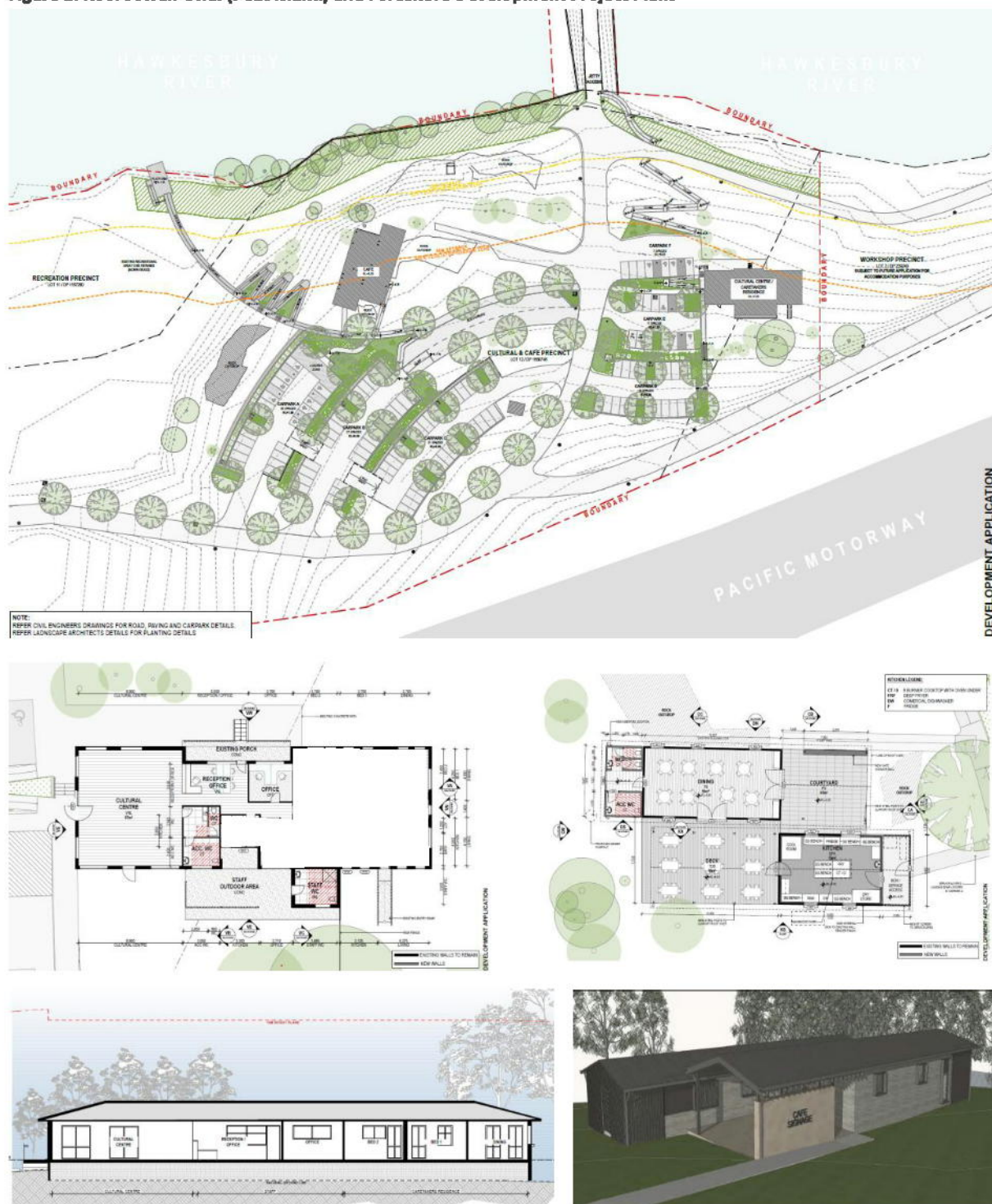
- adaptive reuse of the former Burrumbilla office and administration building into a tourism and visitor facility and caretakers accommodation.
- adaptive reuse of the former dairy and secondary store buildings as café with indoor and outdoor seating (up to 80 seats)
- guided walking tours of Peat Island
- water-based (river) tours
- new jetty
- vehicular access and car parking
- stormwater and drainage works
- construction of utility services and
- landscape works.

Operational hours of the proposed services include:

- Information and Education Facility:
 - Visitor and cultural centre: 8.30am to 10.00 pm – 7 days (subject to change)
 - Information/education facility will be 9.00 am to 5.00 pm 7 days, with extended hours for evening events on the island.
- Café: Hours – 8:00am to 8:00pm, 7 days (subject to change)
- Water-based tours
 - Oyster tours – twice a day, 7 days a week
 - River cruise – once a day, 7 days a week
- Peat Island escorted walking tours: twice a day, ramping up to 4 a day during school holidays.

An extract of the site layout and finishes is shown in Figure 2.

Figure 2: Kooroowall-Undi (Peat Island) and Foreshore Development Project Plans



Source: OKDS Architecture 2024, HillPDA

1.3 The study brief

The study aims to assess the DA's economic impact, focusing on job creation, economic output, and overall economic merit. It compares the base case (current use) to the anticipated construction and operational impacts of the proposed development.

1.4 Structure of the Study

To meet the requirements of the project brief and assess the economic impact of the DA, the Study is set out in the following manner:

- **Chapter 2: Planning context** | evaluates the DA against planning and legislative frameworks, focusing on its economic alignment with government strategies.
- **Chapter 3: Economic impact assessment** | undertakes an economic assessment comparing the impacts of maintaining the site's current uses versus the potential economic benefits of the DA during construction and operation.

PLANNING CONTEXT

2.0 PLANNING CONTEXT

This chapter evaluates the DA against planning and legislative frameworks, focusing on its economic alignment with relevant government strategies.

2.1 SEPP (Planning Systems) 2021, Chapter 3, Aboriginal Land

The NSW Government is committed to ongoing planning reforms to help 'bridge the gap' between the Aboriginal Land Rights Act 1983 and the Environmental Planning and Assessment Act 1979. In 2019, SEPP (Aboriginal Lands) was released, introducing measures to facilitate development of select Local Aboriginal Land Council controlled land. Part of the subject land (Peat Island) is included in Darkinjung's Development Delivery Plan, as Site 29. This invokes beneficial provisions to assist with the assessment of any submitted development application, which will assist the Land Council in attaining its legal and corporate goals for increased participation into the broader economy and progress the notion of Aboriginal economic independence.

The proposal is consistent with planning reforms aimed at facilitating Aboriginal participation into the broader economy and empowering Aboriginal people towards economic independence.

2.2 Central Coast Regional Plan 2041

The Central Coast Regional Plan 2041 (CCRP 2041) outlines a long-term vision for the Central Coast, providing a strategic framework to guide sustainable economic growth, environmental conservation, and cultural preservation. It aims to balance development with the region's unique landscape, heritage, and community values, fostering vibrant, prosperous, and innovative communities. Key objectives and strategies relevant to the DA include:

- Objective 1: A prosperous Central Coast with more jobs close to home.
- Objective 6: Conserve heritage, landscapes, environmentally sensitive areas, waterways, and drinking water catchments.
- Objective 8: Plan for businesses and services at the heart of healthy, prosperous, and innovative communities. This objective encourages the provision of diverse and unique tourism activities that complement the natural landscape and avoid land use conflict.
- Objective 9: Sustain and balance productive rural landscapes. This objective encourages diversification and value-adding activities such as farm stays, camping, and farm gate events.
- Strategy 6.11: Local strategic planning that support the sustainable growth of recreation and tourist facilities in inland and coastal lakes, maintaining a natural shoreline and encouraging passive enjoyment.
- Strategy 8.5: Identify towns and villages with strong tourism potential and support a diverse range of tourism developments, events, and place-making initiatives that celebrate community, heritage, and Country.

The DA aligns with the above CCRP 2041 objectives and strategies by offering new infrastructure and tourism experiences that complement the local landscape and cultural heritage as well as providing local job opportunities (consistent with Objective 1). The adaptive reuse of buildings into a visitor centre, café, and jetty enhances local tourism infrastructure while preserving and highlighting the site's historical and natural significance. The proposed water-based tours and cultural walking tours balance increased visitation with sustainable tourism, while fostering a connection to local agricultural industries (i.e. oyster farmers) and heritage. These offerings are consistent with Strategy 8.5 through providing a convenient stopover option for M1 travellers

and an additional tourist experience for day visitors from Sydney and the Central Coast. The DA also ensures the sustainable enjoyment of sensitive waterways, consistent with Strategy 6.11, while contributing to economic growth and providing opportunities and growth for local oyster farmers, in line with Objective 9. The increased visitation which will likely result from this DA would also have flow-on benefits for other local business in the area.

2.3 Central Coast Strategy: Recommended Priorities for Economic Growth

The Central Coast Strategy: Recommended Priorities for Economic Growth, published in January 2023 by the Greater Cities Commission (GCC), was developed in collaboration with NSW Government agencies, local councils, businesses, and the community. This strategy aims to identify key actions to drive employment growth in the region to accommodate anticipated population increases.

The strategy outlines seven priorities across four key themes: jobs for the future, health and education, precinct connectivity, and planning. Of particular relevance to the DA is Priority 2: Unlocking employment lands and accelerating employment precincts, which emphasises the importance of creating additional jobs and fostering economic diversification.

The DA aligns with this strategy by providing employment-generating uses on-site, supporting the agricultural sector through initiatives such as oyster tours, and boosting the visitor economy through the cultural and visitor centre, escorted islands and water-based tours and the expanded food offering. These contributions directly support the overarching goals of economic growth and diversification outlined in the strategy.

2.4 Central Coast Local Strategic Planning Statement (LSPS)

The Central Coast Local Strategic Planning Statement (LSPS) outlines the vision and planning priorities for land use in the region over the next 20 years. Together with the Community Strategic Plan (CSP), the LSPS reflects the long-term social, environmental, and economic aspirations of the Central Coast community. It provides clear direction for sustainable growth and informs future strategic plans and planning instruments.

Key objectives and priorities relevant to the DA include:

- Urban management strategy - define the urban edge: The LSPS promotes tourism and economic innovation including in peri-urban areas, recognising the multifunctional nature of these landscapes. It also identifies opportunities exist to foster recreation, cultural activities, tourism, agriculture, and economic productivity, leveraging local natural assets and resources.
- Economic planning priority - grow regionally competitive tourism destinations: The LSPS underscores the importance of leveraging the Central Coast's unique natural assets, including its coastline, National Parks, open spaces, and agricultural landscapes. The LSPS emphasises the need to diversify and expand the region's tourism offerings, while enhancing local destinations to attract both domestic and international visitors.
- Strengthening local centres: Local centres are seen as critical hubs for cultural identity, visitor facilities, and accommodation options. The LSPS envisions collaboration with the tourism industry and State Government to create new attractions, improve transport connections, and integrate rural and agricultural areas west of the M1 Motorway into the visitor economy.

The DA supports the LSPS objectives and priorities by enabling the establishment of another tourism and economic development initiative on the Central Coast. The proposed visitor centre, café, and jetty, together with escorted Peat Island walking tours and water-based tours, enhance the region's tourism offering while leveraging its natural and cultural assets and promoting the agricultural sector through the oyster-based tours. The proposed development also provides a strategic stopover for M1 travellers and a attractive destination for day

visitors from Sydney and the Central Coast, contributing to the broader Central Coast's offering and appeal. The proposal also aligns with broader economic objectives by diversifying land uses, fostering sustainable growth, and creating new economic opportunities west of the M1 motorway.

2.5 Central Coast Economic Development Strategy (2020)

In 2020, an Economic Development Strategy (EDS) for the Central Coast was adopted, positioning the region as the place to do business, creating jobs and prosperity for the region. The Central Coast EDS (EDS 2020) envisions expanding the regional economy to \$21 billion, creating 72,000 new jobs, and increasing employment self-containment to 78.9% by 2040. This strategy highlights leveraging the region's natural assets to grow key industries, diversify the economy, and strengthen the visitor and night-time economies.

Key objectives and themes in the EDS 2020 relevant to the DA include:

- Enhancing economic efficiency and competitiveness (core objective 3): which focusses on driving investment and growth to solidify the region's economic base.
- Fostering economic diversity and vibrancy (core objective 9): which promotes building resilience through a broader economic mix, expanded tourism offerings, and creative industries.
- Growing emerging sectors (key sectors to grow p.g. 17), including the visitor economy through year-round attractions, waterfront activities, and events to boost tourism.
- Supporting existing sectors including (key sectors to grow p.g. 17):
 - accommodation and food services through expanding the offer to meet growing visitor demands.
 - construction through delivering new infrastructure to support growth and job creation.
- Lack of local jobs was a key economic concern identified in the engagement process of the EDS 2020, whilst encouraging business expansion and attracting new businesses as well as driving the visitor economy were 'big opportunities' identified.

The proposed DA aligns with the EDS 2020 strategy by advancing its core goals of creating local jobs and driving economic growth. Through the inclusion of a tourism and visitor centre, café, escorted walking tours, water-based tours, and new jetty infrastructure, the proposed development enhances the region's tourism appeal and help to build the visitor economy. It is expected to increase visitation to the area by serving as a convenient stopover for M1 travellers and a compelling destination for day trippers from Sydney and the Central Coast. It also directly supports job creation in construction, hospitality, and tourism—key sectors for the Central Coast—while contributing to the strategy's target of 72,000 new jobs.

The proposed uses will stimulate economic activity and help achieve the projected GRP growth from \$13.5 billion to \$34.7 billion, while promoting employment self-containment by creating local job opportunities. Additionally, by introducing unique offerings such as oyster tours and cultural activities, the DA fosters synergies with the agricultural sector, diversifies the economy, and enhances regional competitiveness. These initiatives align with the strategy's vision to build a resilient and vibrant economy, address challenges like the 'lack of local jobs,' and leverage the region's natural and economic assets.

2.6 Central Coast Destination Management Plan 2022 -2025

The Central Coast's Destination Management Plan (DMP) outlines the vision and goals for the region's visitor economy from 2022 to 2025, and focuses on building a strong destination brand and activating its waterways. The plan emphasises positioning the Central Coast as a leader in eco-tourism and highlights opportunities for unique experiences linked to oyster and pearl farming, which can enhance the region's identity and support the growth of an export-ready oyster industry. The DMP also sets ambitious targets, including a 10% increase in

overnight visitors, a 15% rise in visitor expenditure, and a 20% boost in visitation to the Central Coast Hinterland by 2025.

Key challenges identified in the DMP include limited awareness of the region's diverse offerings, a lack of iconic tourism products, and underutilised waterway-based tourism beyond the beaches. The plan also notes gaps in commercial accommodation, particularly for overnight visitors and event growth, and highlights the need for a more vibrant night-time economy and diverse entertainment options. To address these challenges, the DMP advocates for enhancing cultural and food experiences, improving quality and consistency, and upgrading waterway infrastructure, including wharves, jetties, boat ramps, and ocean baths. Mooney Mooney is specifically identified as a location with significant potential for tourism development, further enhancing the region's appeal and supporting its visitor economy goals.

The DA aligns with and supports the DMP's vision by upgrading waterway infrastructure and introducing water-based tours, including oyster tours and cultural experience, including Peat Island escorted walking tours, which directly contribute to the activation of the region's waterways and expansion of cultural offerings. By offering unique water-based experiences and promoting the oyster industry, the DA also strengthens the Central Coast's identity as a food destination. These initiatives diversify the region's tourism offerings, raise its profile, and drive sustainable growth, with a particular focus on attracting the day tripper market, thereby contributing to the DMP's ambitious visitor economy targets.

2.7 Key findings

The DA aligns with key Central Coast strategies and plans by supporting sustainable tourism, economic growth, and community enrichment. It contributes to the CCRP 2041 objectives by enhancing tourism infrastructure, creating local jobs, and promoting sustainable water-based and cultural tourism that respects the region's natural and cultural heritage.

Consistent with the EDS 2020 and its Economic Growth Priorities, the DA fosters economic diversification, strengthens the visitor economy with a focus on attracting the day tripper market, and supports local industries such as hospitality and agriculture through the café and water-based and cultural tours. It also advances the LSPS by leveraging the region's natural assets, fostering tourism innovation, and integrating waterways, national parks, and open spaces into the visitor economy.

The DA directly addresses the DMP 2022–2025 by activating waterways, promoting eco-tourism, and enhancing the region's identity through cultural and oyster-focused experiences. These initiatives diversify the region's tourism offerings, support growth in visitation, and contribute to achieving the DMP's ambitious visitor economy targets, positioning Mooney Mooney as a vibrant and sustainable tourism destination.

ECONOMIC IMPACT ASSESSMENT

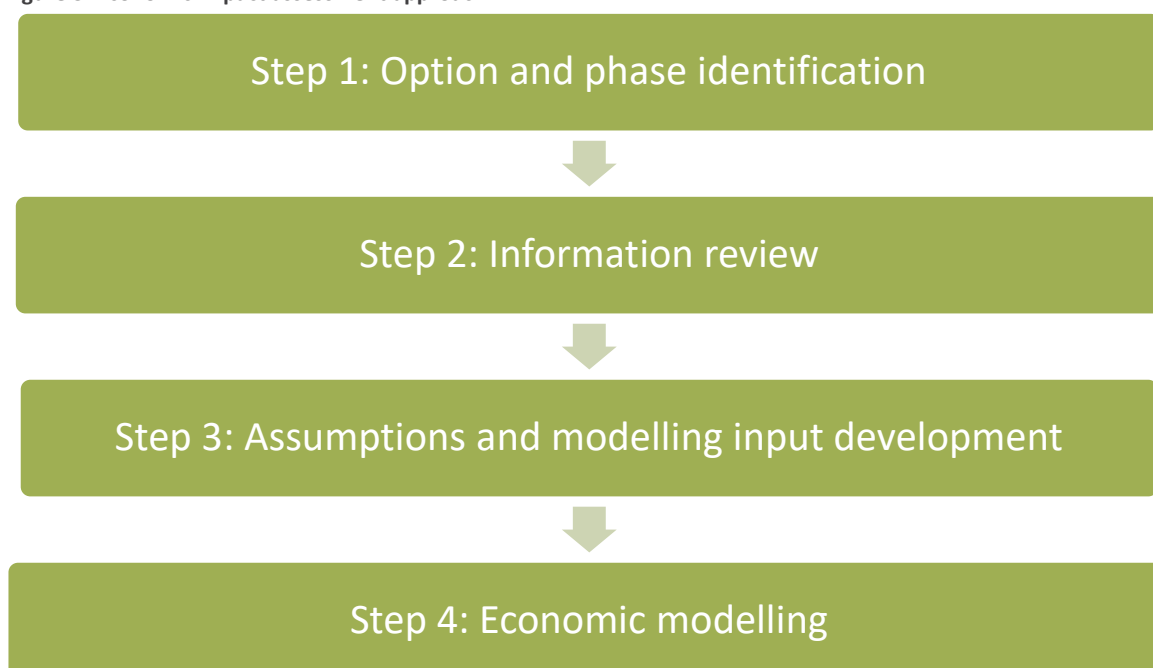
3.0 ECONOMIC IMPACT ASSESSMENT

This chapter assesses the net economic impact of the DA as compared to the base case during the design and construction phase and the operational phase.

3.1 Economic impact assessment approach

To estimate the DA's economic impact, HillPDA has undertaken the approach outlined in the figure below and described in greater detail subsequently.

Figure 3: Economic impact assessment approach



Step 1: Option and phase identification

The options to be tested to assess the net economic impact of the DA are identified as follows:

- **Base case option:** This option assumes the site remains in its current state, where the former Burrumbilla office, administration building, dairy, and secondary store buildings are vacant and support no jobs or economic activity. Due to the substantial works required to render the buildings usable, the base case assumes no economic output or employment activity on-site.
- **DA (or proposed development) option:** This option evaluates the redevelopment of the subject site in accordance with the DA, as outlined in Section 1.2. This option considers the economic activity, job creation, and broader economic contributions that the proposed development would generate.

The economic impacts of the DA are also assessed across two key phases, being:

- **Design and construction phase:** This phase captures the economic activity generated and supported during the design and construction of the proposed development. These impacts are short-term and conclude when construction is complete. All jobs and activity during this phase are considered new as no construction occurs in the base case.

- **Operational phase (post-construction):** This phase evaluates the permanent jobs and ongoing economic activity generated once the proposed development is built and fully operational. Since the base case option assumes no jobs or economic activity on-site, all employment and economic contributions resulting from the proposed development represent a net gain.

Step 2: Information review

As part of this stage, HillPDA collates and reviews:

- Data and DA concept plans supplied by the Applicant detailing Gross Floor Areas (GFAs) by land use (current and proposed), job numbers and aerial photography sourced from Metro Maps and Google Maps.
- Average design and construction costs for jetties and commercial uses, along with car parking rates for comparable developments. These are sourced from the Rawlinson Handbook 2024, RLB Construction Cost Data, and various consultancy reports.
- Revenue and value-added estimates per worker for industries such as construction, recreation, restaurants, cafés, and other relevant professional sectors. These are sourced from ABS National Accounts Input-Output tables and 2023 IBIS World Reports to evaluate the economic activity generated and supported during the design and construction phase and operational phase.
- Publicly available workspace ratios for relevant land uses, sourced from the Applicant, NSW Common Planning Assumptions, and the National Accounts: Input-Output Tables, 2021-22. These ratios are used to estimate the number of jobs supported on-site under the proposed development option.

Step 3: Assumptions and modelling input development

Using the proxy revenue and value-added estimates per worker obtained in Step 2, the number of employees on-site and weighted revenue and value-added estimates per worker for the subsequent economic modelling step are calculated. These estimates are converted to weighted full-time equivalent (FTE) and State figures, using assumptions based on industry employment data from the National Accounts: Input-Output Tables, 2021-22 for Australia and 2021 Census Data.

Step 4: Economic modelling

This step estimates the net direct and indirect impacts of the proposed development option during the design and construction phase and operational phase.

Direct impacts refer to the economic activity directly generated by the proposal during the design and construction phase and the operational phase. These direct impacts are largely generated by activities onsite.

Indirect impacts (or economic multipliers) refer to the level of additional economic activity generated and/or supported by a source industry. The economic modelling in this analysis captures two types of indirect impacts:

Production induced effects: which is made up of:

- *First round effects:* which are all outputs and employment required to produce the inputs for the source industry, and
- *Industrial support effects:* which is the induced extra output and employment from all industries to support the increased production by suppliers in response to increased sales.

Consumption induced effects: which relates to the demand for additional goods and services due to increased spending by the wage and salary earners across all industries arising from employment.

The indirect economic impacts have been sourced from the ABS Input Output tables 2021-2022 and ABS Census 2021 data.

The metrics used to assess economic activity during the design and construction phase and operational phase are described in the table below.

Table 1: Economic impact metrics assessed

Metric	Description
Employment	Employment generated by the types of land uses present on the site or in the proposed development. Employment is expressed as FTE.
Output	Output is a gross measure of the total sales generated by the types of land uses present on the site or in the proposal.
Remuneration	Remuneration is the combined annual wages of the FTE workers supported by the proposal.
Gross Value Added	Gross value added (GVA) of an industry refers to the value of outputs less the costs of inputs. It measures the contribution that the industry makes to the country's wealth or gross state product (GSP). The major components of GVA are workers' remuneration, company profits and government taxes from production.

Source: HillPDA

The economic impacts during the design and construction phase and operational phase have been assessed at NSW State level. If the impacts were assessed at the local government or national level, they would be different from those provided in this report.

The direct FTE jobs estimates during the operational phase have been sourced from the Applicant, 2023 IBIS World Reports and the NSW Common Planning Assumptions Workspace ratios, while the indirect FTE jobs are sourced from the 2021-22 ABS Input Output tables.

Limitations with multipliers

Both the ABS and the NSW Treasury Employment Calculator describe several limitations with input-output multipliers, or at least shortcomings with typical interpretations of the multipliers, which generally result in an over-estimation of impacts. The main shortcomings or limitations are as follows:

- Production induced impacts can leave the impression that extra output can be produced without taking resources away from other activities.
- Multipliers assumed fixed input ratios and hence measure impacts based on average effects rather than marginal effects.
- The impacts are nationwide and are not regional or local impacts which would be smaller.

Other limitations are described in both the NSW Treasury Guide and on the ABS website.¹

3.2 Design and construction phase economic impacts

This section assesses the economic impact on the State economy during the proposed development's design and construction phase. These impacts are based on an estimated design and construction cost of around \$4.1m (excludes GST)².

¹ <https://www.abs.gov.au/statistics/economy/national-accounts/australian-national-accounts-input-output-tables/latest-release>
<https://www.treasury.nsw.gov.au/information-public-entities/nsw-treasury-employment-calculator>

² Source: Mbm (2024) Johnson Mooney Mooney Foreshore Cost Plan

3.2.1 Job creation during design and construction

Every million dollars of construction directly generates 2.02³ full-time job years⁴. Based on the estimated design and construction cost, a total of around 8 job years would be directly generated during the design and construction of the DA, as shown in the table below.

Table 2: Job creation during design and construction (job years)

	Direct effects	Production induced effect		Consumption induced effect	Total
		First Round	Industrial Support		
Multipliers	1.00	0.82	0.77	1.23	3.81
Job Years per \$m	2.02	1.66	1.55	2.48	7.70
Total Job Years Generated	8	7	6	10	32

Source: HillPDA estimate using data from ABS Australian National Accounts: Input-Output Tables 2021-22 – NSW State multipliers *Note that totals may not equal the sum of their components due to rounding.

Through production-induced and consumption-induced multiplier impacts, 24 indirect job years will be supported statewide during the design and construction of the DA. In total design and construction would directly generate and indirectly generate and/or support 32 job years statewide.

3.2.2 Gross output during design and construction

Development will have a direct impact on gross output as well as indirectly stimulating other industries that assist in production and cater to increased consumption.

Using the estimated design and construction costs and applying NSW state output multipliers (as shown in the table below), design and construction is projected to indirectly support an additional \$8.0m in gross output across other secondary industries statewide. Combined with the direct design and construction output, design and construction is estimated to generate and support a total gross output of \$12.2m in NSW.

Table 3: Gross output during design and construction (\$m)

	Direct effects	Production induced effect		Consumption induced effect	Total
		First Round	Industrial Support		
Output multipliers	1.00	0.60	0.54	0.80	2.94
Gross output (\$m)	4.1	2.5	2.3	3.3	12.2

Source: HillPDA estimate using data from ABS Australian National Accounts: Input-Output Tables 2021-22 – NSW State multipliers *Note that totals may not equal the sum of their components due to rounding.

3.2.3 Workers' remuneration during design and construction

The remuneration of direct workers involved in the design and construction of the DA is estimated at around \$0.7m. When accounting for indirect employment and applying multiplier effects, the total remuneration for all workers (direct and indirect) involved in the DA during design and construction across NSW amounts to \$2.5m, as detailed in the table below.

³ Source: ABS Australian National Accounts: Input – Output Tables 2021-22 (ABS Pub: 5209.0) – assumes 95% of construction and 5% of professional, scientific and technical services multipliers for design and construction

⁴ Note: One job year equals one full-time job over one year

Table 4: Workers' remuneration during design and construction (\$m)

	Direct effects	Production induced effect		Consumption induced effect	Total
		First Round	Industrial Support		
Workers remuneration per \$ of gross output	0.16	0.13	0.13	0.19	0.61
Workers remuneration (\$m)	0.7	0.5	0.5	0.8	2.5

Source: HillPDA estimate using data from ABS Australian National Accounts: Input-Output Tables 2021-22 – NSW State multipliers *Note that totals may not equal the sum of their components due to rounding.

3.2.4 Gross Value Added (GVA) during design and construction

The design and construction phase are estimated to make a substantial economic contribution to the NSW GSP. The project would directly generate an estimated \$1.2m in GVA.

Additionally, through multiplier effects, an estimated \$3.7m in GVA would be indirectly supported statewide. In total, design and construction is projected to generate and support approximately \$4.8m in GVA for NSW.

Table 5: Construction – impact on gross value added (GVA)(\$m)

	Direct effects	Production induced effect		Consumption induced effect	Total
		First Round	Industrial Support		
GVA multipliers	0.28	0.23	0.24	0.42	1.17
GVA (\$m)	1.2	0.9	1.0	1.7	4.8

Source: HillPDA estimate using data from ABS Australian National Accounts: Input-Output Tables 2021-22 – NSW State multipliers. *Note that totals may not equal the sum of their components due to rounding.

3.2.5 Construction phase economic impact summary

The table below provides an overview of the estimated jobs and economic activity generated and supported across NSW during the design and construction phase of the DA.

Table 6: Construction phase economic impact summary

Base Case	Direct	Indirect	Total
Employment	8	24	32
Output (\$m)	4.1	8.0	12.2
Wages (\$m)	0.7	1.9	2.5
GVA (\$m)	1.2	3.7	4.8

*Note that totals may not equal the sum of their components due to rounding.

3.3 Operational phase economic impacts

This section evaluates the number of permanent FTE jobs and economic activity expected to be created onsite and supported statewide following construction. Since the base case option assumes no jobs or economic activity on-site, all employment and economic contributions resulting from the proposed development represent a net gain. Other ongoing economic impacts as a result of the DA are also considered.

3.3.1 Employment

The DA will support employment on-site across the various activities. Based on IBIS World averages, NSW common planning assumptions and advice from the Client the proposed DA uses and activities would support

around 17 FTE workers onsite and a further 16 indirect FTE jobs statewide, with the calculations shown in the table below.

Table 7: Total FTE jobs created on-site once DA is fully operational

Land use	Direct FTE jobs	Assumptions	Indirect FTE jobs	Total FTE jobs
Café	5	1 FTE worker per 25 sqm as sourced from IBIS world report, Common planning assumptions and the Applicant	3	7
Visitor / Cultural Centre	3	As sourced from the Applicant	2	5
Peat Island walking tours	2	Assumes two walking tour daily, 7 days a week, with up to 4 provided during school holidays as sourced from the Applicant.	2	4
Oyster/ River cruises	6	Assumes 2 oyster cruise twice daily, 7 days a week and one river cruise once daily, 7 days a week as sourced from Applicant and current operations from other local cruise providers.	7	13
Caretaker	1	As sourced from the Applicant	1	2
Total	17		16	33

Source: HillPDA; Applicant, ABS Input Output tables, NSW Common Planning Assumptions *Note that totals may not equal the sum of their components due to rounding.

3.3.2 Gross output from operations

The table below provides an estimate of the output that could be supported directly and indirectly under the DA option per annum.

It is estimated that the DA could directly generate \$3.2m in gross output per annum once fully operational.

Accounting for multiplier effects the total output directly generated and indirectly supported by the DA once operational is estimated at \$8.9m per annum statewide.

Table 8: Operational phase - economic output (\$m/ann)

	Direct output	Production Induced (indirect)	Consumption Induced (indirect)	Total
Café	\$0.7	\$0.5	\$0.7	\$1.9
Visitor / Cultural Centre	\$0.3	\$0.1	\$0.3	\$0.7
Peat Island walking tours	\$0.4	\$0.3	\$0.3	\$1.0
Oyster/ River cruises	\$1.8	\$1.5	\$1.7	\$5.1
Caretaker	\$0.1	\$0.1	\$0.1	\$0.3
Total	\$3.2	\$2.6	\$3.1	\$8.9

Source: Australian National Accounts Input Output tables 2021-22, IBIS World Reports 2023, HillPDA

Totals may not total due to rounding

3.3.3 Remuneration of workers on site

The table below provides an estimate of the total remuneration of direct and indirect workers generated and supported by the DA once operational.

On completion, the combined remuneration of workers on-site is estimated at approximately \$0.9 million per annum.

Accounting for multiplier effects, total remuneration directly generated and indirectly supported by the DA once operational is estimated at \$2.2 million per annum.

Table 9: Operational phase - staff remuneration (\$m/ann)

	Direct output	Production Induced (indirect)	Consumption Induced (indirect)	Total
Café	\$0.2	\$0.1	\$0.1	\$0.4
Visitor / Cultural Centre	\$0.1	\$0.1	\$0.1	\$0.3
Peat Island walking tours	\$0.1	\$0.1	\$0.1	\$0.3
Oyster/ River cruises	\$0.4	\$0.4	\$0.4	\$1.2
Caretaker	\$0.0	\$0.0	\$0.0	\$0.1
Total	\$0.9	\$0.6	\$0.7	\$2.2

Source: Australian National Accounts Input Output tables 2021-22, IBIS World Reports 2023, Profile.id, HillPDA

Totals may not total due to rounding

3.3.4 Gross value added from operations

Upon operation, it is estimated that the DA has the potential to contribute \$1.2m in GVA to NSW GSP per annum.

Accounting for multiplier effects total GVA directly generated and indirectly supported by the DA once operational is estimated at \$4.1m per annum statewide as shown in the table below.

Table 10: Operational phase - gross value added (\$m/ann)

	Direct output	Production Induced (indirect)	Consumption Induced (indirect)	Total
Café	\$0.2	\$0.2	\$0.3	\$0.7
Visitor / Cultural Centre	\$0.2	\$0.1	\$0.2	\$0.4
Peat Island walking tours	\$0.1	\$0.2	\$0.2	\$0.6
Oyster/ River cruises	\$0.6	\$0.7	\$0.9	\$2.3
Caretaker	\$0.1	\$0.1	\$0.1	\$0.2
Total	\$1.2	\$1.2	\$1.6	\$4.1

Source: Australian National Accounts Input Output tables 2021-22, IBIS World Reports 2023, Profile.id, HillPDA

Totals may not total due to rounding

3.3.5 Net economic impact summary

The net gain of jobs and economic activity of the proposed development once it is fully operational as compared to the base case is presented in the table immediately below.

Table 11: Net economic impacts

Net economic impact	Direct	Indirect	Total
Employment (FTE)	17	16	33
Gross Output (\$m per annum)	\$3.2	\$5.7	\$8.9
Remuneration of workers (\$m per annum)	\$0.9	\$1.3	\$2.2
GVA (\$ million per annum)	\$1.2	\$2.9	\$4.1

Source: HillPDA Research

Development will provide employment-generating uses on-site, fostering direct job creation and economic activity while also supporting indirect employment and activity statewide. These impacts are positive and demonstrate strong economic merit.

Additionally, the proposed uses have the potential to generate revenue through mooring fees for private boats utilising the tie-up facilities, further contributing to the economic viability and benefits of the development.

3.4 Other economic impacts

3.4.1 Investment Stimulus

Where a significant property investment decision has been made it is generally viewed as a strong positive commitment for the local area. Such an investment can in turn stimulate and attract further investment. The direct investment in the subject site would generate a range of economic multipliers, as outlined earlier, supporting associated industries and driving broader economic growth.

Furthermore, the investment would enhance the profile of Mooney Mooney, increasing its appeal to potential investors and potentially acting as a catalyst for development on surrounding sites.

Importantly, this DA serves as a foundational step for potential future stages of the development including the possibility of overnight accommodation, event spaces, and additional land uses. This DA and subsequent stages would activate the precinct and position it as a major tourist destination, significantly amplifying the economic and social benefits to the region.

3.4.2 Tourism and increased visitation

The proposed development at the gateway to the Central Coast, featuring a jetty, visitor and cultural centre, café, and tourism-focused activities such as guided tours, has the potential to significantly enhance the region's tourism market and attract a diverse range of visitors, including day trippers from Sydney and the Central Coast. The site, conveniently located adjacent to the M1 motorway, which sees approximately 70,000 vehicle movements daily (according to TfNSW traffic data, 2021), offers an ideal location for a "quick drop" experience. Positioned at this strategic entry point, the development will serve as a key stopover for M1 travellers seeking respite and engaging experiences that highlight the area's natural and cultural assets.

This influx of visitors is expected to drive the local economy through increased spending on dining, retail, and services, while also benefiting nearby businesses by increased visitation to the area and raising the region's profile as a tourism destination. Tourism is a major economic driver for the region, with strong per-visitor spending that supports not only tourism-focused activities but also broader industries such as hospitality, recreation, and retail.

The activation of this site will generate direct economic benefits through on-site activities while creating flow-on effects that strengthen local businesses and enhance the region's visibility. Planned later stages, including the addition of accommodation and event spaces, will position the Central Coast to attract longer-stay visitors and host larger-scale events. Collectively, these elements will help transform the area into a vibrant tourism hub and help deliver significant economic and social benefits to the broader community.

3.4.3 Additional benefits through subsequent stages

The current development application DA represents Stage 1 of a broader masterplan for the site, with future stages to incorporate commercial accommodation facilities. This initial stage, featuring a jetty, visitor and cultural centre, café, and tourism-focused activities, will lay the groundwork for the realisation of subsequent stages. By establishing the site as a key tourism destination, the DA will also provide the foundation necessary to enable the fruition of the masterplan's future components.

Future stages are in the early planning phase, but preliminary discussions with the client suggest that the existing building could be retrofitted to provide commercial accommodation, supporting up to 44 rooms, with potential further expansion to support more rooms. While there is potential for more rooms with further expansion, a conservative approach has been adopted for the current analysis. Assuming 44 rooms, a 70% occupancy rate, and say an average of 1.7 persons per room, the accommodation could host around 19,000 visitor nights annually. With an estimated visitor spend of \$75 per person⁵, this would generate \$1.4 million annually in tourism expenditure on retail goods and services in the local area. Based on an assumed average room rate of \$300 per night an additional \$3.4m per annum would be captured in accommodation revenue. Together, these contributions represent a significant boost to the local economy.

Moreover the Central Coast Destination Management Plan 2022–2025 identifies a need for additional commercial accommodation to support the region's growing tourism market. The proposed accommodation facilities will address this need, increasing the supply and diversity of options for overnight visitors to the Central Coast. Beyond aforementioned economic contributions, the accommodation will also support employment, with an estimated 15 full-time equivalent (FTE) jobs created based on industry standards of one worker per three rooms for a 3-star facility⁶.

By enabling the delivery of Stage 1, this DA sets the stage for these substantial economic and social benefits to be realised. It establishes the necessary infrastructure and visitor base to support the success of future stages, ensuring the long-term viability and vibrancy of the site as a key tourism and economic hub for the Central Coast.

⁵ low average expenditure of \$75 per visitor as sourced from the Central Coast Destination Management Plan 2022–2025

⁶ Source: IBIS World Report, Common Planning Assumptions and Hotel Industry Report

3.5 Key findings

The development proposal offers significant additional benefits, , serving as a catalyst for further growth and establishing a foundation for future on-site projects with significant economic potential, such as accommodation and event spaces. It is expected to increase tourist visitation, particularly from M1 travellers and day trippers from Sydney and the Central Coast, while boosting tourism spending. This, in turn, will generate flow-on benefits for local businesses and contribute to broader economic growth in the region.

The inclusion of employment-generating uses on-site supports local job creation and economic activity, with additional indirect employment and economic ripple effects statewide during both the design and construction phases, as well as the operational phase. These outcomes highlight the economic merit of the proposal and reinforce its alignment with the region's strategic objectives for sustainable growth and economic resilience.

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