



Australia's property industry

Creating for Generations

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28 April 2021

Mr Carey McIntyre
Chief Executive Officer
Shellharbour City Council

Email to: council@shellharbour.nsw.gov.au

Dear Mr McIntyre

Submission - Draft Shellharbour Employment Lands Study

The Property Council of Australia welcomes the opportunity to provide comments on the Draft Shellharbour Employment Lands Study. We acknowledge our collaborative working relationship with Shellharbour City Council and will continue to engage on the finalisation and implementation of the initiatives which have been outlined in this study.

As Australia's peak representative of the property and construction industry, the Property Council's members include investors, owners, managers and developers of property across all asset classes. We also represent a diverse group of members spread across all parts of the Illawarra and Shoalhaven.

Considering the significant \$23.9 billion contribution our local economy contributes to the overall NSW economy and the predicted population increase of an extra 100,000 people across the region, we support in principle the objectives and recommendations outlined in the study to ensure the local economy continues to evolve and thrives well into the future to support growth, jobs and investment.

We encourage Shellharbour City Council to continue engaging with industry and business in the finalisation and implementation of any strategies or plans arising from this study, and we recommend including an action plan and key indicators/measures to support the actions identified.

Further feedback on the recommendations is provided below. Should you have any questions, please do not hesitate to contact myself on 0437 315 198.

Yours sincerely

Michelle Guido
Illawarra Regional Director
Property Council of Australia

Opportunity	Property Council Response
Location/Issue Specific Recommendations	
<p>Vacancy Rates</p> <p>Council to investigate revitalisation of the B1 Neighbourhood Centres which are currently experiencing high vacancy rates, as a means of improving street appeal and encouraging redevelopment to reinvigorate these centres.</p>	<p>Support in Principle.</p> <p>Property Council supports this review and strategies to improve the viability and attractiveness of local centres through both planning controls and urban design initiatives. Sites adjacent to local centres should be encouraged to redevelop to increase density and provide a greater diversity of housing types. We encourage Council to work with industry to develop place-based planning controls that align to the characteristics of a site or precinct and deliver an optimal economic and urban design outcome.</p>
<p>Accommodating Future Industrial Land Demand</p> <p>Review provisions of LEP 2013 and the DCP to:</p> <ol style="list-style-type: none"> 1. Facilitate appropriate redevelopment including: catering for upcoming trends such as high clearance warehouses and the use of robotics. 2. Facilitate business innovation and local services and amenities for workers in the precinct. 	<p>Support in Principle.</p> <p>Property Council supports the facilitation of redevelopment where appropriate to enable employment opportunities and create better services and amenities for workers in precincts. We note that any changes to LEPs and DCPs should provide greater flexibility for industrial development and overcome unnecessary obstacles (such as building height controls where they do not serve a good planning purpose). The intention to provide greater flexibility and further employment opportunities is supported.</p> <p>In particular, we would support Council working closely with large industrial proponents to bring forward the supply of industrial land and protect industrial and employment precincts within the Shellharbour LGA.</p> <p>As identified in Property Council’s research on industrial lands in 2019, the recommendation to review height and FSR limits to encourage more land uses and facilitate the redevelopment of assets and businesses to keep up with upcoming trends is highly encouraged and supported. This has been attached for reference.</p>
<p>Employment Zones Reform</p> <p>Review provisions of LEP 2013 and the DCP to account for any new zoning framework that is introduced by the State government.</p>	<p>Support in Principle.</p> <p>As noted in commentary above.</p>

<p>Illawarra Regional Business Park</p> <p>Advocate to the State government for infrastructure charges reductions to encourage take-up of this land.</p> <p>Review provisions of LEP 2004 (Illawarra Regional Business Park) and the DCP.</p> <p>Council and relevant state agencies make staff resources available dedicated to assist any prospective developer in negotiating/addressing development issues for the site.</p>	<p>Support in Principle.</p> <p>Property Council supports the recommendation to facilitate appropriate development in this area and encourages Council to work with industry to advocate to State government to encourage the take up of this land in this precinct to progress employment opportunities and improve services and amenities.</p> <p>Working with the state government to set objectives and provide support institutional investment in the region and unburden the development costs of employment land through incentives and lower development contributions is highly recommended.</p>
<p>Strategic and/or Macro Economic Trend Recommendations</p>	
<p>The Second Half of the Chessboard</p> <p>Council to explore opportunities to capitalise on advanced manufacturing processes and encourage upskilling of the existing workforce.</p> <p>Provide opportunities for an increase in professional and programming based occupations.</p> <p>Encourage more mixed use industry and research hubs.</p> <p>Foster strong relationships with the local university to realise the desire to create a marine based industry precinct within Shell Cove.</p>	<p>Support in Principle.</p> <p>Property Council supports Council’s intention to explore opportunities for upskilling and diversifying the industrial profile of the region. Providing new precincts and/or research hubs and co-working spaces in the area is a great way to keep skilled workers in the region and encourage these people to live, work and play in the LGA to support economic activity.</p> <p>We also support Council’s intention to foster stronger relationships with education institutions and the tertiary education sector to develop stronger education precincts and a marine based industry in the Shell Cove area. This will create stronger ties in the region, support education and research and increase investment opportunities in the local area.</p>
<p>Porous Boundaries</p>	<p>Support in Principle.</p>

<p>Facilitate the provision of co-working or hotdesking spaces in town centres and Shellharbour City Centre to attract and retain a greater number of professionals to the region.</p>	<p>Property Council supports this recommendation to facilitate the provision of co-working in town centres across the region. With the changes to working practices following COVID-19 and more flexible working, the benefits of working hubs and co-working spaces for professionals closer to home to provide opportunities for networking and interaction with other professionals are evident and will be attractive to many organisations and small to medium sized businesses.</p>
<p>The Era of the Entrepreneur</p> <p>Shellharbour City to attract entrepreneurs to the area by being structured in a way which allows for flexible and low risk options for start-up spaces.</p>	<p>Support in Principle.</p> <p>As mentioned above, we support Council’s intention to attract diversified industries and flexible co-working spaces for start-ups and entrepreneurs. Providing the right spaces in the right locations will only add to attraction of jobs and more employment opportunities in the region.</p>
<p>Divergent Demographics</p> <p>Council to actively encourage and facilitate the development of increased and expanded health facilities and service offerings in Shellharbour.</p> <p>Council to foster collaborative relationships with a local medical school.</p> <p>Council to actively encourage and facilitate the development of additional aged care facilities.</p>	<p>Support in Principle.</p> <p>Property Council supports the facilitation of increased and expanded health facilities to meet the needs of the region and growing population, as well as encouraging additional aged care facilities to support our ageing population.</p>
<p>The Rising Bar</p> <p>Investigate opportunities to grow the education and training industry in Shellharbour to provide people with the opportunity to up-skill and stay relevant in the evolving economy.</p>	<p>Support in Principle.</p> <p>As mentioned above, we support Council’s intention to foster stronger relationships with education institutions and the tertiary education sector to develop grow the education and training industry in the region and provide further employment opportunities.</p>
<p>Tangible Intangibles</p>	<p>Support in Principle.</p>

<p>Provide and promote the lifestyle opportunities, services and facilities available for knowledge workers within Shellharbour City.</p> <p>Promote and facilitate the provision of increased office space available for short term leasing or co-working facilities.</p>	<p>Property Council supports this initiative and activities to strengthen the economic potential and vibrancy of Shellharbour City as well as supporting the growth of the CBD's retail and service-focused businesses. We support initiatives aimed at increasing the number of residents living in close proximity to the retail and commercial heart of Shellharbour and its town centres to stimulate activation and vibrancy.</p>
<p>Robotics, Automation and Artificial Intelligence</p> <p>Recognise the rapidly changing nature and emergence of jobs of the future and provide flexibility to facilitate the provision of appropriate spaces and planning controls to facilitate these emerging job trends.</p> <p>Online Retail</p> <p>Promote Shellharbour as an attractive option for online businesses to base themselves to service the city and surrounding areas.</p>	<p>Support in Principle.</p> <p>As mentioned above, we support objectives and flexibility around planning controls to facilitate employment opportunities and unlock land supply. With the change in job trends, the rise of eCommerce and the growing importance of advanced manufacturing, automation and the introduction of artificial intelligence into logistics it will drive the demand for more dark warehouses and different types of spaces. This is referenced in our Property Council research conducted in 2019.</p>
<p>Education and Employment</p> <p>Council to actively facilitate partnerships between education and industry as a means to increase the skill level of the workforce in Shellharbour City.</p>	<p>Support in Principle.</p> <p>As mentioned above, the facilitation of partnerships between education and industry is supported.</p>
<p>Investment Incentives</p> <p>Council to continue to strongly promote the marina development at Shell Cove as a significant drawcard to attract and retain businesses.</p>	<p>Support in Principle.</p> <p>Property Council supports Council's continued efforts in the tourism space and the development of Shell Cove as an opportunity to diversify local jobs and further growth of the region.</p>

COVID-19 Response Recommendations	
<p>COVID-19 Response</p> <p>Council, in conjunction with Tourism Shellharbour, should focus their efforts on promoting Shellharbour and its unique local offering to key intrastate markets.</p> <p>Council allow for vacant tenancies to be used flexibly during this time, with the focus on attracting tenants.</p> <p>Council to be supportive of conservation / land management sector funding initiatives.</p>	<p>Support in Principle.</p> <p>Property Council supports the initiatives outlined and encourages Council to seek the assistance of industry where relevant or appropriate to collaborate and promote the region while attracting investment and developing further employment opportunities locally.</p>