

Cronulla Sharks Redevelopment



461 Captain Cook Drive, Woollooware Social Impact Report

August 2011 ■ 10688

Reproduction of this document or any part thereof is not permitted without prior written permission of JBA Urban Planning Consultants Pty Ltd.

JBA Urban Planning Consultants Pty Ltd operates under a Quality Management System. This report has been prepared and reviewed in accordance with that system. If the report is not signed below, it is a preliminary draft.

This report has been prepared by:

Gordon Kirkby

Signature 

Date 4 August 2011

Contents

Executive Summary	i
1.0 Introduction	1
2.0 Project Description	2
2.1 The Concept Plan development	2
2.2 The Site	2
3.0 Key Social Impacts and proposed mitigation	4
3.1 The role of the Club as a community asset	4
3.2 Development on the Western Playing Fields	6
3.3 Temporary impacts of development on Club users	9
3.4 Game Day Parking	9
4.0 Benefits to the Local Community of the Sharks Redevelopment	10
4.1 Employment opportunities	10
4.2 Economic input to the local economy	10
4.3 New Club Uses and Experience	11
4.4 Neighbourhood Retail Centre	11
4.5 Open Space Improvements and Linkages along Woollooware Bay Foreshore	12
4.6 Public Transport	13
4.7 Housing Diversity and Affordability	13
4.8 Environmental / Conservation Benefits	13
4.9 Youth Education and Training	14
5.0 Conclusion	15

Figures

1	Figure 1 – Cronulla Sharks Redevelopment	3
2	Figure 2 – Proposed Cronulla High School Facilities – Preliminary Plan	8
3	Figure 3 – Proposed Cronulla High School Facilities – Preliminary Perspective	8
4		

Appendices

A	Letter of In-principle support <i>Cronulla High School and Cronulla-Caringbah Junior Rugby Leagues Football Club</i>
B	Indicative plans for sport facilities at Cronulla High School
C	

1.0 Introduction

This report has been prepared to provide an assessment of the key social impacts and benefits associated with the proposed Shark's redevelopment at 461 Captain Cook Drive, Woollooware. The Report identifies the key potential and perceived social impacts associated with the development and outlines the proposed mitigation measures and overall social benefits of the development for the local community. This report supports the Environmental Assessment for the Part 3A Concept Plan for the project prepared by JBA Planning. The demographic profile of the surrounding community and the economic impacts of the proposed development have been addressed separately in the report prepared by Pitney Bowes titled *Cronulla Sutherland Leagues Club Assessment of Retail Development Potential July 2011*.

This report addresses the Director-General's requirement that the environmental assessment for the concept plan address:

...the social impacts of the proposal and include an appropriate investigation of the potential impacts upon the on-going provision of community services and functions of the Cronulla Sharks. Sufficient justification shall be provided to demonstrate that the proposal will not unreasonably diminish the social benefits provided by the Sharks to the community.

The key social impacts of the proposed development are addressed in **Section 3** of this report. The identified impacts are:

- Loss of the Club to the local community;
- Impacts on the Club's on-going contributions to the local community through local charitable and sporting groups;
- Perceived loss of open space associated with the development of the western playing fields area and car park and impacts on the users of that space;
- Temporary impacts on the Club's members associated with the construction phase of the redevelopment

The report finds that each of the key impacts will be able to be managed or mitigated through the redevelopment process. Overall, the parlous financial position of the Sharks Club means that the current Club operations will cease should the redevelopment not proceed. Closure of the Club as a result of its financial situation would mean that the current contributions to the community would be lost. However the redevelopment, if approved, will address the Club's current financial predicament, remove its debts and provide on-going income streams for the club that are independent of its football operations and gaming. This will not only enable the Club to continue to contribute to the local community but will allow this contribution to broaden in its scope and increase in its value.

2.0 Project Description

2.1 The Concept Plan development

The proposed mixed use redevelopment of the Cronulla Sutherland Leagues Club site including a new neighbourhood retail centre, residential development and upgrades to the sports facilities, including the Sharks stadium, will create a long term sustainable and viable solution for the Club as well as create a new centre and destination location that meets the needs of the surrounding community. The Concept Plan prepared for the site is seeking to develop the site in three stages, being:

- Stage 1 – New Neighbourhood Retail Centre, Medical and Leisure facilities on the eastern car park site and redevelopment of the Leagues Club facilities ;
- Stage 2 - Residential Masterplanned Estate on the western car park and field area; and
- Stage 3 - Extension and improvement of the Sharks playing field facilities including grandstand extensions.

The proposed redevelopment is shown in **Figure 1**.

2.2 The Site

The Cronulla Sutherland Leagues Club site is legally described as Lot 11 DP 526492 and Lot 20 DP 529644 and is known as 461 Captain Cook Drive, Woollooware. Three lots owned by Sutherland Shire Council (being Lot 21 DP 529644, Lot 1 DP 711486 and Lot 1 DP 501920) are also included within the proposed scheme.

The site is located on the northern side of Captain Cook Drive approximately 1 kilometre from Woollooware Station (to the south) and 2 kilometres from Cronulla (to the south east). The site is bounded by the Solander playing fields to the west, Woollooware Bay to the north, and a service station and gymnasium to the east. The Woollooware Golf Club and the Captain Cook Oval are located to the south of the site across Captain Cook Drive.

The overall site is irregular in shape with an area of approximately 10 hectares, of which approximately 6ha is occupied by Toyota Stadium, Leagues Club building and the eastern carpark and 4ha is occupied by the western training fields and car park.

Toyota Stadium (also known as Endeavour Field and Shark Park) and the Cronulla Sutherland Leagues Club building occupy the central portion of the site, and represent a major community and entertainment hub within the region. The western playing fields within the site are private open space used as training fields for the Cronulla Sharks and for local games by the Cronulla Caringbah Junior Rugby League Football Club, whilst the remainder of the site is occupied by car parking.

The Taren Point Employment Area is located approximately 200 metres to the northwest of the site and occupies land located generally between the waterfront, Taren Point Road and the Captain Cook Bridge. Woollooware Railway Station is located 1 kilometre to the south west of the site, and Caringbah Town Centre is approximately 3 kilometres by road to the south west.

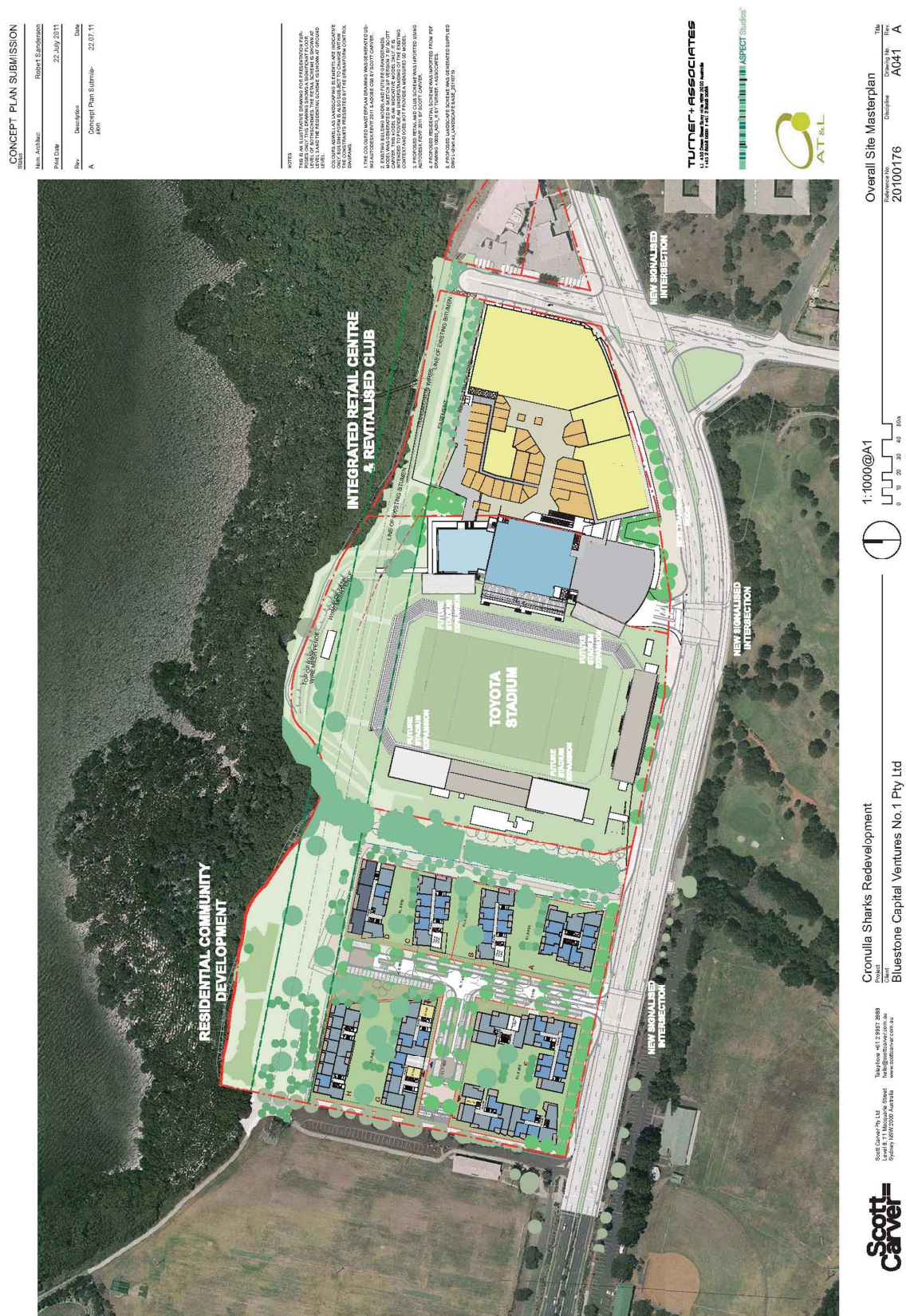


Figure 1 – Cronulla Sharks Redevelopment

3.0 Key Social Impacts and proposed mitigation

The social impacts associated with the proposed Sharks redevelopment need to be considered in the context of its historic and on-going role as a community asset in the Sutherland Shire, the services it provides to its members and the wider community, and its support for local and charitable organisations. Without redevelopment of the site as proposed in the Concept Plan, the Club will not be financially viable and close, causing direct and indirect social consequences for the Sutherland Shire Community.

Should the redevelopment of the site (as proposed in the Concept Plan) be approved, not only will the Club continue to play a key role in the local community, it will be financially stronger and able to expand this engagement with the community through improved premises and facilities, and the ability to increase financial support to a more diverse range of community charitable and sporting organisations.

Notwithstanding this, the redevelopment will also present social impact challenges for the Club to address. These are mainly associated with the displacement of current activities on the western playing fields area and temporary impacts on members associated with the rationalisation and relocation of the club premises.

These issues are addressed in the Sections below.

3.1 The role of the Club as a community asset

The Sharks, both as a Leagues Club and a Football Club plays an important role in defining the Sutherland Shire's identity. Sharks is a unifying element for the community providing it with a social and recreational outlet through the NRL Premiership team and associated game day activities and support for lower grade and junior rugby league within the Shire. The Sharks NRL team provides the Sutherland Shire with national exposure in the sporting media through general Rugby League commentary, but more specifically through televised matches from Toyota Stadium to a national audience.

The Club premises provide the necessary support for the football club in terms of the Toyota Stadium and indoor and outdoor training facilities. The Club also provides a social outlet for members and their guests with a range of facilities and venues to cater for functions, conferences, live entertainment, bingo and housie. The Club includes a range of bars and restaurants. The Club currently has 18,596 financial members.

The culmination of the Club's role and activities enables it to contribute back to the community through support for local sporting and community organisations. The Club actively supports local community programs, which aim to benefit the community of the Shire, and guide them to make healthy and safe lifestyle choices. This support includes partnering with local charity organisations which help those in need of assistance and support in the local community. A letter from the Chairman of the Sharks to the Director-General of The Department of Planning summarising the Club's contribution to the local community is at **Appendix A**.

3.1.1 Shark's support for local community organisations

During the Club's financial year ending October 2010, the club contributed \$66,543 in community support for local organisations and charities. While this is a significant figure, the Club's ability to provide this support has steadily weakened over the past few years. The previous year for example, the equivalent contribution was \$82,970 representing a 20% decline.

Charity partners that the Sharks have financially contributed to in the past few years include:

Sutherland Police Citizens Youth Club

Sutherland PCYC is part of Australia's leading youth development organisation and is a partnership between the community and the NSW Police. The PCYC offers programs in the areas of education, sport and recreation, culture, life skills and outreach work. Their mission is to get young people active in life.

Sutherland Early Support Service

This organisation was established in 2005 following the closure of the Sutherland Family Network which left a major gap in family support services in the Sutherland Shire. SESS supports and responds to the needs of parents and their young children (0-3 years). They aim to improve the quality of life for families with newborns and young children, to build a healthier community.

Sylvanvale Foundation

Sylvanvale Foundation is a dynamic, growing organisation which aims to enable people with an intellectual disability achieve their full potential and contribute to an effective and vibrant community services sector. They also aim to make a positive difference in the lives of people with intellectual disability and ensure Sylvanvale's continued involvement within the sector by diligent and viable resource management.

Bates Drive School

Bates Drive is a School for Specific Purposes. Their students have a wide range of disabilities, requiring individualised planning and high levels of support. Significant intellectual and physical disabilities combined with emotional and behavioural issues and severe communication impairments necessitate the delivery of exemplary learning and teaching programs, delivered across a variety of disciplines.

Other community groups or fundraising efforts which have benefitted from Sharks support in recent years include:

- Caringbah Scouts
- Sutherland Hospital
- Sutherland Police and community
- Shirelive Church
- Melanoma Foundation
- Enough is Enough - Anti violence campaign
- Minerva School
- Kids Breakfree
- Miranda Public School
- Rainbow Club
- Sutherland Wheelchair Basketball
- Civic Centre
- Menai Community

The Club also makes available NRL players for community groups and charities to support fund raising events.

3.1.2 Shark's support for local sporting organisations

In addition to contributions made by the Club towards community and charitable organisations, payments totalling \$83,873 were made towards "intrasports clubs" including Junior Rugby League and other affiliated sporting associations. These sporting organisations operate under the "Sharks" brand and include:

- Baseball
- Basketball
- Bowls
- Golf

- Hockey
- Little Athletics
- Netball
- Squash
- Swimming
- Waterpolo

In addition, a number of social and recreational organisations also operate under the Sharks brand with financial support from the Club including Billiards / Snooker, Toastmasters and a Camera Club.

3.1.3 Impacts of development on Club's role

The current financial position of the club places limits on its ability to contribute to these organisations, which are largely community based and rely on the patronage of organisations like the Sharks. Without redevelopment of the site, as proposed in the Concept Plan, the Sharks Club will fold and these contributions will be lost with detrimental effects on a range of community and sporting activities in the Shire.

Redevelopment of the club will secure its financial position, reduce its debt level and provide on-going income streams from retail tenancies and improved club premises. This in turn will enable the club to increase its support of local sporting and charitable organisations. In particular, the club has in recent years been positioning its local support towards youth issues through mentoring programs that promote sporting participation and excellence, in particular healthy lifestyles and nutrition.

3.2 Development on the Western Playing Fields

3.2.1 Current Status and Use

Currently the western playing fields (4.12 ha) of the site are not publicly accessible. The Sharks makes the fields and associated clubhouse available for use by the Cronulla-Caringbah Sharks Junior Rugby League Football Club (Juniors) for use during the winter football season for training and games under a long standing agreement. The fields are otherwise used as training fields by the senior football club. Access to the fields is currently restricted to these groups, whose activities generally are concentrated during the winter months. When not in use, the fields are locked and are not accessible to the public.

Immediately adjacent to the south of these fields is the western car parking area. This area accommodates approximately 511 car parking spaces which is used by the Juniors as well as forming part of the overall game day parking strategy. Small sections of the parking area are also used during weekdays by players and club officials.

The fields and car park are zoned Private Open Space under Sutherland LEP 2006.

3.2.2 Proposed Concept Development and Social Impact

A key part of the overall Sharks redevelopment proposal is to develop the western playing fields and the adjoining car parking area for a residential master planned estate, including publicly accessible roads and open space. While the development will have overall positive benefits for the future resident and also the wider local community through providing high quality public open space an opening up and extending key pedestrian and cycle networks, there will be a social impact associated with the loss of these fields and parking for current users.

In terms of social impact, the loss of these fields will be limited to the Juniors' members and supporters who utilise the fields and car parking area during winter. The Juniors currently fields over 20 teams from Under 6's through to A Grade. Each weekend

approximately half of these teams play home games at the home ground, utilising the fields, clubhouse and car parking areas.

The proposed redevelopment of the site will see these facilities no longer being available to the Juniors. To ameliorate these impacts, The Sharks Consortium has committed to providing alternative facilities in the locality of equal or superior standard to replace the current facilities and ensure Sharks support for the Juniors and junior rugby league generally in the Sutherland Shire can continue and improve.

The principal use of the western car parking area is for the Juniors and game day parking for the Sharks home games. Its removal will have potential impact in terms of loss of parking space available to the club, potentially increasing parking demand and associated impacts on surrounding streets. Game day parking is currently managed by the Club by way of the Peak Event Traffic Management Plan 1998.

3.2.3 Proposed Relocation of Fields to Cronulla High School

To address the social impact associated with the loss of the private fields, BCV commit to undertake works at Cronulla High School to construct two new playing fields, associated lighting and a clubhouse. Agreement has been reached with Cronulla High School (**Appendix B**) for the upgrade of the fields subject to the final design being agreed with the NSW Department of Education and the Cronulla Sutherland Water Polo Club, which also proposes (separately) to develop a facility on the site, adjacent to the proposed relocated fields. BCV has also secured the support and agreement of the Cronulla- Caringbah Sharks Junior Rugby League Football Club for their relocation to the new facilities (also at **Appendix B**).

The proposed development at Cronulla High school includes:

- The construction of two new playing fields
- Lighting for the playing fields
- Construction of a clubhouse
- Associated parking provision
- On-going maintenance of the facilities

The value of the works will be in the order of \$2 million and will be subject to a separate development application to Sutherland Shire Council. The proposed upgrade to the facilities will be completed prior to construction commencing on the residential component of the Sharks development. Preliminary plans of the proposed Cronulla High development are shown in **Figures 2 and 3** and in **Appendix C**.

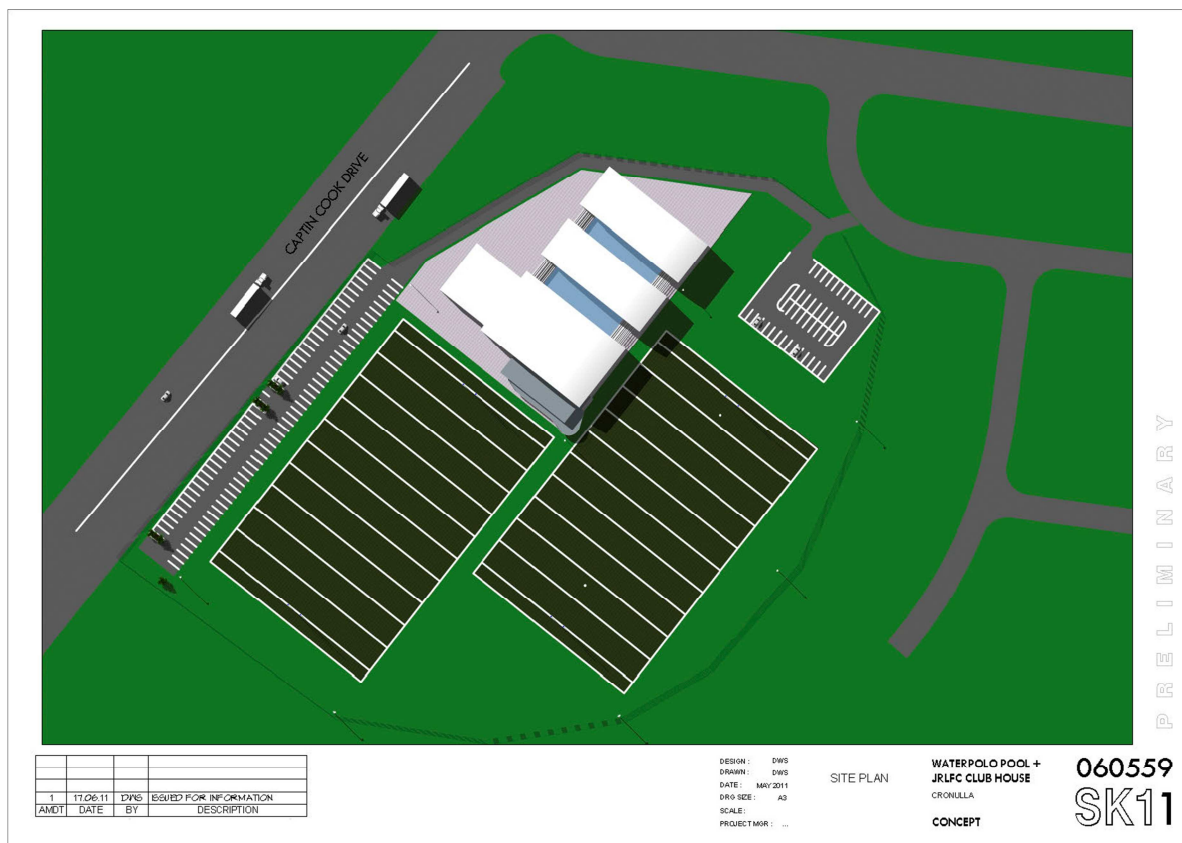


Figure 2 – Proposed Cronulla High School Facilities – Preliminary Plan

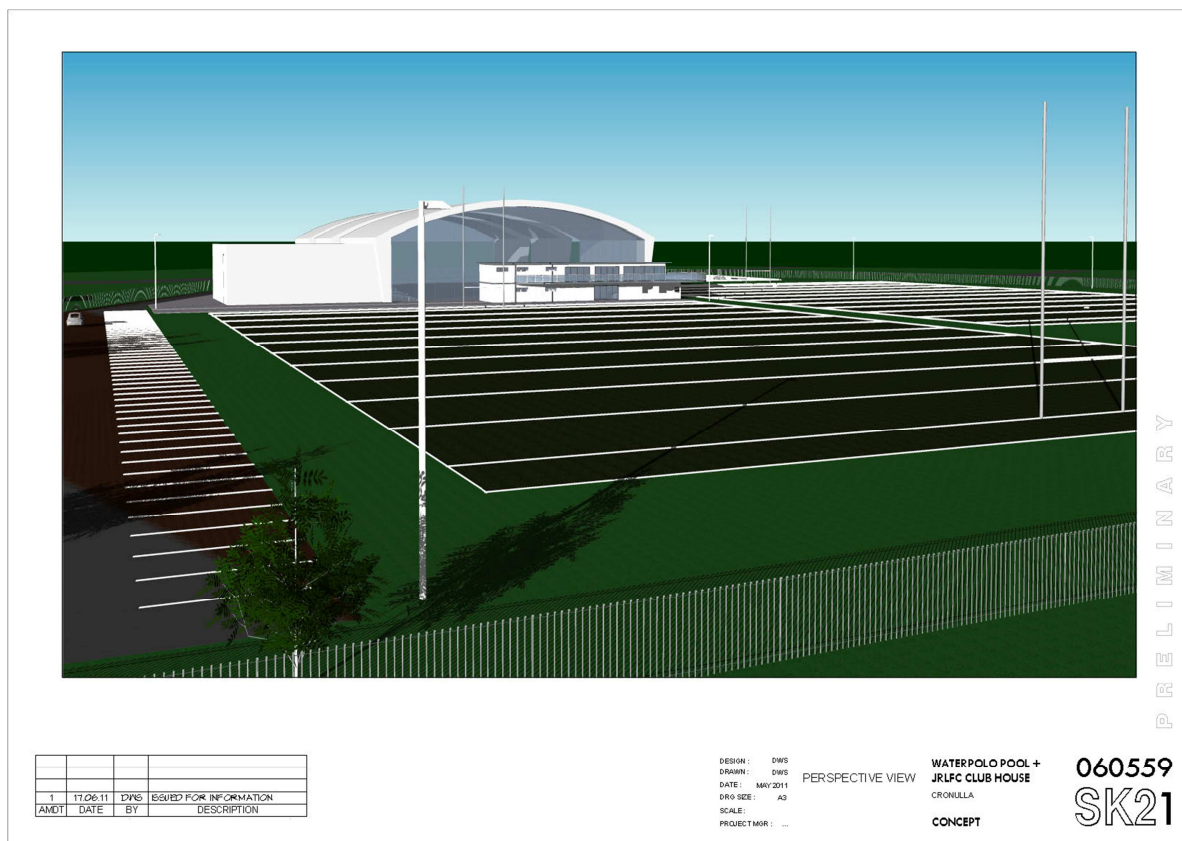


Figure 3 – Proposed Cronulla High School Facilities – Preliminary Perspective

The provision of new facilities at Cronulla High School will more than offset the loss of the western playing fields to the Juniors. The new facilities at Cronulla High School will also benefit the school community through significantly upgrading its sports facilities enabling it to develop sporting excellence and allow it to compete with Endeavour High School. The upgrade of facilities at the school will also provide opportunities for other junior sports organisations to utilise the facilities. Overall the facilities will assist in promoting junior sport participation in the Sutherland Shire.

3.3 Temporary impacts of development on Club users

A potential impact of the development proposal will be temporary inconvenience to Club patrons during the construction and relocation of the premises within the building envelope and the northern deck expansion. A key objective of the redevelopment is that the Club remain operational throughout the redevelopment process. For a period, the Club will operate in smaller premises within levels 2 and 4 of the building while construction of the new premises and northern deck area are undertaken, principally on level 3. The construction sequence however will enable the new main club level to be constructed and fit out on level 3 while the existing main club operates underneath.

In terms of parking, patrons will be provided with sufficient parking and convenient access to the Club whilst construction activities are occurring on the eastern car park area for the new retail centre. Overflow parking, if required, will be provided on the western side of Toyota Stadium in a dedicated Club patron's carpark. This area will ultimately be developed as part of the residential estate, however the proposed staging will see the new club and retail component being constructed prior to development on the western car park area.

3.4 Game Day Parking

The Concept Plan scheme will involve substantial changes to game day transport arrangements due to the loss of some on-site parking. In order to mitigate this loss and develop more sustainable game day transport arrangements, the Concept Plan scheme proposes a number of new initiatives to ensure the ongoing operations of Toyota Stadium are not adversely affected by the proposal.

The Concept Plan proposes significant improvements to current public transport and access arrangements for major events held at Toyota Stadium in order to reduce car-dependence and resolve existing parking issues. In order to do this it is proposed to establish an extensive network of park-and-ride centres within the region to connect to game day bus services. The proponent is involved in ongoing consultations with landholders including Sutherland Shire Council and the NSW Department of Education to identify suitable sites for park and ride on game days including local schools. Such arrangements have the potential generate significant funds for the partner schools through parking fees.

In addition to the above, potential for spaces within the Retail Neighbourhood carpark area to be designated as spectator parking during major events through the use of appropriate parking controls will be investigated as part of the detailed design of this parking space.

These game day transport arrangements will form part of an overall major event transport management plan which is to supersede the *1998 Peak Event Traffic Management Plan* prepared by McLaren Traffic Engineering. Future applications for development shall also be required to address the way in which game day traffic management will be managed during construction phases.

4.0 Benefits to the Local Community of the Sharks Redevelopment

Many of the social impacts of the proposed Sharks redevelopment will be of a positive nature for the Sutherland Shire and wider community. The creation of a new neighbourhood centre with the proposed integration of retail, leisure, entertainment, sporting, recreational and residential uses will create a range of social benefits. These benefits will be derived from the opportunities of people living and using the site, as well as offsite benefits to local businesses, commuters and job seekers.

4.1 Employment opportunities

The proposal will provide for an estimated 491 full time equivalent (FTE) retail jobs, creating new employment opportunities on a site which is currently under-utilised. Based on the projected impact on trading at other centres as a result of the proposed development, it is expected that approximately 25 jobs may be lost at other centres within the region. The report prepared by Pitney Bowes titled *Cronulla Sutherland Leagues Club Economic Impact Assessment July 2011* finds that the creation of new permanent employment on the subject site will result in flow-on effects on local employment to the effect of an additional 442 FTE jobs being created within the broader community. This equates to over 900 new, permanent FTE jobs being created as a direct result of the proposed retail neighbourhood, which would account for 11.25% of employment capacity target for Sutherland Shire to 2031 under the Draft South Subregional Strategy and 1.7% of the overall employment target for the South Subregion for 2036 under the Sydney Metropolitan Strategy.

In addition to employment generated by the new retail development, increased activity within the precinct will further enhance the viability of the Cronulla Sutherland Leagues Club and serve to promote additional employment opportunities within the refurbished leagues club. The club currently employs 159 staff of which 85% (139) reside in the Sutherland Shire. The redevelopment of the Club premises has the potential to increase membership through providing a more attractive environment and potential for greater leisure and entertainment promoting greater use of the Club by members throughout the day. This in turn will create opportunities for the club to increase its workforce.

In addition to the increase in permanent employment, the development of the new neighbourhood retail centre will directly create 235 FTE construction jobs and further 376 FTE jobs created within the broader community indirectly.

4.2 Economic input to the local economy

As stated above, the Sharks Club is a key employer in the local economy with 159 staff. The annual wages bill for the club is approximately \$3 million dollars, the majority of which is spent back in the local area. In addition to wages, the Club has 243 local suppliers and contractors providing a range of goods and services including food and alcohol, maintenance and cleaning and office supplies and services. These local businesses represent over 70% of the clubs creditors. Redevelopment of the Club will make the Club financially secure and enable the relationship with these local businesses to continue and grow in the future.

The redevelopment of the Club premises will create areas within the club that will be available for functions and corporate events that will provide local businesses and business organisations to network and hold corporate events or seminars. The Club is well located with regard to local retail, commercial and industrial premises within the Taren Point employment district. The revamped club premises will also provide an enhanced social outlet for employees of these companies to have staff functions, after work drinks or lunch time eating options.

4.3 New Club Uses and Experience

The redevelopment of the Sharks Club facilities will provide a new destination for leisure and recreational activities for families in the Shire. Within the new club premises, activities will refocus core club functions away from some of the traditional club uses such as gaming to providing improved experiences for club patrons to eat, socialise and be entertained.

The club premises will become more outward looking with an outdoor deck area, capitalising on the great northern aspect and city views the site affords. This will provide a unique meeting place for families and friends in an outdoor healthy environment. This experience in this setting will be unique in the Shire and a key asset for the community

New activities within the club will in turn encourage new membership from broader demographic, providing opportunities for the club to increase its overall membership and be utilised more often by its members. This in turn will generate income for the club that can be invested back into the community through its sporting and charity programs, employment and support for local businesses. The new Club experience will diversify the Club and reduce its reliance on gaming machines to attract patrons.

The proposed redevelopment of the club premises will open up significant spaces for leisure activities. Activities currently being investigated by the club include ten pin bowling, laser skirmish areas and a children's party and play centre. Such uses provide an entertainment outlet for families, whether it be birthday party events, wet weather entertainment or activities that time-poor parents could combine with a shopping trip. The report prepared by Pitney Bowes identified that in general the Sutherland Shire lacks children's entertainment facilities that are provided in conjunction with convenience shopping facilities and that there would be a viable demand for this type of activity within the proposed Sharks redevelopment.

Longer term improvements to the Toyota Stadium facilities will include grandstand extensions and general upgrades to sporting and corporate facilities which will provide venues for conferences and other business activities. The Club is seeking, through the redevelopment to create a sporting centre of excellence that will build on the Sharks brand and its growing support for a full range of local sporting organisations. The focus will be on youth and promoting health and nutrition.

4.4 Neighbourhood Retail Centre

The proposed new neighbourhood retail centre provides significant social benefits to the local community through facilitating more conveniently located food and grocery retailing and services, particularly for residents of Woollooware, North Cronulla and Kurnell.

The Retail Development Potential report prepared by Pitney Bowes presents an independent assessment of market scope for the development of a new retail centre within the sub-region. The report finds that there is a significant shortage of retail supermarket floorspace within the main trade area in comparison to both Sutherland Shire and Australian averages, stating that:

The current provision of supermarket floorspace within the defined main trade area is estimated at 47m² per 1,000 persons, which is well below the Australian (320m²) averages. The average provision of supermarket floorspace within the eastern part of the Shire is currently estimated at 201m² per 1,000 residents.

The absence of full-line supermarkets and a very low supermarket floorspace provision within the main trade area suggest that trade area residents currently have to travel beyond the main trade area for their grocery shopping needs.

Assuming that the proposed full-line supermarket of 4,188m² at the Cronulla Sutherland Leagues Club proceeds, the supermarket provision within the main trade

area would increase to around 175m² per 1,000 persons in 2013, still well below the Australian benchmark.

The proposed neighbourhood retail centre therefore significantly improves the provision of, and access to, food and grocery retail services for the local community, where there is currently a chronic shortage based on established Australian benchmarks. This provides significant social benefits to the local community through providing greater local provision of food and grocery retailing and reducing resident's travel time to access these forms of retailing. This is in contrast to the nearest existing centres of Cronulla and Caringbah. Cronulla centre does not have suitable sites to facilitate this type of retail development and Caringbah is difficult to access. The proposed provision of a public bus service to the new Sharks centre also improves access for people without vehicles in particular the disabled and elderly.

The proposed new neighbourhood retail centre is also proposed to include community services including a medical centre / day surgery and potentially a post office outlet or health insurance fund outlets. Such uses will also provide greater convenience for local residents with public transport accessibility and convenient parking.

4.5 Open Space Improvements and Linkages along Woollooware Bay Foreshore

The proposed Sharks redevelopment will create a valuable community asset in the form of a high quality public domain that extends and builds on existing public domain linkages around the Woollooware Bay foreshore. A key aspect of this will be extending the pedestrian and cycle path that currently runs from Mangrove Lane at Taren Point along the Woollooware Bay foreshore to Solander Field to the west of the site. The proposed Sharks redevelopment will extend this important community link approximately 530m further east to Woollooware Road and complete the proposed route as proposed in the Sutherland DCP 2006.

The development includes the construction of a children's play area in the north east corner of the site that will provide a destination for families that can be accessed either from the extended Woollooware Bay pedestrian / cycle path or from the adjacent Solander Fields or through the proposed residential estate. The proposed play area will be designed as an "inclusive playground" where all children regardless of age or ability can play and socialise side by side. Discussions have been held with the Touched by Olivia Foundation with regard to an on-going partnership between BCV and the Foundation to develop the play area to these standards (**Appendix C**). This will be the first such playground provided in Southern Sydney.

The new neighbourhood retail centre and club premises will integrate with the public domain areas. The neighbourhood retail centre and club premises are designed to open out to the north and provide not only good views and aspect, but also to promote good access to the public domain. This not only improves the experience of users of the retail and club premises, but also makes them a destination for families that will use the Woollooware Bay pedestrian/cycle path, be it through cafes and restaurants, leisure activities or the club facilities. Destinations such as these will encourage greater activation and use of the Woollooware Bay foreshore support previous Council investment.

The public domain improvements will include a redesign of the "Family Hill" area of the Toyota Stadium. Improvements will include the introduction of terracing to create a more manageable slope down to the playing field area and encourage greater use by family groups with improved seating, access and views of the playing field area. The Hill area will become a key component of the public domain with paths linking the landscaped park and playground areas to the west of the site with the new neighbourhood retail centre and club premises. The area is currently closed to the public however will be opened up to form this important linkage.

4.6 Public Transport

Development of the neighbourhood centre and residential development will facilitate the provision of public transport (regular bus service) to the area. Consultation with the NSW Department of Transport and local bus service providers had confirmed that the proposed Sharks redevelopment would provide the critical mass of population and activity required to support a new public bus service connecting the site and surrounding locality with local rail stations and centres. Such a service would provide enormous social benefits to the surrounding local community through making the new neighbourhood retail centre, the Sharks Club and the Toyota Stadium accessible by non-car transport. The service would also provide new transport options for residents in North Cronulla and Woollooware to commute to work and other centres such as Caringbah and Miranda through connections to the rail system. Such a bus service would provide new public transport options for local commuters to and from their place of work.

On the limited number of “game days” at the Toyota Stadium, a local public bus service provides another transport option to the site taking pressure of parking requirements.

4.7 Housing Diversity and Affordability

The proposed residential estate will promote housing diversity and affordability. The residential estate will provide a range of unit sizes, including accessible housing, to cater for the full life cycle of tenants and enabling people to age in place without the need for specialised aged accommodation. One and two bedroom units will cater for young professional single persons or couples as well as older “empty nesters”. The demographic analysis in the Pitney Bowes report shows that there is a significantly higher proportion of persons aged 60+ in this part of the Sutherland Shire (20.2%) than for the wider Sydney region (16.7%). There is also a significantly higher proportion of lone person households (15.8% to 9.4%). There is also a higher proportion of couples without children in the locality (24.9%) than the Sydney region (19.7%).

Two and three bedrooms units will cater for larger households including families which demographic analysis indicates are under-represented in the Shire compared to the wider Sydney area.

4.8 Environmental / Conservation Benefits

A key social benefit of the proposal will be the improved environmental outcomes as a result of the rehabilitation of the Woollooware Bay foreshore areas of the site. These areas are currently poorly managed, having been treated as the neglected backdoor of the site since the area was landfilled and developed in the 1960s.

Proposed development will facilitate rehabilitation of the foreshore area, in particular the interface with the mangrove habitat. The proposed development includes a minimum 30m foreshore buffer that will include rehabilitation works and revegetation of areas with salt marsh habitat and Swamp Oak Floodplain Forest species. This will build on rehabilitation works elsewhere along the foreshore, however the proposed rehabilitation/revegetation works at Sharks will provide a significantly greater buffer and environmental outcome than has been achieved through recent developments elsewhere around the Bay.

Rehabilitation of these areas will be assisted by improved stormwater management of the site which will significantly improve water treatment and litter removal, contributing to an improvement in water quality in Woollooware Bay. On-going maintenance of these areas by through community title management or agreement with Council will ensure the on-going integrity of these areas is maintained.

The development will promote greater community environmental awareness through the provision of community education including information plaques, boardwalks and brochures. There is also potential for the club to sponsor environmental programs

4.9 Youth Education and Training

The proposed Sharks redevelopment will provide opportunities for youth employment and training for the local community. These opportunities will be available both during the construction phase of the development as well as on-going opportunities with retailers, restaurants and the Club operations, particularly in the growing sectors of health and nutrition, hospitality and management.

During construction, apprenticeship and cadetship programs will be implemented to develop skills for young people. Areas such programs will focus on include:

- Indigenous youth;
- Building and construction management;
- Carpentry and joinery;
- Electrical trades;
- Plumbing and hydraulic;
- Fire services;
- Shop fitting.

BCV will implement an Aboriginal Participation in Construction Policy with the objective of engaging and providing the opportunity for the improvement of skills in the construction industry for Aboriginal and Torres Strait Islander job seekers. This policy will also engage sub-contractors to participate in the development and mentoring of trade based skills for Aboriginal and Torres Strait Islanders.

4.10 Support for Junior Sport

The Sharks currently provide assistance to a number of junior sporting clubs and associations within the Shire. Many already operate under the “Sharks” brand as intra-sports clubs. As outlined in **Section 3.1.2**, in 2010, the Club contributed \$83,873 towards these organizations which included not only junior rugby league but also sports as diverse as basketball, waterpolo netball and little athletics. This commitment has been ongoing, notwithstanding the Clubs financial problems.

Redevelopment of the Club will secure its financial future and provide it with alternative, on-going income streams. This will enable the Club to increase its contribution to junior sporting organisations with which it has an existing relationship, but also to seek new opportunities to support other junior sporting organisations in the Shire and promote healthier lifestyles for young people.

5.0 Conclusion

The Cronulla Sutherland Leagues Club is one of the largest and most recognisable community organisations within the Shire, and plays a major role in sporting, recreational and social activities throughout the region. The Club is a major contributor to local charities, community organisations and local business, and employs 159 staff of whom 85.5% reside within the Shire. With approximately 18,500 members, most of whom are also residents within the local community, the Club is more than simply an NRL team and acts a significant unifying element within the community. At a recent meeting of Club members to secure a required vote for the Club to proceed in the BCV Joint Venture, 98% of the 600 members that attended the meeting supported the Joint Venture.

The Leagues Club has for some time however been experiencing financial difficulties arising from a decline in general revenue and the substantial cost of debt repayments. Improvements to the Club's landholdings and existing facilities provide an opportunity to create a centre which meets the needs of the local community and reflects the Club's strong ties with the local community, whilst simultaneously securing the Club's long-term financial position. The redevelopment will broaden the Club's revenue base away from the traditional revenue streams of gaming to more recreational and retail activities which cater to the broader community. Redevelopment of the site will be appropriately staged and managed so as to ensure that Toyota Stadium and the Leagues Club are able to operate throughout the course of the development.

The perceived loss of open space arising from the redevelopment of the private rugby league training fields will be offset by the establishment of a new publicly accessible foreshore open space area. In addition, the Club has committed to make appropriate arrangements to transition the Cronulla Caringbah Junior Rugby League Club to new facilities at Cronulla High School, subject to separate approvals.



4 August 2012
Director General
Department of Planning & Infrastructure
Bridge Street
Sydney 2000

Attention: Mr Sam Haddad

SOCIAL IMPACTS AND COMMUNITY CONTRIBUTIONS - CRONULLA-SUTHERLAND LEAGUES CLUB LTD AND THE CRONULLA-SUTHERLAND RUGBY LEAGUE FOOTBALL CLUB LIMITED

Dear Sam,

This letter is provided in relation to the social impacts and community contributions that both the Cronulla-Sutherland Leagues Club Ltd and Cronulla-Sutherland Rugby League Football Club Limited provide for the local community.

It is no secret that the Cronulla Sharks Group is currently dealing with significant financial issues and an unfortunate symptom of this it that we are unable to contribute to the community in the manner that we would like. Year on year our community contributions have been declining due to deteriorating trading results and an expanded debt position across the group which leads to significant interest costs to service.

The Leagues club contributed \$66,543 in Community Development Support Expenditure (Category 1) in 2010, down from \$82,970 in 2009.

The Leagues club contributed \$83,873 in Community Development Support Expenditure (Category 2) in 2010, down from \$85,877 in 2009.

The 2010 contributions in total combined to be \$150,416, some \$18,431 less than the 2009 contributions of \$168,847. The Leagues club has previously contributed up to \$336,000 in total community support for 2003, a significantly higher figure than what we have been able to provide over the last few years.

The Football Club touched on many charities during 2010 including Sylvanvale/Bates Drive Special School, Sutherland Hospital, Shirelive Church, Melonoma Foundation and "Call to Arms" cancer research. These events raised much needed funds and awareness for the organisations involved. Additionally, the sharks squad attended, schools, junior rugby league games, training sessions, hospitals and delivered messages on healthy eating, fitness, get well messages and training tips.

We'd love to be doing more though!



CRONULLA SUTHERLAND DISTRICT
RUGBY LEAGUE FOOTBALL CLUB LTD
ABN 86 002 682 186
T 61 2 9527 8270 F 61 2 9523 6544

CRONULLA SUTHERLAND
LEAGUES CLUB LTD
ABN 54 000 202 826
T 61 2 9523 0222 F 61 2 9544 1497

481 CAPTAIN COOK DRIVE
CRONULLA NSW 2230
PO BOX 2219
TAREN POINT NSW 2229



The redevelopment of our assets provides the opportunity for the group to take control of our operations again and with Part 3A approval, \$10m of existing debt will be immediately diminished. This will free up funds to allow the club to re-invest in its operating floors and will also allow us to commence increasing our contributions to the community again. As the development progresses and the new club and retail complexes take shape, further increase in community contributions are anticipated. We foresee the return to a sustainable business model across the group in the very near future and this will impact both the clubs and community in a positive manner for many years to come.

The increase in funds that will be available as we rebuild our organisations will enable the clubs to contribute to different organizations such as Caringbah Scouts, Bates Drive School, Civic Centre, Menai Community, Rainbow Cronulla, Sailability Cronulla, Sutherland Early Support, Sutherland Hospital, Sutherland Police and Community Bates Drive School, Sutherland Wheel Chair Basketball and the many other organisations that contact us on a daily basis looking for support in our local community.

The clubs wish to reestablish themselves as major contributors to all facets of junior league and want our "Sharks" brand to be a desirable brand that has long standing relationships established with a range of sports from all backgrounds in the shire.

More than simply allowing our club to return to a position where we are able to again match the community funding commitments we have had previously, the wider benefits to the community and region are what really excite me as Chairman.

Being a traditional NSW style leagues club that was built in the 60s and has epitomized the model of leagues clubs historically, our club has lost relevance in our community. Being a young father myself I fully understand what it is that modern families are looking for and require from community facilities and clubs. I also understand that these cannot always be provided for by councils due to the enormous range of responsibilities and infrastructure they must look after in their budgets.

This development will see our club in the next decade become a true community asset as opposed to the isolated cavern it has become that relies on gaming to continue to operate and employ. Below are examples of why I am so excited about being able to provide this development to our community and the benefits we can achieve from it:-

- Our region does not have a genuine community club that embraces multiple demographics in society. The Mingarra Sports Club on the NSW central coast is an excellent example of how a club can provide community services and facilities that are sorely needed. By having a retail, entertainment and lifestyle facility we will be able to provide for the entire family in a safe, productive environment
- Our region is renowned for our sporting lifestyle and elite sportspeople. We do not have a community wide hub to glue all the sports and interests together. The new Sharks will provide this by not only focusing on Rugby League but all sports, particularly at junior level. Our elite training staff and facilities for our NRL team will be able to cross train and educate all sportspeople and children in the area. Our medical trainers and the medical facilities we will bring into the new retail development will create a centralized hub for Sport in our region. We hope to



CRONULLA SUTHERLAND DISTRICT
RUGBY LEAGUE FOOTBALL CLUB LTD
ABN 86 002 682 186
T 61 2 9527 8270 F 61 2 9523 6544

CRONULLA SUTHERLAND
LEAGUES CLUB LTD
ABN 54 000 202 826
T 61 2 9523 0222 F 61 2 9544 1497

461 CAPTAIN COOK DRIVE
CRONULLA NSW 2230
PO BOX 2219
TAREN POINT NSW 2229



expand this relationship into educational institutions and hopefully a campus arm at some stage for a sports science university.

- We are already a large employer in the area and draw our staff from a wide demographic. This new development will increase the number of locals we employ greatly however the most exciting aspect for me is the plans we have to create employment and entertainment pathways for our local youth. We have discussed this with local school principles and received a very enthusiastic response. The construction period alone will allow youth and school leavers ample time to complete their entire trade qualifications on our site and our development partners have a wonderful cadetship program that will achieve this working closely with our local high schools. Even more progressive and in keeping with modern trends is the ability for us as a leagues club to host and facilitate much needed home economics , cooking and hospitality training and qualification modules. This may be done in conjunction with an established hospitality college, TAFE or the Dept of Education. The pathway this presents to local students is very attractive and I can certainly envisage our club in 10 years time being an award winning venue and precinct, being managed and led by our own home grown administration that has been trained and educated on the premises. The rewards for our region and youth will be enormous and there is no reason why we cannot set the standard in the areas of hospitality management the same way our region does in so many sporting areas.
- On a more practical level, the added vitality and patronage to our precinct when this development is complete will finally allow for a commercially viable public transport link. The people of Kurnell, North Cronulla, Wooloware, Taren Point, Caringbah etc have long been without an efficient, readily available bus service. The increase in residents along with the retail foot traffic will see this become a reality and the community served properly.
- A museum showcasing the regions history in the sporting world with a hall off fame that the entire community can cherish and honour all sporting codes.
- Lifestyle is such an important part of the Sutherland Shire. Dining, Entertainment, and shopping these days needs to be a much more inclusive, family orientated use of time. By providing a modern design that is suited to providing this integrated use, as opposed to the dark cavernous, inefficient space that the club currently provide, we will be able to totally take the focus off gaming as a revenue stream and instead have a vibrant community clubhouse where people of all ages can be entertained in a safe, positive, healthy environment

In summary , we have an opportunity to create an iconic precinct under the banner of an iconic Sutherland Shire brand that will provide at long last a community centre and hub for the area. The Sutherland Shire has a very special identity and a parochialism that is unique to the area, however never before has it had the ideals, ethics, spirit and energy focused into one physical place. This is a once in a lifetime opportunity to provide it, on a site that currently is offering little to the wider community. I'm personally very proud to be associated with the plans and believe that the legacy left by a successful application for development will be remembered as taking the community and Sutherland shire to another level on the world stage.



CRONULLA SUTHERLAND DISTRICT
RUGBY LEAGUE FOOTBALL CLUB LTD
ABN 86 002 682 186
T 61 2 9527 8270 F 61 2 9523 6544

CRONULLA SUTHERLAND
LEAGUES CLUB LTD
ABN 54 000 202 826
T 61 2 9523 0222 F 61 2 9544 1497

481 CAPTAIN COOK DRIVE
CRONULLA NSW 2230
PO BOX 2219
TAREN POINT NSW 2229



To secure a bright future for our clubs and the local community we must first secure a positive outcome to our property development.

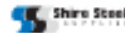
Yours faithfully,

Damian Irvine

Chairman

CRONULLA-SUTHERLAND LEAGUES CLUB LTD

CRONULLA-SUTHERLAND RUGBY LEAGUE FOOTBALL CLUB LIMITED



June 3, 2011

Bluestone Capital Ventures No.1 Pty Ltd
c/- Parkview Group
Suite 3,
2 Wentworth Park Road
GLEBE NSW 2037

Attention: Mr Matt Crews

Dear Sir

Re: Relocation of Sporting Fields to Cronulla High School

I refer to the recent discussions between Ben Fairfax – Bluestone Property Solutions, Matt Crews – Parkview and the school regarding the relocation of the Cronulla Caringbah JRLFC to the existing Cronulla High School fields.

As you are aware, the School has an existing agreement with the Cronulla Sutherland Water Polo Club Inc. to allow them the use of part of the Cronulla High School fields for a new water polo facility. This facility will need to be allowed for in any future design for rugby league sporting facilities.

Subject to the final design being agreed and approval from the NSW Department of Education and Cronulla Sutherland Water Polo Club Inc., Cronulla High School welcomes the opportunity to have its existing fields upgraded and to have Cronulla Caringbah JRLFC and the Cronulla Sharks play or train on the fields.

Please contact the undersigned if you require anything further.

Yours Sincerely



Tony Ibrahim
Principal
Cronulla High School



Cronulla-Caringbah Sharks

Junior Rugby League Football Club Inc.

Affiliated With New South Wales Rugby League

ABN 42 875 813 259

Clubhouse: Captain Cook Drive
Woolooware, NSW 2230
Mailing: PO Box 2145
Woolooware, NSW 2230

Telephone: (02) 9523-1343
Club Fax: (02) 9527-7634
AH Fax: (02) 9527-6936

June 3, 2011

Bluestone Capital Ventures No.1 Pty Ltd
c/- Parkview Group
Suite 3,
2 Wentworth Park Road
GLEBE NSW 2037

Attention: Mr Matt Crews

Dear Sir

Re: Relocation of Sporting Fields to Cronulla High School

I refer to the recent discussions between Ben Fairfax – Bluestone Property Solutions, Matt Crews – Parkview and the Cronulla Caringbah JRLFC regarding the relocation of the Cronulla Caringbah JRLFC to the existing Cronulla High School fields.

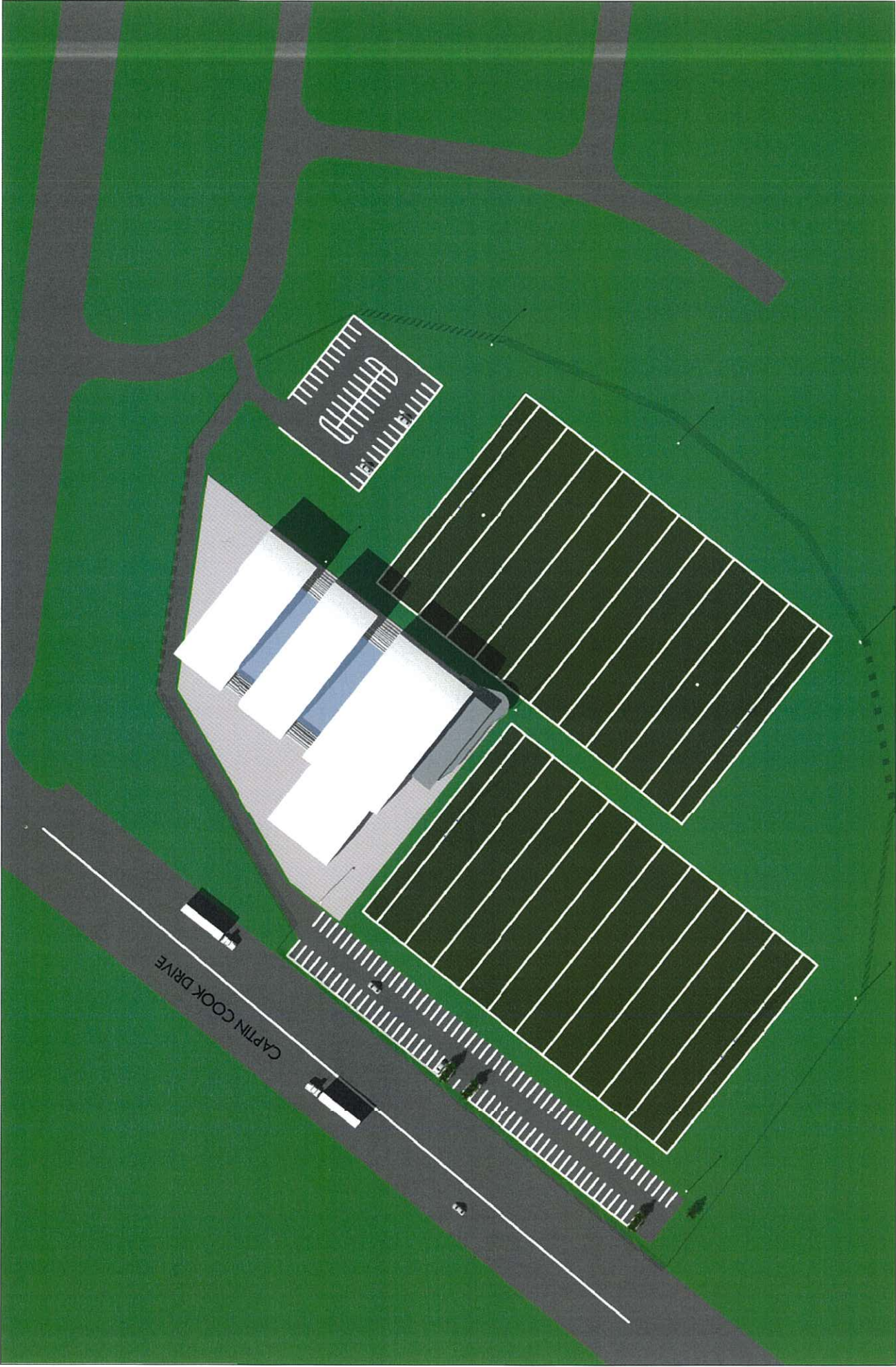
Subject to the final design being agreed, Cronulla Caringbah is supportive of the opportunity to move its home ground to Cronulla High School with new playing fields and facilities purpose built for the Cronulla Caringbah JRLFC and the Cronulla Sharks.

Cronulla Caringbah JRLFC has a long history with the Cronulla Sharks and having the ability to maintain and strengthen this relationship has been supported by the members. The future success of the Sharks will have direct benefits to the club and provide our members and players more opportunities to succeed than the current situation provides.

Please contact the undersigned if you require anything further.

Yours.in Sport

Norm Piddington
Secretary



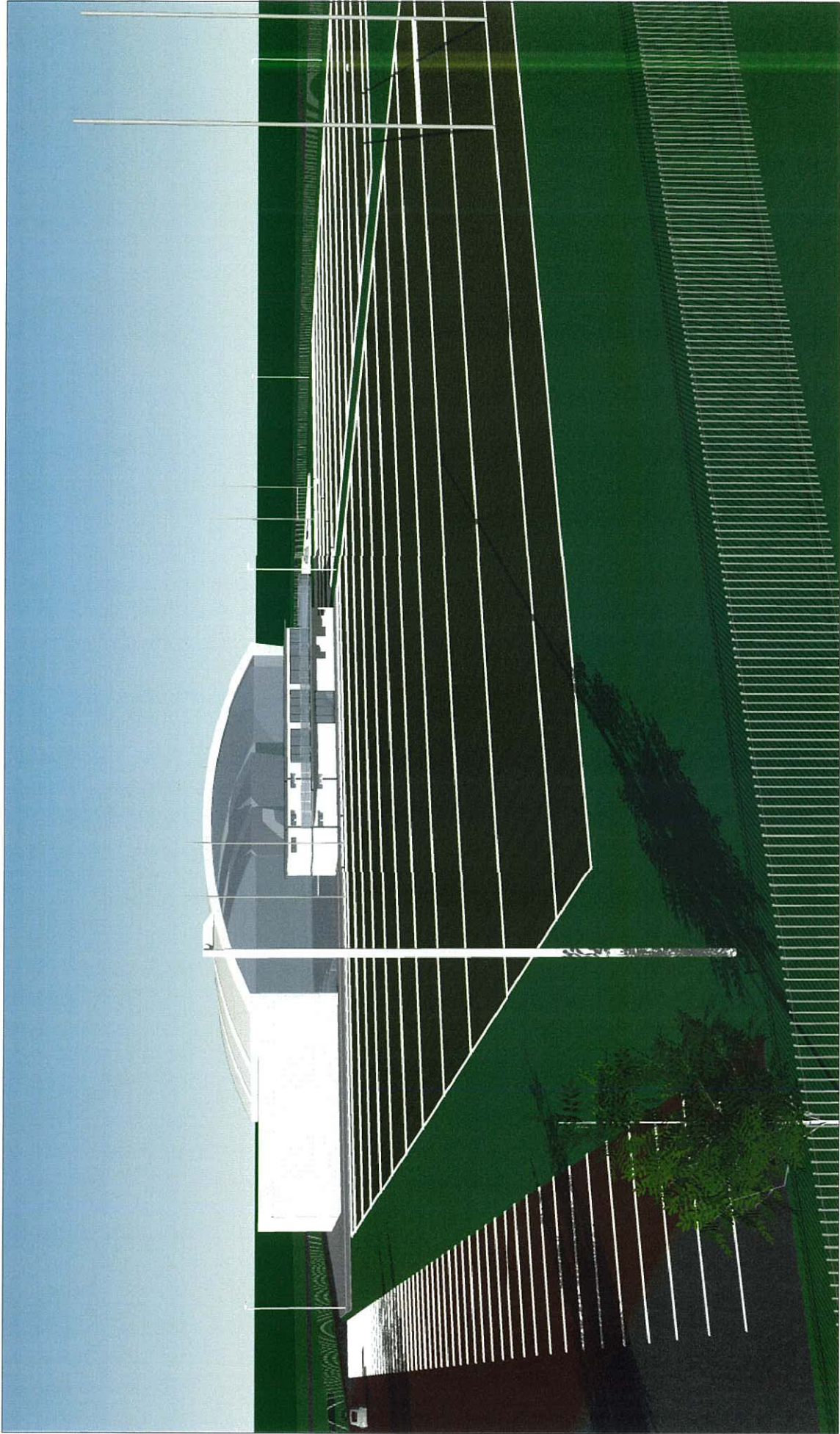
DESIGN : DWS
DRAWN : DWS
DATE : MAY 2011
DRG SIZE : A3
SCALE :
PROJECT MGR : ...

SITE PLAN

WATERPOLO POOL +
JRLFC CLUB HOUSE
CRONULLA
CONCEPT

060559
SK11

1	17.06.11	DWS	ISSUED FOR INFORMATION	BY	DESCRIPTION
AMDT	DATE	BY			



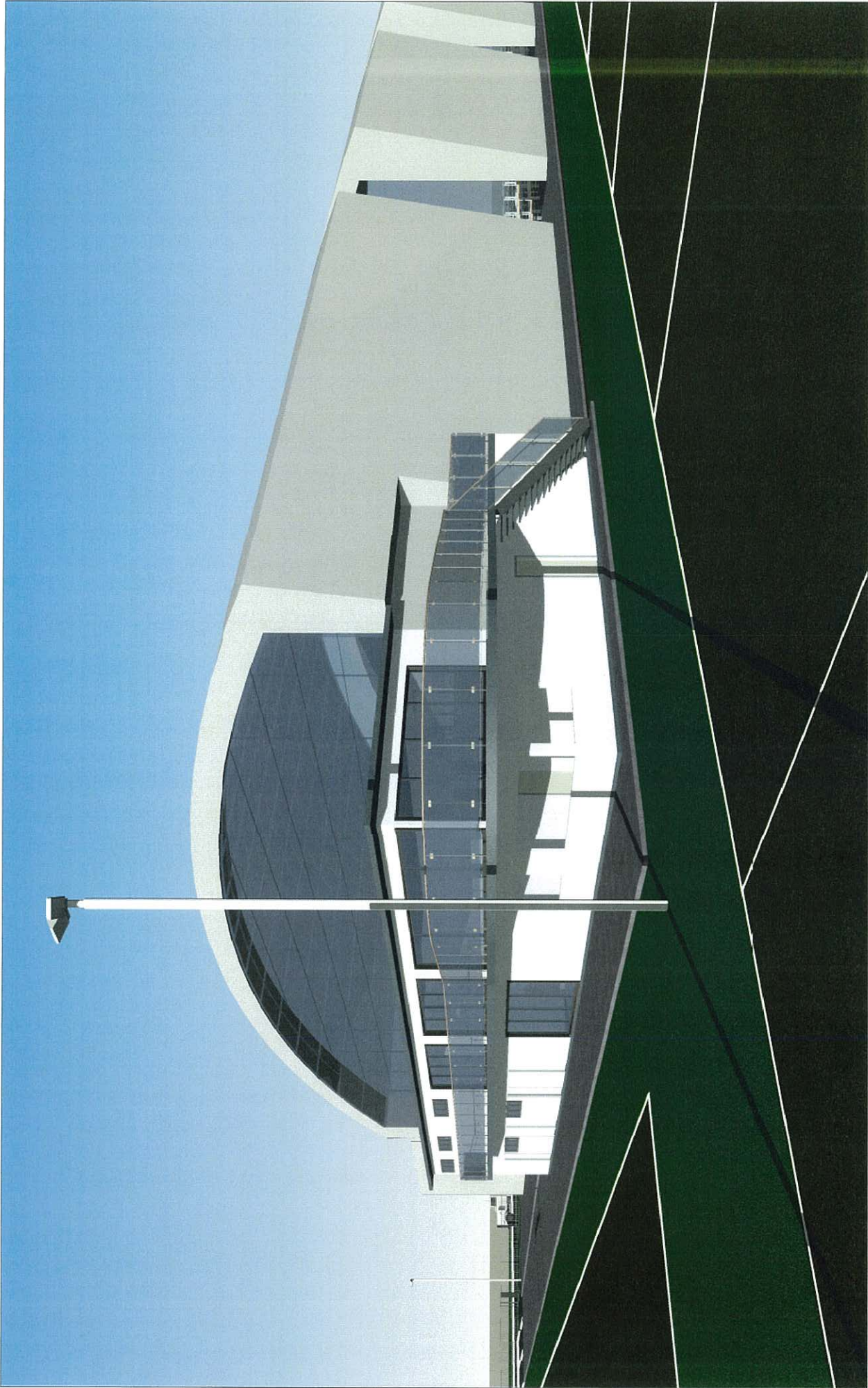
1	17.06.11	DWS	ISSUED FOR INFORMATION		
AMDT	DATE	BY	DESCRIPTION		

DESIGN : DWS
DRAWN : DWS
DATE : MAY 2011
DRG SIZE : A3
SCALE :
PROJECT MGR : ...

PERSPECTIVE VIEW

WATERPOLO POOL +
JRLFC CLUB HOUSE
CRONULLA
CONCEPT

060559
SK21

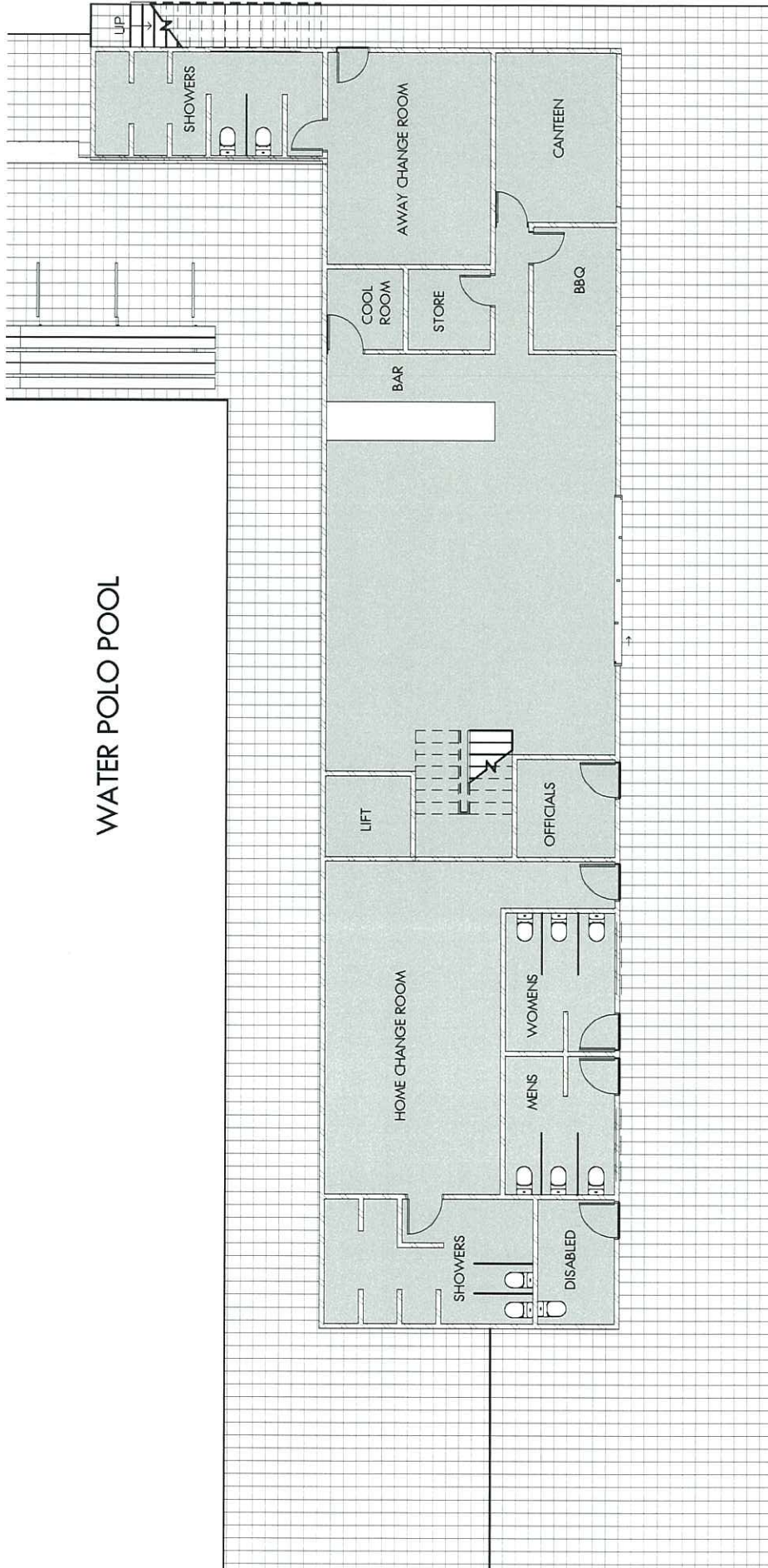


060559
SK31

STRUCTURAL DESIGN WATERPOLO POOL +
CLUB HOUSE VIEW JRLFC CLUB HOUSE
CRONULLA
CONCEPT

DESIGN :
DRAWN :
DATE : MAY 2011
DRG SIZE : A3
SCALE :
PROJECT MGR : ...

1	17.06.11	DWS	ISSUED FOR INFORMATION		
AMDT	DATE	BY	DESCRIPTION		



WATER POLO POOL

GROUND FLOOR
SCALE 1 : 100

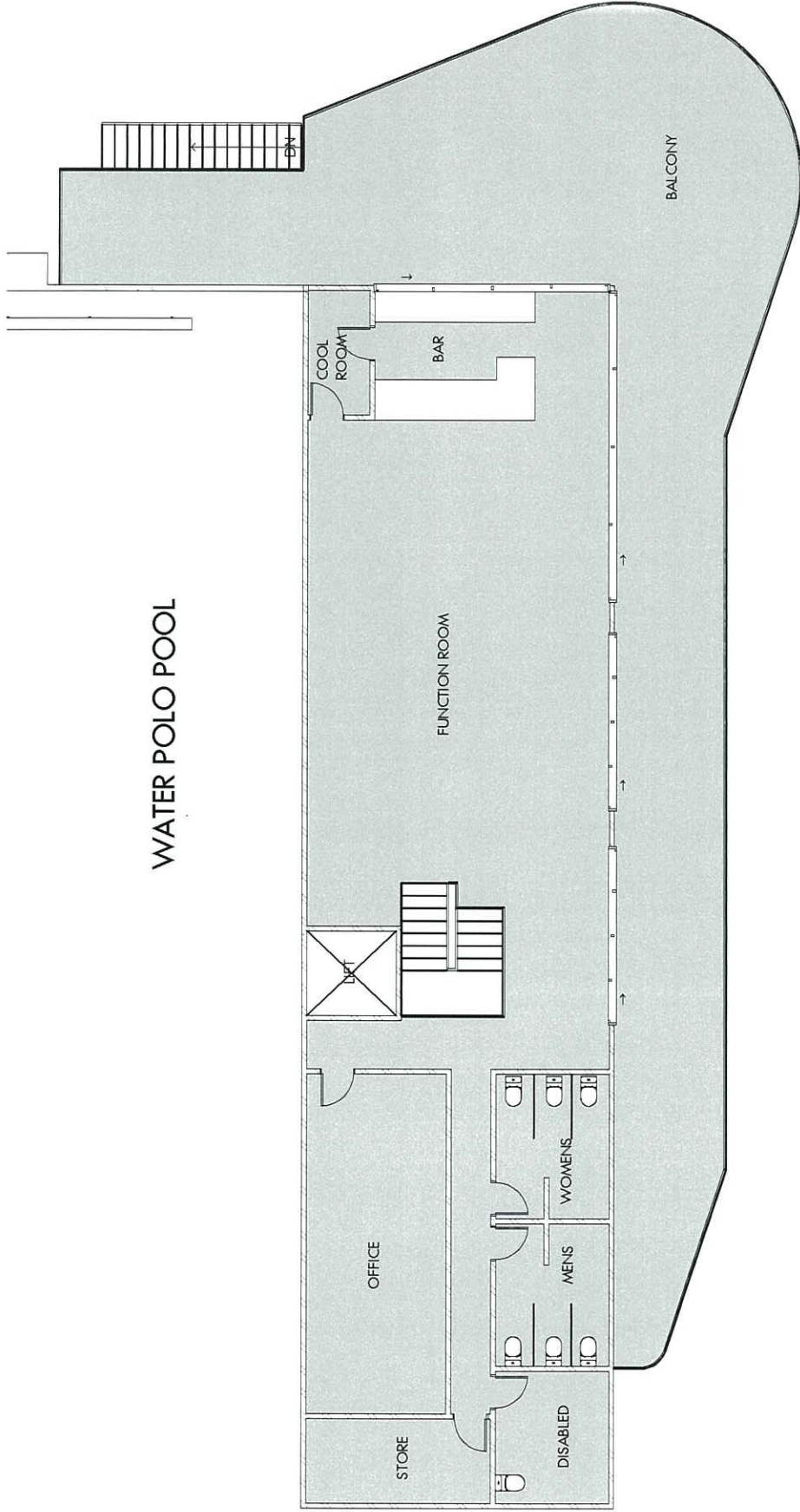
1	17.06.11	DWS	ISSUED FOR INFORMATION	DATE	BY
AMDT	DATE	BY	DESCRIPTION		

DESIGN : DWS
DRAWN : DWS
DATE : MAY 2011
DRG SIZE : A3
SCALE : 1 : 100
PROJECT MGR : ...

CLUB HOUSE
GROUND FLOOR
PLAN

WATERPOLO POOL +
JRLFC CLUB HOUSE
CRONULLA
CONCEPT

060559
SK47



FIRST FLOOR
SCALE 1 : 100

AMDT	DATE	BY	DESCRIPTION
1	17.06.11	DWS	ISSUED FOR INFORMATION

DESIGN : DWS
 DRAWN : DWS
 DATE : MAY 2011
 DRG SIZE : A3
 SCALE : 1:100
 PROJECT MGR : ...

CLUB HOUSE FIRST
 FLOOR PLAN

WATERPOLO POOL +
 JRLFC CLUB HOUSE
 CRONULLA
 CONCEPT

060559
 SK51