Taktics4

Robinson Grove
Bellevue, Mundaring

Net Benefit Test

In accordance with SPP4.2

Project

Project name	**Robinson Grove, Bellevue**
Project number	**2540**
Prepared for	**Satterley**

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EXECUTIVE SUMMARY

This Net Benefit Test has been prepared in support of a proposed local centre, forming part of the Robinson Grove Estate, Lot 9000 Katharine Street, Bellevue in the Shire of Mundaring. It has been prepared in accordance with State Planning Policy 4.2 – Activity Centres.

The proposed centre comprises **2,000 sqm** NLA of shop (PLUC 5) floor space. Including 1,500 sqm NLA supermarket and 500 sqm NLA of shops. The proposed centre is deemed to be an Out-of-Centre Development and a Major Development for the purpose of this assessment.

Activity Centres

The proposed centre is expected to influence and be influenced by the following centres.

Activity Centre	Classification/Hierarchy	Local Government
Midland Strategic Centre	Strategic Centre	City of Swan
Helena Valley	Neighbourhood	Shire of Mundaring
Midvale NC (Morrison Rd)	Neighbourhood	City of Swan
Darling Ridge (Morrison Rd)	Neighbourhood	Shire of Mundaring
Swan View (Marlboro Rd)	Neighbourhood	Shire of Mundaring
Horace St	Future Neighbourhood	City of Swan
Scott St	Local	Shire of Mundaring
Darlington	Local	Shire of Mundaring
Koongamia	Local	City of Swan
Hackett St	Local	City of Swan
Midvale Village (Hooley Rd)	Local	City of Swan

Trade Area

The proposed centre has the potential to generate most of its retail sales from residents in the localities of Swan View, Greenmount, Midvale, Bellevue, Koongamia, Boya, Helena Valley. Most residents in these localities are located within 2 km of the proposed centre.

Population

The trade area for the proposed centre is forecast to comprise a resident population 21,500 residents in 2026 and 23,500 residents by 2041 – an increase of 2,000 residents over 15 years.

Retail Spending

Residents in the trade area are forecast to generate $197M p.a. in convenience retail spending in 2026 and 215M p.a. in 2041 – an increase of $18M p.a. in convenience retail spending over 15 years.

Market Potential

Retail model findings confirm that the proposed centre is sustainable from as early as 2026, and has the potential to capture:

- $13.9M p.a. in retail sales in 2026 at an average sales productivity $7,000/sqm NLA p.a.
- $15.7M p.a. in retail sales in 2041 at an average sales productivity $7,800/sqm NLA p.a.

By capturing what is conservative market shares from its immediate trade area (Koongamia and Bellevue).

- 33% of all convenience retail spending generated by residents in Koongamia.
- 24% of all convenience retail spending generated by residents in Bellevue.

Without an over reliance on capturing high market shares from Helena Valley, Boya, Greenmount, Midvale and Swan View.

Impact Assessment

Retail model findings confirm that:

- the size and location of the proposed centre can satisfy the local trade area needs without impinging on the trading potential of existing and planned centres.
- the proposed centre will not have a significant or long-term impact on any of the individual activity centres modelled as part of the centres network.

Net Benefit

The proposed centre:

- Will generate up to 50 FTE employment opportunities for vulnerable and under represented sections of the labour force.
- Will create an opportunity for a small supermarket centre to serve/cater to the immediate locality of Koongamia and Bellevue, thereby increasing the choice for and availability of goods and services in the area.
- Is located to provide easy access and distribution of vehicle and pedestrian traffic to and from the centre.
- Is estimated to save 700,000 trip kilometres p.a. by consumers/residents who won't have to travel as far to access their convenience retail needs, representing a 2% reduction in total annual trip kilometres generated from residents in the trade area.
- Does not detract or impede planned initiatives from being considered or implemented at local centres. The limited land area in nearby local centres will be unlikely to permit development of these centres to incorporate a small supermarket.
- Is considered complementary to rather than in competition with these local centres.
- Is expected to reflect the needs of the local community given that the proposed centre is classified as the lowest level in the retail hierarchy.
- Does not attempt to elevate its role higher up the hierarchy.
- Is a direct response to an identified need and demand for a local supermarket-based centre in this location.
- Is of a size, scale, function, and role that is consistent with and complements the overall activity centre hierarchy.
- Satisfies the criteria for assessing the benefits to the community and is therefore consistent with the objectives and outcomes of SPP4.2.

1. INTRODUCTION

This Net Benefit Test has been prepared in support of a proposed Local Centre, forming part of the Robinson Grove Estate, Lot 9000 Katharine Street, Bellevue in the Shire of Mundaring. It has been prepared in accordance with State Planning Policy 4.2 – Activity Centres.

1.1 State Planning Policy 4.2 – Activity Centres

State Planning Policy 4.2 – Activity Centres (SPP4.2) guides the planning and development of retail activity throughout the Perth Region. SPP4.2 adopts the position that activity proposed outside of existing or planned activity centres has the potential to undermine the planning and delivery of the activity centre hierarchy. SPP4.2 subsequently establishes a requirement to undertake a Net Benefit Test to assess activity proposed in new or out-of-centre developments and/or major developments in existing or planned centres which exceed their prescribed floor space allocation.

A net benefit occurs when the benefits (pros) to the community arising from a proposal outweigh any identified impacts (cons) to the community arising from a proposal. A Net Benefit Test is prepared for:

- A proposal that introduces floorspace in an existing or planned activity centre which exceeds the floorspace identified in a current Needs Assessment.
- A proposal that introduces new land or rezones land to facilitate major development or out-of-centre development.
- Development applications for major development.
- Development applications for out-of-centre development.

The Net Benefit Test (NBT) assesses the potential impacts and benefits of a proposal to the community and on existing and planned activity centres. The purpose of the NBT is to determine:

- If there is a demand for additional floorspace, and how the proposal meets this demand?
- If the proposed development will impact the role of the activity centre?
- If the proposal will impact the viability and vibrancy of other activity centres in the hierarchy?
- If any potential impacts can be reduced over the longer term?
- If there is anticipated to be a loss and/or gain of services to the community?
- If there is anticipated to be an impact on access (distance, time, mode of travel) to services by the community?
- If the proposal contributes to a net increase in employment?
- If the proposal aligns with the objectives and outcomes of SP4.2 and local planning frameworks?

1.2 Out-of-Centre Development

An Out of Centre Development is defined as:

- a planning instrument that introduces new land being capable of accommodating Category A or B activity centre uses outside of an existing or planned activity centre as identified by a Needs Assessment (regardless of land size).
- a proposal that introduces more than 500 sqm NLA of Category A uses outside an existing or planned activity centre as identified by a Needs Assessment.

Exemptions to Out of Centre Development includes:

- Development applications for Category B activity centre uses where the existing zoning contemplates (P, D, A) land uses.
- Development applications for Category A activity centre uses up to 1,500 sqm NLA where they are located substantially within the 400m walkable catchment of a rail station.

Out of Centre Development may only be appropriate where a proposal:

- Is sufficiently separated from nearby activity centres to minimise negative impacts to those activity centres (as demonstrated through the Net Benefit Test).
- Is in proximity to existing housing at an average dwelling density of at least 25 dwellings per gross Urban Zone (Region Schemes) hectare within a 400 m walkable catchment of the development; and
- Accessible to its catchment community by walking and cycling, minimising the need for additional private vehicle trips.

1.3 Activity Centre Uses

Impact Assessments are only required to be undertaken for retail uses (PLUC 5 - SHP and PLUC 6 – OTHER RET) within this table.

FIGURE 1 - ACTIVITY CENTRE USES by PLUC CATEGORIES

PLUC	Category A - Activity Centre Uses	Category B - Activity Centre Uses
5 - SHP	Shop Liquor Store - Large Fast Food Outlet Lunch Bar Restaurant Café	Convenience store Liquor store - small Market Restricted premises Service station
6 - RET		Bulky goods showroom Motor vehicle, boat, or caravan sales
Other PLUC Code Uses		Medical centre Office Amusement parlour Art gallery Cinema / theatre Hotel Motel Nightclub Reception centre Recreation - private Small bar / Tavern Motor vehicle repair / Motor vehicle wash

SPP4.2

1.4 Major Development

A major development is defined in SPP4.2 as a proposal which introduces additional Category 'A' activity floor space which exceeds the threshold for the activity centre hierarchy in the table below.

FIGURE 2 - MAJOR DEVELOPMENT FLOORSPACE THRESHOLDS by CENTRE TYPE

Existing Activity Centre Hierarchy	**Additional Floor space threshold (sqm NLA)**
Strategic	10,000
Specialised	3,000
Secondary	10,000
District	5,000
Neighbourhood	3,000
Local	1,500
Proposed Activity Centre Hierarchy	any development in a proposed / planned centre is a major development regardless of floor space amount

SPP4.2

1.5 Scope and Methodology

The Net Benefit Test is to be based on analysis of:

- The contextual description of the proposal and location with supporting maps, identifying if out-of-centre, within-centre or new activity centre.
- The change in net lettable area (NLA) of the shop/ retail (PLUC 5 - SHP) and/or other retail (PLUC 6 - RET) floor space.
- The defined trade area (including primary trade area and any secondary and tertiary trade areas).
- The estimated existing and forecast population of the trade area.
- The trade area resident attributes and implications for floorspace need and spending estimates.
- The estimated existing and forecast expenditure of the trade area using latest ABS Household Expenditure Survey or other reliable source.
- The estimated average annual sales (aggregate and per sqm NLA) for the proposed development and/or activity centre pre-and post-development proposal.

1.6 Proposed Activity Centre

FIGURE 3 - PROPOSED ACTIVITY by FLOORSPACE TYPE

Activity/Uses	Land Use Category	Floor space (sqm NLA)
Shop floorspace	Category A	2,000
Other Retail commercial floor space (office, bulky goods showroom, or other non-retail use)	Category B	0
Total		**2,000**

The proposed centre in this report may be defined as an:

Out of Centre Development	The Centre is not currently provided for in the Shire of Mundaring Local Centres Strategy. Proposes more than 500 sqm NLA of Category A and/or Category B PLUC uses. Not located within 400 m of a railway station.
Major Development	Proposes more than 1,500 sqm NLA of Category A and/or Category B PLUC uses.

The proposed centre is subsequently not eligible for exemption from a Net Benefit Test under the provisions of SPP4.2.

2. ACTIVITY CENTRE NETWORK

The planning for activity centres must consider the real-life consumer behaviour principles that underpin the successful distribution, delivery and sustainability of activity centres. Consumer shopping dynamics vary significantly between different retail categories and is influenced by the frequency in which consumers require access to certain retail goods and services. Retailers, shopping centre developers, and urban planners acknowledge this variation in dynamics through the establishment of a clearly defined hierarchy of activity centres which reflect different shopping trips and expectations for consumers/residents.

Convenience

Convenience retail trips include visits to supermarkets, other food and grocery stores, newsagencies, and cafes/takeaway stores. These trips are typically daily or weekly trips and are generally made to activity centres closest to the resident/consumer. Activity centres serving this category are typically anchored by a supermarket, or small grocery store and classified as Neighbourhood and/or Local Centres.

Comparative

Comparative retail trips include visits to department stores, discount department stores, fashion, and household goods stores. These are typically less frequent trips than convenience-based trips and consumers are more likely to target specific items, brands, products, and prices on these trips. They are therefore more likely to travel further to access these goods and services. Centres serving this category are typically anchored by a Department Store or DDS and classified as Strategic, Secondary, or District Centres. These centres invariably also serve a convenience-based role.

Large Format/Bulky Goods

Homewares, furnishing, and recreation goods are more likely to reflect infrequent trips for targeted goods/purchases. Consumers are prepared to travel further for these goods and services. These centres are less likely to include a convenience-based role beyond access to cafes/takeaway facilities as part of the shopping experience.

Consumer Behaviour Philosophy

Modelling techniques in this assessment adopt fundamental retail consumer principles including that consumers generally are:

- less likely to travel beyond the nearest Strategic Centre and or Secondary Centre to visit another centre with the same role/function/offer.
- less likely to travel beyond the nearest District Centre to visit another District Centre with the same role/function/offer.
- only likely to travel beyond one supermarket-based neighbourhood centre to visit another supermarket-based centre with another operator (i.e., to shop at a Coles instead of a Woolworths or vice versa).
- less likely to travel beyond the nearest local centre to visit another local centre with the same role/function/offer (i.e., to drive past one IGA to shop at another IGA).

That is not to say that consumers will not visit other centres, just that they will not visit these centres frequently enough to establish a pattern of behaviour.

2.1 Strategic / Secondary Activity Centres

Strategic Centres

Midland Strategic Centre

The Midland Regional Centre is in the City of Swan and has the highest classification in the hierarchy of SPP4.2. Midland is a 3 km travel distance from Bellevue. It is currently estimated to contain approximately 87,500sqm NLA of Shop retail, including 25,000 sqm NLA of convenience retail. Midland contains nine supermarkets including Coles, two Woolworths, Aldi, IGA, Spud shed and three independent grocers. Midland has the capacity to increase its floor space offer, however most of the future retail expansion is likely to be non-food retail. A small local centre in Bellevue is likely to reduce the need for visits and spending in Midland for convenience retail trips. But it is unlikely to have a significant impact on Midland.

Regional and District Centres

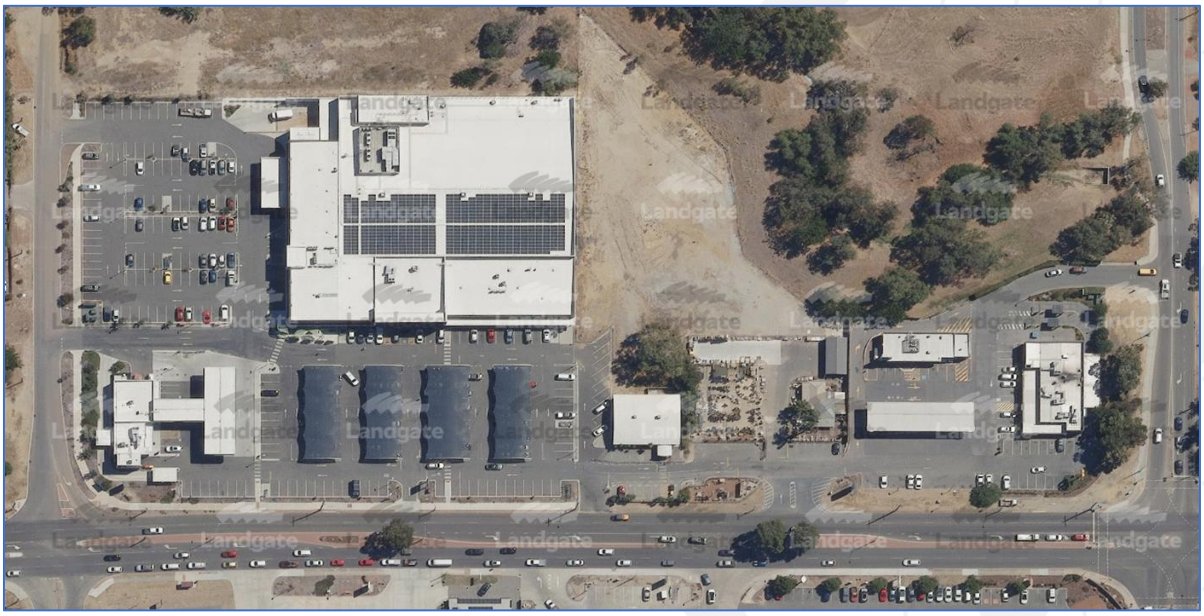
There are no District or Regional Centres within the immediate vicinity of the proposed centre which is likely to influence or be influenced by the proposed centre.

Neighbourhood Centres

There are currently three existing neighbourhood centres and one future neighbourhood centre that may influence or be influenced by the development of the proposed centre

Midvale Central

Midvale Central Neighbourhood Centre is located on the corner of Farrall Road and Morrison Road in the City of Swan. It is 3.5km travel distance from Bellevue. It is currently estimated to contain up to 5,000 sqm NLA almost all of which is convenience retail. It is anchored by a full line Woolworths supermarket. Midvale is unlikely to increase its floor space significantly in the short to medium term. Bellevue residents are expected to be currently travelling to Midvale Central for their convenience retail spending.



Landgate (2025)

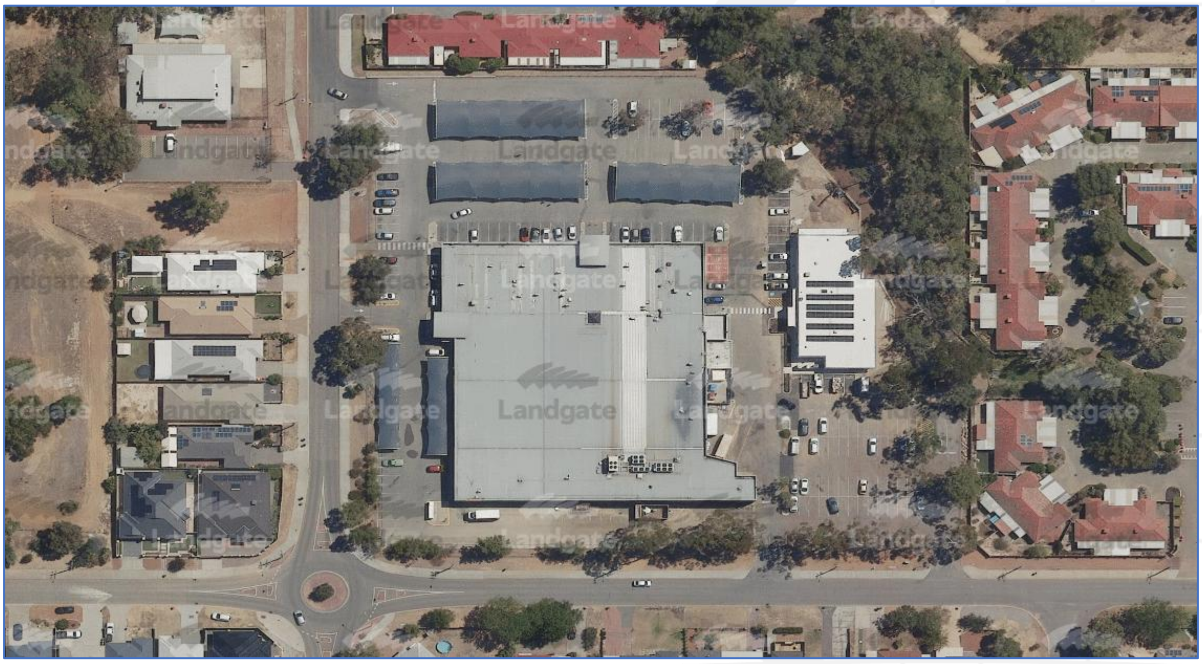
Darling Ridge

Darling Ridge is in Swan View in the Shire of Mundaring. It is located 2.7km travel distance from Bellevue. It is a classified Neighbourhood Centre in the Mundaring Commercial Centres Strategy. It is estimated to contain approximately 2,500 sqm NLA of retail floor space of which most is convenience retail. It is anchored by an IGA supermarket. There is physical capacity for Darling Ridge to increase its retail floor space in the medium to long term.

Landgate (2025)

Swan View

The Swan View Shopping centre is located on Marlboro Street in Swan View in the Shire of Mundaring. It is located 2.8 km travel distance from Bellevue. It is estimated to contain approximately 4,500sqm NLA of retail floor space most of which is convenience retail. It is anchored by a small Coles supermarket. It appears to have limited opportunities to increase its floor space in the short to medium term.



Landgate (2025)

Horace Street

Horace Street is located on Great Eastern Highway. It is 1.7km travel distance from Bellevue. Horace Street is classified as a future Neighbourhood Centre in the City of Swan Commercial Centres Strategy. It is currently estimated to contain approximately 1,400 sqm NLA of retail floor space with most of this space convenience retail. There is obviously a physical and policy opportunity to increase the retail floor space at Horace Street in the short to medium term.

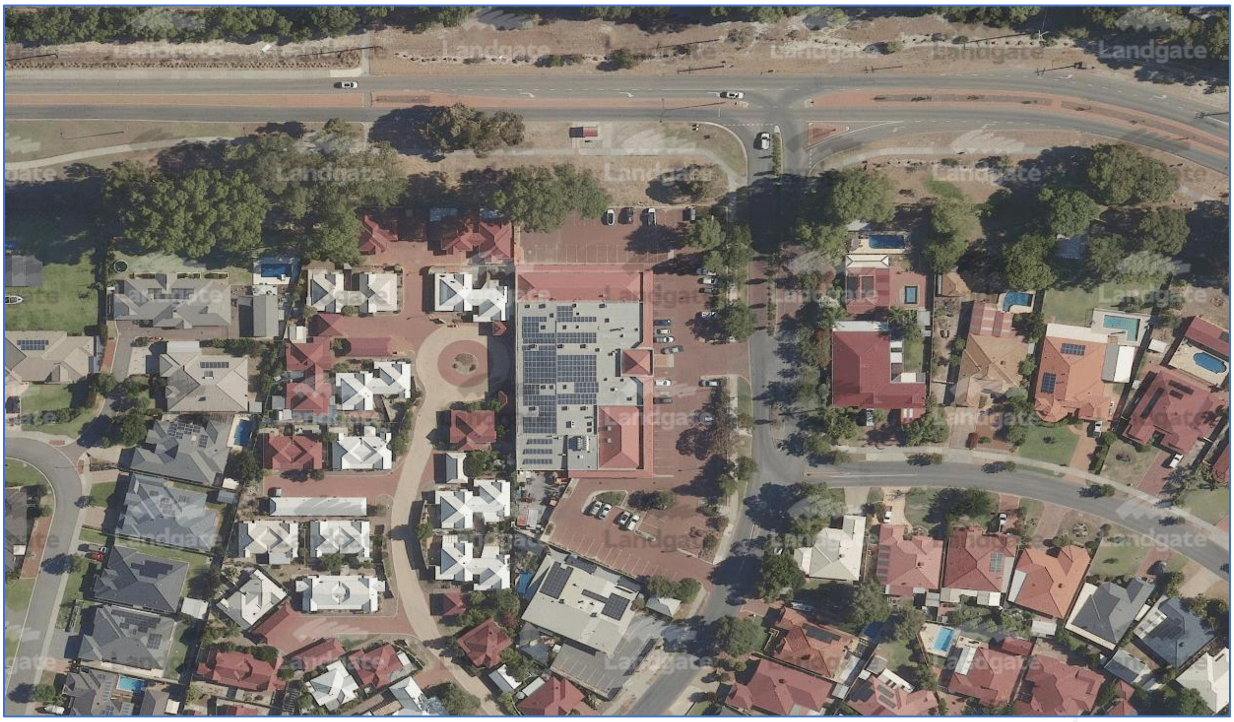
Landgate (2025)

Local Centres

There are currently five local centres that may influence or be influenced by the development of the proposed centre.

Helena Valley

Helena Valley is in the Shire of Mundaring. Despite being close to Bellevue, it is a 5.2 km travel distance from Bellevue to Helena Valley. It is classified an 'other centre' (local centre) in the Shire of Mundaring Commercial Centres Strategy. It is estimated to contain approximately 2,000 sqm NLA of retail floor space most of which is convenience retail. It is anchored by an IGA supermarket. There are limited opportunities to physically increase the retail floor space at Helena Valley.



Landgate (2025)

<u>Koongamia (Jinda Rd)</u>

Koongamia is the closest centre to the proposed centre. It is located 1.4km travel distance from Bellevue. It is classified as a local centre under the Shire of Mundaring Commercial Strategy. Koongamia is a two-tenant centre with approximately 750sqm. There is an opportunity to expand the centre into a small adjacent site however there is insufficient land to allow expansion to include a supermarket.

Landgate (2025)

Scott St

Scott Street is a classified local centre in the Shire of Mundaring. It is located 3.6 km travel distance from Bellevue. It is estimated to contain approximately 1,500 sqm NLA of retail floor space most of which is Convenience retail. It is anchored by a general store. It has limited opportunities to increase its retail floor space both physically and from a market perspective.

Landgate (2025)

Darlington

Darlington is a small local centre located 6.3 km travel distance from Bellevue. It is estimated to contain approximately 500 sqm NLA of retail floor space most of which is Convenience retail There appears to be limited market or physical opportunity to increase the retail floor space at Darlington in the short to medium term.

Landgate (2025)

<u>Hackett Street</u>

Hackett Street is a classified local centre in the City of Swan Commercial Centre Strategy. It is located 1.6km travel distance from Bellevue. It contains approximately. It has limited opportunity to increase its retail floor space and has no opportunity to attract a supermarket.

Landgate (2025)

2.2 Summary

Analysis of the activity centre network reveals that:

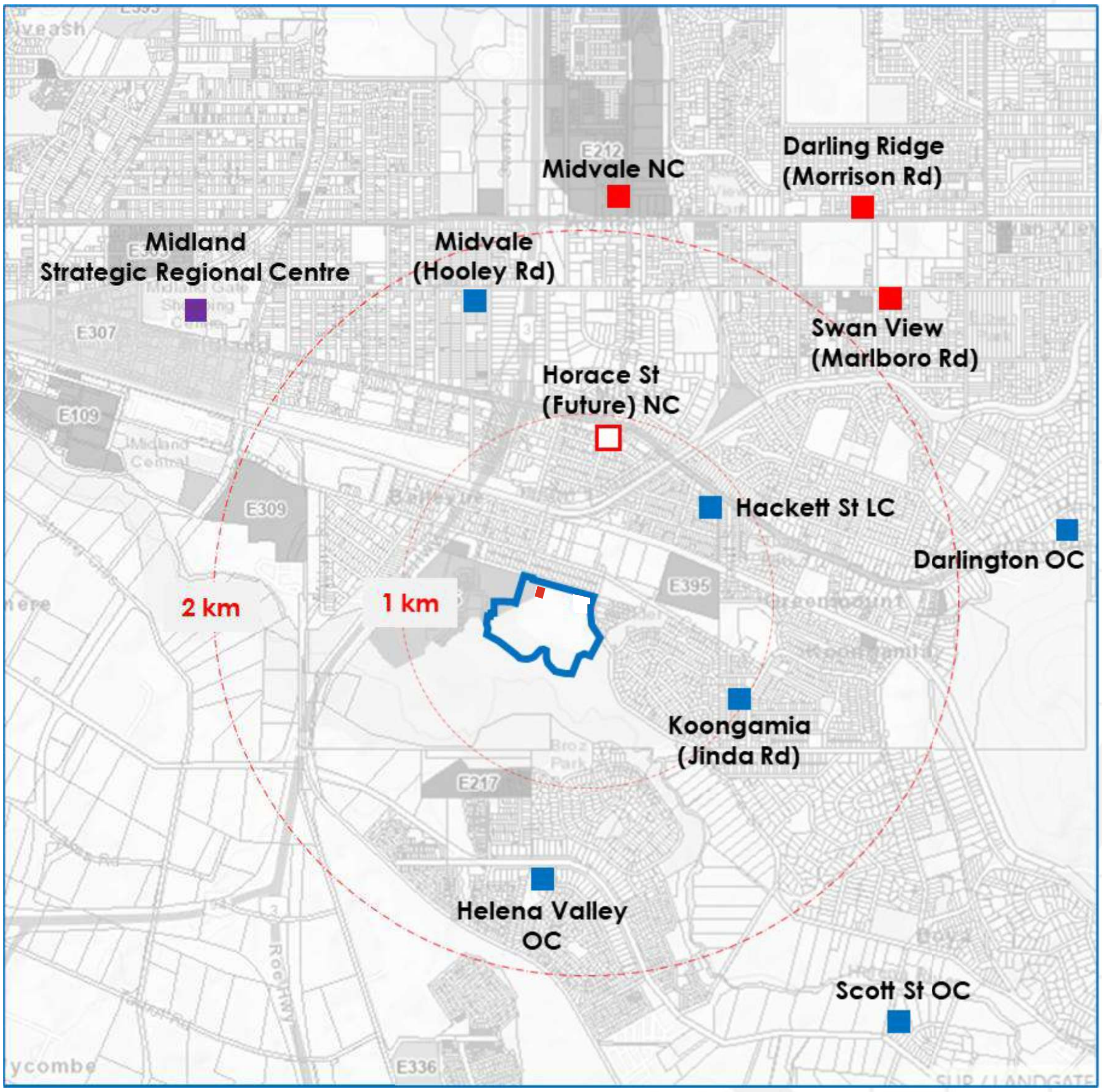
- The activity centres network influencing the trade area contains approximately 106,500 sqm NLA of total retail floor space including 41,250 sqm NLA of convenience-based retail floor space which will compete directly with the floor space in the proposed centre.
- The three centres closest to the proposed centre do not include a supermarket.
- The nearest full line supermarkets (Coles and Woolworths are located further than 2km from the proposed centre.
- The Helena Valley IGA centre is located on the other side of the Helena River and has no direct access to the urban area that includes the proposed centre

FIGURE 4 - RELEVANT ACTIVITY CENTRES NETWORK

Centre Name	Hierarchy	Supermarkets	Floor space (sqm) NLA Super-market	Food/ Grocery/ Café/ Takeway	Total Convenience	Total Comparison	Total 'Shop' Retail
Midland SRC	SRC	Coles, WWx2, Aldi, IGA, Spudshed, Otherx3	15,000	10,000	25,000	62,500	87,500
Helena Valley	NC	IGA	1,250	500	1,750	250	2,000
Midvale NC (Morrison Rd)	NC	WW	3,750	1,000	4,750	250	5,000
Darling Ridge (Morrison Rd)	NC	IGA	1,000	750	1,750	750	2,500
Swan View (Marlboro Rd)	NC	Coles	2,500	1,000	3,500	1,000	4,500
Horace St	NC	General store	500	650	1,150	250	1,400
Scott St	LC	General store	500	750	1,250	250	1,500
Darlington	LC	General store	250	250	500	-	500
Koongamia	LC	nil		750	750	-	750
Hackett St	LC	nil		350	350	-	350
Midvale Village (Hooley Rd)	LC	nil		500	500	-	500
Existing & Planned Centres			**24,750**	**16,500**	**41,250**	**65,250**	**106,500**

Land Use Employment Survey (WAPC 2015) / Taktics4

FIGURE 5 - SUPERMARKET BASED ACTIVITY CENTRES



Land Use Employment Survey (WAPC 2015) / Taktics4

3. TRADE AREA

The trade area for an activity centre is generally delineated by the distribution and accessibility of activity centres to/from urban residential areas. reveal a clearly delineated trade area for a centre. The trade area for the proposed activity is considered to include residents in the localities of:

Swan View
Greenmount
Midvale
Bellevue
Koongamia
Boya
Helena Valley

This trade area comprises residents which are likely to generate most of the visits and retail sales for the proposed centre.

3.1 Population

According to adopted population forecasts the total trade area is estimated:

- to comprise a population of 21,500 residents by 2026.
- to increase by an additional 2,000 residents within 15 years.
- to comprise a population of 23,500 residents by 2041.

The trade areas with the highest population include:

- Swan View with a population of 7,900 residents in 2026.
- Helena Valley with a population of 4,200 residents in 2026.

The trade areas with the highest growth forecast over the next 15 years include:

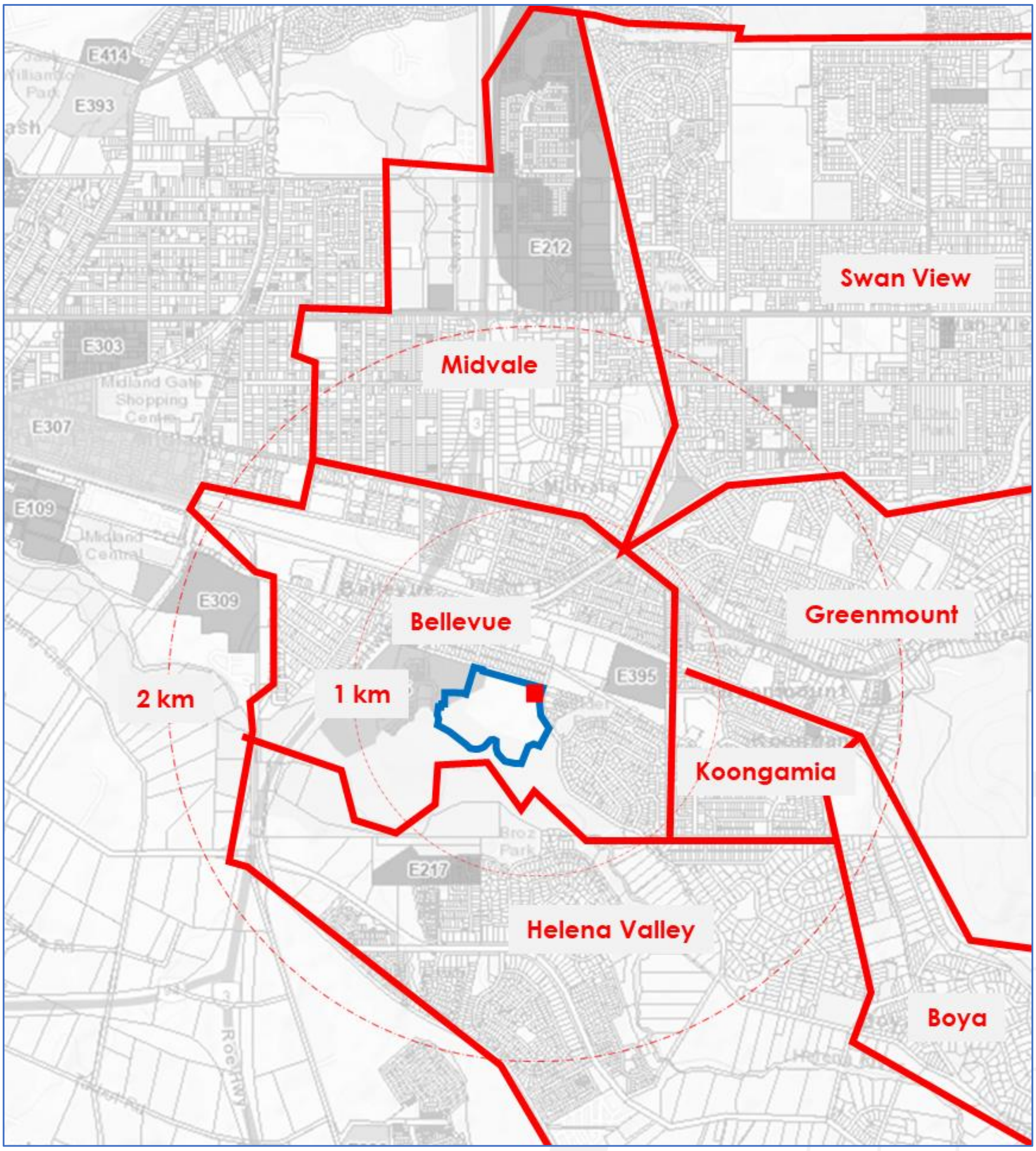
- Midvale with a forecast 25% increase in resident population between 2026 and 2041
- Bellevue with a forecast 34% increase in resident population growth between 2026 and 2041.

FIGURE 6 – EXISTING AND FORECAST RESIDENT POPULATION

Trade Area	Swan View	Midvale	Green mount	Bellevue	Koonga mia	Boya	Helena Valley	Total Trade Area
2026	7,911	2,972	2,697	2,093	1,000	677	4,193	**21,543**
2031	7,974	3,595	2,724	2,482	1,010	683	4,311	**22,780**
2036	8,126	3,703	2,751	2,678	1,020	690	4,362	**23,331**
2041	8,206	3,703	2,778	2,809	1,030	697	4,362	**23,586**
2026-2041	**295**	**731**	**82**	**716**	**30**	**21**	**169**	**2,043**
% Growth 2026/2041	3.7%	25%	3.0%	34%	3.0%	3.0%	4.0%	9.5%

Id Forecasting (2025)/Urban land Development Outlook (2020/21)

FIGURE 7 – RESIDENT TRADE AREAS



Id Forecasting (2025)

3.2 Retail Spending Profile

Retail spending profiles for residents in the trade area are derived by extrapolating data from a range of sources including:

- Retail Sales by store categories (ABS 2024)
- Household Expenditure Survey by socio economic characteristics (ABS 2019)
- Population and Household Census by socio economic characteristics (ABS 2021)

Correlation of data from these sources relative to the demographic profiles of an area produces an estimate of the average retail spending potential of residents within that area. Correlation of demographic profiles to retail spending profiles for residents in the trade area reveal that:

- Residents within the trade area are estimated to spend approximately $15,300 per person per annum in total retail goods including approximately $11,700 in convenience retail goods.

The areas where residents have the highest retail spending profiles include:

- Boya where residents are estimated to spend approximately $17,500 per person per annum in total retail goods including approximately $10,400 in convenience retail goods.

- Helena Valley where residents are estimated to spend approximately $16,900 per person per annum in total retail goods including approximately $11,300 in convenience retail goods.

The areas where residents have the highest retail spending profiles include:

- Koongamia where residents are estimated to spend approximately $11,100 per person per annum in total retail goods including approximately $7,500 in convenience retail goods.
- residents in the total trade

- Bellevue where residents are estimated to spend approximately $11,400 per person per annum in total retail goods including approximately $7,800 in convenience retail goods.
- residents in the total trade

FIGURE 8 – AVERAGE ANNUAL RESIDENT RETAIL SPENDING PROFILES ($/p.a.)

Retail Store Category	Swan View	Midvale	Greenmount	Bellevue	Koongamia	Boya	Helena Valley	Perth Average	Total Trade Area
Supermarket	$5,798	$5,603	$6,519	$5,327	$5,186	$7,705	$7,517	$7,017	$6,170
Food/Grocery/Café/Takeaway	$2,735	$2,622	$3,154	$2,462	$2,380	$4,022	$3,844	$3,443	$2,951
Total Convenience Retail	**$8,533**	**$8,224**	**$9,673**	**$7,789**	**$7,567**	**$11,726**	**$11,360**	**$10,461**	**$9,121**
Dept Store	$817	$782	$945	$733	$709	$1,339	$1,235	$1,033	$883
Non Food	$3,209	$3,098	$3,616	$2,943	$2,863	$4,467	$4,292	$3,898	$3,419
Total Comparison Retail	**$4,025**	**$3,880**	**$4,561**	**$3,676**	**$3,571**	**$5,806**	**$5,526**	**$4,931**	**$4,302**
Total Shop	**$12,558**	**$12,105**	**$14,233**	**$11,465**	**$11,138**	**$17,533**	**$16,887**	**$15,391**	**$13,423**

T4 Retail Model (2025)

3.3 Retail Spending Capacity

The average potential resident retail spending profile for each area is multiplied by the forecast resident population in each area to determine the forecast resident retail spending capacity of each trade area over time. Based on the average potential resident retail spending profiles, residents in the trade area are estimated to generate:

- *A total retail spending capacity of $291M p.a. in 2026 including $197M p.a. in Convenience retail spending*

- *An increase of approximately $25M p.a. in total retail spending p.a. including an increase of $17M p.a. in convenience retail spending between 2026 and 2041 due to forecast population growth in each area,*

- *Resulting in a retail spending capacity of 317M p.a. in 2041 including $214M p.a. in Convenience retail spending by 2041.*

FIGURE 9 - RESIDENT RETAIL SPENDING CAPACITY (Total Trade Area by Retail Category) ($M p.a.)

Retail Category	2026	2031	2036	2041
Supermarket	$133.2	$140.3	$143.5	$144.9
Food/Grocery/Café/Takeaway	$64.3	$67.7	$69.2	$69.9
Total Convenience Retail	**$197.5**	**$207.9**	**$212.6**	**$214.8**
Dept Store	$19.7	$20.7	$21.1	$21.3
Non Food	$74.4	$78.3	$80.1	$80.9
Total Comparison Retail	**$94.0**	**$99.0**	**$101.2**	**$102.2**
Total Shop	**$291.5**	**$306.9**	**$313.9**	**$317.0**

T4 Retail Model (2025)

The trade areas with the highest retail spending capacity includes:

- Swan View, where residents are estimated to generate $67M p.a. in convenience retail spending in 2026 – increasing to $70M p.a. by 2041.

- Helena Valley, where residents are estimated to generate $47M p.a. in convenience retail spending in 2026 – increasing to $50M p.a. by 2041.

- *Residents in Bellevue* are estimated to generate $16.3M p.a. in convenience retail spending in 2026 – increasing to $21.9M p.a. by 2041.

FIGURE 10 - RESIDENT RETAIL SPENDING CAPACITY (Trade Area by Convenience Retail) ($M p.a.)

Total Convenience Retail								
Year	**Swan View**	**Midvale**	**Greenmount**	**Bellevue**	**Koongamia**	**Boya**	**Helena Valley**	**Total Trade Area**
2026	$67.5	$24.4	$26.1	$16.3	$7.6	$7.9	$47.6	**$197**
2031	$68.0	$29.6	$26.3	$19.3	$7.6	$8.0	$49.0	**$208**
2036	$69.3	$30.5	$26.6	$20.9	$7.7	$8.1	$49.6	**$213**
2041	$70.0	$30.5	$26.9	$21.9	$7.8	$8.2	$49.6	**$215**

T4 Retail Model (2025)

3.4 Retail Modelling Method

A retail model can be used to estimate how consumers choose between different retail locations based on factors like the size (attractiveness) of the location and the distance they must travel to reach it. Essentially, larger, more attractive retail centres draw customers from a wider area, while closer locations tend to have a stronger pull. This retail model helps the retail industry and planning sector to understand market dynamics and predict consumer behaviour in an area.

In essence, a retail model helps the retail industry and planners understand how consumers are likely to make choices based on factors such as size of offer, access to locations and attractiveness, allowing them to optimize centre locations. The retail model achieves this by calculating the likely propensity for a resident in a particular trade area to visit/spend at each centre in the modelled network. It adopts the following principles.

Size/Attraction	Retail centers are considered to have a certain "pull" or attraction, which is often related to their size, variety of goods, quality of service, and overall shopping experience.
Distance	Consumers are more likely to visit locations that are closer to them.
Reilly's Law	Reilly's law states that the breaking point between two competing retail Centre's (the point where customers are equally likely to visit either) is determined by the ratio of their sizes and the square of the distance between them.
Huff Model	A refinement of the gravity model, the Huff model incorporates factors like consumer preferences and the specific characteristics of different retail locations to predict market share and centre patronage.

The retail model can estimate the potential retail sales of a proposed centre by calculating the extent to which it may capture retail sales from each trade area. The results of the retail modelling shows:

- The expected market share that the proposed centre may expect to capture from each trade area.
- The retail sales that may therefore be expected to be captured by the proposed centre
- The relative contribution of each trade area to the overall sales of the proposed centre.

The retail model findings show the potential sales that the proposed centre is likely to generate from residents within each trade area.

3.5 Market Potential of Proposed Centre

Based on the market variables collated in early sections, the retail model estimates that the proposed centre is estimated to capture:

- 33% of all convenience retail spending generated by residents in Koongamia
- 24% of all convenience retail spending generated by residents in Bellevue

Residents in other trade areas are less likely to influence the proposed centre, capturing:

- Only 7% of all convenience retail spending generated by residents in Helena Valley
- Only 10% of all convenience retail spending generated by residents in Boya
- Only 6.5% of all convenience retail spending generated by residents in Greenmount
- Only 2% of all convenience retail spending generated by residents in Midvale
- Only 2% of all convenience retail spending generated by residents in Swan View

FIGURE 11 – MARKET CAPTURE by Trade Area by Retail Category

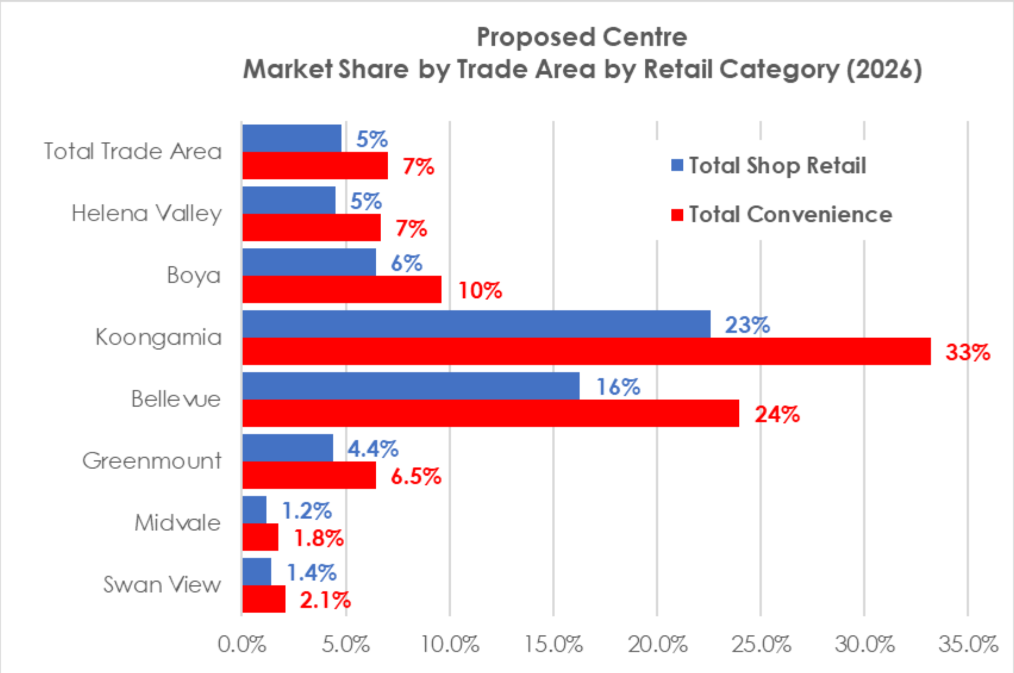
	Swan View	Midvale	Greenmount	Bellevue	Koongamia	Boya	Helena Valley	Total Trade Area
Supermarket	2.4%	1.9%	7.3%	27%	38%	12%	8%	8%
Food Grocery Café Takeaway	1.6%	1.4%	4.7%	16%	23%	6%	5%	5%
Total Convenience	**2.1%**	**1.8%**	**6.5%**	**24%**	**33%**	**10%**	**7%**	**7%**
Dept Store	0%	0%	0%	0%	0%	0%	0%	0%
Non Food	0%	0%	0%	0%	0%	0%	0%	0%
Total Comparison	**0%**	**0%**	**0%**	**0%**	**0%**	**0%**	**0%**	**0%**
Total Shop Retail	**1.4%**	**1.2%**	**4.4%**	**16%**	**23%**	**6%**	**5%**	**5%**

Taktics4 Retail Model (2025)

Achieving these market rates has the potential to allow the proposed centre to generate an estimated:

- $13.9M p.a. in retail sales in 2026 at an average sales productivity $7,000/sqm NLA p.a.
- $15.7M p.a. in retail sales in 2041 at an average sales productivity $7,800/sqm NLA p.a.

FIGURE 12 – MARKET CAPTURE by Trade Area by Retail Category



Taktics4 Retail Model (2025)

FIGURE 13 - PROPOSED CENTRE POTENTIAL RETAIL SALES by Year by Retail Category ($M p.a.)

Retail Category	2026	2031	2036	2041
Supermarket	$10.7	$11.5	$11.9	$12.1
Food Grocery Café Takeaway	$3.2	$3.4	$3.5	$3.6
Total Convenience	$13.9	$14.9	$15.4	$15.7
Dept Store	$0.0	$0.0	$0.0	$0.0
Non Food	$0.0	$0.0	$0.0	$0.0
Total Comparison	**$0.0**	**$0.0**	**$0.0**	**$0.0**
Total Shop Retail	**$13.9**	**$14.9**	**$15.4**	**$15.7**

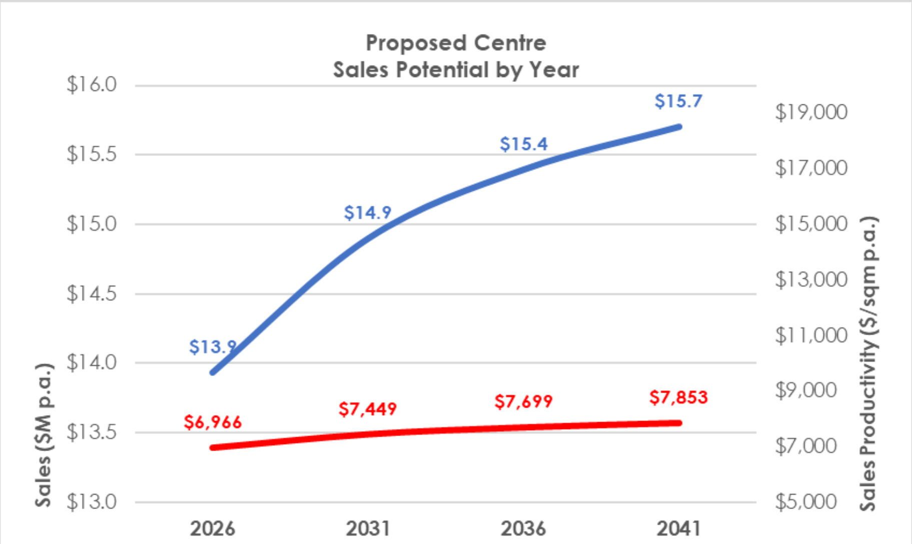
Taktics4 Retail Model (2024)

FIGURE 14 - PROPOSED CENTRE POTENTIAL RETAIL PERFORMANCE by Year

	2026	2031	2036	2041
Floor space (sqm NLA)	2,000	2,000	2,000	2,000
Sales ($M p.a.)	$13.9	$14.9	$15.4	$15.7
Sales Productivity ($/sqm NLA p.a.)	$6,966	$7,449	$7,699	$7,853

Taktics4 Retail Model (2025)

FIGURE 15 - PROPOSED CENTRE POTENTIAL RETAIL PERFORMANCE by Year



Taktics4 Retail Model (2025)

3.6 Summary

The retail model findings confirm that the proposed centre is sustainable from as early as 2026:

- By capturing conservative market shares from its immediate trade area (Koongamia and Bellevue)
- Without an over reliance on capturing high market shares from Helena Valley, Boya, Greenmount, Midvale and Swan View.

4. IMPACT ASSESSMENT

The potential retail sales captured by the development of the proposed centre will be drawn from centres in the network that would have reasonably expected to capture those sales had the proposed centre not been developed. The impact of the proposal on existing and planned activity centres is defined as an estimate of the retail turnover for each relevant activity centre identified for the following scenarios:

a) without the proposed activity centre.

b) with the new activity centre(s) assumed to be developed (or expanded).

c) The differences between the 'without' and 'with' scenario is the potential turnover impact for each activity centre.

Competition between businesses is not considered a relevant planning consideration. The impact of a proposal on an activity centre is defined as the potential loss of services and any associated detriment to the community caused by the proposed development. The following impact percentage and risk level for retail turnover is provided as a general guide and should not be used as the only indicator of acceptability of a proposal.

FIGURE 16 - SPP4.2 IMPACT and RISK GUIDE

Impact Percentage	Risk Level	Description
0-5%	**Low**	Any impacts are likely to be temporary and have no long-term effects on the viability of individual activity centres.
5-10%	**Medium**	Impacts are likely to be more significant for individual centres, but overall network sustainability is unlikely to be undermined in the long term.
10% +	**High**	Impacts are likely to be very significant for individual centres and will be likely to undermine long-term network sustainability.

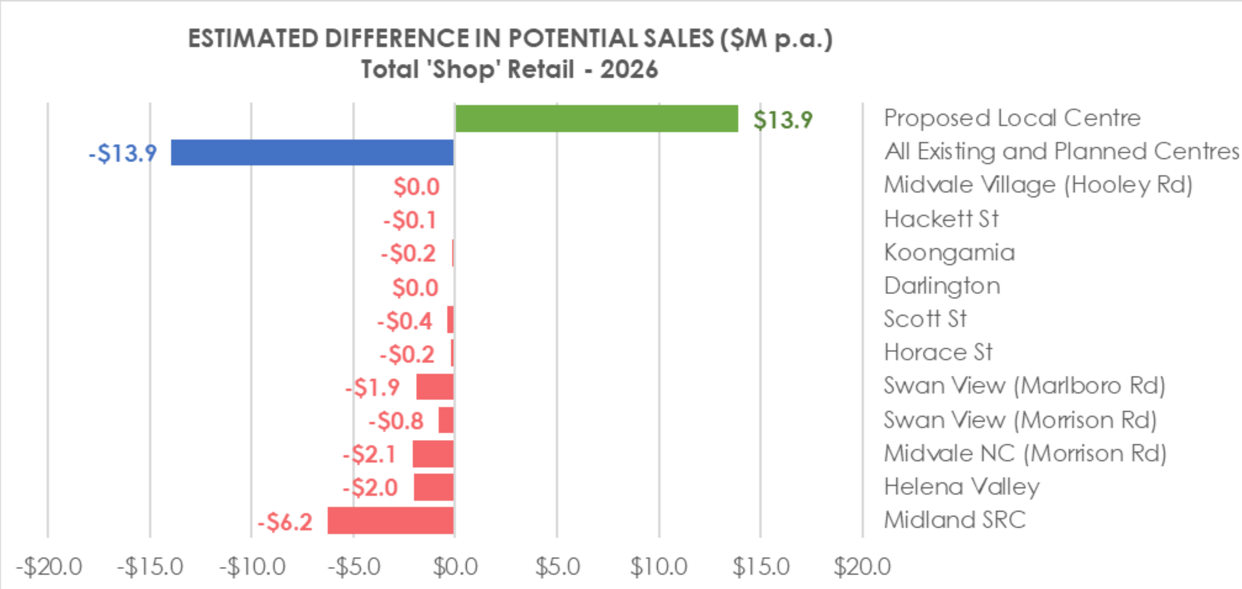
Where the short-term impact is initially high before falling to a medium or low level in the long term, consideration should be given to how the development can be staged or if there needs to be any additional short-term benefits to ensure that level of service is always maintained. However, the overall impact of the proposal may be lessened or offset by the potential growth in sales each activity centre may generate from the introduction of additional residents and spending in the trade area over time.

4.1 Impact of Proposal on Existing and Planned Activity Centres

The modelling reveals that the development of the proposed centre by 2026 has the potential capture:

- $6.2M p.a. in total retail sales from Midland Strategic Regional Centre in 2026.
- $2.0M p.a. in total retail sales from Helena Valley Local Centre in 2026.
- $2.1M p.a. in total retail sales from Midvale Neighbourhood Centre in 2026.
- $2.0M p.a. in total retail sales from Helena Valley Local Centre in 2026.
- $1.9M p.a. in total retail sales from Swan View (Marlboro Rd) in 2026.

FIGURE 17 – ESTIMATED DIFFERENCE in POTENTIAL RETAIL SALES - 2026

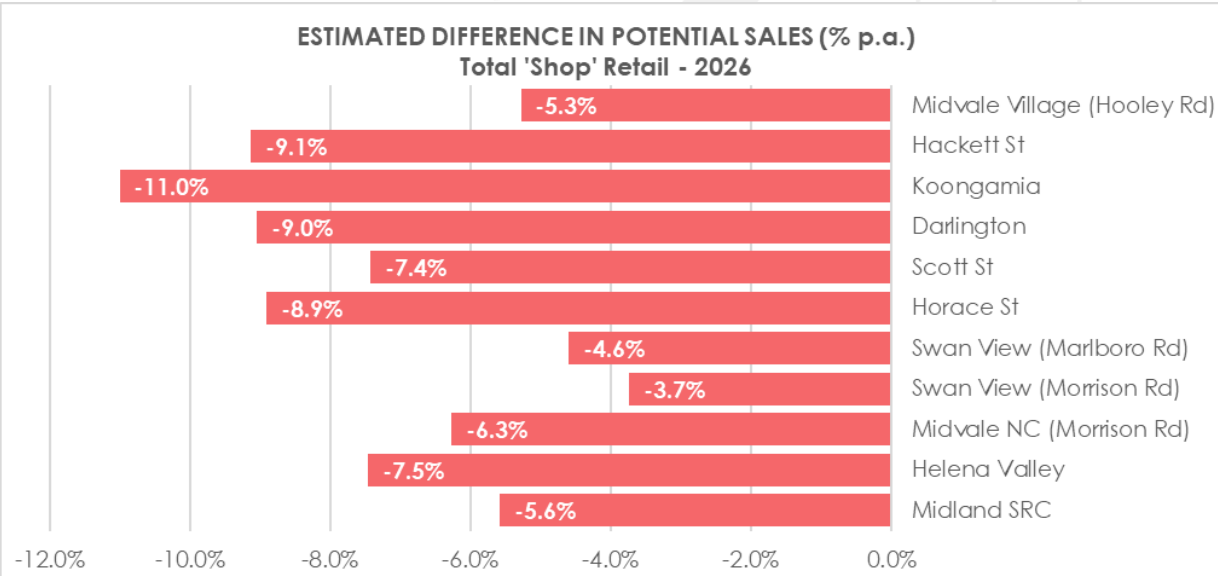


Taktics4 Retail Model (2025)

The modelling results equate to the proposed centre generating the following impact in 2026:

Potential Low Risk	*-3.7% impact on potential shop sales at Darling Ridge* *-4.6% impact on potential shop sales at Swan View (Marlboro Rd)*
Potential Medium Risk	*-6.3% impact on potential shop sales at Midvale NC (Morrison Rd)* *-7.5% impact on potential shop sales at Helena Valley* *-8.9% impact on potential shop sales at Horace St* *-9.1% impact on potential shop sales at Hackett St*
Potential High Risk	*-11.0% impact on potential shop sales at Koongamia (Jinda Rd)*

FIGURE 18 - ESTIMATED DIFFERENCE in POTENTIAL RETAIL SALES – 2026 (% of annual sales)



Taktics4 Retail Model (2025)

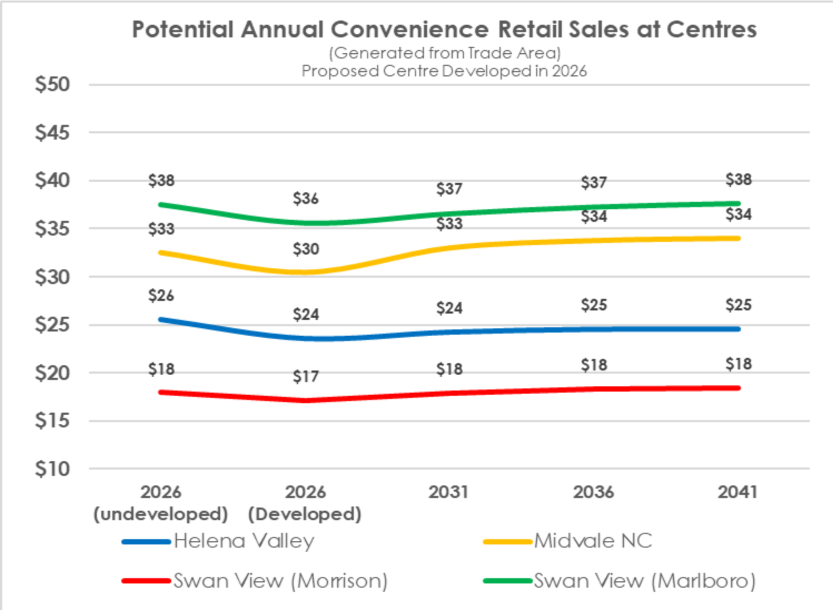
The Net Benefit Test identifies the potential for initial impacts of a proposed centre on other centres may be offset over the short, medium and long term due to population and retail spending growth in the trade area. This assessment is achieved by modelling:

- Potential retail sales at each centre in 2026 without the proposed centre developed.
- Potential retail sales at each centre in 2026, 2031, 2036, and 2041 with the proposed centre developed.

Modelling of the potential retail sales captured for each centre with and without the proposed centre developed reveals:

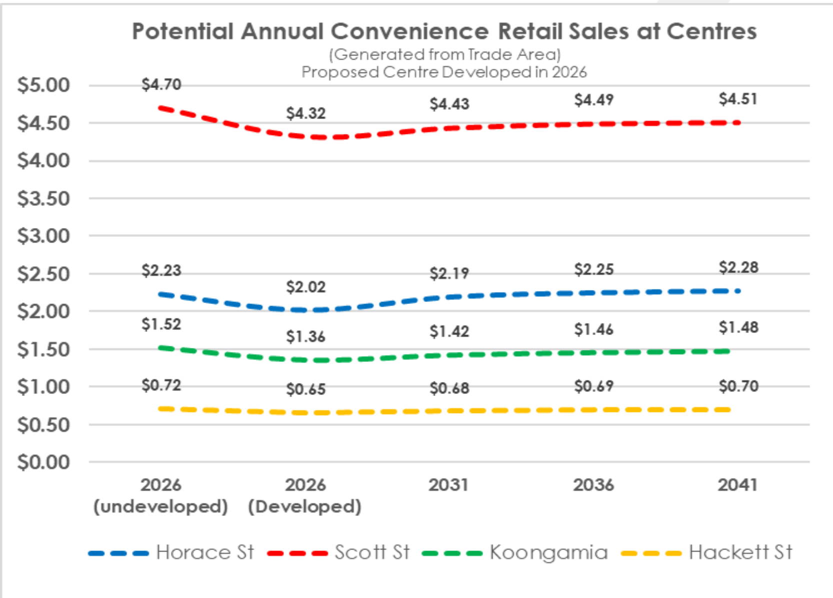
- An initial decline in retail sales between 2026 as highlighted in the previous figure.
- A return of sales up to or above 2026 potential sales figures by 2031/2036.

FIGURE 19 - POTENTIAL ANNUAL SALES by Development Scenarios by Year by Centre ($M p.a.)



Taktics4 Retail Model (2025)

FIGURE 20 - POTENTIAL ANNUAL SALES by Development Scenarios by Year by Centre ($M p.a.)

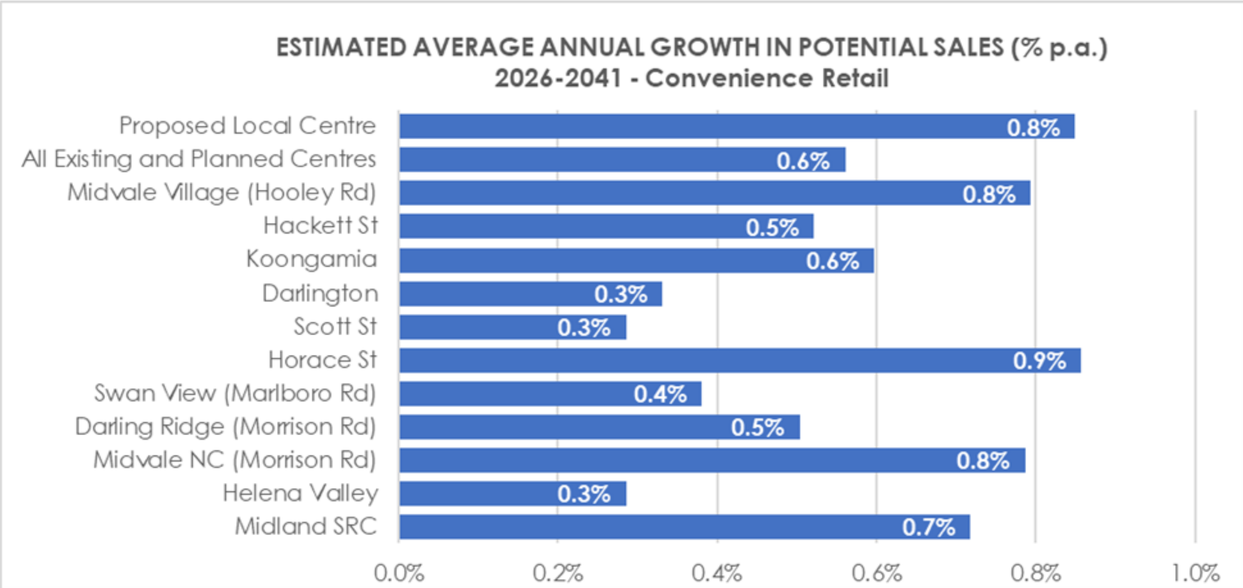


Taktics4 Retail Model (2025)

4.2 Impact on Activity Centre Hierarchy

The forecast population growth in the trade area will ultimately create the potential for all centres in the network to achieve an average increase in sales of between 0.3% and 0.8% per annum over the period between 2026 and 2041. This average sales growth will further offset the immediate impact experienced from the introduction of the proposed activity.

FIGURE 21 – ESTIMATED AVERAGE GROWTH IN POTENTIAL SALES by Centre



Taktics4 Retail Model (2025)

4.3 Summary

The modelling results show that:

- the size and location of the proposed centre can satisfy the local trade area needs without impinging on the trading potential of other centres.
- the proposed centre will not have a significant or long-term impact on any of the individual activity centres modelled as part of the centres network.

It therefore follows that development of the proposed centre will not create any unreasonable or detrimental impact on the role and function of the activity centre hierarchy and framework of centres in the trade area.

Each of the modelled centres will have the opportunity to compete for the additional retail spending / retail sales available through the increased retail spending capacity planned in the trade area. It will be up to each of the centres and their respective operators in the existing and planned network to establish plans and strategies to target that additional retail spending capacity.

5. NET BENEFIT TEST

When estimating benefits to the community, the Net Benefit Test should:

- Detail any benefit that is likely to occur due to the development of the proposed centre.
- Use existing data and standards to measure the size of the benefit and how important it will be to the community.
- Identify those in the community who will be likely to experience the benefit.
    - customers and employees, the local community, different socio-economic groups.
    - Define the geographic boundary where the benefit is experienced.
    - the site, the surrounding area, the local government.
- Estimate how many individuals are expected to experience the benefit.
- Describe the degree of change expected due to the benefit.
- Determine the expected duration for which stakeholders are expected to experience the benefit.

SPP4.2 provides the following guide to estimating/assessing the net benefit to the community including:

5.1 Employment

Will the proposal provide new jobs in addition to any that may be lost elsewhere – net additional jobs?

The proposed centre has the potential to create up to 50 Full Time Equivalent (FTE) jobs.

FIGURE 22 – ESTIMATED FULL TIME EQUIVALENT JOBS

PLUC	5
Activity type	Shops
Industry Ratio of (FTE) Jobs per sqm NLA	40 sqm NLA
Proposed Development floor space (sqm NLA)	2,000 sqm NLA
Potential FTE jobs created by Proposed Development	50

The potential short-term decline in retail sales modelled at other centres are not sufficient to result in the closure of retailers in any centre or the closure of centres in the network. It therefore follows that the retail employment opportunities created by the development of the proposed centre will be in addition to existing employment in the network rather than the replacement or redistribution of retail employment opportunities.

Will the proposed activity contribute to diversifying local jobs – creating more strategic employment versus population-driven employment?

The local nature of the development means that the proposed centre will provide almost solely for population driven employment rather than strategic employment.

Will the proposal have the potential to improve access to economic opportunity for minority and vulnerable groups?

Employment in retail centres typically attracts employees which fit the following profile:

- Female labour force. Females on average represent 66% of all retail related jobs compared to 57% for all job sectors.

- Part time labour force. Part time employees represent 62% of all retail related jobs compared to 46% for all job sectors.

- Young adults in the labour force. Young adults represent 19% of all retail related jobs compared to 9% for all job sectors.

- Residents who live within 2.5 km of the proposed activity. Fifteen percent of all residents in retail related jobs on average travel up to 2.5km from their home compared to 10% for all job sectors.

- Residents who do not have ready access to motor vehicle for travel to work. 11% of residents working in the retail sector cycle, walk or travel by passenger to work compared to 8% for all job sectors.

FIGURE 23 – EMPLOYMENT PROFILES BENEFITING FROM RETAIL DEVELOPMENT

Employee Characteristic		Retail Employment Sector	All Employment Sectors	Difference in representation
Gender	Female employment	66%	57%	**1.2**
Employment Status	Part time employment	62%	46%	**1.3**
Age	Employees aged 15-19 years	19%	9%	**2.1**
Distance travelled to work	Emplopyees who travel less than 2.5 km to work	15%	10%	**1.5**
Method of travel to work	Employees who travel to work by Car as a passenger	9%	6%	**1.5**

The impact assessment shows that all activity centres in the network have the potential to increase sales and subsequently not need to reduce employment levels. The proposed centre is therefore expected to provide new local jobs for residents.

5.2 Impact

How is the proposal expected to impact upon the current and expected turnover and role of relevant activity centres?

The proposed centre has the potential to have an initial 4% - 9% impact on annual sales at surrounding centres. These impacts are classified as low to medium risk to activity centres in the network. Any impacts on these activity centres are shown to be temporary / short term and have no long-term effects on the viability of individual activity centres. The initial impacts to activity centres are expected to be offset by future growth in sales from resident and spending growth.

Will the proposal increase the choice and availability of goods and services in the area?

Analysis of the retail centres network confirms that residents in the immediate vicinity of the proposed centre do not have direct access to a full line supermarket (Coles and Woolworths) within 2 km of the proposed centre. The residents in the immediate vicinity of the proposed centre only have direct access to one small (IGA) based supermarket within 1.5 km of the proposed centre.

The proposed centre creates an opportunity for a small supermarket centre to serve/cater to the immediate locality of Koongamia and Bellevue, thereby increasing the choice for and availability of goods and services in the area.

5.3 Compatibility

Is the proposal compatible with surrounding land uses?

The proposed centre is perfectly positioned to serve/cater to both the planned residential community created by the development and existing residential communities.

The small scale of the proposed centre makes it conducive to being adjacent to residential development.

The location of the proposed centre provides easy access and distribution of vehicular and pedestrian traffic to and from the centre.

5.4 Environment

Will there be an improvement in the level of amenity and vibrancy that benefits the wider community?

The small-scale nature of the proposed centre provides the opportunity for the development to meet a high level of amenity for the local community.

Will the proposal include land uses such as healthcare, education, and community facilities?

The small-scale nature of the proposed centre does not provide the critical mass of activity to attract a significant healthcare, education and/or community facilities.

Will the proposal have an impact on overall vehicle trips?
Will car-based net trips (by distance) increase or reduce because of the proposal?

The proposed activity has the potential to reduce the amount of trip kilometres by residents in the Koongamia and Bellevue localities who are currently travelling to centres outside their typical trade area.

The proposed centre is estimated to result in a saving of 700,000 trip kilometres p.a. by consumers/residents who won't have to travel as far to access their convenience retail needs, representing a 2% reduction in total annual trip kilometres.

5.5 Infrastructure

Is there significant government investment in services, infrastructure or development in the area or nearby centres that may be affected by the proposal?

Will the proposal impact patronage/viability of the investment and what is the expected impact?

Will the proposal include new, or improvements to existing transport infrastructure, particularly walking, cycling and public transport, that increases access and helps manage congestion?

Development of the proposed centre is not anticipated to affect any government investment in services, infrastructure or development in the area or nearby centres.

The proximity and location of the proposed centre is expected to be conducive to walking and cycling opportunities, creating opportunities to encourage and promote investment in related infrastructure.

Will the proposal include enhancements to utilities that benefit the local area?

The proposed centre has the potential to generate demand for enhancements to community and non-retail related to services in the local area.

5.6 Strategic Alignment

Is the proposal consistent with the strategic planning for the area?
Is it aligned with the relevant regional strategy and approved local planning strategy?

The proposed centre is not currently a planned centre in the adopted planning framework. The Local Commercial Strategy actively promotes opportunities for the redevelopment of local centres in the immediate vicinity to include a diverse range of mixed use. The proposed development does not detract or impede these initiatives from being considered or implemented. The limited land area in these existing or planned centres will be unlikely to permit development of these centres to incorporate a supermarket. Therefore, the proposed development can be seen to be complementary to rather than in competition with these existing or planned centres.

Is the size and scale of the proposal consistent with the level of the hierarchy?

The proposed centre is expected to reflect the needs of the local community. The proposed centre represents the lowest level in the retail hierarchy. The proposed centre does not attempt to elevate its role in the hierarchy. The proposed centre represents a direct response to an identified need and demand for a local supermarket-based centre in this location. The size, scale, function, and role of the proposed centre is consistent with and complements the overall activity centre hierarchy.

What are the potential impacts on the activity centre hierarchy?

The proposed centre will not have any long-term impact on the activity centres in the network. The proposed centre does not have the potential to result in the loss of or change the role and function of any activity centre in the network. As such the proposed centre does not have the potential to have any impact on / or change the activity centre hierarchy.

Is the proposal consistent with the objectives and outcomes of SPP 4.2?

Findings in this Net Benefit Test confirm that the proposed centre satisfies the criteria for assessing the benefits to the community and is therefore consistent with the objectives and outcomes of SPP4.2.

5.7 Other Measures

SPP4.2 – Also introduces potential measures for a proposed centre to meet a range of environmental measures. These measures are listed below but do not form part of this economic assessment.

Will the proposal contribute to improved air and water quality such as incorporating water sensitive urban design, or walking and cycling infrastructure that reduces emissions from vehicles?

Will the proposal protect or enhance remnant vegetation or contribute to improving the urban tree canopy?

Will the proposal help reduce energy consumption and emissions – for example through sustainable construction methods and/or incorporating renewable energy systems?