# **Local Impact Assessment Class 1 Application Cnr Kingston St and David Ave, Oak Flats**

# Oak Flats Bowling & Recreation Club Limited March 2009



Aerial photograph of venue site.

### Prepared by:



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Content	Reference	Page Number
	Number	
Executive Summary	1-5	1-3
Introduction	1	
Methodology	1.2	4
Applicant details	1.6	4
Applicant history	1.11	5
Financial performance of Applicant	1.14	5
Gaming machine indicators	1.17	5
Proposal	1.19	6
Responsible Gambling Measures	2	6
Local Community	3	8
Geographical spread of Applicant's members	3.7	9
Geographical spread of Applicant's non-member	3.9	9
visits		
Alternate gaming machine venues	3.11	9
Topographical considerations	3.13	9
Definition of local community	3.17	10
Demography	4	10
Shellharbour LGA	4.1	10
Local Community	4.10	12
Tourism	4.13	13
Benefits	5	13
General	5.1	13
Redevelopment of Venue	5.4	14
Additional economic stimulus	5.10	15
Additional employment	5.12	15
Construction related benefits	5.17	16
Additional consumer benefit	5.21	16
Additional taxes	5.26	17
Summation of benefits	5.28	17

Conclusion	6	18

### **Tables**

- 1. Shellharbour LGA Demographics (as compared to NSW Demographics)
- 2. Local Community Demographics
- 3. Commercial/Industrial Construction Industry Multipliers

### **Figures**

1. Concept redevelopment of Venue

### **Appendices**

- 1. Responsible Conduct of Gambling House Policy
- 2. Map of Shellharbour Local Government Area
- 3. Map of Local Community showing Venue
- 4. Aerial photograph of Venue
- 5. Layout of Venue
- 6. Redevelopment plans



### **EXECUTIVE SUMMARY**

### 1. INTRODUCTION

- I. This document is a Local Impact Assessment Class 1 to accompany an application made for the approval of a 'mid grade' gaming machine threshold increase of 40 for Oak Flats Bowling and Recreation Club Ltd (the "Applicant") at premises situated at Cnr Kingston Street and David Avenue, Oak Flats NSW (the "Venue") located in the Band 1 Local Government Area (the "LGA") of Shellharbour.
- II. The Applicant has operated at the Venue for over 50 years and provides bowling and sporting services to its 9500 members as well as hospitality based recreational pursuits for members and their guests. The Applicant had a total employee benefits expense of \$2.06 million, paid \$843,997 in gaming machine duty, payroll and other taxes and made \$62,612 in donations and CDSE contributions. The Applicant achieved total revenue of \$7.44 million in 2008 and a pre-tax profit of \$147,191. Total gaming machine revenue was \$4.44 million or 60% of total revenue resulting in a per gaming machine profit of \$42,739 in 2008.
- This LIA provides relevant gaming data, social data and issues of concern to the Local Community so that the Authority can determine whether additional gaming machines will provide benefit to the Local Community.
- IV. The detailed assessment of the information set out in this Report leads to a conclusion that the approval of the threshold increase application will result in benefit on the defined Local Community.
- V. The Venue is situated in the Shellharbour Local Government Area in the Illawarra Statistical Sub-Division. The Shellharbour LGA currently has a population of 60,337 who primarily reside in the urban area surrounding Lake Illawarra and in the LGA centre of Shellharbour. The Shellharbour LGA is a popular tourist destination

### 2. **RESPONSIBLE GAMBLING MEASURES**

- VI. Chapter 2 of this Report details the mandatory and additional responsible service of gambling measures put in place by the Applicant at the Venue. The Applicant operates its gaming machine operations in strict accordance with Lesgislated and 'best-practice' interventions and initiatives modelled on its Responsible Service of Gambling House Policy (see Annexure 1). Without noting an exhaustive listing of these initiatives, they include:
  - Employee requirements:
    - (i) All employees must have RCG certificate
    - (ii) All employees must operate in accordance with the House Policy
    - (iii) All staff employment contracts do not allow gaming machine play by staff
  - Self-exclusion scheme:
    - (i) All staff are trained in this requirement
    - (ii) Established links are held between the Applicant and gambling



### counsellors

- Marketing and advertising initiatives of gaming promotion:
  - (i) Only opt-in marketing occurs for members
  - (ii) All direct advertising is not visible outside Venue
  - (iii) Player activity statements are available upon request
- Operational safe guards:
  - (i) Mandatory signage is clearly visible and in prominent locations
  - (ii) Consumer information concerning the chances of winning is clearly visible
  - (iii) No ATM or EFTPOS facility allows cash advances from credit accounts
  - (iv) Clocks are clearly visible at all times in the gaming room and Venue more generally
  - (v) Cash payments over \$2,000 are not made
- VII. The Applicant has also implemented additional measures to ensure compliance with recent amendments to the Gaming Machines Act 2001 and associated Regulations including operational safeguards concerning unclaimed prizes, cash winning cheques, work performed by gaming machine technicians and linked and progressive jackpots. The Applicant views itself as operating a best practice set of measures and interventions to ensure that gaming machine operation is conducted in a safe and responsible manner in the Venue.

### 3. LOCAL COMMUNITY

- VIII. Chapter 3 of this Report details the communities potentially affected by the approval of the Threshold Application. The Shellharbour LGA is the Local Government Area of the Venue and a map illustrating the extent of the Shellharbour LGA and the location of the Venue is included as Appendix 2. The Trade Area of the Venue, which is marked on a map included as Appendix 3, has been adopted as the Local Community of the Venue.
- IX. Chapter 2 of this Report also describes the nature of the business of the Applicant. Chapter 2 of the Report also sets out statistical data provided to assist the Authority in reaching a decision.

### 4. BENEFITS

X. Chapter 5 of this Report details the benefits resultant from approval of the Threshold Application to the Local Community. The table below provides the economic and social value of the benefits on the Local Community with provided justification:

Benefit	Economic and Social Value	Reasoning
<ol> <li>Redevelopment of the Venue</li> </ol>	Construction related benefit	Younger age profile with
valued at \$1.1m, including:	estimated at \$1.23 in short	significant demand for family
<ul> <li>a. Construction of new</li> </ul>	term economic stimulus for	friendly eating facilities.
brassiere area to cater for	Local Community.	Social planning documents
additional demand and new	Substantial social benefit in	also reflect this need



	catering and kitchen area	terms of community facilities for Local Community.	
2.	Additional economic stimulus of Local Community economy and LGA economy through additional construction related benefits	\$100,528 in estimated additional Local Community economic stimulus through additional spending of local suppliers.	
3.	Additional employment	Seven Full Time Equivalent positions created with Full Time Benefits expense of \$217,000	
4.	Additional CDSE contributions	Estimated at \$12,650 to local CDSE committee	
5.	Additional state taxes	On per capita basis to Local Community estimated at \$1268	
6.	Additional consumer benefit stemming from additional gaming machine play	Unquantifiable consumer social benefit stemming from increased gaming machine play	

XI. Therefore, quantifiable benefits to the Local Community through approval of the Threshold Application are estimated at \$523,965 and an additional \$1.23m in short term construction related economic stimulus. Additional unquantifiable social benefits are also listed as additional employment, consumer benefit and construction of community facilities in the Local Community.

### 5. CONCLUSION

- The Guidelines further state that an LIA Class 1 must demonstrate that the proposed increase in gaming machines for the venue will provide a positive contribution towards the Local Community in which the venue is situated. The Legislation further mandates that the provision of gaming in the Venue will be conducted in a responsible manner.
- Chapter 3 of this Report provides the measures in place at the Venue to ensure the provision of gaming is conducted in a responsible manner. The measures put in place are over and above legislated requirements under the Act and the Regulation. These measures include operation of and strict adherence to the Applicant's Responsible Conduct of Gambling House Policy.
- XIV. Chapter 5 of this Report provides the benefits to the Local Community should the Threshold Application be approved by the Authority. These benefits range from capital works at the Venue such as a child care facility and fitness centre to additional employment and consumer benefits.
- XV. Given the satisfaction of the requirements of the Act and Regulation through the conduct of gaming machine operation at the Venue in a responsible manner and the evidence of substantial benefits on the Local Community, it is the Applicant's belief that this LIA meets the requirements of the Legislation.



### 1 INTRODUCTION

This Report is a Local Impact Assessment ("LIA") Class 1 to accompany a threshold increase application for a Band 1 Local Government Area venue of 'mid range increase' of 40 gaming machines for Oak Flats Bowling and Recreation Club Ltd ("the Applicant"). The Applicant is a bowling, sporting and community registered club and is located at Kingston Street, Oak Flats, NSW ("the Venue") in the Shellharbour Local Government Area ("the LGA").

### 1.2 <u>Methodology</u>

- In respect of LIAs relating to threshold increase applications, the LIA Guidelines provide that the Casino, Liquor and Gaming Control Authority ("the Authority") can only approve an LIA where the following requirements are met:
  - the LIA complies with the requirements of the [Gaming Machines] Act [2001] and the [Gaming Machines] Regulations [2008] ("the Legislation");
  - the LIA demonstrates that gambling activities will be conducted in a responsible manner
- 1.4 The Guidelines further state that an LIA Class 1 must demonstrate that the proposed increase in gaming machines for the venue will provide a positive contribution towards the Local Community in which the venue is situated. The overall aim of a Class 1 LIA is to provide relevant gaming data, social data and issues of concern to the Local Community so that the Authority can determine whether additional gaming machines will provide benefit to the Local Community.
- In order to comply with the requirements and meet this onus, the approach taken in this LIA is to firstly detail the statutory information requirements prescribed by the Legislation. These are then discussed in the context of the Local Community and LGA, in order to assess the likelihood of benefit of the approval of the Threshold Application.

### 1.6 Applicant Details

- The Applicant seeks the approval of a Threshold Application for an increase of an additional 40 gaming machines. The Applicant is located at Kingston Street, Oak Flats ("the Venue") and provides recreational services and community based enterprises for the residents of Oak Flats and the Local Community, in the Local Government Area of Shellharbour ("the LGA").
- The LGA is a sub-region of the Illawarra Statistical Area and currently has a population of 60,337 who primarily reside in an urban area surrounding Lake Illawarra and on the Pacific Ocean. Shellharbour is the regional centre of the LGA and supports the surrounding sub-urban and semi-rural areas.
- 1.9 The Venue is located in the main residential area if the suburb of Oak Flats surrounded by residencies. The Applicant has remained on the same site for almost



50 years having traded without incident for this period.

The location of the Venue is identified and illustrated in Appendix 4. The total floor space of the Venue is 1661 m<sup>2</sup> as shown by the layout plan of the Venue provided at Appendix 5. In accordance with the requirements of the Legislation this LIA provides a background for the proposal, relevant social data and outlines identified Local Community benefits.

### 1.11 Applicant History

- The Applicant was formed through a grass roots movement to establish a bowling club in Oaks Flats in 1955 by a Mr Tom Hodge who had moved to Oak Flats from the Wollongong area. Mr Hodge had decided that the distance to travel to Wollongong to play bowls was too far and therefore a more convenient location would be in Oak Flats itself. After a public meeting was held to establish a bowling club Mr Hodge became the Applicant's first president, with Mr Jim Kerr secretary and Mr Lou Harold, treasurer. The three men put up their life savings as bank security for a loan to start a club. Fifteen blocks of land were initially purchased, bound by Kingston Street, David Avenue and Devonshire Crescent, at a price of \$5,624. The clubhouse was built during 1958 using voluntary labour, and when completed, was commonly known as the 'Tin Shed', with its iron roof and no ceiling. In 1959 the clubhouse was extended to include a kitchen, women's room, showers and store room in order to allow the Applicant to obtain a liquor licence, which was granted in 1960.
- Over 51 years, the Applicant has evolved from a volunteer based organisation which relied heavily on the support and generosity of it members to satisfy the Local Community's need for a social and recreational venue. Today the Applicant is a thriving business, which not only provides the facilities to satisfy the community's social and recreational needs, but is a significant employer in the area. The Applicant is also a generous contributor to local charities, sporting and community groups. The Applicant started with 61 members and one gaming machine. Today, the Applicant has 9500 members, 107 gaming machines, a brassiere, coffee shop, pizza bar, three successful bowling greens, a sports bar and a members' lounge.

### 1.14 Financial performance of the Applicant

- The Applicant had a total revenue in 2008 of \$7.44 million and a pre-tax profit of \$147,191. Gaming machine revenue for 2008 was \$4.44 million representing just under 60% of total revenue, total bar revenue was \$1.45 million (19.5%) and food and catering revenue was \$1.02 million (14%).
- The Applicant paid \$843,997 in gaming machine duty in 2008. Payroll tax and other related taxes were set at \$469,120. The Applicant made donations of \$62,612 in 2008. The Applicant had a total employee benefits expense of \$2.06 million in 2008.

### 1.17 Gaming machine indicators

The Applicant had a profit per gaming machine (total turnover less total payouts) of \$42,739 for the 2008 year. The average net profit per gaming machine for the LGA in 2008 was \$48,750. The Applicant projects that each additional gaming machine



will return a profit of \$21,084 per machine per annum. This difference in current gaming machine profit and that of the additional gaming machines is based on the Applicant's experience in installing additional gaming machines in the past. Where the Applicant has introduced additional gaming machines previously, this has resulted in an overall fleet profit reduction of over 50% with the fleet returning to the same profit level within 18 months of installation. The additional 40 gaming machines are therefore estimated to add an additional \$843,360 in gaming divisional profits to the Applicant.

### 1.19 Proposal

- The Applicant intends to expand its operation to meet the growing demand of its patronage. This involves expansion of several areas of the Venue including food and beverage services, entertainment and gaming operations. The Applicant will redevelop the Venue through the refurbishment of several areas, including doubling its catering operations over the next two years. The refurbishment includes additional capacity for its brassiere and bar areas. This will result in substantial increased benefits to its Local Community and through substantial increases in employment.
- In brief, the vision of the Applicant for the next five (5) years is to run a profitable and successful business, to retain a strong family atmosphere, and to foster strong partnerships with the Local Community. The viability of these aims is conditional upon the success of the Applicant's Threshold Increase application for additional gaming machines, as access to an adequate number of gaming machines entitlements is required in order to fund the Applicant's future growth. Further detail in relation to the benefits is provided later in this Report.

### 2 RESPONSIBLE GAMBLING MEASURES

- 2.1 The Applicant's gaming machine operation is in strict accordance with legislated and optional responsible gambling measures and is considered best practice in this area. A copy of the Applicant's House Policy on the Responsible Conduct of Gambling is included at Annexure 1. The Applicant operates its responsible gambling house policy which is drafted through the legislative requirements stated in the Gambling Legislation Amendment (responsible Gambling) Act 1999, the Registered Clubs Act 1976, the Gaming Machines Act 2001 and accompanying regulations. The Applicant maintains particular focus on all areas of mandated legislation especially concerning the provision of available counselling services for members and their guests. This includes:
  - All employees involved in gaming related duties hold a responsible conduct of gambling qualification in an approved course;
  - The Applicant's employment contract stipulates that any employee found to be gambling in the Venue will be immediately dismissed;
  - No minors are ever allowed access to gaming areas of the Venue;
  - Strong links are maintained with established referral systems problem



gambling counselling services;

- Consumer information on the chance of winning maximum prizes and jackpots is made available in the gaming area;
- Gaming machines notices on the dangers of excessive gambling are placed in all required areas;
- Signage on the unavailability of credit facilities, both through access to credit funds via Automatic Teller Machines and through no facility at the venue;
- That the Applicant does not cash cheques;
- No inducements are offered to gamble at the Venue;
- No cashing of third party cheques is possible;
- Clocks are clearly visible in all areas of the Venue;
- No cash payments over \$2,000 are made;
- No cash prizes in gaming promotions;
- Limiting the value of prize winning cheques to \$1,000;
- Only the provision of opt-in marketing is undertaken and only as part of the Applicant's full suit of promotions;
- All direct advertising of gaming is contained within the Venue premises and is not visible outside the Venue; and
- The availability of player activity statements by players upon request is well known
- 2.2 The Applicant has also implemented additional measures to ensure compliance with recent amendments to the Gaming Machines Act 2001 and associated Regulation, this includes:
  - No ATM in the Venue permits the dispensing of cash withdrawn from a credit account
  - Any unclaimed prizes are now processed as follows:
    - The Applicant places any unclaimed jackpot winning tickets not claimed within 12 months in a conspicuous area of the Venue for one month:
    - Any unclaimed gaming machine tickets or jackpots not claimed during the 12 month period are now to be paid into the Community Development Fund;
  - All prize winning cheques now clearly state 'Prize winning cheque cashing rules apply';
  - Linked and progressive jackpots:
    - All gaming machines at the Venue connected to a link clearly indicate which link they are connected to;
    - Correct house numbers are clearly displayed on each gaming machine on the link at the Venue;
    - If at any time any part of the authorised linked gaming machine stops operating as part of system, then that gaming machine is immediately removed from use:
  - All work undertaken by any gaming machine technician at the Venue is recorded when ever they:
    - install an approved gaming machine;
    - o service or repair a sensitive part of an approved gaming machine;



- service or repair that involves resetting of the electronic meter of the gaming machine;
- o These records detail the:
  - date the work was carried out:
  - technicians name and licence number;
  - name and serial number of the gaming machine on which the work was carried out.
- 2.3 The Applicant views itself as operating a best practice set of measures and interventions to ensure that gaming machine operation is conducted in a safe and responsible manner in the Venue.

### 3 LOCAL COMMUNITY

- 3.1 <u>Definition of Local Community</u>
- 3.2 The Legislation provides that the local community of the venue must benefit from the approval of the Threshold Application. In order to ensure that all possible benefits are considered, various forms of relevant data were assessed in order to define the area from which patrons of the Venue are most likely to be drawn.
- The Legislation does not define the term Local Community for the purposes of LIA Class 1 applications. However, if the definition of Local Community for the purpose of Class 2 LIAs are used as a guide only, it is evident that the term Local Community refers to the patrons of a venue that are likely to derive social and or economic benefit if the Threshold Application is approved.
- In this case, such people or groups could include (i) the workforce of the Applicant; (ii) local members of the Applicant (iii) visitors and tourists to the area and Venue; (iv) shareholders and workforce of companies which will supply products to the Applicant; and (v) Local Community organisations and charities which receive sponsorship or contributions from the Applicant.
- It is likely that only a small proportion of patrons of the Venue would not live in the Trade Area of the Venue, such that this group (who are not residents of the Local Community) will not derive any significant social benefits, by the approval of the Threshold Application, relative to the larger number of patrons who live within the Trade Area. Similarly, the number of tourists visiting the Venue is not expected to be significant, such that the social benefit or detriment experienced by tourists as a consequence of the approval of the Threshold Application is not significant in this context. Likewise, a high proportion of the workforce of the area can also be expected to be residents of the Local Community so that the benefit experienced by the smaller proportion who do not live in the Local Community is not significant in comparison. Shareholders and workforce of most companies involved in the operation of the Venue should also derive some socioeconomic benefit if the Threshold Application is approved. Similarly, Local Community organisations and charities will derive a direct social benefit from sponsorship and contributions from the Applicant by the approval of the Threshold Application.



- 3.6 The relevant material considered in defining the Local Community is detailed below.
- 3.7 Geographical spread of Applicant's members
- The approach to which the Applicant has defined its Trade Area has been developed through its consultation with experienced advisors in the Registered Club industry and its experience gathered through offering its services in the one locality for 50 years. Generally a registered club will have a membership penetration in urban and semi-urban areas of approximately 5kms. This assessment is linked heavily to legislative requirements pertaining to compulsory membership of any person residing within 5kms of the registered club in question. Analysis of the Applicant's members provides that 90.5% of the Applicant's members reside within 5kms of the Venue. Through the application of this approach, the defined Trade Area of the Venue includes the localities of Oak Flats, Albion Park, Haywards Bay, Mount Warrigil, Lake Illawarra, Warilla, Barack Heights and Flinders ("Trade Area").
- 3.9 Geographical spread of non-member visitors
- 3.10 The Applicant has conducted survey of non-member visitors to the Venue in the form of temporary members. The origin of temporary members over an exemplary one-month period revealed that 51% of visitors originated in a five kilometre radius around the Venue, and 34% from within a 3 kilometre radius. The relevant conclusion is that the majority of visitors to the Venue as guests of members live within close proximity to the Venue.
- 3.11 Alternate gaming machine venues
- 3.12 OLGR advises that there are 10 gaming venues within the LGA; 10 registered clubs and six hotels. Appendix 6 contains a map showing alternate premises in the area.
- 3.13 Topographical considerations
- 3.14 The spread of gaming venues throughout the LGA is concentrated in the city centre of Shellharbour and running along the eastern seaboard. There is some access to gaming machines in the Trade Area however there is a reduced number than in other parts of the LGA.
- 3.15 The presence of alternate gaming venues and Lake Illawarra limits the potential for residents to travel great distances to access gaming machines and increases the likelihood of accessing local gaming venues. This is applicable for both the Venue and other gaming venues in the LGA, that is to say that although it will be the case that the closest gaming venue to the resident is the gaming venue that they are much more likely to use for the sole purpose of gaming machine play. This may have the effect of concentrating or constricting the 'draw' of the venue. However, should the primary motivation for attendance at a gaming venue not be gaming machine play, and gaming machine play forms an activity undertaken whilst undertaking possibly food and beverage consumption, then a resident may be drawn for other reasons to attend the gaming venue such as food and beverage promotions. This may have the effect of increasing the 'draw' of the venue.



3.16 Whilst the above factors are considered in the definition of the Local Community, it is understood that where similar promotions and services are offered, there is a likelihood that proximity may therefore be the sole reason why a consumer will choose one venue over another, meaning that the location of equal alternate venues in closer proximity is likely to result in that consumer using the venue more closely located to them. This is considered in defining the Local Community below.

### 3.17 <u>Definition of Local Community</u>

- 3.18 In the context of the information set out above, it is concluded that the Trade Area is the Local Community being the area or group from which the persons utilising the services and facilities of the bottle shop are likely to be drawn in respect of the Venue. The Local Community is defined as:
  - The geographic area encompassing the Local Community of the Venue is made up of the following CCDs: 1192504, 1192503, 1192502, 1192507, 1192604, 1192710, 119204, 1192511, 1192903, 1192902, 1192510, 1192506, 1192906, 1192907, 1193207, 1192901, 1192908, 1192505 and 1192802; and
  - Parts of the following CCDs: 1193205, 1193210, 1192911, 1192912, 1192909 and 1192812
- 3.19 The definition of the Local Community is based on the following considerations, the:
  - residential location of the Applicant's members;
  - residential location of temporary members of the Applicant;
  - the location of alternate gaming venues in the LGA;
  - overall dispersal of the population and the role distance may play in restricting travel to the Venue; and
  - the presence of any topographical features which may inhibit travel to the Venue such as Lake Illawarra;
- 3.20 It is submitted therefore, that this defined area meets the requirements of the Act, Regulation, and Guidelines. A diagram of the Trade Area (hereinafter referred to as the Local Community) is included in Appendix 3.

### 4 DEMOGRAPHY

### 4.1 Shellharbour LGA

- 4.2 Neither the Guidelines nor the Legislation provide information to assist in what may be required for a demographic profile. However, some demographic modelling is required to assist in assessing the benefits linked to any threshold application approval.
- 4.3 The City of Shellharbour is situated on the NSW South Coast, between the larger city of Wollongong to the north, and Kiama to the south. The LGA is more than one hour from Sydney by road, has an area of 147 km², and had a population density of 417.4



persons per square kilometre at June 2003. 2006 Census figures reveal that 60,337 people resided in the Shellharbour LGA. In 2006 72.5% of the population were aged 18 years and over. This compares to 76% for NSW at the same period. The median age of people residing in the LGA in 2006 was 35 years compared to the state median of 37 years with 81.7% of the population Australian-born.

- The population of the Shellharbour LGA grew at an annual rate of 1.4% during the period of 2006-2007. This figure is double NSW's average annual rate of growth, which was 0.7% based on 2001 and 2006 Census figures. This high growth rate is attributable to affordable housing and commute to Sydney based employment.
- 4.5 At 2006, the rate of unemployment in the Shellharbour LGA was estimated at 7%, higher than the NSW average of 6% for the period of 2006-2007. The Shellharbour LGA has a SEIFA (2006 social-economic index of relative advantage-disadvantage) of 962, which is lower than the State average of 978. (2033.0.55.001 Socioeconomic Indexes for Areas (SEIFA), Data Cube only, 2006).
- 4.6 An alternative measure of SIEFA (relative advantage/disadvantage) is provided in the ABS National Regional Profile for Shellharbour LGA. Each LGA in NSW has been ranked in deciles (ranges of 10 percent). The first decile denotes the most disadvantaged LGAs, the tenth decile, the most advantaged. The Shellharbour LGA falls in the seventh decile. It therefore ranks in the upper half of all NSW LGAs. The advantage of using this method to analyse SEIFA is that it allows comparison with all LGAs, not simply a State average, which is skewed by a small number of very high SEIFA estimates for certain LGAs. This is emphasised by the fact that in 2006 only 50 of 151 LGAs (excluding Unincorporated NSW) or 33.1% of all LGAs, had a SEIFA in excess of the NSW average.
- 4.7 The demographic profile of the Shellharbour LGA, taken from 2006 Census data, is tabulated below:

Table 1: Shellharbour LGA Demographics (as compared to NSW Demographics)

Description	No LGA	% LGA	NSW %
Total Population	60,337	100	N/A
Median Age	35	N/A	37
Aged 18+ Years	43,734	72.5	76
Aged 0-9	8,937	14.8	13
Aged 10-19 years	9,207	15.3	13.5
Aged 20-39 years	15,428	25.6	27.4
Aged 40-59 years	16,423	27.2	27.3
Aged 60-79 years	8,797	14.6	14.8
Aged 80+ years	1,545	2.6	3.9
Families with children <15 years (% of families)	7280	43	40
Unemployed	1,989	7.3	5.9
Professionals	3,208	12.8	21.2
Labourers	3,005	12.0	9.5



Household income (post tax)	\$37,601	NA	\$52,060
One parent families	2,992	17.8	16.1
Fully owned	7,231	33.5	33.2
Rented (includes rent-free)	5,435	25.2	28.4
Lone person household	3,992	18.5	22.8
Group household	352	1.6	3.5

<sup>\*</sup>ABS Cat No 2001.0-2006 Community Profile Series.

- 4.8 The LGA is characterised by a younger and growing population evidenced by the more than double state growth rate, younger median age and lower proportion of adults. There is also a larger proportion of the population in the 0-9 and 10-19 year age groups and a larger number of families with children under 15 years.
- 4.9 The other chosen LGA indicators are mixed in terms of comparison with NSW. There are a higher number of labourers and a lower number of professionals and unemployment is higher than the state average. There is also a higher number of single parent families, but home ownership is higher than the state and the total proportion of rented houses is also lower as are lone person households and group households. Median individual income is lower which likely inline with a lower cost of living. The demographic profile reveals indicators which are reasonably common to urban non-metropolitan areas of NSW.

### 4.10 Local Community

4.11 Relevant demographics of the Local Community are tabulated below:

**Table 2: Local Community Demographics** 

Description	No. Local Community	% Local Community	NSW %
Total Population	24,641	100	N/A
Median Age	34	N/A	37
Aged 18+ Years	17,645	71.6	76
Aged 0-9	3,884	15.8	13
Aged 10-19 years	3,903	15.8	13.5
Aged 20-39 years	6,701	27.2	27.4
Aged 80-59 years	6,613	26.8	27.3
Aged 60-79 years	3,086	12.5	14.8
Aged 80+ years	426	1.7	3.9
Households with children (% of households)	4,771	57.0	40
Unemployed	1028	9.3	5.9
Professionals	1059	10.5	21.2
Labourers	1021	10.2	9.5
Household income (post tax)	\$38,177	NA	\$52,060
One parent families	2406	28.8	16.1



Fully owned	3633	43.4	33.2
Rented (includes rent-free)	1884	22.6	28.4
Lone person household	1272	15.2	22.8
Group household	144	1.7	3.5

<sup>\*\*</sup> LGA figure derived from ABS Cat No1379.0.55.001 National Regional Profile. Released 19/12/03.

4.12 The Local Community population is younger than the LGA with a median age of 34 years and an adult population proportion almost five percentage points below the state rate. The demographic profile provides that both the LGA and Local Community hold a resident population that is significantly younger than the state population. Overall, the demography of the Local Community is reasonably comparable to the LGA with some indicators above and some below the NSW rates.

### 4.13 Tourism

4.14 The LGA attracts a significant amount of tourists each year. NSW Tourism provides that there were 60,000 domestic overnight visitors with an average stay of 2.7 nights and 191,000 domestic day visitors to the LGA as at June 2007. In terms of the Illawarra region, of which the Shellharbour LGA is part of had 0.9 million domestic overnight visitors.

### 5 BENEFITS

### 5.1 General

- The granting of the Threshold Increase Application will yield a significant social and economic benefit for the Local Community and LGA through a number of major and ancillary benefits, these include:
  - 1. Redevelopment of the Venue, including the refurbishment and redevelopment of the Venue brassiere and catering facilities to allow for increased food capacity costing \$1.1 million;
  - 2. Additional economic stimulus of Local Community economy and LGA economy through additional construction related benefits;
  - 3. Additional employment;
  - 4. Additional CDSE contributions;
  - 5. Additional state taxes:
  - 6. Additional consumer benefit stemming from additional gaming machine play.
- 5.3 These benefits are discussed in further detail below.



### 5.4 Redevelopment of Venue

- The Applicant has undertaken market research and several discussions with Shellharbour Local Council regarding service provision shortfall in the Shellharbour LGA. The Council indicated that of the needs of the LGA, increased access to affordable child care and recreation facilities more specifically gymnasiums and pools was an area that the Applicant could significantly aid in. This would service the growing young population of the area and be in line with the Applicant's objectives. The Applicant therefore engaged a property consultant to provide information for a strategic plan to be produced to allow decisions to be made for redevelopment of the Applicant lands.
- The property consultant provided that the most favourable option for the Applicant would be to redevelop its current land holdings around its footprint. The property consultant notified, and as was confirmed by Council, that current zoning of the Venue site was suitable for the purpose of development of a child care facility and therefore developed the following 'concept' redevelopment plan.



consultant delivered concept plan which included The property а 5.7 redevelopment/refurbishment of the Venue and redevelopment of the Applicant's lands. The figure above shows the concept redevelopment of the Venue indicating the site of the child care facility, pool and gymnasium and the multi-storey car parking facility. The multi-storey car park is a response to significant demand placed on the Applicant from patrons. Currently the streets surrounding the Venue are filled with the cars of patrons from the Venue at peak times, which is not advantageous to the area



or the operations of the Applicant itself.

- The 'concept' plan has not been finalised to a full extent, however the Applicant will undertake refurbishment of the internal parts of the Venue that were considered under significant increased demand. This includes the Venue's brassiere area and catering facilities. Development consent has been granted for this refurbishment which is costed at \$1.1 million. The major additions and alterations include the following:
  - additional bistro style seating for 264 persons
  - modification and refurbishment to kitchen to meet increased demand
  - refurbishment of Venue layout
- Plans of the existing Venue and the proposed refurbishment are included at Appendices 5 and 6 including cross-sectional designs for the Venue. The remaining 'concept' sections of the proposed redevelopment including the fitness centre, pool, car parking and crèche are presented as additional redevelopments to the Applicant's lands that are likely to occur over the coming five years. No development application is yet to be made for this section of the overall concept. This Applicant is however committed to ensuring that the overall concept of the redevelopment project progresses, in a staged manner to eventually see the construction of the remaining various components occur over this period of time.

### 5.10 Additional economic stimulus

The club industry makes a significant contribution to employment and economic activity within the local areas in which clubs operate. It is projected that the Applicant will contribute an additional \$100,528 to the Local Community per annum through the operation of the additional gaming machines.

### 5.12 Additional employment

- The revenue generated by the additional gaming machines will result in a further 10 Full Time Equivalent (FTE) positions becoming available in the Venue. The seven FTE positions may in fact represent a larger number of positions, of lower economic effect per position, but with the same total outcome. The value of the additional seven FTE positions have an employee benefits expense of \$422,169.
- 5.14 This is a critical social benefit in two aspects:
  - The positions are expected to be filled by local residents, which the Productivity Commission (2002) considered beneficial in an LGA with higher unemployment, such as Shellharbour; and
  - Assuming the median household size for the LGA of 2.8 persons, approximately 20 people will directly benefit from the positions becoming available and being filled.
- There are also additional jobs related to the operation of the facility, which will be generated with external services providers, such as contract cleaners and security providers, and the jobs supported during the capital component of the proposed extension of activities.



It is appropriate to consider these additional positions as a benefit of the additional machines and their effect on the viability of the Applicant. The Productivity Commission Chairman, in his discussion of employment effects of gambling industries (2002, p5) suggests that additional employment in gambling-related industries in 'areas where unemployment is very high' may be considered a positive contribution to economic activity. It is submitted that this is the situation in the Applicant's local area and the LGA more broadly, where unemployment is higher than the state average and the nature of the economy, especially geographically, means that it is isolated from outside leakages.

### 5.17 Construction related benefits

Preliminary estimates obtained by the Applicant for the redevelopment of the Venue, is \$3 million. Applying input-output tables from the National Accounts (based on 1996-1997 data), the following economic effects may be expected from a project of this scale: every \$1 million worth of output in the commercial construction industry results in the creation of 6 direct FTE positions and 17 FTE positions across the economy as a whole, due to the initial, first round, industrial support, production induced, and consumption induced multiplier effects. These effects and the relevant output and employment multipliers underpinning the estimates are tabulated below:

**Table 3: Commercial/Industrial Construction Industry Multipliers** 

Impact	Initial Effects		Industrial Support	Production Induced	Consumption Induced	Total Multiplier
		<b>Effects</b>	Effects	Effects	<b>Effects</b>	
	(1)	(2)	(3)	(4 = 2+3)	(5)	(6=1+4+5)
Output (\$m)	1.000	0.456	0.425	0.881	0.915	2.796
Employment	6	3	2	5	6	17
(no.)						

- Applied to the total cost of construction of \$1.1 million for the Applicant's proposed development, the project would be expected to generate \$3.08 million of economic activity and 19 full time equivalent jobs during the construction period. The total number of additional persons employed may in fact be higher, as some of the positions created may not be on a full time basis, and thus would account for only the relevant proportion of one FTE position.
- If it was conservatively assumed that 40% of the additional economic activity and employment was to directly benefit the local economy, an injection of \$1.23 million would result. It is recognised that this is a short term economic stimulus, but of such magnitude that its significance should be taken into consideration, in this local economy. Even if the effect were to be considered over a number of years beyond the construction period, the overall effect remains significant.

### 5.21 Additional consumer benefit

The Productivity Commission's 1999 Report into Gambling concluded that the greatest benefit to gaming machine play was consumer benefit. According to the Productivity



Commission, the benefits from the liberalisation of the gambling industry come primarily from the satisfaction that consumers obtain from the ability to access what for many is a desired form of entertainment. Even when discounted for excessive spending by problem gamblers, the value of the consumer benefit remains substantially positive — estimated to be at least \$4.4 billion (and possibly as high as \$6.1 billion) each year. (Productivity Commission, 1999, Box 5.1)

- 5.23 A study of community impacts of the introduction of gaming machines was conducted by Arthur Andersen (1997). They found that:
  - many gaming machine venues support local sports teams, cultural events and donate to charity;
  - gaming machine venues provide a location for day outings; and
  - gaming machine venues make available new and improved facilities for entertaining and socialising.
- Gambling industries have been found to provide a wide range of social benefits to local communities. These benefits are largely dependent upon the level of gaming revenue they provide from their patrons. IPART (1998) advise that duties from gaming enable the government to fund a broad range of community services. The NSW Treasury also advised IPART that the gambling industry generates social benefits as follows:
  - The total revenue taken from gambling equates to about 20 percent of the health budget, or 21 percent of the education budget or almost 100 percent of the police budget.
  - Gaming is enjoyed by a wide cross section of the community. Most consumers of gaming products do not have a problem controlling their gambling behaviour. For these people gaming offers one of many alternative ways in which to spend their leisure dollar.
  - Clubs and hotels provide a range of community benefits. They offer a community meeting point and a venue for many social occasions. Gambling helps to maintain the viability of these venues (IPART 1998, p.70).
- The venues that operate gaming machines (primarily clubs and hotels), are central meeting places in Australian society, supporting a range of social activities. Playing the gaming machines is one part of the total set of activities undertaken at the venue.

### 5.26 Additional taxes

Additional state taxes are estimated to average \$324,614 per annum, along with an estimated additional \$12,540 in payroll tax per annum. The proportion of this total amount of \$337,154 which flows back to the Local Community (estimated on a per capita basis) is \$1,268.

### 5.28 Summation of benefits to Local Community

From this information it is estimated that the additional gaming machines will result, either directly or indirectly in an additional \$523,965 in funds flow into the public and private sector, will directly benefit the Local Community. A further \$1.23 million will flor into the Local Community economy through shorter term construction related benefits.



### 6 CONCLUSION

This LIA, pursuant to Section 37 of the Gaming Machines Amendment Regulation 2009, defines the Applicant's Local Community, details the benefits that the Applicant will provide to the Local Community if the Threshold Application is approved, and details the harm minimisation and responsible gambling measures that are in place at the Venue. That the LIA meets all of the relevant legislative requirements is demonstrated in the checklist provided below:

### Summary of satisfaction of Legislative requirements

Legislative Re	equirement	Satisfied	Refer
Gaming Machines Act 2001 amended by Gaming Machines Amendment	<ul> <li>(3) The Authority may approve a[n] LIA only if it is satisfied that:</li> <li>(a) the LIA complies with the requirements of this Division and the regulations in relation to the LIA, and</li> </ul>	Yes	Through- out
Act 2008	(b) the LIA has demonstrated that gambling activities in the relevant venue will be conducted in a responsible manner, and	Yes	2.1 – 2.3 and App. 6
	(c) in the case of a class 1 LIA:	Yes	5.1 – 5.29
	(i) the proposed increase in the gaming machine threshold for the relevant venue will provide a positive contribution towards the Local Community where the venue is situated, and		
	(ii) the relevant venue is not, if the venue comprises the premises of a new club or is a new hotel, situated in the immediate vicinity of a school, hospital or place of worship, and	NA	
	(iii) the LIA has adequately addressed any community concerns arising out of the consultation process under the regulations, and	NA	
Clause 37 Gaming	37. A class 1 LIA must include the following:		
Machines Amendment Regulation 2009	(a) if the threshold increase application to which the LIA relates is made in relation to a new hotel or a new club—a map showing the location of the venue and the location of any school, place of	NA	



	public worship or hospital within 200 metres of the venue,		
	<ul><li>(b) details of the benefits that the venue will provide to the Local Community if the threshold increase application is approved,</li></ul>	YES	5.1 – 5.29
	(c) details of the harm minimisation and responsible gambling measures that are in place at the venue.	YES	2.1 – 2.3 and App. 6
Guidelines	An LIA will only be approved if the Authority is satisfied that:		
	the LIA complies with the requirements of the Act and the Regulations	YES	Through- Out
	the LIA demonstrates that gambling activities will be conducted in a responsible manner.	YES	2.1 – 2.3 and App. 6
	In addition to these requirements, a Class 1 LIA must:		
	<ul> <li>demonstrate that the proposed increase in gaming machines for the venue will provide a positive contribution towards the Local Community in which the venue is situated</li> </ul>	YES	5.1 – 5.29
	<ul> <li>if it's a new hotel or club, the venue is not in the immediate vicinity of a school, place of worship or hospital</li> </ul>	NA	NA
	<ul> <li>address any concerns or comments arising out of the community consultation process.</li> </ul>	NA	NA

- The Applicant is a community based registered club which has operated from the Venue for almost 50 years. It provides needed community support through additional donations over and above those required through CDSE contributions. The Applicant provides a central meeting place and bowling and sporting facilities as well as separate sports contributions to its members and the Local Community more widely.
- The Applicant operates gaming at the Venue in compliance with mandated Legislative requirements and operates a best-practice style of interventions and procedures. The Applicant enforces this strict approach based on its House Policy on the Responsible Conduct of Gambling conducting regular in-house training for all its gaming staff who all hold qualifications in the Responsible Conduct of Gambling.
- The benefits put forward in this LIA will not occur without the approval of the Threshold Application. The benefits are numerous and include capital works, increased employment, construction related benefits, increased economic stimulus in the Local Community and increased taxes. All benefits are supported by local social



planning documents and consultations held with Local Council more generally. Demographic indicators also support the need for the benefits put forward.

- This Threshold Application is for a mid-range increase in a Band 1 LGA. The Legislation and Guidelines provide that for the Threshold Application to be approved the LIA must show that the venue provides gaming related operations in a responsible manner and that there must be a benefit to the local community in question. In this case, the Venue operates gaming responsibility as evidenced by the various provisions in place stemming from mandated Legislative requirements and interventions an initiatives over and above those required. In terms of benefits put forward, it is evident that there are numerous benefits, including substantial capital works which satisfy the requirement to show benefit.
- It is therefore provided that the test as set out in the Guideline and Legislation is met and the Applicant submits that the Threshold Application should be approved.



**1.Responsible Conduct of Gambling House Policy** 

# Machine Playing Conditions IMPORTANT NOTICE



These Conditions regulate and limit the rights and obligations of anyone who plays a gaming machine in the Club. You should read them before playing any machine. Do not play any machine if you do not understand and accept all of these Conditions.

- No patron is required to participate. Any playing of machines is at your sole option, discretion and risk.

  Player information brochures are available. Please ask if you would like to know how to get one. Player brochures are for general information only and if there is any inconsistency with these Conditions, then to the extent of the inconsistency these conditions prevail.

  You should not play any machine unless you completely understand.

  (a) how you have to play it, and

  (b) the combinations that you would have to get to win a prize.

  If you disagree with anything done by the Club in connection with a prize or the playing of a machine, please ask about the Club's complaint handling procedures.

  Machines must not be played by anyone under the age of 18 years.

  These Conditions cannot be varied for you personally except by a document that sets out the change(s), expressly refers to these Conditions and is signed by an authorised Club officer.

  These Conditions apply even where there are separate conditions stipulated for a particular machine or promotion or prize, except only where (and to the extent that) the Club expressly states in writing that it is amending these Conditions.
  - œ
- Payment may be withheld and the Police called if in the Club's opinion a machine or the circumstances show any sign of use of or interference with the machine which is unlawful or in breach of these Conditions or which is otherwise improper.

  A prize or purported prize will not be paid or awarded where in the Club's reasonable opinion it arises as a result of a machine malfunction; or as a result of any aspect of the operation, working, use or performance of the machine was otherwise predictable); or (without limiting the previous general words), where the winning combination showing has not been registered in the machine. The Club's decision is final.

  Various legal requirements binding on the Club in some circumstances are mandatory and cannot be varied. If any such requirement is inconsistent with these Conditions then the legal requirement prevails but only to the extent of the inconsistency.

  You must not play any machine which the Club has marked as malfunctioning or otherwise in some way marked or indicated as withdrawn from play The Club will not not a new marked or indicated as withdrawn from play The Club will not not any marked or indicated as withdrawn from play The Club will not not play any machine which the Club has marked as malfunctioning or otherwise in some way marked or indicated as withdrawn from play The Club will not not play any machine which the Club has marked or indicated as withdrawn from play The Club will not not play any machine which the club has marked or indicated as withdrawn from play any machine which the club has marked as malfunctioning or otherwise in some way marked or indicated as withdrawn from play any machine which the career of the machine which the ca
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- When age presented might on the contract of the contract are under the contract of the contrac
- - deed is titled as a self-exclusion deed), despite anything in these Conditions applicable to any particular machine, promotion or prize apply. If there is any time when the Club is open for trading.

    The Club may still published tickets at any time when the Club is open for trading.

    The Club may still published made tickets at any time when the Club is open for trading.

    By accepting or redeeming a prize, a prizewinner consents to use of their name and likeness for marketing purposes (until they request the Club in writing given to the Club or an employee of the Club that anything disclosing their identity not be published), based on the winning of the prize and without additional compensation.

    Nothing in these Conditions affects anything in these Conditions.

    Nothing in these Conditions applicable to any particular machine, promotion or prize apply. If there is any inconsistency, then (except as those other conditions may expressly provide) these Conditions prevail to the extent of the inconsistency.

    Any other is consistency.

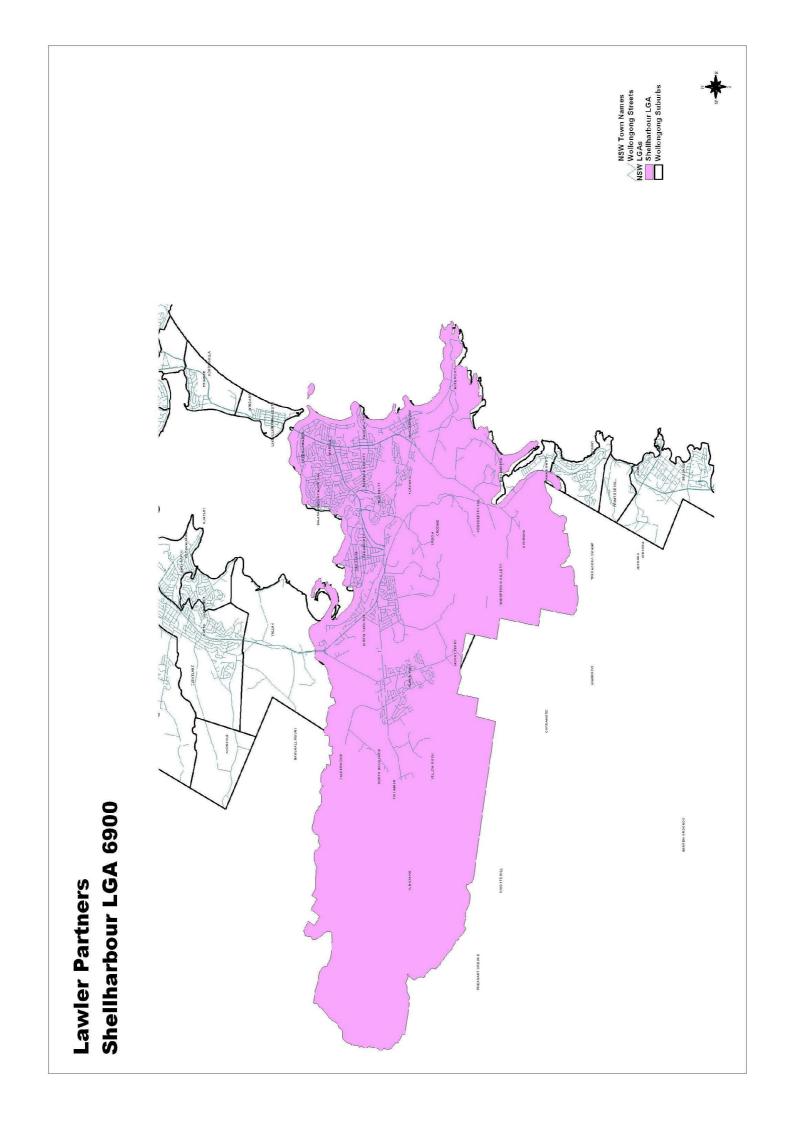
    A member who breaches any of these Conditions is liable to disciplinary action by the Club in addition to any disqualification from claiming a prize and any other lawful penalty.

    The Club may withdraw or amend these Conditions at any time in its absolute discretion. Any change becomes operative immediately it is displayed anywhere at the Club.
    - 42
- IS GAMBLING A PROBLEM FOR YOU? G-LINE (NSW) IS A CONFIDENTIAL, ANONYMOUS & FREE COUNSELLING SERVICE FREE CALL 1800 633 635





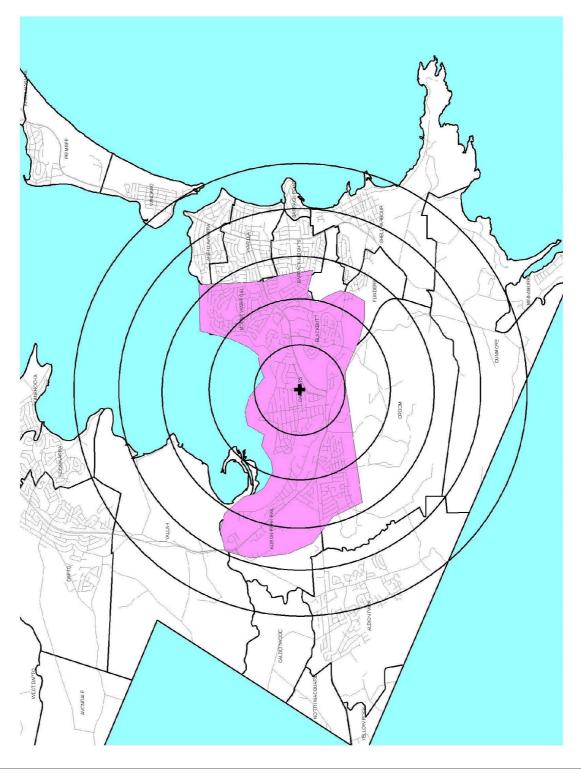
2. Map of Shellharbour Local Government Area





3. Map of Local Community showing Venue

Lawler Partners - Oak Flats Bowling Club **Primary Community Area** 





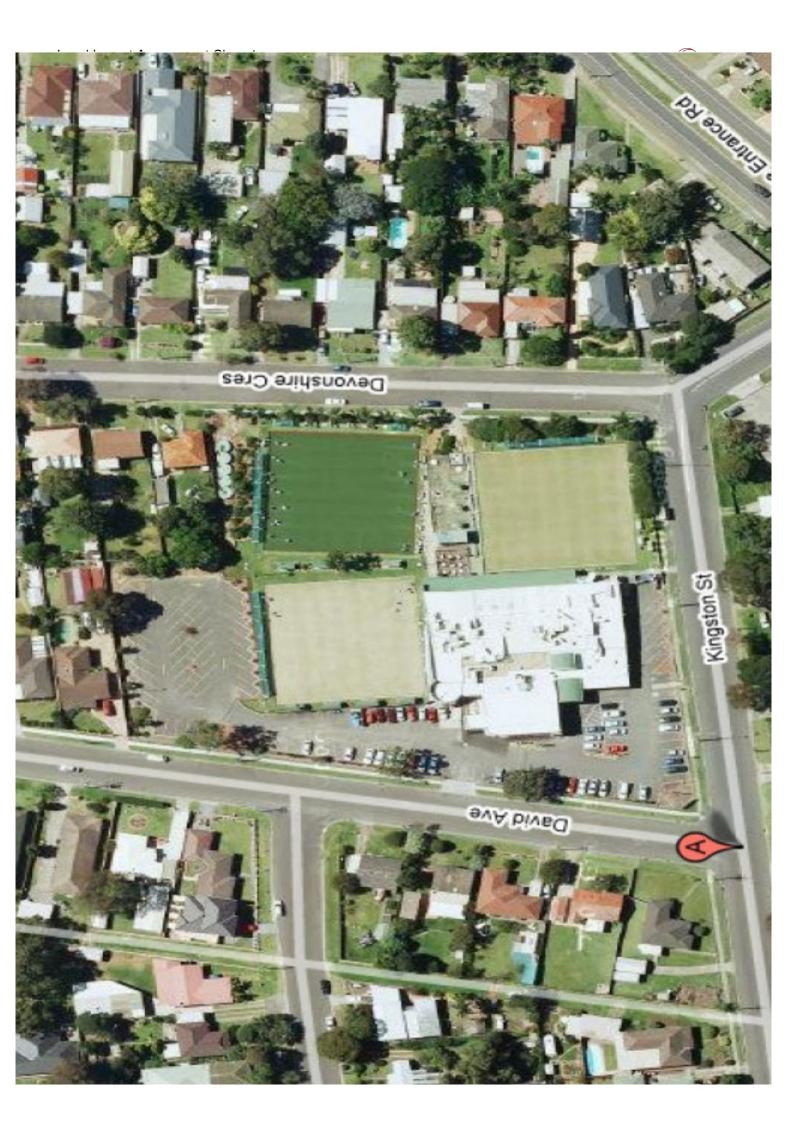








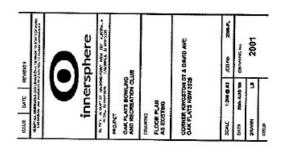
4. Aerial photograph of Venue

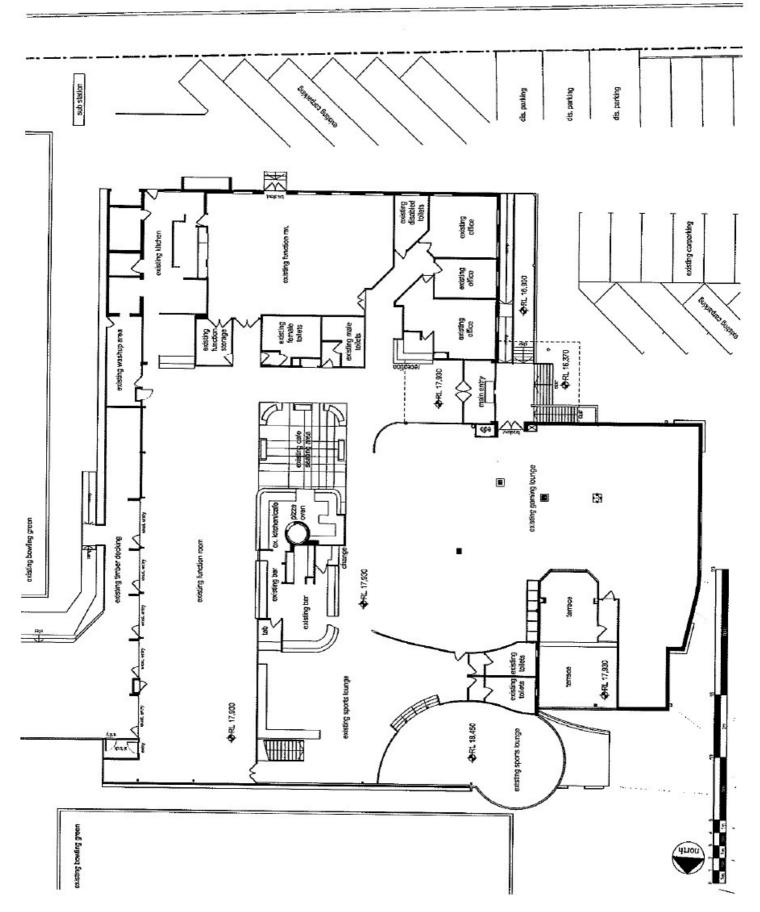




5.Layout of Venue

# kingston road







6. Redevelopment plans

# kingston road

